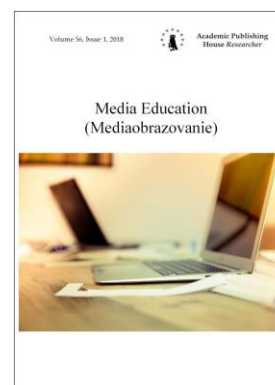




Published in the Slovak Republic  
Media Education (Mediaobrazovanie)  
Has been issued since 2005  
ISSN 1994-4160  
E-ISSN 1994-4195  
2020, 60(1): 166-177

DOI: 10.13187/me.2020.1.166  
[www.ejournal53.com](http://www.ejournal53.com)



## Media Educational Approach to Climate Change News Agenda in Russia

Valerii Muzykant <sup>a, \*</sup>, Munadhil A. Muqsith <sup>b</sup>

<sup>a</sup> Peoples' Friendship University of Russia, Russian Federation

<sup>b</sup> Peoples' Friendship University of Russia, Indonesia

### Abstract

The impact of climate change is genuine felt on earth. The so-called 2019 Word in the Collins English Dictionary was the expression "climate strike". The environmental crisis and the evolution of climate in recent years have clearly indicated the need to change our education in the context of Sustainable Development (ESD) – a key factor in finding alternative ways to build a new society based on the principles of justice, citizen participation and openness to cultural diversity. Report on the United Nations Environment Program (UNEP) 2019, global temperatures are estimated to rise 1.1 degrees Celsius on average. The mass media play an essential role in this context of educating process of the people by conveying information about climate change to the public, acting as a tool for advocacy, education towards climate change. Besides, the media, in all its forms, ensures that citizens are well informed. The press can catalyze to provide a platform for public debate and discussion as well. This study focuses on how the Media covers information about climate change to the public at large. Based on the theoretical assumptions of this study, the research examines media coverage of climate change through 2018/2019; how climate change is being presented, understood and framed by the media. The authors classifies 145 news content units into seven topics presented to the audience: the impact of global warming; global warming scientifically; the threat of global warming; the action to fight against global warming; Russia way of fighting global warming; the history of global warming; and US rejection to participate in climate change programs. By using content analysis methods to analyze all articles on climate change. Overall, this subject is news coverage of climate change issues taken from Google news as a website and news aggregator application developed by Google to get the news that highlights the impacts and threats of climate change.

**Keywords:** environmental education, climate misinformation, media influence, global media education process, media coverage.

### 1. Introduction

Climate change has become a scary ghost in the world, hence people has to know what is going on and how to react to climate change news. This information directly or indirectly tells onto human activities because of changing the composition of the global atmosphere and which are in addition to natural climate variability observed over comparable periods (UNFCCC, 1992). A global behavior survey conducted by the Pew Research Center of 27,612 respondents in 26 countries from May to August 2018 showed that climate change was considered the most daunting issue. Half of the respondent countries (13 countries) put this issue at the top of the list, defeating concerns in

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\* Corresponding author

E-mail addresses: [vmouzyka@mail.ru](mailto:vmouzyka@mail.ru) (V. Muzykant), [munadhil.muqsith@gmail.com](mailto:munadhil.muqsith@gmail.com) (M.A. Muqsith)

the Islamic state groups in Iraq and Syria (NIIS) and cyber-attacks. In other words, climate change has become a problem that is quickly becoming a real reality (Nugraheni, 2019). We consider the goal of media education in the field of climate change is to develop students' ability to perceive, analyze and set up a qualitatively new agenda on global warming issues.

Education and public awareness play an important role in building community capacity to mitigate and adapt to climate change, enabling people to make informed decisions. Education helps students understand the causes and consequences of climate change, prepares them for life in the face of the effects of climate change. A disaster followed the phenomenon mass media reported. Increased temperature of the earth creates heatwaves in a number of areas, which claimed lives. The Guardian writes that in France, for example, at least 1,500 people died in August 2019 because of being unable to stand the heatwave reaching 45 degrees Celsius (The Guardian, 2019). This attack was apparently not the first. A heatwave in France also occurred in 2003 and claimed ten times more fatalities than in 2019 (Purwanitari, 2019).

Some of the effects of climate change due to increasing temperatures include, a heatwave that struck several regions in Japan 2018, in France in August 2019, floods in Venice Italy, drought in Indonesia, where farmers of Demak and Grombonga could not yet plant their fields because of no rains, fires in Australia (BBC, 2020). are evidence of the fact that we are facing global climate change. The 41-degree Celsius heatwave that hit Kumagaya, not far from Tokyo, in July 2018, killed 40 people, and 3,544 people were taken to hospital. The Basilica of St Marco and its square and some old buildings hundreds of years past were flooded to 187 centimeters. This is the highest surface flooding since the record flooding in Venice, where the water level reached 194 centimeters in 1966 (Messwati, 2019).

