

– развитие коммуникаций с другими службами и подразделениями предприятия.  
– использование новых технологий. Постоянное внедрение инноваций в технологию производства продукции и оказание услуг; использование инноваций в управлении снабжением, информацией, кадрами и т.д.

Таким образом, маркетинг - это система организации и управления производственной и сбытовой деятельностью предприятий, изучение рынка с целью формирования и удовлетворения спроса на продукцию и услуги и получение прибыли.

Маркетинг использует средства массовой информации и другие способы, чтобы завладеть вниманием и убедить многих людей – людей, которые могут вообще не иметь никакого прямого контакта ни с кем из компании данного сбытовика, создавая спрос.

Маркетинг – это больше, чем набор правил и организационных процессов. Это так же и образ мышления. Успеха добиваются фирмы, разработавшую такую стратегию маркетинга, которая на первое место поставит желания покупателей и создаст правила, процессы и отделы, обеспечивающие лучшее, чем у конкурентов удовлетворение этих желаний. За разработку и выполнение этих правил и процессов может нести ответственность специальный отдел или группа высших руководителей фирмы, компании. В этом отношении маркетинг можно определить как деятельность, обеспечивающую разработку, производство и предложение покупателю тех товаров и услуг, которые представляют для него ценность.

Важнейшей задачей управления является установление и поддержание динамического взаимодействия организации с окружающей ее средой, призванное обеспечить ей преимущества в конкурентной борьбе, что достигается за счет предоставления покупателю продукта фирмы. Маркетинг – это больше, чем набор правил и организационных процессов. Это так же и образ мышления. Успеха добиваются фирмы, разработавшую такую стратегию маркетинга, которая на первое место поставит желания покупателей и создаст правила, процессы и отделы, обеспечивающие лучшее, чем у конкурентов удовлетворение этих желаний. За разработку и выполнение этих правил и процессов может нести ответственность специальный отдел или группа высших руководителей фирмы, компании. В этом отношении маркетинг можно определить как деятельность, обеспечивающую разработку, производство и предложение покупателю тех товаров и услуг, которые представляют для него ценность.

Обобщая сказанное, можно сделать вывод о том, что маркетинг играет особую и исключительно важную роль в стратегическом управлении. Пронизывая все его процессы, маркетинг делает возможной ориентацию фирмы на запросы потребителей и тем самым обеспечивает более гибкое и адаптивное включение фирмы в окружающую среду. В то же время переход к стратегическому управлению послужил мощным импульсом к развитию маркетинга и изменению его роли в фирме. Именно стратегическое управление выдвинуло маркетинг на передний план, существенно повысив его значимость и качественно изменив его роль в осуществлении бизнеса.

УДК 321:342.3; 321.6/8

## **INFLUENCE OF DENG XIAOPING'S REFORMS ON CHINESE YOUTH**

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### **Özet**

Bu araştırmanın amacını Deng Xiaoping reformlarının Çin gençliği üzerindeki etkisini incelemek teşkil etmektedir. Söz konusu reformlar başlangıçta ekonomik nitelik taşısa da, Çin Halk Cumhuriyeti'ndeki hayatın bir çok yönüne tesir etmiştir. Reformlar eğitim alanında da meydana gelmesinden dolayı, gençliğe doğrudan tesir etmiştir. 1950-70'nci yıllarda Çin eğitim sistemi kitlesel

