

activity #2 – presentations & scripts on Thurs





- → groups of 4 and play the role of climate communicators.
- → develop plans for a 30-60 second commercial: connecting 'climate policy and politics' to zero waste/waste reduction practices on the CU-Boulder campus through this prompt: 'our atmosphere is a sewer'

The product will be a film script of **no more than 2000 words** (roughly the equivalent of a 30 second spot), **due Thursday, April 26th**.

This script needs to be broken down as follows:

- up to 500 words summarizing the main point(s) of the commercial; and
- up to 1500 words for the script itself

When you turn in the project description/script on April 26th, your group will give a **short presentation** describing your film commercial, also briefly touching on your motivation and rationale.



various actors in spaces of cultural politics CIRES





- → NGOs
- → business: from small business to multinational corporations
- → celebrities
- → 'contrarians'
- → the arts
- → sport
- → religious movements
- → mass media → stitching things together



multi-scale factors, pressures and processes

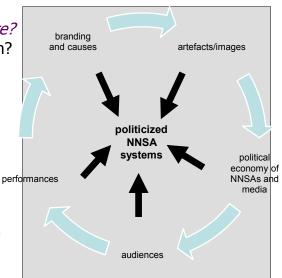




Who Speaks for the Climate?

- who speaks for whom? why? how? when?
- who's reality counts?
- blurring boundaries?
- who are the experts, authorities?
- democratizing environmental decision-making?

'On the Media' (13 Nov 2009): Bob Garfield interviewing the 'Liver Foundation' representative on media awareness



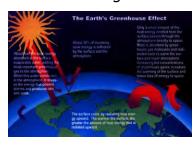
FRAMING

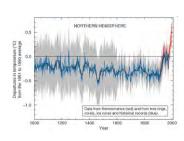




"frames are principles of selection, emphasis, and presentation composed of little tacit theories about what exists, what happens and what matters" " ~ Todd Gitlin (1981)

- 'like the glass of a greenhouse'
- 'like a thickening blanket'





- 'the hockey stick'

FRAMING





"The way in which climate change is framed – as an environmental, security, economic or social justice problem – fundamentally affects the way that climate is governed, the types of policy interventions that are sought, and the actors to be involved" (p. 288)

- o 'market' environmentalism (personal carbon allowances)
- o 'civic environmentalism' (NNSA networks...)

"Economic analyses of climate change are saturated with value judgments" (p. 137)

Hulme (2009)

FRAMING

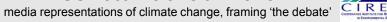








US Local Television News











"global warming, fact or fiction. If it is happening, what's the cause..what's really going on?"

9

top themes in today's readings





Willman - Chapter 41 Media and Public Education

- the 'failure' of media coverage in a changing news climate (pp. 416-418)
- EIGHT things that "scientists and policy makers can do to engage the media" (p. 419) disc →

<u>Doyle (2009)</u> Climate Action and Environmental Activism

- online activism ('dotcauses') (p. 105) disc →
- building climate movements; participatory 'glocalized' action (p. 116)

Bryant (2009) Born to be Wild?

- "NGOs do for politics what TV nature documentaries do for culture: inform, motivate, enchant and disturb" (p. 1540)
- "...not 'wild' enough for a new generation..." (p. 1552) disc →

Who Speaks for the Climate?





Sharks go hungry as tourists stay home

Shark attacks worldwide dipped to the lowest level in five years in 2008, a change that might have happened because the ailing global economy kept cash-strapped tourists away from beaches, a shark expert said yesterday. There were 59 attacks last year, compared with 71 in 2007, said George Burgess, an ichthyologist and director of the International Shark Attack File at the University of Florida's Museum of Natural History in Jacksonville. While the economy is a possible explanation, shark populations have declined - by 10% in some places - because of commercial fishing. AP Jacksonville, Florida



20 February 2009 in The Guardian,

the role of mass media



"Few things are as much a part of our lives as the news...it has become a sort of instant historical record of the pace, progress, problems, and hopes of society." ~ W. Lance Bennett (2002)

mass media (n. pl)

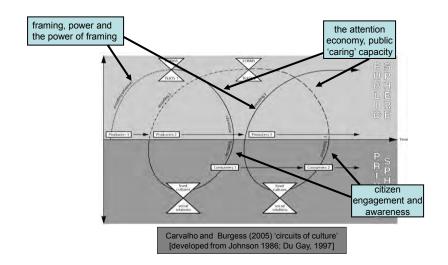
- (1) means of public communication reaching a large audience
- (2) publishers, editors, journalists, and others who produce, represent, interpret and disseminate information, largely through newspapers, magazines, television, film, radio, and the Internet
- (3) distinguished further by 'news media' and 'entertainment media', though these lines blur through opinion journalism, advocacy journalism, 'infotainment' etc.