Besides disasters, climate change also has the potential to cause a food crisis. The threat of the food crisis was strengthened by the World Meteorological Organization Report (WMO), which states that in 2017, the number of malnourished people had reached 821 million people, partly due to drought due to strong El Nino in 2015-2016 (Arif, 2019). The impact of global warming is also felt in Russia. 1.25 times faster than the planet as a whole: among a list of 30 measures, the government calculates the risks of Russian products becoming uncompetitive and failing to meet new climate-related standards, as well as prepare new educational materials to teach climate change in schools. It happens that Russia is one of the most vulnerable countries to climate change, with vast Arctic regions and infrastructure built over permafrost. Recent floods and wildfires have been among the planet's worst climate-related disasters.

RGRU writes in the Ural region that the highest temperature rise in the last 100-120 years was 1.3 degrees. Moscow formally adopted the Paris climate accord in September 2019, after the winters in the Urals become warmer and snowier, and criticized the US withdrawal from the pact. The natural disaster caused fauna, such as polar bears, to change their habitats while migrating birds arrived early - the number of ticks carrying encephalitis bites increases in the Urals. In contrast, polar bear populations declined by around 40 percent over the past decade. In addition to the Urals, there were forest fires in the Siberian region (Dubicheva, 2019).

## 2. Materials and methods

Theoretical research base includes works of domestic and foreign scientists in the field of media education (Bazalgette, 1992; Bennett, Senior, 2017; Buren, 2009; Cavanagh, 2020; Considine, 1999; Egorov, 1986; Fedorov, 2014; Fedorov, Levitskaya, 2015; Gere, 2006; Gibson et al., 2018; Levitskaya, 2018; Livingstone, Haddon, 2009; Mangan et al, 2013; Muzykant, 2017; 2019; Park, 2017; Reid, Norris, 2016; Sharikov, 2012; Silverblatt, 2001; Thompson, 2014, etc.). Social media created new opportunities for interaction and collaboration in the issue of global warming, allowing students to engage in content creation and communication using social media and Web 2.0 tools (Gikas, Grant, 2013). Development of such kind of skills and abilities to work in different media formats, educating new generation to life under new circumstances where new media products will be demanded is a vital question of today (Fedorov, Levitskaya, 2015).

This research uses Russian Google news to explore articles from Russian online media. This study classifies any news in keywords in Russian. The content analysis method helps to explain and explore the findings. Berelson (Berelson, 1952) defines content analysis as a search technique for the objective, systematic, and quantitative descriptions of the real contents of a communication. In general, the content analysis only concerns real or surface communication because only this

content can be studied "objectively." They objected in the sense that a researcher must describe exactly how he had done the research, which allowed other researchers to use it.

Systematic efforts mean that a researcher must not only select the content of that part of the hypothesis but must all be relevant. Finally, this technique is a quantitative requirement that distinguishes it from merely reading something and recording someone's impression. However, some researchers use a form of qualitative content analysis as an attempt to examine the more profound meaning found in messages. Such research, however, carries no risk of revealing more about the researchers' mindset than about content.

There are five objectives of content analysis, namely (Eriyanto, 2011):

- a. Describe the characteristics of the message.
- b. Describe in detail the contents.
- c. See messages in a different audience.
- d. See messages from different communicators.
- e. Draw conclusions about the cause of a message.

Meanwhile, Holsti (Holsti, 1969) defines content analysis as a technique for making conclusions by identifying the characteristics of certain messages objectively and systematically. Krippendorff defines content analysis as a research technique in making conclusions from context data (Krippendorff, 2004). Based on the two definitions above, there are two functions of content analysis, namely: providing a systematic and testable description of the manifest and latent content of narrative discourse and producing valid conclusions about the narrative context based on descriptive content. Holsti put forward three main functions of content analysis, namely:

- a. Describe the characteristics of communication by asking questions: what, how, and to whom the message is delivered.
- b. Make conclusions, such as antecedents of communication, by asking questions about why the message was delivered, and;
- c. Make conclusions about the consequences of communication by proposing what the effect of the message is.

The search for Google news features starts with keywords in Russian, such as "Изменение климата", "Глобальное потепление," and "Парниковый эффект". All news article titles, news media names, publication dates, and news hyperlinks, issues, the key of Influencers are managed through Ms-Excel. There were 145 news and opinion articles from 1 December 2018 to 31 November 2019.

### 3. Discussion

In accordance with this approach, sustainability principles are integrated in the management of school premises and equipment, as well as in the management structures of educational institutions. UNESCO is developing technical manuals and teaching materials, in particular a six-day online course on "Climate change in the classroom: a UNESCO course on climate change education for sustainable development for high school teachers". The UNESCO Climate Change Education Information Center provides interested individuals with free access to hundreds of climate change education resources. There is no doubt that mass media play an essential role in this context by conveying information about climate change to the public. Environmental organizations, scientists, and climate change experts may know even more about various aspects of climate change, but these messages will not be conveyed effectively without using mass media (Chand, 2017). Most citizens will not make direct contact with scientists through long conversations, hence they will continue to rely on messages conveyed to them by various forms of mass media: television, newspapers, websites, magazines, radio (Hulme, 2009).