өretim yapacak emek gücünü sağlamaya yönelik olmuştur. Deng Komünist partiye geri döndükten sonra okullar ve üniversitelerdeki eğitim sürecini reform etmeye başlamıştır. Bu ise eğitimin gelişmesine ve yeni nesil profesyonellerin ortaya çıkmasına ve genel olarak ülke gelişmesine yol açmıştır. Sınırların açılması gibi reformlar devrinin özelliklerinin negatif de dahil olmak üzere gençlik üzerinde önemli etkileri olmuştur. Günümüz gençliği geleneksel değerler sisteminden uzaklaşmakta ve maddiciliği ve çıkarıcılığı daha çok benimser olmaktadır. Maddi değerler, ahlaki değerleri ikame etmeye başlamıştır. Toplum ve aile artık yüzyıllar boyu oynadığı önemli rolü oynamamaktadır. Yönetim toplumun geleceğinden endişe duyarak, Batı uygarlığının gençlik üzerindeki etkisini azaltmak istemektedir ve geleneksel değerleri, mesela Konfüçyüs değerleri desteklemektedir.Çin örneği, küreselleşme ile batılılaşmanın toplum üzerindeki, özellikle onun en hassas kesimi olan gençlik üzerindeki etkisini göstermesi ile önemlidir.

**Anahtar kelimeler:** reformlar, gençler, eğitim sistemi, modernleşme, maddi değerler, ahlaki değerler, batılılaşma, Batı'nın değeri, internet, 'bir aile bir çocuk', 'küçük emperorlar'

### **Түйін**

Менің зерттеуімнің мақсаты - Дэн Сяопинның реформаларының Қытайдың жастарына ықпалы болды. Осы реформалар, әуелі экономикалық бола, Қытай Халықтық республикасында өмірдің көптеген аспектеріне әсер етті және қоғамға да әсері көп болды. Реформалар білім беру саласында бола отырып, жастардың тәрбиесіне тұра ықпал етті. 50-70 жылдарда Қытайдың білім беру жүйесі жұмысшы шығарылымына бағытталған болатын, өйткені олар бұқаралық өндірістің сүйеуі үшін болды. Дэн Сяопин 1973 жылы өзінің КПКға оралуынан кейін бастауыш мектептер мен Жоғарғы оқу орындарындағы Білім беру жүйесіне өзгерістер енгізді. Сол реформаның арқасында кәсіпқой жаңа ұрпақтың келуі жүзеге асты және бұл мемлекеттің одан әрі дамуында ерекше роль атқарды. Мұндай өзгерістер өз зиянын да дамуға зиянын тигізді.

Қазіргі жастарға дәстүр мен салт жат болып, прагматизм және рационалдылық белең алған сында. Күннен кунге өз басын ойлайтын жастар саны өсуде. Материалдық құндылықтар моральдық құндылықтарды алмастырған сияқты. Қоғам мен отбасы бұрынғыдай аса маңызды роль атқармайды. Қытай үкіметі бұл жағдайды түзеу үшін шаралар қабылдауды жөн көріп, Батыстың әсерін азайтуға тырысуда. Олар қоғамда дәстүрлік және Кунфуциандық көзқарастарды таратуда.

Қытай мысалының тәлімділігі оның Батыстың және жаһандандудың әсерін анық көрсетуде, әсіресе қоғамның өзгерістерге ең бейім бөлігі-жастарға әсерін айқындауда.

### **Аннотация**

Целью моего исследования было оценить влияние реформ Дэн Сяопина на молодежь Китая. Эти реформы, будучи изначально экономическими, повлияли на многие аспекты жизни в Китайской Народной Республике, в том числе и на общество. Реформы произошли и в образовательной сфере, тем самым, они оказали прямое влияние на молодежь. В 50-70-ые годы образовательная система Китая была ориентирована на выпуск рабочих для поддержания массового производства. Дэн Сяопин после своего возвращения в КПК в 1973 решил начать с реформирования образования в школах и ВУЗах страны. Это привело к расцвету образования и выпуску нового поколения профессионалов, что отразилось на дальнейшем развитии государства. Такие особенности периода реформ как открытость границ оказали на молодежь косвенное влияние, в том числе и негативное. Нынешняя молодежь уже в процессе отхождения от традиционной системы ценностей, им свойственны такие черты как рациональность и прагматизм. Все больше и больше молодых людей заботятся о личных интересах и целях. Материальные ценности начали заменять моральные. Общество и семья больше не играет той значительной роли, которую они играли испокон веков. Китайские власти, пытаются спасти положение и проявляя обеспокоенность за будущее страны, всячески пытаются уменьшить влияние Запада на молодежь. Они начинают пропагандировать и продвигать в обществе традиционные ценности и Конфуцианские нормы. Пример Китая полезен тем, что он наглядно демонстрирует влияние «глобализации» и «вестернизации» на общество, в частности на ее уязвимую и более подверженную изменениям прослойку-молодежь.