12

MASS MEDIA AND CLIMATE CHANGE





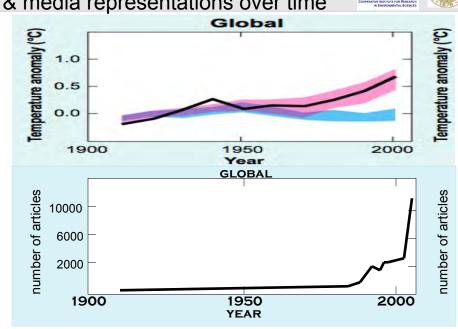


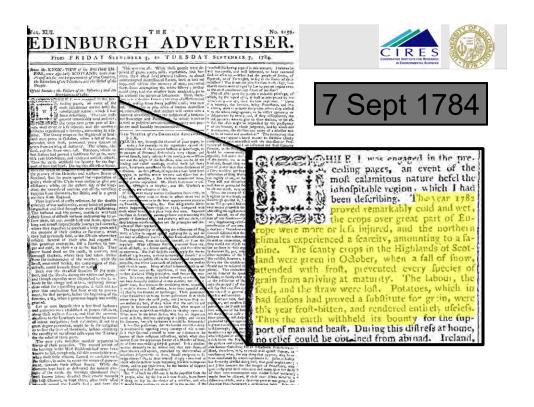
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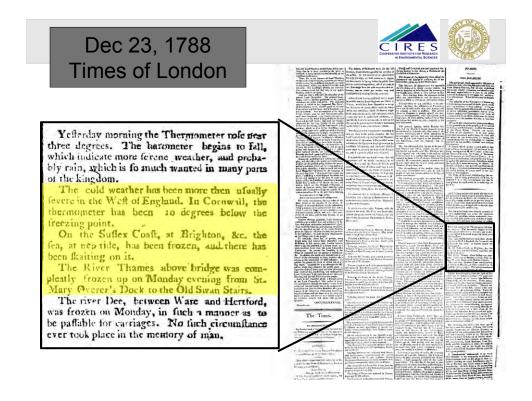
atmospheric temperature & media representations over time

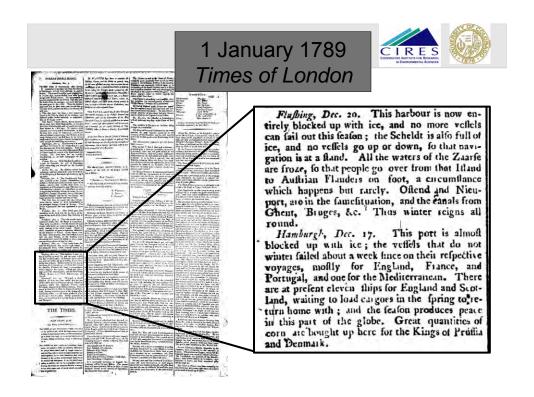


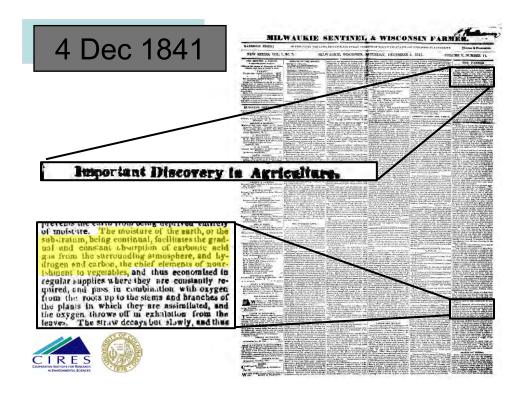














New York Times 15 May 1932

FORECAST BY SCIENCE

NEXT GREAT DELUGE

Melting Polar Ice Caps to Raise the Level of Seas and Flood the Continents

E still speak of "the led the sea level will rise fifty feet.