Raising awareness of the relationship between climate and health is fundamental to take protective measures against the health risks associated with climate. The mass media, may play primary and secondary functions in this case (Suryawati, 2011). The primary function of the mass consists of three, namely:

- Inform readers of essential and exciting events objectively about what happens in a community, country, and world;
- Comment on the news delivered and developed it into the news and then convey it to the public; and
- Providing information needs for people who need goods and services through advertisements in the media.

While the secondary function of mass media consists of:

- Campaigning social projects that are needed to help in certain conditions,
- Providing entertainment to the reader, through entertainment rubrics such as humor, short stories.

- Serve the reader as a friendly guide through the questions and answers provided,

- Become an agent and fight for rights, an inspiration, or ideas column (Suryawati, 2011).

Therefore, mass media has become an effective means of influencing the community to explain how science and politics have changed media coverage of the environment from time to time. On the contrary, media representation has also shaped scientific, political considerations, decisions, and ongoing activities. It is also an agent needed for change, proven by the mass media, to be an excellent tool for awareness and advocacy. In 2010, the Climate and Health Course was released in electronic format; other training resources were developed for professionals outside the health sector, highlighting gender issues in all four stages of the project cycle: definition, formulation and construction, implementation, monitoring and evaluation. Meeting these roles, however, is not an easy task given the multi-faceted nature of climate change and crosscutting issues that are further complicated by political and ethical elements (Boykoff, 2009).

A fake-news problem is closely linked to hypothetical effects of climate change, making the public become polarized over fundamental questions such as human-caused global warming. In order to effectively counter online misinformation, we stand for providing comprehensive understanding of the techniques employed in climate misinformation, as well as inform evidence-based approaches to neutralizing misinforming content (Cook, 2019). Identifying and deconstructing these different types of arguments is necessary to design appropriate interventions that effectively neutralize the misinformation. The foreign media constantly quoted social media users who insulted Swedish climate campaigner Greta Thunberg mentioning that President Vladimir Putin patronized the teenager, suggesting someone should "explain" just how the adult world works. There is a lot of talk of mysterious forces "controlling" her (Rainsford, 2019).

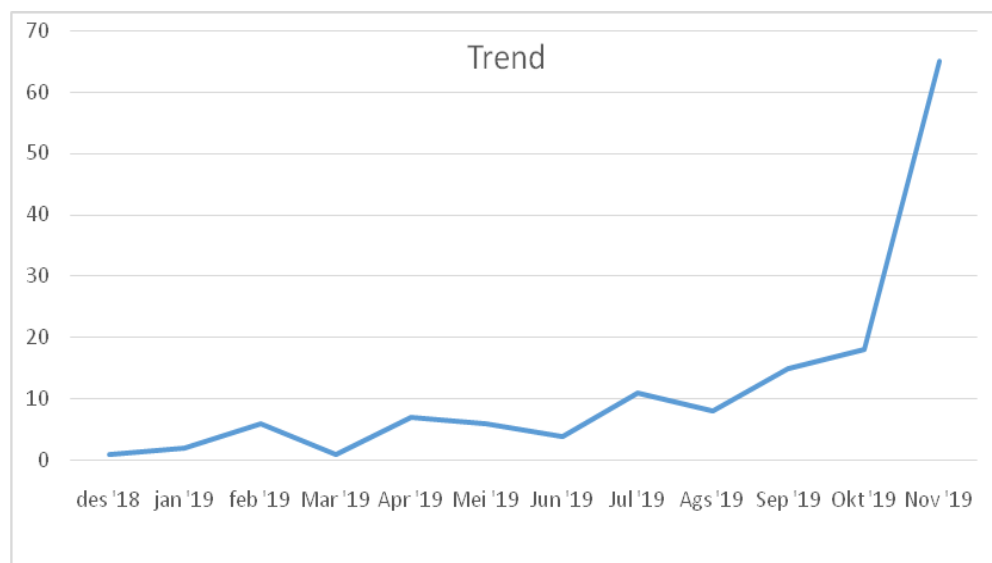
Education programs on climate strike issues are of great value to fight misinformation and fake news as well. The vital question of today is climate change primarily caused by emissions deriving from human activity or this is some "processes in the universe". Should we express skepticism on numerous occasions about solar and wind energy, expressing alarm about the dangers of turbines to birds and worms, causing them to "come out of the ground" by vibrating? While there is evidence that large wind-power installations can pose a risk to birds, known research does not suggest they harm worms (The Guardian, 2020). Though this topic received a coverage in Russian media, the researchers want to see how Russian online media delivers and analyses in the whole the problem of climate change stating "Russia seems to be waking up, belatedly, to the threat" (Rainsford, 2019).

