

a market regulation mechanism will be established, giving full play to the Government's guiding and regulating role in carbon emission standards and other aspects. According to the characteristics of each industry, targeted to reduce the emission of pollutants and improve the efficiency of resource utilization.

3. Promote technological upgrading and industrial transformation. Through the introduction of clean energy and low-carbon technologies, promote the transformation of traditional industries to clean energy and low-carbon industries, eliminate backward and excess production capacity, and enhance the competitiveness of industries. Promote the development of new energy, new materials, new technologies and other areas to inject new momentum into economic growth.

Reference

1. World Energy Statistics Yearbook 2022. [Electronic resource] – Access mode: https://www.bp.com.cn/zh_cn/china/home/news/reports.html

2. Belarus energy report. [Electronic resource]. – Access mode: <https://www.enerdata.net/estore/country-profiles/belarus.html>

УДК 338

NEW COOPERATION BETWEEN BELARUS AND CHINA: NEW PEDAGOGICAL REFORMS

Shi Ruizhe, Ma Wenjun
Belarussian State University
e-mail: 1656624773@qq.com

Summary. The article reflects the ways of improvement of educational process for Chinese in Belarus according to the cultural specific.

In the wake of the “Belt and Road” initiative, the cultural synergy between Belarus and China beckons for a reformed approach in Russian cultural education within Chinese higher education. Current Russian language programs, heavily skewed towards linguistic proficiency, neglect the rich tapestry of Russian culture, leaving students ill-equipped for the demands of a globalized world. The Belarusian educational space is in many ways reminiscent of Russian culture with its own specific characteristics.

The historical and contemporary cultural exchanges between Belarus and China have fostered educational and artistic collaborations. These exchanges are facing challenges in the realm of higher education's Russian cultural studies.

The teaching force has a shortage of middle-aged educators and instability among younger teachers, which, combined with the rich of Russian culture, demands continuous curriculum updates and professional development. Moreover, there is a notable scarcity of contemporary, relevant teaching materials and resources for Russian culture, reflecting the limited investment due to the small number of students specializing in Russian. This situation is compounded by a shortage of specialized technical and operational talents in the cultural industry, which is a bottleneck for the sector's development in both Belarus and China.

To cultivate students with a deep understanding of Russian language skills and cultural knowledge, universities must shift from a knowledge-accumulation model to one that promotes comprehensive development.

The teaching environment must evolve, utilizing modern media like projectors and computers to enrich the presentation of Russian cultural knowledge, thereby stimulating students' interest and understanding. Content reform is also necessary to keep pace with the explosive development of information in society, ensuring that students can independently gather, analyze, and solve problems.

These strategies and recommendations aim to align Russian cultural education with modern educational demands, fostering talent that is innovative and well-versed in the cultural dynamics between Belarus and China.

In summary, the reform of Russian cultural teaching in Chinese universities is pivotal for Sino-Belarusian humanities cooperation. Future directions must innovate pedagogy and talent cultivation to meet the demand for professionals versed in Russian culture, essential for deepening bilateral ties. This is an advantage for Belarus, because the Chinese perceive our country as part of a more Russian-language educational space.

УДК 338

ANALYSIS OF THE DEVELOPMENT OF BELARUSIAN NATIONAL E-COMMERCE ACCOUNT IN CHINA

Tian Changmai

Belarusian State University

e-mail: 418140759@qq.com

Summary. *Since China and Belarus upgraded to an all-weather comprehensive strategic partnership, the two countries have made remarkable achievements in cooperation in economy and trade, investment, finance, machinery manufacturing, agriculture, energy, biotechnology, digitalization and other fields. This article will focus on the China-Belarusian e-commerce cooperation to analyze the achievements of cultural and economic exchanges between China and Belarus.*

Since the e-commerce cooperation between China and Belarus, the establishment of the Belarusian National Commodity Pavilion on China's prominent e-commerce platform has yielded significant process.

According to statistics, as of November 1, 2023, the number of followers for the Belarusian National Commodity Pavilion on China's Tiktok platform has surpassed 1,384,000 with an impressive growth rate. Since the opening of the live broadcast, the average view amount is approximately 284,000. The sales during each live broadcast range from ¥100,000 to ¥250,000. Moreover, over 400 short videos have been published with a peak like count reaching 350k and an average-likes count of around 2k – indicating immense popularity among Chinese audiences. These short videos encompass diverse themes such as Belarusian Encyclopedia, Good Things Recommend, Soviet Story, Official Record etc., explained