### **Abstract**

The purpose of my research is to evaluate the impact of reforms of Deng Xiaoping on youth in China. Those reforms, being economical by their origin, changed the way of thinking of Chinese youth, their

values. And after several decades since reforms were implemented their influence on youth have been reflected on nowadays Chinese society. Educational system was also reformed, thus it influenced directly on youth. During 50-60-70s education mainly aimed at providing workers for massive production. After his return in 1973, Deng Xiaoping started with reformation of education in schools and universities. His reforms in general were successful and led to appearance of a new generation of professionals, which reflected in latter development of China. Such features of period of reformation as opening of borders indirectly affected youth, to some extent negatively. Contemporary youth is in a process of diverge from traditional system of values; they have become rational and pragmatic. More and more they care about themselves, aiming at reaching own goals. Material values overcome moral values. Society and family no more plays significant role in lives of Chinese young men, as they used to do before. Chinese officials concern about future and promoting traditional values and Confucius norms in a society. The example of China is important as far it's demonstrates influence of "globalization" and "westernization" on a society, particularly on its most vulnerable part-youth.

**Keywords:** reforms, Chinese youth, educational system, modernization, material values, moral values, westernization, western influence, Internet, "one family-one child", "little emperors".

### **Introduction**

Deng Xiaoping is the man who changed China from inside, turned it from weak industrial-agrarian country into economical giant within almost 3 decades. The man who understood that development isn't possible without modernization. He combined Marxist teachings with market environment which is called "socialism with Chinese specifics".

Modernization influenced many spheres: education, economy, science, production. His reforms not only in the sphere of education, but also in politics and economy in long-term distance reflected in society. Mainly, reflected upon contemporary Chinese youth. Impact may be divided into direct and indirect parts. Reforms in educational system should be considered as direct impact. Outcomes of free economy, opening of borders and liberalization in general should be considered as indirect impact. First, I will try to explain reforms on education and their influence on youth and new generation. Further influences of other reforms on youth will be described.

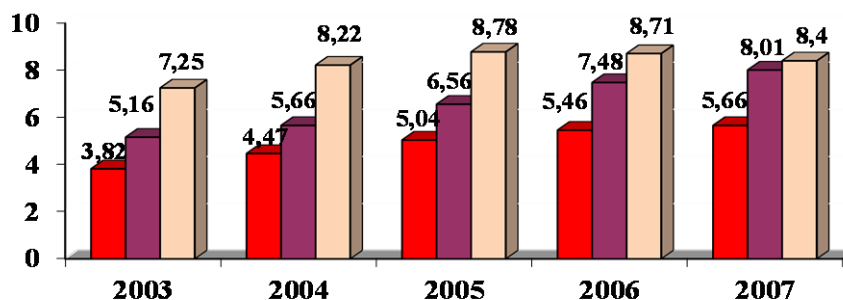
### **Impact of reforms in educational system on youth**

In order to evaluate impact on youth I decided to look on educational system of China first. If we look at past, we can see that educational system in 50s, 60s and 70s was different than latter system. Primary and secondary schools mainly aimed at elimination of illiteracy. Mao's government emphasized the role of prep-schools and technical universities, because they provided specialists to support production. Education, in comparison with contemporary ones, did not consider individual characteristics of a student, social sciences were not taught. As a result, gross share of technical sciences in educational sector only increased, which led to a misbalance in educational system in general. Educational system lost its quality, it was weakened. /1/

Besides, Mao Zedong's such policies as "cultural revolution" harmed education. Many teachers, academicians and students were repressed. Young red guards publicly punished their teachers. Deng Xiaoping foresaw a catastrophe. He pointed out Mao his mistakes. Deng also criticized Mao's economic policies. He knew that all types of "great leap forwards" in fact devastated economy from inside, moreover in cost thousands of lives. Deng adhered strategic and long-term planning. For his criticism in 1966 Deng Xiaoping was sent for corrective labor.