In this context, the experience of the WHO (World Health Organization) Regional Office for South-East Asia, which, in collaboration with global experts, has developed a technical course on climate change and health designed for healthcare professionals, is of interest. It covers the basics of climate change, its effects on health and the appropriate means and actions to reduce the health risks associated with climate change. This course consists of 19 modules, provided free of charge, and serves as a guide for the training of trainers, facilitated by a 4-day intensive course for professional workers with a university education or conversion to other formats, such as professional or university study programs.

The methodology used is through content analysis to see trends, the share of media, share of issues, the percentage of opinion leaders so that we can see how vital climate change issues are to the Russian mass media as gatekeepers of information delivery to the public. Gatekeeping theory is at the same standard on agenda setting and framing theory, which similar in the theory in mass communication. This theory is based on the premise of filtering on information conveyed to the public by the media. Introduced by Kurt Lewin, a social psychologist in 1947, the gatekeeper theory is based on the flow of goods and ideas through society, with those in powers, or with influence in controlling the flow as 'gatekeepers.' Mass media, as gatekeeping, has a role in conveying information on climate change (Chand, 2017). In this case Russia has published a plan to adapt its economy and population to climate change, aiming to mitigate damage but also "use the advantages" of warmer temperatures. The published on the government's website papers, outlines a plan of action and acknowledges changes to the climate are having a "prominent and increasing effect" on socioeconomic development, people's lives, health and industry.



The study found that the trends in reporting the topics "Climate Change," "Global Warming," and "Greenhouse Effect" with Russian keywords on Google News were very volatile. The topic of climate change last year, precisely in December 2018, was insignificant. Evidently, on this brought-in chart in December, there was only one report in the media Form.ru, one of the survey agencies in Russia that researched this topic.



**Fig. 1.** Trend of reporting on climate change in Russian online media

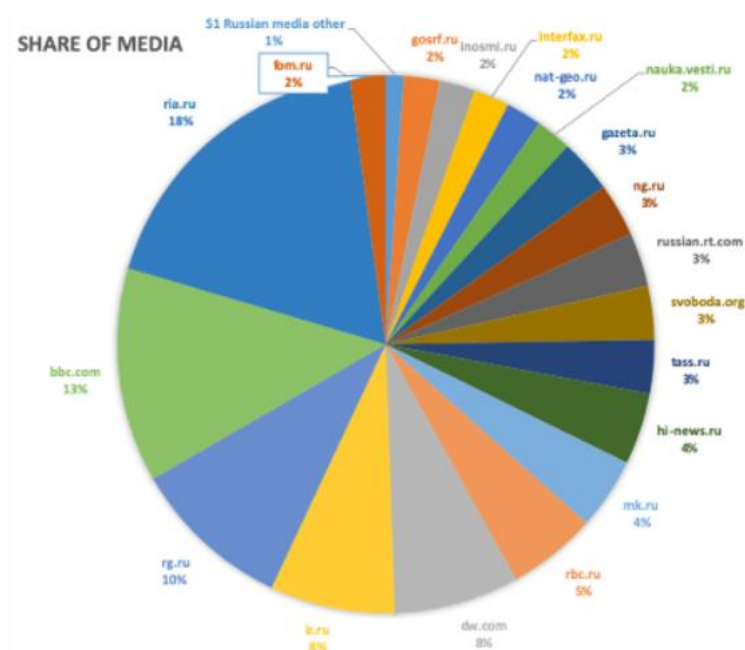
After that, according to the trend of news about the topic of climate change up and down from January 2019 to November 2019. In January 2019, two media outlets reported the topic. Then the topic of climate change was reported as next: six news in February 2019, 1 news in March 2019, 7 news in April 2019, 6 news in May 2019, 4 news in June 2019, 11 news in July 2019, 8 news in August 2019, 15 – in September 2019, 18 – in October 2019 and the peak was in November 2019 when 65 news appeared (Fig. 1).

Furthermore, this study also shows "Share of Media" on the topic of climate change in online media in Russia. The data below shows the quantity of media awareness on this issue in terms of the number of reports. In the first place the topic on climate change is the most reported by ria.ru 17 (12 %); bbc.com 12 (8 %); rg.ru 9 (6 %), iz.ru and dw.com 7 (5 %); rb.ru 5 (3 %); mk.ru and hi-news.ru 4 (3 %); gazeta.ru, ng.ru, russian.rt.com, svoboda.org and tass.ru 3 (2 %); nauka.vesti.ru, nat-geo.ru, interfax.ru, inosmi.ru, gosrf.ru and form.ru 2 (1 %); zavtra.ru, vedomosti.ru, vc.ru, utro.ru, tvzvezda.ru, tvk6.ru, tsargrad.tv, tomsk.ru, tekno blog.ru, svpressa.ru, sobaka.ru, snob.ru, ryb. ru, ru.euronews.com, rtvi.com, rossaprimavera.ru, rosbalt.ru, regnum.ru, radiosputnik.ria.ru, radiokp.ru, pnp.ru, oilcapital.ru, nplus1.ru, nkj.ru, news.rambler.ru, newizv.ru, neftegaz.ru, meduza.io, life.ru, kp.ru, kommersant.ru, komiinform.ru, kiz.ru, kazan.kp.ru, kavkazr.com, capital-rus.ru, islam-today.ru, hightech.fm, golos-ameriki.ru, flb.ru, firstandgoal.ru, ferra.ru, ecoserver.ru, echo.msk.ru, deita.ru, cheltv.ru, amic.ru, aif.ru, 35media.ru, 22century.ru in all 1 news 1 % (Fig. 2).

