

GLOBAL WARMING

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Global Warming

In the recent years, global warming became one of the most discussed issues. Despite the fact that weather conditions have been changed compared with past years, it is also possible to see that the phenomena of global warming is exaggerated and cannot cause such dramatic consequences as many scientists and mass media impose. Today, the world divided into two parts. In the first group, people claim that global warming is a serious problem which can cause the most dramatic impacts. While others think that this phenomenon is exaggerated or even created by the media and government to get benefits from it and distract society from the real problems such as crisis, wars, and political instability.

First, it is vital to understand what global warming is. This phenomenon is defined as the rise in average temperature in earth's atmosphere and oceans. According to various researches, global warming has last from the 19th century and continues till now. It is the fact that in the 20th century the average temperature has increased almost by about 0.8 °C (1.4 °F) (Committee on America's Climate Choices 2011, p. 15), and this refers about two-thirds of the increase since the time of the 80s. The main reasons of global warming are the growing greenhouse gases' concentrations that are produced by the humans' actions such as deforestation and fossil fuels (Russell 2007). The major dreads in accordance with danger of global warming are surrounding on the issue of such negative consequences as rise in sea levels as well as change in the volume and structure of precipitation, and possible expansion of subtropical deserts. In addition, one of the most crucial negative impacts can happen in the Artic, and also there is a serious problem related to constant retreat of glaciers, sea ice and permafrost (Battisti & Naylor 2009). Moreover, increase in temperature can cause the occurrence of extreme-weather events like heat waves, heavy rainfall and

droughts, species extinctions and ocean acidification. Consequently, humanity can have the lack of food through changing environment because of the loss of various habitats from inundation and decreasing crop yields. Many people even suggest that global warming can cause the most dramatic consequences such as climate catastrophe and the end of the world. This view has its logic since throughout the history humanity depended on the weather and climate conditions, and the whole empires disappeared or were destroyed by the climate catastrophes. Following this, people want to prevent any possibility of serious climate and natural disasters.

However, despite that in the 20th century the average temperature increased, there are many disputes according to the possible dramatic consequences of global warming. Some people think that this 'warming' is just a manipulation of masses. As prominent politicians and economists repeatedly declared, world financial crisis can be overcome only by the collective actions in leading economy of the world. Nonetheless, there is a question: how to mobilize the world community for fighting against an economic crisis? Consequently, in the modern world, there are many opinions that the idea of global warming can play a role of the stimulus for the society in overcoming crisis and other problems of the real world. A number of articles which have appeared in the western analytical editions are devoted to research of this problem and its communication with the world economic and political agenda (McCright & Dunlap 2000).

There are many points of view that global warming plays a role of 'wooden horse' for the government, and that in such a way authorities distract society from the real problems like crisis, wars, and political instability. What is more, one of the media's negative effects is the participation and pressure of the governmental 'powers': thus, sometimes media can be a

part of the propaganda. There is a term called 'informational war,' which means that each media representative can give the fake information, and lighten a significant occasion, event, or news from the required side. For instance, today, it is not necessary to create wars in the real life because it is possible to create a fake war through the media. The good example of such manipulation is a famous movie *Wag the Dog* directed by Barry Levinson, where the government decided to create a fake war to hide sexual scandal involving the President. In addition, there is a problem of newspaper's cultivation effect on its reader where newspapers can impose the reality that creates a certain need on their readers.

Following this points of view, it is possible to examine the global warming controversy. Some scientists claim that the climate we have today seems to be almost the same as in the medieval ages, and that the modern weather conditions cannot result into the end of the world or catastrophes. Many scholars even dispute the increase of temperature and assert that this information is incorrect. For example, in 2009, the incident with the leak of information from the University of East Anglia in Norwich happened where hackers stole the information from scientists' mails describing the issue that the temperature during recent and present years is not increasing. As a result, it is possible to see that maybe global warming is just a fiction and have some other goals for media than just prediction of potential catastrophes. Besides, there are many disputes according the reasons of global warming: many scientists stress that human actions do not influence on the earth's weather and climate too much. The main reasons can be solar activity that caused the increase of temperature instead of human intervention into natural processes (McCright & Dunlap 2000).

Additionally to the purposes of the government to district society's attention from the real problems, it is possible to notice the benefits for big companies

that can win from the propaganda of global warming. For example, some organizations invest into such companies that will get more profit from the raise of temperature. Those companies can be water treatment ones, and those firms that are able to predict hurricanes or other catastrophes. Also, it is possible to notice the increase in science investments, or so-called green businesses in addition to global warming (Campbell).

In conclusion, according to various scientific researches and data, such phenomenon as global warming is defined as an increase in average temperature of earth's atmosphere and oceans. By various researches the analyzed process has last from the 19th century and still continues. Today, this phenomenon causes many disputes where some people think that global warming exists and can cause the most dramatic influences. While others claim that global warming is just a fiction and plays a role of 'wooden horse' for the government, and that in such a way authorities distract society from the real problems like crisis, wars, and political instability. Following this points of view, it is possible to examine the global warming controversy. Many scientists even dispute the increase of temperature and claim that this information is incorrect. The fact is the weather has changed, and it is vital for the society to observe climatic and natural changes to prevent various dangerous catastrophes. However, it always should be remembered that media which promotes this phenomenon can play a role of manipulator and follow government and big corporations' goals.