In 1974 Deng Xiaoping returned to CCP as First Vice-Premier. He created new educational system where 9 years of education were considered as obligatory. After school students could continue studying in prep-schools or universities. Post-graduate internships were done in industrial undertakings, agriculture or military organizations. /2/ Step by step government started increasing expenditures on higher education. Since 1978 entire system of higher education were reformed. According to the new standards 4-5 years apprenticeship and common tests for entrance were accepted. /3;4/ Due to these reforms and "open state" policy China in 1981 accepted international degree system: bachelor-masters-PhD. In 1995 The Ministry of Education of PRC developed " project211", according to this project 100 best universities were chosen with the intent of raising the research standards of high-level universities and cultivating strategies for

socio-economic development. Before this project none of Chinese universities were recognized abroad, but today according to international “QSWorldUniversityRankings” rating 7 Chinese universities are in top-200 universities in the world. These educational reforms reflected in the amount of students studying in schools, prep-school and in universities. Here is the diagram that shows the amount of students in China (last column) in a period of 2003-2007 (in mln people) /5/.



During reformation state officials realized the significance of society, culture and traditions in process of modernization. Since 1980 officials proclaimed "course on raising quality characteristics of the nation", which accompanied with appearance in educational institutions of programs of developing individual characteristics of students, such as self-starter, ability to make decisions by themselves, self-esteem. Professionals with these qualities would be important in further development of a country. /6/

In conclusion I can say that the key points of the development of education in China are:

- Realization of educational conception “development through research”
- Implementation of “research-base for technology” scheme into university environment
- Teaching university graduates strategic management of development of innovations
- Increasing of salaries of teachers, professors with the aim of accumulating human resources for country’s development
- Formation and support for scientific schools of China. /7/

It is considered that the Chinese educational system based on traditions and enriched with modern technology is the key factor of successful innovational development of country. Reforms since 1970’s brought to China new type of skillful professionals and this factor led to establishing of competitive environment in various fields. Sustainable development of Chinese economy increased interest of foreigners in Chinese culture, language and education itself. Nowadays Chinese universities became very popular among foreign students. High interest in China might be beneficial in the near future.

### **Reflection of other policies in contemporary Chinese youth**

Deng Xiaoping’s reforms would not be possible without open door and open market policies. Changes since the beginning of those policies touched different spheres of life: from political to economical, even the way people behave in a family and society. In particular youth started to change. In order to prevent negative influence of western culture at Chinese youth Deng Xiaoping pointed at necessity of ideological education. /8/ However, China, which through centuries had been closed society with Confucius model of behavior taken as the basic norm of behavior, started changing. Western influence led to broadening of outlook and people overviewed their values. Such values of Confucianism as hierarchy and vertical model of relations among people became a thing of the past. The Chinese youth was quickly impacted by western values such as pragmatism and rationality. According to Chinese sociologist Li Lin since second half of 80s Chinese youth tried to imitate west and strived to improve life conditions even without trying to save national specifics. In point of fact it was shift to acceptance of western way of life (“westernization”). Next step, as he said, was analytical, where practice of “blind imitation” was analyzed. The youth recognized that in order to achieve success it isn’t enough to copy someone else’s experience, but implement western standards into Chinese reality. Since 1970s, due to economic reforms the youth understood that reaching own goals are possible with money. That led to domination of material values over moral. After 1990’s money became the main value. /9/

In contemporary China the youth while choosing life values is more self-interest oriented, seek for the opportunity of self-actualization, even choose material interest. Besides Deng Xiaoping's modernization reforms it was caused by "one family-one child" policy. This policy, which is being actively propagandized by Chinese government, led to social alterations. New generation of "little emperors" are described as young maximalists, surrounded with care of parents and relatives from the day of birth. These "little emperors", compared with their ancestors, less care about people around and more concerned in themselves. Individualism to some extent explains withdrawal of youth from political processes within country, all the more so within communistic China.

