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The fourth authority of Russia about global warming: value and illumination (on materials of the edition “The russian newspaper” and a site “Newsru.com” during from june till november, 2007)

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Global warming is the technogenic and natural accident menacing to all mankind. Mass-media is one of the basic sources of the information from whom people learn the latest news and make a picture of the world. There are distinctions in methods of submission of the information in printed and electronic editions. In the newspaper the problem of global warming rises more often, than on a site. High frequency of publications speaks about the serious attitude of editors to the given problem. The form of submission of a material: presentation, design, a heading, the location, - testify about illumination of a problem only in one site. Global warming never acts as the most important material of number. A role of competent persons in discussion of global warming on pages of the edition and on a site. At disclosing the given theme at press there is an element of sensational nature. A sight of the expert that should be reflected by journalists. The Russian press gives due value to a theme of global warming, but shines it one-sidedly, insufficiently precisely. The certain resonance at the population is reached. People know about presence of a problem, but do not understand its reasons, possible consequences, etc.