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THE AESTHETICIZATION OF MODERN CONSUMPTION

At the present stage of our society, aesthetics is an important part of consumption. The concept of consumer society is seen as a mechanism of social attitudes, which aims to meet their own interests and needs, in particular material, but also spiritual needs. In considering aestheticization, it is necessary to understand what the concept of "aesthetics" itself is.

Aesthetics is a subject of man's attitude toward the world around him, which is characterized by an inner sense of himself, that is, the experience received during the experience of a certain set of feelings, such as elation, euphoria, love and joy, gives a personal definition of beauty and determines the perception of the surrounding reality. The closest manifestation of aesthetics is art, as art is a reflection of the spiritual world and human feeling in artistic images. With the development of society there are new directions in art, and, consequently, the development of aesthetic taste. In this context, we can consider the emergence of fashion. V. Sergievich estimates that the fashion refers to the aesthetic phenomena that determine the evolution of many components of culture, as it is fashion that determines the dominant styles in architecture, painting, design, clothing, etc. and establishes cultural values and ideology, forms the habit or taste in clothing, accessories, lifestyle and becomes the social definition of aesthetics [1, p. 17]. It is important to note that in the modern world, art has become an object of consumption and has taken the form of a material and monetary equivalent, which is used in many spheres, both social and economic.

It happens so that art has now defined the sign system in the consumer society and when buying a certain commodity we do not want the utility of that commodity itself, but the desired symbol that gives us the possession of a cer-

tain commodity. Buying goods nowadays is also a way of maintaining one's own social status as well as raising it, a proof that one belongs to a higher class or emphasizes one's individuality and belonging to a certain group. For each person, maintaining their own image is an everyday occurrence, but by purchasing a product that relates to their own sense of aesthetics, beauty or importance, a person raises his (her) own status in society.

Speaking of the world around us, we can consider the aesthetics of architecture, which was formed throughout history and is now used in the construction of residential structures. The mass consciousness, on the other hand, has defined what is expensive, successful and comfortable and is willing to spend a budget to purchase a new home to promote itself in society and feel that it has moved it up the "class ladder." You can also consider interior design items, the consumer receives information about the relevance of the goods, for example from advertising, and if it is attractive to the consumer and meets his aesthetic expectations of the purchase, such as getting a sense of fullness, wealth or satisfaction, then he will buy this product, even if there isn't a real need to buy this thing.

In addition, aestheticization has also permeated the light industry, including the production and consumption of clothing and accessories. Every day, everyone deals with the choice of their own clothes, creating an image that reflects the inner world. New fashion trends are created by a huge number of people, creating a new culture through their own aesthetics, defining beauty and persuading, through promotions such as advertising, that without a certain product, the individual loses their status and importance in society to attract consumers, as in today's stage of mass consumption, we need to use new ideas to attract consumers. Modern fashion trends encompass not only the production of clothing and accessories, but also lifestyle, which directly creates a relationship between the social concept of aesthetics and the way of life of each subject of consumer society.

Thus, from all of the above, we can conclude that modern consumer society uses aesthetics as a commodity and creates culture out of the elevation of social status, thereby using consumption as a way of increasing social mobility and obtaining approval from society. Consumption has become not a necessity for a comfortable life, but a lifestyle created by aesthetic signs and the satisfaction of one's own needs. Attitudes toward the individual begin to be determined by the scale and quality of the goods they consume. In defense of mass art, we can say that it fills leisure time, promotes recreation, and allows the masses to "engage with the beautiful" at the level of the viewer.

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2. , . . . - / . . . - // : . . . / . - ,2019. - .9. - .12-19.
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THE ROLE OF CUSTOMS AUTHORITIES IN COMBATING ILLEGAL MIGRATION AND TERRORISM

Recently, for the countries of Europe, including the Republic of Belarus, the issue of ensuring national security is especially acute, since the range of threats has significantly expanded and acquired new dimensions. Today, it also includes illegal migration, which poses a new challenge to society and the state.

In 2003, at the conference “Illegal Migration as a Threat to International Stability and Security of States,” President of the Republic of Belarus Alexander Lukashenko noted that illegal migration is a threat not only by itself. It is closely connected with such criminal manifestations as the distribution of drugs, smuggling of weapons, ammunition, terrorism, and human trafficking.