Openness of the country led not only transformation of the system of values of Chinese youth but also changed a lot the way of their lives. Different sociologists stated that many of young Chinese are trying to act and look like Europeans. Their intention to do so is reflected in their everyday clothes style, in their intention to visit cafes and restaurants. In sociological surveys most of them preferred "western way of life" rather than traditional way of life. It is even reflected in such everyday habits as using forks instead of chopsticks and visiting gyms instead of exercising traditional Chinese Qigong. /10/

Big interest for anything "western" even reflected in an amount of fast-food chains. Interesting fact that the biggest amount of KFC restaurants is in China!

In the one hand openness of a country brought such western values as activeness, pursuit of success, ambition, initiative which is good in creating competitive environment among future professionals. But every coin has two sides.

As it was mentioned before large amount of fast-food restaurants is the main cause for obesity. In contemporary China it is one of the vexed problems of society. According to WHO statistics in 2008, 11.1% of population aged 20 and older has this problem. /11;12/

"One family-one child" policy also to some extent causes this problem. Children often spoiled by their parents. Many of contemporary parents try to surround their child with luxury and permissiveness. As a result modern child has such problems as obesity, absence of interest for action-oriented or outdoor games, big amount of time spent on computer games. /13/

Internet also plays significant role in lives of Chinese youth. It appeared in China in 1994, and now China has the biggest number of the Internet users-298 million. /14/ Internet became important part of lives of the youth; it has changed typical forms of education, rest, communication and consumption. The young generation even uses special "internet-lexicon" in their usual communication; it is also used in order to hide from elder people the topic of their conversation. It shows the increasing gap between old and young generations.

- «886» - "good bye"
- «88» - "bye"
- «520» - "I love you"
- «596» - "I'm leaving"
- «3Q» - "Thank you"

It isn't the only problem caused by internet. Spread of information that contains violence, pornography, illegal internet trade, infringement of copyright. Many teenagers are considered internet-addicted. Internet-addiction is officially entered in a list of mental affections. Internet is also used as a tool of ideological influence on youth.

China blocked the access to such resources as Facebook, Twitter, YouTube and Google+. It shows the intention of a government to regulate internet-sector and save cultural identity of a country in a period of globalization. Some consider it as a censorship, but Chinese officials state that it is necessary measure.

Besides the internet one of the most spread problems of China is drug addiction. Chinese drug problems started with two Opium Wars, but it was almost disappeared during Mao Zedong's reign. Thus, society was safe from this problem until 1970.

After 1970's, when borders opened China became transit zone in drug trafficking from Myanmar, Laos and Thailand. Soon it also became big market outlet. The youth due to newly appeared stereotypes considered drug consumption as trend, many of them started inquisitively. It led to irreversible effect. In 2010, total number of drug addicted was 1,5 million. Almost 80% of them are young men. /15/

Openness of borders led not only to a drug trafficking. Prostitution is also became immediate problem of Chinese society. It is the way of income distribution in the context of economic and social inequality. Under the conditions of increasing urbanization in China for villagers and women from provinces it became one of the ways of adaptation to the city life. Economic reforms that brought elements of market economy caused increase of unemployment rate and cost of life, but decreased the salary. It is also affected on the appearance of such problem.