Age" as if it belonged to Professor Meinardus doubles that estables the remete geological past.

Geologists have reached the studies of Byrd and Wegener before conclusion that there were several led hin, believes that the rise will be ages. What is more, the last Ire Age, 151 feet. Such floods are nothing known as the Quaternary, is only new, awe see by the marine fossile ing Summers. "Elernal ice" or Andes and other mountain ranges. "eternal snow" are figments of the poetic imagination. Very slowly that

poetic imagination. Very slowly the great ice sheets in the Arctic and Antarctic regions are melting and pouring their torrents into the The earth must inevitably

change its aspect and its climate.

The Deluge of the Future.

So, within 30,000 or 40,000 years there will be another deluge. Salt water will sweep over the continents, leaving only the higher land dry. Holland will be inundated. Fish will swim in Buckingham Palace and Westminster Abbev. for most of

pouring their torrents into the oceans. The earth must inveiled by the property of the propert





24 April 2012 10

New York Times 28 October 1956

Generated by Man

Today more carbon dioxide is being generated by man's technological processes than by volcanous, geysers and hot springs. Every century man is increasing the carbon dioxide content of the almosphere by 30 per cent—that is, at the rate of 1.1° C, in a century. It may be a chance coincidence that the average temperature of the world since 1900 has risen by about this rate. But the possibility that man had a hand in the rise cannot be ignored.





SCIENCE IN REVIEW

Warmer Climate on the Earth May Be Dus To More Carbon Dioxide in the Air

By WALDEMAR KAEMPFFERT

The general warming of the climate that has occurred in the last sikty years has been variously explained. Among the explanations are fluctuations in the amount of energy received from the sun, changes in the amount of volcanic on the amount provided that the sun of the amount of volcanic on the amount provided that the sun of the sun of

According to a throw their was shell half a century ago, value on the atmosphere's carbon dioxide methods and the state of the state of

Abundant Gases

In considering the theory, D Plass reminds us that the mo abundant gases in the atmosphis are nitrogen and oxygen. The are not the properties of absorb much of the hor midital absorb much of the hor midital by the earth after the has bee warmed by the safe. If they could he climate would be far coider the it is today secause the passage heat to dister space would not heat to the safe of the country of the climate would be far coider the it is today secause the passage heat to dister space would not heat to dister the properties of the to dister space would not heat to dister the properties of the to distern the properties of the properties of the to distern the properties of the properties the prope

where other gases could check the adiation of heat. These are carbon lioxide (the gas that fizzes in ginger ale), water vapor and ozone. Ill these are relatively rare.

All these are relatively rare.

To explain what happens, Dr.
Plass resorts to the familiar green-house analogy. The rays of the sunpass through the transparent glass,
but the outgoing energy (heat)

starches I causes a large loss of carbon dioxide, but the balance is carbon dioxide, but the balance is carbon dioxide, but the balance of respiral large control of the carbon dioxide in the carbon dioxide in the almosphere is being artificially increased as we hurn coal, oil and wood for industrial purposes. This was first pointed out by Dr. G. S. Callendar about seven years, ago, callendar about seven years, ago,

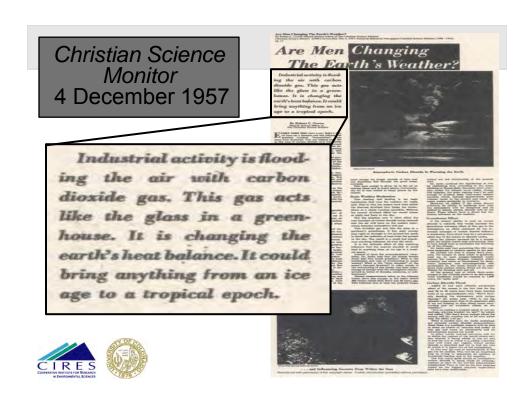
enerated by Mar

reference of what is not content to the Today more carbon discrete the man's feethers of the today for the today f

agoldance the scales in the Walling of the sent may be there is no doubt in Dr. Plass' mind that we must recken with more and more industrially generated carbon discussionally a few continues." In oxide "in a few continues." In oxide released into the atmosphera will be so large that it will have a profound effect on our climate."

