Paul Burgwardt #0304700

*Global Warming in Media*

Global warming and global climate change are indisputably the defining problem of our time. Whether you agree with it or not, it’s still a problem that we will have to deal with. Unfortunately this leads to a battle over the appropriate actions that should be taken. I personally think we need to address the issue now, while others claim this warming is natural and should be ignored. As such, I believe this issue needs to be addressed before it becomes the downfall of us.

We as humans have severely impacted the Earth. We’ve grown so numerous, and our new age technology has a significant influence on the environment, specifically the atmosphere. Graphs of carbon dioxide testing on ice cores by the NOAA shows the amount of carbon dioxide has increased immensely since human civilization. This irrefutable data means something is happening, and we need to take action. “Earth’s carbon dioxide bloat results largely from burning of coal and other fossils. Average global temperatures have risen since 1850, with most of the warming occurring since 1970.” (ScienceDaily). Television networks will sometimes bring it to light, but typically at the expense of being biased. Television and newspapers aren’t the only mass media trying to spread awareness though. The movie documentary An Inconvenient Proof bombards you with facts about the warming and how catastrophic the results will be without action. It basically uses scare tactics to motivate you into thinking we have to reverse what we’ve done. The way I see it, we have to do everything possible to better inform people about what is happening. If news stations covered climate change more often, the public wouldn’t be so ill-informed. Honestly, we should use more tactics using the internet to promote awareness. With so many people using social media as well as the internet, I think the quickest solution would be to utilize those resources to our advantage. With everyone working together to solve this, it wouldn’t take long at all! Technological advances such as the Prius are excellent ways to try to combat emissions, but unless the entire human race participates, it won’t have much of an effect. If we continue to do nothing and let corporations destroy our atmosphere, the demise of man will be inevitable.

On the other hand, some may deny the factual evidence on hand for global warming. Looking over the hurricane record for the past century, there hasn’t been any kind of an increase, contrary to effects of climate change. Global warming is cyclical, and it’s pretty clear looking at the parts per million graphs that the NOAA provides. The other thing to consider is that there isn’t a scientific consensus that man is the primary cause. Over 31,000 scientists have even signed a petition stating that there is no convincing scientific evidence that human release of greenhouse gases activity is causing global warming. “Global warming will increase humidity in tropical deserts. Also the higher levels of carbon dioxide in the atmosphere trigger plant growth. As predicted, due to the global warming the sea levels will rise, but this can be readily adapted.” (Benefits-Of-Recycling). Why is it so difficult to find valid information on global warming? If we had unbiased reporting available to the masses, people wouldn’t be so lost while scientists battle over what is fact.

Even after examining each side, the cause and effects of global warming is still a bit unclear. I personally believe that what the atmosphere is enduring has to be attributed to humans in some part. Unfortunately, the best course-of-action is cut emissions, and try to prevent additional damage. Using mass media, specifically the internet, I think we can better educate and inform civilizations. The internet has allowed us to communicate with all parts of the world, thus this medium should be utilized for this societal impasse. Imagine scientists working together to correct or avoid this issue instead of fighting!

Our lives will be impacted by climate change over the coming decades. How we endure them will depend on our decisions we make. The easiest and best proponent to counteract global warming is high quality media. If we can inform vulnerable communities of potential impacts and how to safely adjust, we can limit our impact. Politicians should try to engage citizens through the media. Awareness through mass media can be the number one way to convince the human race to work together against global warming and global climate change.

Bibliography

American Chemical Society. “Climate debate: What’s warming up up? Human activity or Mother Nature?.” ScienceDaily, 21 Dec. 2009. Web. 07 Dec. 2013.

“Global Warming Is Not Real.” *Benefits of Recycling*. N.p., n.d. Web. 07 Dec. 2013.