

Ensuite la santé. Outre le Sida, qui est responsable de la mort d'environ d'un tiers des adultes, le continent est balayé par la méningite et le paludisme, dont les victimes sont des millions. Le pays ont une grande mortalité des enfants et une mortalité maternelle. Il y a des plusieurs cas de maladies mentales, en particulier chez les jeunes. On les explique généralement par la consommation abusive d'alcool et de drogues, qui est provoquée d'une vie difficile et malheureuse. Il existe un manque criant de personnel dans le domaine de la santé. Par exemple, selon les données de la banque mondiale, l'Éthiopie a 2,6 médecin pour 100 000 personnes. En général l'espérance de vie des pays africains est très courte. Par exemple en Sierra Leone elle n'est que de 34 ans.

Enfin le problème démographique et la malnutrition.

On observe la rapide croissance de la population, de même que la famine augmente. Ce fléau existe à force du manque des investissements dans les zones rurales, d'un bon gouvernement et de présence de la corruption et des marchés noirs.

Les pays du tiers monde se trouvent dans une situation très fragile. L'aide des pays riches à ce continent souffrant devrait être apportée à tous les niveaux: politique, économique et sociale.

*Л.Н. Малявко
БГЭУ(Минск)*

COP15: COPENHAGEN TURNS INTO HOPENHAGEN UNITING NATIONS

КОНФЕРЕНЦИЯ ООН ПО ИЗМЕНЕНИЮ КЛИМАТА: ОПРАВДАНИЕ НАДЕЖД МИЛЛИОНОВ

На конференции ООН по изменению климата, состоявшейся в декабре 2009 г., должно было быть подписано новое соглашение на смену Киотскому протоколу, срок которого истекает в 2012 г. Предсказать исход этой конференции было достаточно сложно. Ведь на ней были представлены 192 страны, у каждой из которых свои интересы относительно квот выбросов парниковых газов. К соглашению страны так и не пришли, и переговоры были отложены до следующего года, которые состоятся на этот раз в Мексике. Но что более всего привлекает внимание, это всевозрастающая активность организаций по борьбе с изменением климата, использующих все возможности и технические средства для привлечения внимания к проблеме.

In 2012, the Kyoto Protocol that was adopted in Kyoto, Japan, in December 1997 and entered into force on 16 February 2005 to prevent climate change runs out. More than 10,000 people from over 192 countries, including countries, leaders, industry groups and nongovernmental organizations, attended the United Nations Climate Change Conference (COP15) that was held in Copenhagen, Denmark, December 7—18, 2009. This conference was thought to be the last major chance the world has to

decide on a concrete and effective plan for reducing carbon emissions. Much discussion was around the exact emissions targets and who will pay to see they're met. Given that developed regions like North America and Western Europe are responsible for most emissions, developing countries argued that those nations should invest disproportionately in the solutions. There was also the question of how to assist smaller nations that are already suffering the effects of climate change.

The 3 main aspects that should be taken into consideration while working out new treaty are science, politics and social movement.

From the scientific point of view the main number for fighting against climate change is 350. 350 parts per million is what many scientists, climate experts, and progressive national governments are now saying is the safe upper limit for CO₂ in the atmosphere. For all of human history until about 200 years ago, the atmosphere contained 275 parts per million of CO₂. By now the planet has 390 parts per million CO₂ — and this number is rising by about 2 parts per million every year. Just over a year ago, 350 is a relatively new target being discussed in the scientific community, compared to 450 ppm or 2 degrees Celsius that the Intergovernmental Panel on Climate Change supports.

So this is a crucial political target for many nations. At least 40 of the most vulnerable nations who will feel the impacts of climate change first and worst, the Alliance of Small Island States (AOSIS) and the Least Developed Countries (LDC's), included in their policy statements the need to adopt a much stronger target than those currently being debated, and to support a 350 ppm target. What is more important, China, India, and USA committed themselves to strive for a wide consensus and a successful Copenhagen climate change conference. But the successful outcome of this conference was doubtful because of the current weak economic situation in the world.

At the same time, more and more people are becoming aware of the climate change problem. Thousands of them take part in numerous actions to show the world's leaders the demand of citizens to save our planet. By October 24, 2009, 4641 actions have taken place in different parts of the world (to be precise in 177 countries). And October 24th was considered to be the International Day of Climate Action to show the scale of people's movement against climate change.

The agreement wasn't reached in Copenhagen this winter. And the hopes turn to Mexico 2010, which is supposed to change the global strategy in dealing with climate change.

*A. B. Ненадовец
БГЭУ (Минск)*

MODERN METHODS OF PUBLIC CONSCIENCE MANIPULATION IN MASS MEDIA

One of the most important roles in the development of modern society is played by mass media. Starting from the second half of the XX century we can witness geometric

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