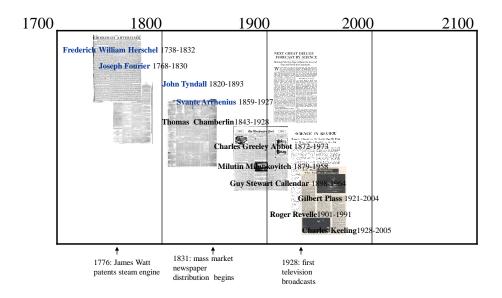
Even 15 our coal and oil reserves

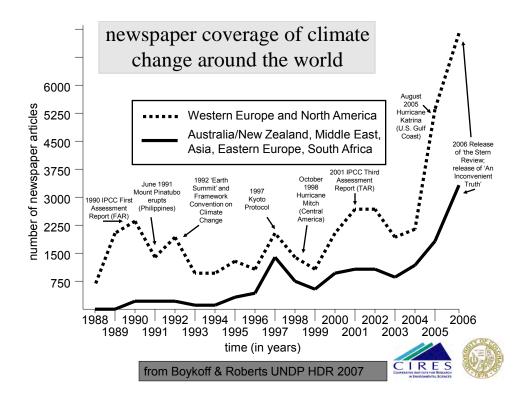
Even if our coal and oil reserves will be used up in 1,000 years, eventeen times the present amount rearboard Goode in the atmosrest that Goode in the strongrest that the strong country of the introduction of nuclear energy will to make much difference. Coal and oil are still plentinal and cheap in many parts of the world, and here is every reason to believe that oth will be consumed by Industry oth will be consumed by Industry

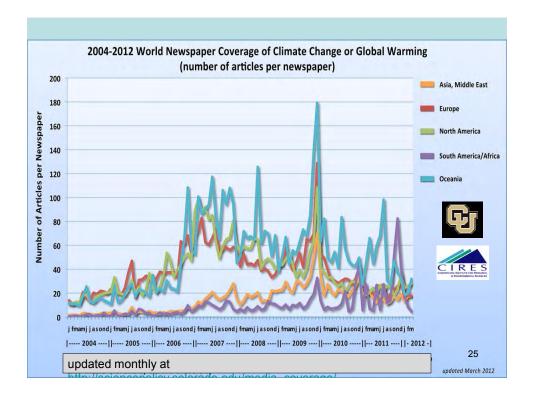


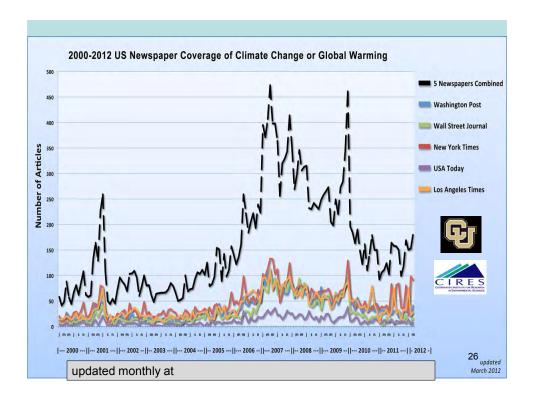
climate science & news reporting







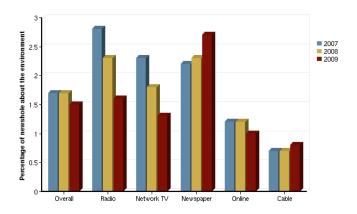




global warming in the US media







Sartor & Page (2009) Pew Research Center Project for Excellence in http://www.journalism.org/numbers_relournalism/varming_generates_little_heat_media

1.5% of news coverage was devoted to all environmental issues: newspapers 2.7%, radio 1.6%,network television news 1.3%, internet 1.0%, cable television

DANGERS OF MEDIA CONFLATION & MISREPRESENTATION



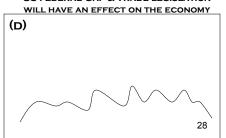




HUMANS CONTRIBUTE TO CLIMATE CHANGE (A) (B) 'ALARMISTS', DIVERGENCE 'HOT AIR HEADS', 'CONTRARIANS' GLOBAL WARMING 'SKEPTICS' FUNDAMENTALISTS' 'DENIALISTS' CONVERGENCE ANTHROPOGENIC CLIMATE CHANGE **US FEDERAL CAP & TRADE LEGISLATION**

INCREASES HURRICANE INTENSITY

(c)



24 April 2012 14