

The Mass-media and Global Climate Change

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The 4th IPCC report announced in this year warns that the temperature will rise 3.5° C in maximum at the end of the 21st century, abnormal weather will frequently occur, the diversity of organisms will be lost, economy will be confused, and the existence of the mankind becomes dangerous. It says, allowing no objections, that the cause of those changes is the discharge of carbon dioxide from the burning of fossil fuels by the mankind.

Furthermore as seen in the Kyoto Declaration, Japanese Government tries to lead the world as the model nation by presenting the concrete reduction quantity of the discharge of carbon dioxide. Japan advances national economical policy by promoting numerical calculation of all the terrestrial climatic variations with the world's fastest terrestrial simulator, the grants to the technology that prevents global warming such as carbon dioxide fixation technologies, and trading companies to buy and sell the discharge framework of carbon dioxide.

This kind of motion spreads worldwide and expands to the political motion as seen in the publication of An Inconvenient Truth (Al Gore), even though there exists a model that the 21st century would become the age of global cooling, not warming. Destruction of nature, decrease of animal diversity, abnormal weather, water shortage, decrease in a forest, submergence of cities and states, and the retreat of the ice floor were all asserted to derive from the consumption of fossil fuels (rise of CO₂). They show images with very strong impact and repeat such insistence. Global warming is a fact, but CO₂ doesn't seem to be the cause of the warming.

In this paper, we focus on the global warming and the role of the mass communication of such importance for the future mankind.