Suicide is also one of the results of reforms. According to WHO data since 1990's China in terms of amount of suicide is on the first place in the world. Among causes for suicide among youth there are tense in a family, low degree of social security, social-economic problems, and failure in seeking for job after graduate, low wages, drug addiction and prostitution (where most of women do this due to dead-lock situation in their lives). /16/

Unfortunately, the number of those who commit suicide is rising. Stresses, ruined health are caused by rapid economic development of China. And many young men are not able to withstand harsh economic condition and rising competition. Thus, the traditional system of values of the Chinese youth is being affected by strong influence of reforming Chinese society and western culture. /17/

### **Conclusion**

In contemporary China the youth is forming new set of values, based on synthesis of traditional and globalized culture. As a result pragmatism is now playing big role in life of the Chinese youth; it means that power and wealth will remain main goal of each Chinese young man.

Chinese government is trying to prevent the negative influence of western ideology and values on the youth. Also government is trying to fight youth problems (drugs, prostitution, alcohol addiction) by promoting traditional Confucian values. If not to do so China is risking bringing up the generation of "little emperors", who in the future will come to the power. It is considered dangerous for development in terms of "Chinese specific socialism". Chinese example of reforms in political, social, economic and educational spheres is important as far as it teaches long-term planning and is future oriented. But since the development of communication and technology in the era of globalization it takes a lot of efforts to keep society secured from negative influence. I hope Chinese model of society building will be efficient and will be example of combination of traditions and modernization, which will be the base for country's sustainable development.

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УДК 321:342.3; 321.6/8

## IMPACT OF POVERTY FOR THE AFRICAN COUNTRY'S INTERNATIONAL RELATIONS

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### Özet

Bu araştırmanın amacı, Uluslararası İlişkiler için Afrika ülkelerinin yoksulluğu nasıl etkilediğini bulmaktır. Afrika ülkelerinin modern durumu iyi bir konumda değil. Hemen hemen tüm ülkeler yoksulluk içinde bulunmaktadır. Üstelik onlar dünyanın en fakir ülkeleridir. Tabii ki bu onların Uluslararası İlişkilerine etkiler. Bu amaçla, biz onların dış ilişkilerini her göz önünde bulundurmamız gerekir. Dünyada ve Büyük Güçlerin önünde yerini analiz ederiz. Onların diğer devletlerle dış ilişkileri var. Ama tatmin edici bir şekilde değil. Zengin ve güçlü devletlerin bu çok kötü ülkelerle eşit muamele istemediği oldukça doğaldır. Ancak, bu tür pozisyonlarda olmamalıdır. Onlara yardımcı olmalıdırçünkübunun için bir şey kaybetmez. Yeterince güç ve fakirlere yardım için yeteneği var. Bu fırsatların kullanarak pek çok insanlara yardım edecek ve onların teşekkürünü ve şükranını alabilir. Ayrıca onlar dünyayı istikrarlı ve koşullarında iyi olması için yardımcı olabilir.

### Annotation

The purpose of this research is to find out how affects poverty of African countries to their International Relations. The modern condition of African countries is not in a good position. Almost all its countries are in poverty. Moreover they are the poorest countries in the world. Of course it affects for their International Relations. For this aim we should consider all their external relations. Analyze their place in the world and in front of Big Powers. They have external relations with other states. But it is not in satisfactory way. It is natural that rich and powerful states do not want equal treatment with such very poor countries. But they should not be in such positions. They should help them, because they do not lose anything for this.They have enough power and ability to help poor. Using these abilities they can help many people and receive their thanks and gratitude. Also they can help the world to be stable and conditionsto become better.

Key Words: Africa, African countries, poverty, International Relations, International Organizations.

### Түйін

Бұл зерттеу жұмысының негізгі мақсаты – Африка мемлекеттерінің Халықаралық Қатыныстарына кедейліктің әсерін анықтау. Африка елдерінің қазіргі таңдағы жағдайы онша мәз емес. Африка елдерінің барлығы дерлік кедейлік қамытын киген. Сонымен қатар бұл елдер