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 old, 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.

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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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progression of mass media growth. The exponential growth of traditional mass media such as newspapers, radio and television is accompanied by constant improvement of information technologies and the global network. This leads to the formation of information-oriented society.

Modern society realizes the importance of mass media for each person. They deal with formation of public opinion, creation of the specific ideological background, propaganda of this or that system of values, the condition of national culture etc. Mass media reflect the reality and fix the ongoing events. Moreover, they directly or indirectly influence all social, political, and cultural processes in society. That is why they are sometimes called «the fourth estate». And the following statement is true about journalists: «They are professional story-tellers of our age».

Most researchers define the following functions of mass media:

- 1) informative;
- 2) entertaining;
- 3) educational;
- 4) advertising;
- 5) ideological.

The ideological function is not without reason called one of the most important functions of mass media. They often represent what is going on in the light of a definite system of cultural values and political principles.

The processes of manipulation and propaganda confirm the absence of such factor as objectivity in mass media. Today objective reporting is impossible. Every message sent by mass media is aimed at influencing the opinions and behavior of large numbers of people.

There are some common methods or techniques used by mass media to manipulate public conscience. They are:

- 1) manipulation of information flow;
- 2) repetition;
- 3) urgency;
- 4) «common man»;
- 5) sensationalism;
- 6) appeal to authority;
- 7) appeal to fear;
- 8) rationalization;
- 9) using the words that imply the main values of a society;
- 10) tagging;
- 11) demonizing the enemy;
- 12) priority of information;
- 13) humour;
- 14) simplification of information and etc.

The analysis of media reports proves that mass media create public opinion and define its direction. In this case public opinion does not reflect values and views, but it implements the vales and views advantageous to media owners.