
La nouvelle image Webb capture la vue la plus claire des anneaux de Neptune depuis des dcennies

Keywords james webb, nasa, systme solaire, hubble

Hits 1069

URL <https://www.nasa.gov/feature/goddard/2022/new-webb-image-captures-clearest-view-of-neptune-s-rings-in-decades>

Le télescope spatial James Webb de la NASA montre ses capacités plus près de chez nous avec sa première image de Neptune. Non seulement Webb a capturé la vue la plus claire des anneaux de cette planète lointaine en plus de 30 ans, mais ses caméras révèlent le géant de glace sous un tout nouveau jour. Le plus frappant dans la nouvelle image de Webb est la vue nette des anneaux de la planète - dont certains n'ont pas été détectés depuis que Voyager 2 de la NASA est devenu le premier vaisseau spatial à observer Neptune lors de son survol en 1989. En plus de plusieurs anneaux lumineux et étroits, le Webb l'image montre clairement les bandes de poussière plus faibles de Neptune. "Cela fait trois décennies que nous n'avons pas vu ces anneaux faibles et poussiéreux, et c'est la première fois que nous les voyons dans l'infrarouge", note Heidi Hammel, experte du système Neptune et scientifique interdisciplinaire pour Webb. La qualité d'image extrêmement stable et précise de Webb permet de détecter ces anneaux très faibles si près de Neptune. Neptune fascine les chercheurs depuis sa découverte en 1846. Située 30 fois plus loin du Soleil que la Terre, Neptune orbite dans la région sombre et éloignée du système solaire externe. À cette distance extrême, le Soleil est si petit et faible que midi sur Neptune est semblable à un crépuscule sombre sur Terre. Cette planète est caractérisée comme une géante de glace en raison de la composition chimique de son intérieur. Comparée aux géantes gazeuses, Jupiter et Saturne, Neptune est beaucoup plus riche en éléments plus lourds que l'hydrogène et l'hélium. Cela est évident dans l'apparence bleue caractéristique de Neptune dans les images du télescope spatial Hubble aux longueurs d'onde visibles, causées par de petites quantités de méthane gazeux. La caméra proche infrarouge de Webb (NIRCam) image les objets dans la plage proche infrarouge de 0,6 à 5 microns, de sorte que Neptune n'apparaît pas en bleu pour Webb. En fait, le gaz méthane absorbe si fortement la lumière rouge et infrarouge que la planète est assez sombre à ces longueurs d'onde proches de l'infrarouge, sauf là où des nuages de haute altitude sont présents. Ces nuages de méthane et de glace sont proéminents sous forme de stries et de taches lumineuses, qui réfléchissent la lumière du soleil avant qu'elle ne soit absorbée par le gaz méthane. Des images d'autres observatoires, dont le télescope spatial Hubble et le W.M. Keck Observatory, ont enregistré ces fonctionnalités cloud en évolution rapide au fil des ans. Plus subtilement, une fine ligne de luminosité entourant l'équateur de la planète pourrait être une signature visuelle de la circulation atmosphérique mondiale qui alimente les vents et les tempêtes de Neptune. L'atmosphère descend et se réchauffe à l'équateur, et brille donc davantage aux longueurs d'onde infrarouges que les gaz environnants plus froids. L'orbite de 164 ans de Neptune signifie que son pôle nord, en haut de cette image, est juste hors de vue pour les astronomes, mais les images Webb suggèrent une luminosité intrigante dans cette zone. Un vortex précédemment connu au pôle sud est évident selon Webb, mais pour la première fois, Webb a révélé une bande continue de nuages à haute latitude qui l'entoure. Webb a également capturé sept des 14 lunes connues de Neptune. Dominant ce portrait Webb de Neptune se trouve un point de lumière très brillant arborant les pics de diffraction emblématiques observés dans de nombreuses images de Webb, mais ce n'est pas une étoile. Il s'agit plutôt de la grande et inhabituelle lune de Neptune, Triton. Recouvert d'un éclat glacé d'azote condensé, Triton réfléchit en moyenne 70% de la lumière solaire qui le frappe. Il surpasse de loin Neptune sur cette image car l'atmosphère de la planète est assombrie par l'absorption de méthane à ces longueurs d'onde proches de l'infrarouge. Triton orbite autour de Neptune sur une orbite inhabituelle vers l'arrière (rétrograde), ce qui conduit les astronomes à supposer que

cette lune était à l'origine un objet de la ceinture de Kuiper qui a été capturé gravitationnellement par Neptune. Des études Webb supplémentaires sur Triton et Neptune sont prévues dans l'année à venir. Le télescope spatial James Webb est le premier observatoire scientifique spatial au monde. Webb résoudra les mystères de notre système solaire, regardera au-delà des mondes lointains autour d'autres étoiles et sondera les structures et les origines mystérieuses de notre univers et notre place dans celui-ci. Webb est un programme international mené par la NASA avec ses partenaires, l'ESA (Agence spatiale européenne) et l'Agence spatiale canadienne.

