

## Литература

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### STAGES OF FORMATION AND CORRECTION OF THE MANAGER'S IMAGE

Каляда В.Д.

Научный руководитель: преподаватель Новикова Е.А.  
Белорусский национальный технический университет

*Image is a purposefully or spontaneously formed impression of a person or object in the eyes of other people. A manager is a specialist who manages social, economic and production processes in an enterprise or company. The way the manager is perceived by others, the impact of the employees he manages depends. Therefore, it is so important to form an image correctly, as well as to know how to correct it in case of changes in the professional environment. Image formation is the process of realizing and maintaining a favorable image of a person in the eyes of others [1]. There are some stages of image formation:*

*Planning. The first stage, which includes the formulation of the image goal and image strategy, the description of the portrait, as well as the choice of ways and means to promote the image of the manager. It is also important to remember that image is based on the definite goal. The goal of a manager is to organize and coordinate people as efficiently as possible.*

*Construction. Most often it goes in stages from more key details to minor ones. Realization and demonstration. If the image is formulated correctly, then at this stage the manager will begin to notice an increase in the efficiency of his activities.*

*Control of attainable results. There are 3 strategies in managing and controlling:*

*– Universal, which is formed on the basis of collective images, stereotypes.*

*The goal of a universal image is to achieve mass recognition.*

*– Target image strategy, which is aimed at a specific audience. The target image is based on the characteristics and expectations of a particular audience. It includes drawing up a psychological portrait of the people that the manager will have to manage, testing the created image, receiving and evaluating feedback, as well as implementing and adjusting if necessary.*

– The strategy of a creative explosion, opposite to the universal one, it rejects the stereotypes of people, strives for something new. This strategy is considered the most suitable for managers who want to be remembered for a long time, to stand out from the crowd. But it is important to remember that some people have a negative attitude to innovation, so the manager needs to think through the plan before committing to its implementation. There are several directions in management, and, based on the conditions and environment of a particular direction, a specialist chooses his strategy.

*In some cases, a specialist does not build an image from scratch, but modifies an existing one. The manager needs to change his image so that the work of the organization is comfortable for both him and the employees. Nowadays, more and more managers are adjusting or building their image based on modern management methods, setting more global goals for their work. Further development of the image. The manager never stands still. Some personnel are replaced by others, and the task of the manager is to develop his image as necessary, as the conditions in the organization change.*

### **Литература**

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## **LES TRANSPORTS ALTERNATIFS EN FRANCE ET EN BÉLARUS**

Камлёнок М. М.

Научный руководитель: ст. преподаватель Ходосок Е. В.  
Белорусский национальный технический университет

On peut se déplacer dans la capitale française de n'importe quelle manière pratique – en métro, taxi, train RER, bus. Le transport de Paris fonctionne avec une précision irréprochable et nous emmènera dans n'importe quelle partie de la métropole. Mais avec le message urbain habituel, il existe une autre option attrayante et son nom est Velib.

Le vélo est de plus en plus populaire en Europe ces dernières années, au point qu'on vend maintenant plus de vélos que de voitures. Ainsi, sur les routes on compte de plus en plus de cyclistes qui roulent plus souvent qu'autrefois et font des trajets toujours plus longs. Comme la voiture perd du terrain sur la bicyclette, les villes doivent s'adapter aux nouvelles exigences de leurs concitoyens. Ainsi, les municipalités aménagent des pistes cyclables et des espaces réservés aux vélos.