This study illustrates how the distribution of issues on climate change topics in Russian online media for one year. The authors classifies 145 news content into seven issues. First, the impact of global warming; second, global warming scientifically; third, the threat of global warming; fourth, the action to fight against global warming; fifth, Russia is fighting global warming; sixth, the history of global warming; and seven US rejects climate change.

The 17-page document published online by Russia's Ministry of Economic Development acknowledges a plan to adapt the country's economy and population to climate change, which have had "a prominent and increasing effect" on industry, socioeconomic development and the health and well-being of the population. The two-year scheme covers the first phase of the country's adaptation to climate change until 2022, with the aim to "lower the losses" of global warming. Climate change, the report says, will likely bring to Russia longer and more frequent droughts, extreme precipitation and flooding, increased risk of fire as well as the displacement of different species from their habitats, according to the plan. Expected positive effects of climate change include the reduction of energy consumption during warm periods, shrinking levels of ice, which

will foster increased access to navigational opportunities in the Arctic Ocean, and expanded agricultural areas (Cavanagh, 2020).



**Fig. 2.** Share of Media reporting on climate change in Russian online media

Media Education aspect of Climate Change news covering pointed out the plan, which lists a number of economic and social steps designed to minimize the vulnerability of the Russia's population, economy and natural resources to climate change. These measures also include considerations such as the government's calculation of the risk of Russian products becoming unable to compete if they fail to meet new climate-related standards, and preparing new educational materials to teach climate change in schools. According to classifications of climate, there are several quantitative indicators of adopted boundaries of climatic zones in Russian school atlases with Alisov's classification, which is based on the concept of air masses prevailing in a given territory. The boundaries of climatic zones are drawn according to formal signs like a combination of air mass properties. However, the air masses constantly migrate, and often in the middle latitudes passes tropical heat. So in fact, the border of the temperate climate is blurred and, Alisov's Atlas, according to which climatic zones are presented in textbooks, was already changed at the end of the 20th century. However, sub regions of the climatic zone were specified in the northern polar latitudes, but, apparently, these boundaries need a new refinement.

Noteworthy is the training manual released for use at health seminars organized by urban health officials on the effects of climate change on health. It is based on the book "Climate Change and Human Health: Risks and Responses" (McMichael et al., 2003). The transition of lectures from classrooms into the digital platform where mobile phones are the ideal (Buren, 2009) for transmitting global warming news will enhance the efforts for improving the quality of higher education digital literacy concerning the topic. Nowadays the cyberspace is a home place for contemporary digital generation, accustomed to convergence technologies as a way of integration into the Worldwide Web (Reid, Norris, 2016). The initiative to distribute new educational materials with the aim of teaching the consequences climate change in schools is already receiving all-round support of society and discussion as in Norway, where temperature records have been set. There is no snow at all in Oslo in 2020, while birds chirp, the sun shines.

Climatic changes are not worth the wait, they have already come. Therefore, for plants an abnormally warm and snowless winter can have serious consequences. Flowers begin to sprout, but they risk dying in the cold, the soil is also changing – today landslides have become more frequent instead of snowfalls. Students and Finnish school staff also have the opportunity to observe the school's own energy production in real time on displays installed in the halls of the school. Energy production is reflected both in traditional kilowatts and the equivalent in a more visual form – the number of heat showers. All this information on energy production by renewable sources of the school is included in the curriculum and is used in lessons in various academic subjects. Students

