

Global warming

[Linguistics](#), [English](#)



Global Warming Global warming has been given importance by people who want to achieve one thing or the other from this phenomenon. This is the reason why it is being considered as one of the most problematic areas within the current times. The media has got a definite role within the propagation of the global warming debates which has made the entire task difficult to understand and get insight from. Since global warming is one topic that is being discussed more and more, the media is also trying its best to propagate every form of link that is attached with this phenomenon. It is a fact that global warming has been able to play a very significant role within the time and age of today and the role of the media has been abysmal to state the least.

There has been emphasis on the fact that global warming has created global divide amongst the people. On the one hand, they decipher this as something which comes with the changing time while at the other, they think that global warming is creating more problems for the coming generations and the effects have started to come about today as well. The global warming ideology has been spoken about a great deal by the media since they believe that this is one topic that they cannot get rid of. They are of the opinion that talking about the global warming issue would only make people realize about the gravity of the situation at hand and what exactly needs to be done about the very same. The media thus derives its platform through such discussions on global warming because it feels that it has got a responsibility to which it has to stick. The supporters of media playing its role within global warming suggest that media has touched the finer points which would warrant attention by the people in a positive way. Indeed it is

important to make people aware of the global warming issues which are taking place all over the world and have been in the news for good or bad reasons. Also the different newspapers, magazines and editorials have brought much pressure on the bodies which have been enacted in the name of global warming. This is the reason why global warming has been seen as a major deterrent towards creating problems for the people and more so their younger generations. This involves just about everyone and not the human beings alone. The plants, animals and the useful resources that are available within the earth's crust as well as on its surface are affected by the immense breakdown which is happening all the time. The global warming issue is dependent on the different mannerisms that the people have adopted with the passage of time. The role of the people who are sitting at the helm of affairs within the global warming discussions is all the more significant because they have to decide what course of action to adopt and what kind of depictions need to be incorporated so as to bring result at the end of the day (Brulle, 2003). These people decide who is wrong and who is considered as being right within the global warming debates. The effects are being seen by just about everyone in the modern day and age. This is a much needed proposition which should be given the required cover without any doubts whatsoever.

In essence, the global warming debates linger on the premise of bringing about a global destruction for the people of this world. Now is the time to move on and bring that vital change which is required. Perhaps it is the duty of the common man and woman on the street to ask the media the exact figures and statistics which are there within the global warming domains.

The media cannot stir up their emotions just without any reason. There has to be a proper background in place before one can deduce the effectiveness or uselessness of the global warming debate in entirety. This will set the ball rolling in the right direction and make people become aware with the realistic scenarios that are shaping up with the changing times. The hype must not exaggerate a quantifiable proportion. All said and done, the discussion on global warming must remain just that – concerned with global warming and nothing else. This will make more eyeballs focused on the task at hand and hence the media would also do the much required justice.

Works Cited

Brulle, Robert J. Media's social construction of environmental issues: focus on global warming – a comparative study. *International Journal of Sociology and Social Policy*, 23(10), 2003