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Digital marketing refers to any marketing activity that uses digital channels to promote a product, service, or brand. Digital channels include search engines, social media platforms, email, mobile apps, websites, and other digital media. Digital marketing is important because more and more people are spending time online, and businesses need to reach their target audience where they are spending their time.

These are just a few examples of digital marketing strategies. The key to a successful digital marketing campaign is to identify your target audience, select the right channels, create valuable content, and track and measure your results to continually improve your strategy.

SEO

SEO, or search engine optimization, is a digital marketing strategy that involves optimizing your website and its content to rank higher in search engine results pages (SERPs) and drive more organic traffic to your site. The goal of SEO is to make it easier for search engines like Google to understand what your website is about and to provide valuable and relevant content to users who are searching for information related to your business or industry.

SEO is an ongoing process that requires continuous monitoring, tracking, and optimization to achieve and maintain high search engine rankings. It's also important to keep up-to-date with the latest SEO best practices and algorithm updates to ensure that your website stays ahead of the competition.

PPC, or pay-per-click advertising

PPC, or pay-per-click advertising, is a digital marketing strategy that involves placing ads on search engine results pages (SERPs) or social media platforms and paying for each click on the ad. PPC ads are typically shown at the top or bottom of search engine results pages, or within social media feeds, and they are marked as ads to differentiate them from organic search results.

PPC advertising works on an auction system, where advertisers bid on the keywords and phrases they want to target, and the ad platform (such as Google Ads or Facebook Ads) selects the winning ad to display based on a variety of factors, including bid amount, ad quality, relevance, and other factors.

PPC ads can be highly targeted, allowing businesses to reach specific audiences based on demographics, interests, behaviors, and other factors. They can also be optimized for specific goals, such as driving website traffic, generating leads, or increasing sales.

PPC advertising can be complex and requires ongoing monitoring and optimization to achieve the best results. It's important to have a clear strategy, set realistic goals, and continually test and refine your campaigns to ensure they are delivering the best possible results.

Social media marketing

Social media marketing is a digital marketing strategy that involves using social media platforms like Facebook, Instagram, Twitter, LinkedIn, and others to build brand awareness, engage with customers, and drive traffic to your website.

Social media marketing typically involves creating and sharing content, such as images, videos, and text-based posts, that are designed to engage and entertain your audience, promote your products or services, and build brand loyalty. Social media marketing also involves interacting with your followers and responding to their comments and messages.

To be successful in social media marketing, it's important to have a clear strategy, set measurable goals, and consistently create and share high-quality content that resonates with your target audience. It's also important to track and measure your results and continually refine your approach to ensure you are achieving the best possible outcomes.



Email marketing

Email marketing is a digital marketing strategy that involves sending targeted emails to your subscribers or customers to promote your products or services, build relationships, and drive conversions. Email marketing can take many forms, including newsletters, promotional emails, product updates, and more.

To be successful in email marketing, it's important to have a clear strategy and set measurable goals. This involves building a quality email list of subscribers who have opted-in to receive emails from your business, creating engaging content that resonates with your audience, and consistently testing and optimizing your campaigns to achieve the best results.

It's also important to comply with email marketing regulations, such as the CAN-SPAM Act, by including clear opt-out links and contact information in your emails and avoiding misleading or spammy messaging.

Content marketing

Content marketing is a digital marketing strategy that involves creating and sharing valuable, relevant, and consistent content to attract and retain a clearly defined audience, with the goal of driving profitable customer action.

Content marketing can take many forms, including blog posts, videos, infographics, podcasts, social media posts, and more. The key is to create content that provides value to your target audience and aligns with your business objectives.

To be successful in content marketing, it's important to have a clear strategy and set measurable goals. This involves identifying your target audience, understanding their needs and interests, and creating content that aligns with their preferences and expectations.

It's also important to consistently create and share high-quality content that is optimized for search engines and promoted through social media and other channels. This involves creating a content calendar, conducting keyword research, and leveraging analytics and other tools to track and measure your results and continually refine your approach.

Affiliate marketing



Affiliate marketing is a digital marketing strategy where a business partners with an affiliate or publisher to promote its products or services in exchange for a commission on sales or leads generated through the affiliate's efforts. This means that the affiliate promotes the business's products or services on their website or other digital channels and earns a commission for each sale or lead that they refer.

To be successful in affiliate marketing, it's important to choose the right affiliates and build strong relationships with them. This involves identifying affiliates who are a good fit for your business and who have an audience that aligns with your target market.

It's also important to provide affiliates with high-quality promotional materials, such as banner ads and product descriptions, and to track and measure the results of your affiliate marketing campaigns to continually refine your approach and optimize your results. Additionally, it's important to comply with relevant laws and regulations, such as the Federal Trade Commission's guidelines on endorsements and testimonials.

POSTED BY

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