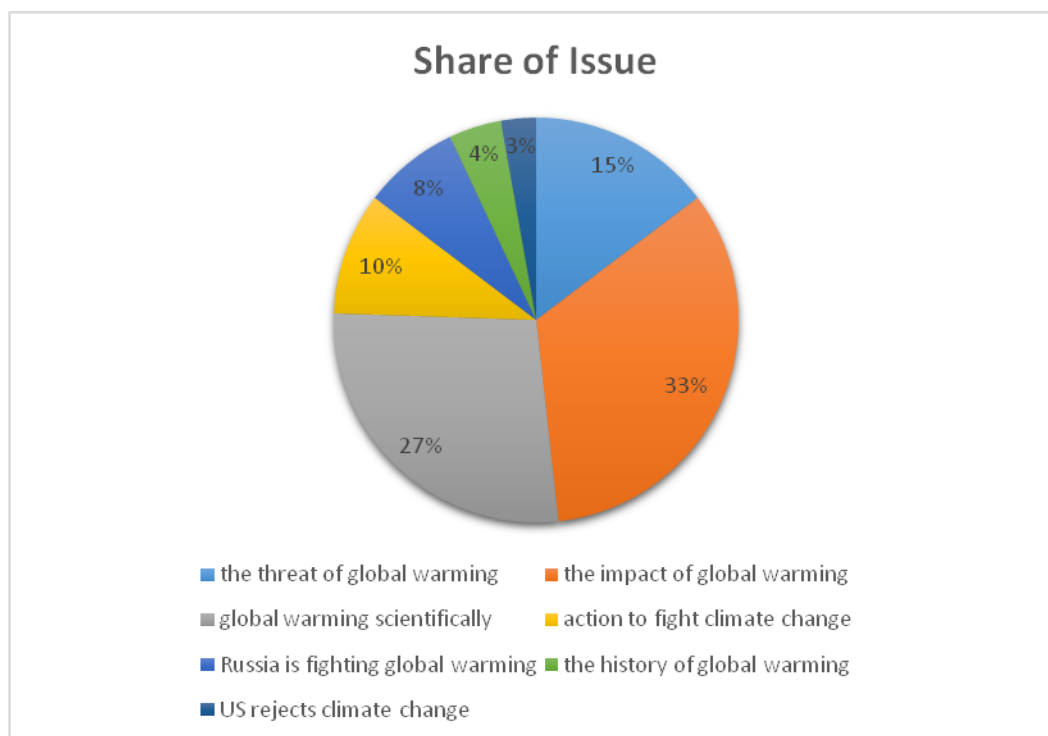
make calculations of the percentage of energy from various sources, in physics and chemistry classes (Cord, 2019).

In this way, the school was the main source of information about climate change, and teachers encourage students to become independent in acquiring knowledge, moreover, in some projects this is a prerequisite for their implementation. Forming the teaching competencies in this sensitive enough matter, it should be taken into consideration that a modern journalist works in conditions of rapidly developing technologies of searching, receiving, processing and transmitting information (Bennett, Senor, 2017). There are many fake sources on the Internet; students are told how to check their reliability. Hence, it requires strengthening and constant modernization of this component of education.

#### 4. Results

The research found out that the most significant share of the issue is about of the impact of global warming reported by 48 news (33 %). Interestingly the message content that this issue cites many interviews from researchers, academic journals, and the impact of global warming in various countries such as the rise in global average temperatures has already reached 1.5 – 3 degrees Celcius. The impact is that in some European countries, warming temperatures occur. In addition to rising temperatures, due to climate change, the world is also facing food security threats. As the BBC quoted, the article in the 2018 science journal written by a group of American researchers who said the warmer temperatures resulted in more active reproductive functions of insects and an increase in their appetite. As a result, agriculture is very threatened by this pest. Some food crop-producing areas that are at risk are threatened, among others, in Pakistan.

Furthermore, the second-highest share of the issue is the issue of global warming in a scientific manner reported by 39 news (27 %). The topic of global warming has quoted many scientists or studies published by scientific journals. RBC, for example, wrote news about the scientists of the University of Michigan and the University of Arizona who modeled the extreme global warming of the Early Eocene (a period of increasing carbon dioxide analogous to future climate).



**Fig. 3.** Share of Issue of climate change reporting in Russian online media

The next share of issues regarding the issue of the threat of global warming was reported as many as 21 news (15 %). NEWIZV, for example, reports about climatologists who predict the planet

Earth is on the verge of sixth mass extinction. Disasters of global warming can cause the destruction of most flora and fauna. Scientists from California Polytechnic University compared the current situation with a last one. He cited the Cretaceous –Paleogene extinction, which occurred at the border of the Cretaceous and Paleogene periods around 66 million years ago (Fig. 3).

The next covered topic is the action to fight against global warming, as many as 14 news reported (10 %). The BBC reports the increasing millennial role in campaigning for the environmental crisis due to global warming. One of the millennials that became viral even became Time Magazine's Person of the Year, Greta Thunberg. In September 2019, he spoke at the UN climate summit to seriously fight global warming, which is increasingly worrisome. The 16-year-old girl's resistance then spread throughout the world, various protest actions so that the country cares and is willing to act to reduce the impact of environmental damage and global warming, which is already critical.

The next share of the issue is that Russia is fighting global warming with 11 news (8 %). Capital-Rus writes that Russia has fulfilled plans to reduce greenhouse emissions. The Prime-Minister D. Medvedev signed the Paris Climate Agreement in April 2016, which binds 186 countries. Then Russia ratified it only three years later in September 2019. The Paris climate agreement was the first global climate agreement signed in December 2015. The news was widely covered by Russian media. This document sets out a comprehensive action plan aimed at controlling global warming. Unfortunately, large countries producing greenhouse gas emissions such as America, China, Japan have not been willing to go further to reduce global warming because of its impact on reducing the production of their factories.

