

Media plan for tomorrow

Mogilev has enjoyed much media attention this year, as the cultural capital of Belarus and the CIS. Its rich history, high level of service and hospitality have been praised, especially by those attending the 2nd Belarusian-Russian forum of young journalists: *Common View of the Future.*

By Yulia Obolenskaya

The event is a unique platform for dialogue and exchange of opinion with senior colleagues from Belarus, Russia, Armenia and Kazakhstan. This year, the Belarusian Ministry for Information led the event, which included an international exhibition and a congress of the Russian press, ensuring a suitable forum for the creative and scientific intelligentsia.

Over 150 journalists took part in the three-day forum, following the same format as was used last year in Gomel. Minister for Information Oleg Proleskovsky noted at the opening ceremony, "We've set the task not only of improving the professional skills of media representatives but of developing their intra-professional and international communication skills, helping form a uniform media community across Belarus and beyond. It's important to acquaint visitors with our country and to show them our most beautiful tourist sites."

The event was organised by the Belarusian Ministry for Information, the Standing Committee of the Union State, the Belarusian Union of Journalists, the Belarusian Republican



Forum of young journalists offers chance to exchange opinions

Youth Union, the Mogilev Regional Executive Committee, the Ministry for Foreign Affairs and the Embassy of Belarus to Russia. 30 media experts shared their experience and professional secrets with younger colleagues: heads of leading media sources, famous bloggers and political analysts.

"Language is, for a journalist, both a tool and a weapon. In these times of mass online communication, where a wealth of information exists across different levels — and not always of high quality — it's an acute issue," admitted an information security expert from Armenia, Tigran Kocharyan. He urged those present, "Your task is not to share unnecessary information but to seek out that which matters, filtering it from the irrelevant."

Gleb Grozovsky, the Director General of the Russian Business News Agency — Prime — agreed, saying,

"The information space is changing rapidly, with information streams growing and the media becoming more integrated. In the foreground is the concept of commercial news. Who else but you should discuss, predict and plan the future development of the media? You, young journalists, define our image of the media's future."

Discussions were, unsurprisingly, heated, with conversation continuing through lunch breaks. Among the topics covered were the role of technological innovation in 21st century journalism and the commercial aspects of today's media. The future of regional reporting against our age of convergence and multimedia sources also came under scrutiny. The Deputy Editor-in-Chief of RIA Novosti News Agency, Valery Levchenko, the Editor-in-Chief of *Vechernyaya Moskva*

newspaper, Alexander Kupriyanov, and the Secretary of the Union of Journalists of Russia, Roman Serebryany, all gave master-classes.

The basis of using factual data in journalism, methods of creating info-graphics, aspects of psychology and the work of convergent editions aroused interesting debate. Most active participants of the Mogilev Regional TV Channel to request participants of the *New Media Space: Challenges and Possibilities* thematic discussion were invited by the Mogilev Regional TV Channel to take part in a talk-show entitled *Reloading*. The Belarusian Union of Journalists also contributed into honouring of young and gifted journalists.

Finally, the *Debut* award was bestowed, for the second time to date, honouring new talent in the world of journalism.

High level indicators

Belarus leads among CIS countries for number of transplantations per million citizens

Belarus' Centre of Transplantation has enabled us to raise the number of such surgeries by more than 35-fold compared to 2005: from 8 to 274. Vasily Zharko, the Minister for Health, comments, "The centre is one of the largest in Eastern Europe, while Belarus leads among CIS countries for its number of transplantations per million residents."

International organisations highly rate Belarus' health service achievements, as Mr. Zharko emphasises, saying, "Our country is ranked 65th among 187 states, leading among CIS countries (Russia is ranked 66th while Kazakhstan is 68th). It is among those countries with a high level of human development. In terms of infant and maternal deaths, Belarus is ranked 4th best globally, after Finland, Sweden and Norway."

Brest residents reinvent the wheel using modern technologies

By Anna Osokina

Two young Brest residents successful on popular BBC show *Dragon's Den*, presenting bicycle wheels as screens for images

The project has received an award from the UK's Cambridge University, and is among the top-100 best innovations in Great Britain. Artem Stavenko and Kirill Chikeyuk say that the idea was created not just to design new technology but to 'represent Belarus'. Four light-emitting diodes placed on the spokes of a wheel are operated by a computer microprocessor; as the wheel rotates, our brain perceives a complete picture. All formats of video and images are supported and it's possible to use the system in most weather conditions — down to minus 10 degrees Celsius.

British investors have offered a significant sum to develop the project, but this would involve the duo losing their ownership over decision-making. Ac-



Artem Stavenko (on the right) and Kirill Chikeyuk

cordingly, they are currently relying on their own resources. For the coming year, they have the opportunity to collaborate with some well-known European companies to complete the project, which has already involved a great many programmers and engineers. "We previously had the right to use American technologies while the past year of hard work has created a fully-fledged Belarusian version," emphasises Artem.

The young men have already submitted a patent request and are hoping that their idea will find use in the development of bicycle infrastructure. They also dream that the project may be useful in preparation for the World Ice Hockey Championship. At present, the development is used only for promotional purposes, being expensive, but it should be possible to make the technology affordable to all in good time.

Normal flight

By Vladimir Samsonov

Belarusian and Russian scientists develop protection for spacecraft and ballistic missiles

Belarusian and Russian scientists have come up with a unique electromagnetic screen to protect aircraft, missiles and spacecraft. The development is part of the Union State Programme for Belarus and Russia, in association with the Russian Space Research Institute and the Moscow Institute of Thermal Technology. The electromagnetic screen is designed to protect microchips used by air and spacecraft from various types of radiation. Valery Fedosyuk, Director of the Physics Institute at the National Academy of Sciences of Belarus, tells us, "Together with our colleagues from the Russian institutes, we've invented electromagnetic screens weighing more than a hundred times less than previous solutions, while boasting much greater effectiveness. Moreover, such screens are not susceptible to electromagnetic interference."

Memorial updated for 70th anniversary of liberation

Mount of Glory Memorial Complex in Gomel opens after reconstruction

Gomel's organisations and enterprises have donated finances, alongside funds from subbotniks, worth around Br500m, to pay for updating the city's memorial, marking the 70th anniversary of Gomel's liberation from the Fascists in World War Two. Reinforced concrete foundations have been installed, alongside granite slabs, a star and an Eternal Flame.

The Mount of Glory was created in Gomel in 1967, built upon soil brought from over 200 places of military glory; from the hero cities of Moscow, Leningrad, Odessa and Kiev, from Brest Hero Fortress and from other regions across Belarus, Russia and Ukraine.

Real marks in electronic record book

All general secondary education institutions to be included in *Electronic School* project by 2015

The innovative *Electronic School* project was launched at eleven grammar and general secondary schools in Minsk at the beginning of this academic year. By 2015, all general secondary education institutions should have joined the move, allowing children to benefit from an electronic magazine, diary and lesson schedule.

The introduction of an electronic swipe entry/exit card for school pupils is being considered, with dual use for payment in cafeterias. This would be able to inform parents of the time of arrival and departure of children from school, via SMS-messaging.