

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.

*A. B. Ненадовец
БГЭУ(Минск)*

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