The next share issue is the history of global warming, which was reported by six news (4 %). Snob wrote the history of the idea of the greenhouse effect starting with the work of O.B de Saussure (XVIII century), J.B. Fourier, John Tyndall, Svante Arrhenius when calculating how humanity could influence climate by releasing more carbon dioxide into the Earth's atmosphere or called the Callendar effect. This is a simple theory that was revealed by the physicists.

The last share issue is US rejects climate change, which was reported by fourth news (3 %). The US President Donald Trump in CBS interview in October 2018 said he did not believe in climate change "I don't think there's a hoax. I do think there's probably a difference. But I don't know that it's man-made... I don't wanna give trillions and trillions of dollars" (Cheung, 2020). In June 2018, Trump also announced his intention to withdraw the US from the Climate agreement in Paris. The White House reports that from 1901 to 2016, the average temperature in the world grew by 1.8 degrees Celsius. The cause comes from human activities and greenhouse gas emissions. In 2018, the Rhodium Group company recorded the amount of greenhouse gas emissions in the US.

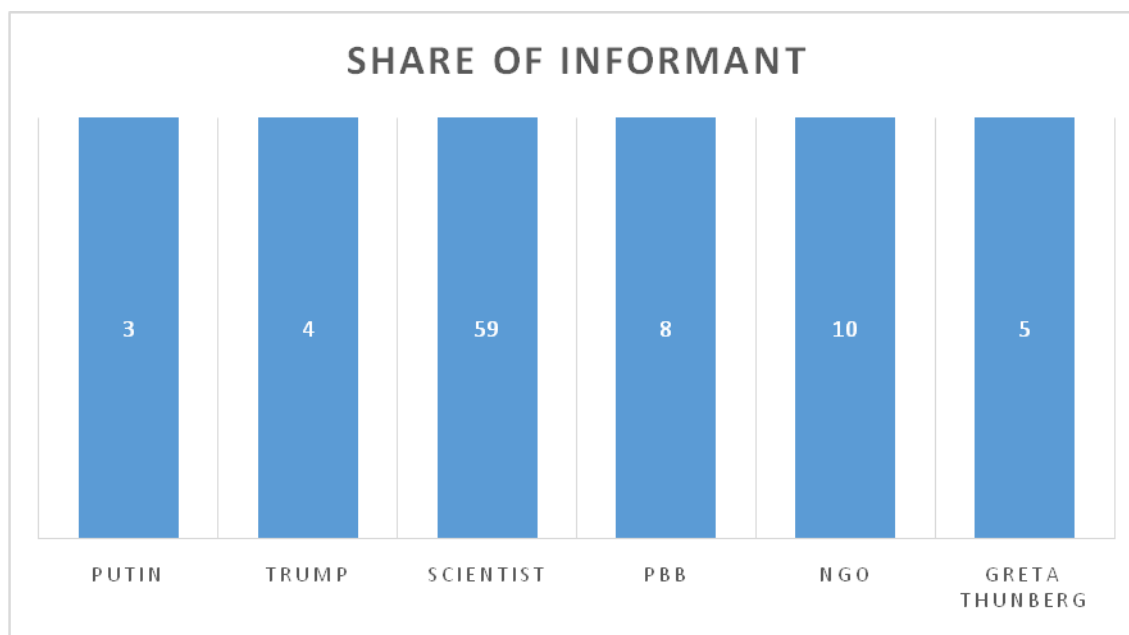
This study also identifies the Share of Informants or sources quoted by the media to strengthen news coverage. The authors classified the six informants who were quoted the most in the media. First, Scientist; second, NGOs; third, the United Nations; fourth, Greta Thunberg; fifth, Donald Trump; sixth, Putin. The classification of each because it has a large role in online media news in Russia. The most widely cited by the media as a guest speaker were 59 scientists. The media, according to NGOs, as many as ten institutions, subsequently quoted it. Various institutions that often become resource persons include NGOs such as WWF Russia, Greenpeace Russia, and other institutions. After NGOs, the next source that was often quoted by the media was eight news agencies from the UN. Some speakers from the UN cited include the UN secretary-general, Antonio Guterres, UN climate change commission expert, WMO Secretary-General.

The next source frequently quoted by the media was millennial Greta Thunberg with five news. 16-year-old teenager who inspired war and demonstrations on climate change in the world. Greta Thunberg has a significant role in campaigning for climate change issues through his speech at the United Nations titled 'How dare you?' In September 2019, "You say you hear us and that you understand the urgency. However, no matter how sad and angry I am, I do not want to believe that. Because if you really understood the situation and still kept on failing to act, then you would be evil. And that I refuse to believe» (Transcript..., 2019).

The guest speaker after Greta Thunberg is American President Trump. They are quoted by four news media. Most of the excerpts from the news source with Trump for criticizing Trump because they are waiting for America's 'goodwill' to reduce the impact of global warming. Trump previously withdrew from the Paris agreement because he considered the issue of climate change to be a myth. He also said reducing the company's production would have an impact on reducing the



capital that the United States gained. As we all know, America is the country that produces the most significant carbon dioxide in the world. After Trump, the frequently cited speaker was Russian President Vladimir Putin. They are quoted by three news media. Much is related to the commitment of the Russian state to combat global warming after ratifying the Act of the Paris Agreement (Fig. 4).



**Fig. 4.** Share of Informant reporting on climate change in Russian online media

## 5. Conclusion

1. The classified 145 news content was formed up in 7 groups covering the impact of global warming, scientific aspect of global warming, the threat of global warming, the undertaken action against global warming, Russia position to stand against global warming, the history of global warming and US position. As we see, the study concluded that the Russian media did not have enough information about climate change. The big gap between the number of news articles in the first month and news in other months is far.

2. The information above shows that the issue of climate change is not new information to make the news. The opened discussion according to the research, lacks information which suggests dam building and shifting to drought-resistant crops, in addition to crisis-preparation measures like offering emergency vaccinations or evacuations in case of a disaster. Articles mostly adapted from other countries' news links, especially news about scientific global warming, the history of global warming. This study proves that the trend of climate change issues is increasing just ahead of the UNFCCC Climate Change Conference (COP-25) at Feria de Madrid, Spain, December 2-13, 2019 (Yani, 2019).

3. Yet global warming could turn out to be the most devastating consequence of human progress. Russian media are aiming at comprehensively fulfill an educational function for the society and ecological knowledge and education are becoming an essential and strategic issue that is the matter of primary importance to Russia. Based on this research, online media in Russia as well as international media are still balanced reporting on the issue of climate change. Ria Novosti became the most widely reported media on this topic, followed by Ria Novosti, BBC, dominating the news on climate change, respectively 17 and 12 news. Next is dw.com also preached quite a lot while the others were Russian media. Other Russian media that mostly reports are RosiyskayaGazeta, Izvestiya, RBK Glavnoy, MKRU, Hi-News.ru, Tass.ru, and others.

4. A media influence as an important education tool is vividly shown by numbers of media coverage of the climate change problem: the so-called 2019 Word in the Collins English Dictionary was the expression "climate strike", as well as "rewilding" (means the return of a locality to a wild state of nature). In 2018 it became "single-use" ("disposable", often applied to plastic products), the frequency of use of which quadrupled over five years.

5. The lack of media in covering the issue of climate change due to the non-serious influence of world leaders to move to fight climate change that continues to affect the weather around the world, even though the IPCC says the average temperature of the world is currently experiencing an average increase of 1.1 – 1.5 degrees Celsius. In addition, if there is no awareness of the dangers of climate change, world temperatures will continue to rise to 2.9 – 3.4 degrees. Special study is required on President's Trump actions for eliminating federal regulations a priority. His administration, with help from Republicans in Congress, has often targeted environmental rules it sees as burdensome to the fossil fuel industry and other big businesses. A New York Times analysis (Popovich et al., 2019), based on research from Harvard Law School, Columbia Law School and other sources, counts more than 90 environmental rules and regulations rolled back under Mr. Trump.

6. Greta Thunberg played a significant role in campaigning for climate change issues through his speech at the United Nations titled 'How dare you?' In September 2019. After that, there was a significant increase in reporting on this issue because her speech inspired people all over the world as well. Environmental education, which also includes climate change, is today an important component of the curriculum of Scandinavian schools, where reinforces environmental education with a practical example, using renewable energy in its everyday life. It is recommended to take a closer look at the experience of conducting a discussion on this issue in this region: on the territory of Russia, climate warming occurs about 2.5 times more intensively than the average across the globe.

7. The issue of global warming should be a serious concern of the Russian media. United Nations launch, world temperatures warm around 2.9 – 3.4 degrees Celsius. The impact of changing extreme weather include heat waves, some countries in Europe, Japan, Indonesia have felt the year 2019. In addition, global warming caused food crises in various countries, such as Indonesia, Pakistan, and others. In Russia, too, a weather anomaly occurs that causes temperatures to rise and result in the melting of the ice in the Arctic, the impact of which threatens the fauna ecosystem in the North Pole, such as polar bears, but increases flea growth.

8. This study aimed at initiating discussion on the content of Russian climate change news coverage as a part of the global Media Education process. Therefore, this study recommends that further steps should provide much more details about the cycle of a hiccup (LCA) in online news media and other mass media such as newspapers, radio, especially news related to global warming to meet new climate-related standards, as well as prepare new educational materials to teach climate change in high schools and institutions.

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