

**Ongoing questions...**



- What can we expect will be the future of mass media as a bridge between formal climate science and policy to our cafés, pubs, living rooms and kitchen tables amid the many challenges in the 21<sup>st</sup> century?
- How will news and entertainment media differentially influence how climate issues are taken up or resisted in our everyday lives?
- What are future roles that various claims makers have in the creation, maintenance, or silencing of discourses on climate issues?
- How will these issues shape varied awareness and engagement across gender, age, and socio-economic segments of the public citizenry?

## top themes in Hulme readings



### Hulme – Chapter 9 *The Way We Govern*

- ‘green governmentality’ (pp. 288, 297) def: science-driven framing of climate change as a global environmental problem; adopts a centralized and bureaucratized multilateral negotiation system and places the nation-state at the center of the governance arrangements
- 9.5 *The Clumsiness of Climate Governance* (p. 309)
  - ‘silver buckshot’ (p. 312) disc →
  - ‘the wrong trousers’ (p. 313)

### Hulme – Chapter 10 *Beyond Climate Change*

- “climate change is not a problem that can be solved in the sense that, for example, technical and political resources were mobilized to solve the problem of stratospheric ozone depletion” (p. 326)
- WICKED PROBLEM: (1) essentially unique, (2) no definitive formulation, (3) symptoms of other problems (p. 334)
- “rather than fight against climate change, we need a more constructive engagement with the idea of climate change” (p. 361)

When you think of  
**‘global warming’ or ‘climate  
change’**,  
what images come into your mind?



an emergent climate science-policy-celebrity complex



*How do celebrity politicians and politicized celebrities inform climate governance and workings in the 'carbon economy'?*

- spur multi-scale meaningful change?
- provide chances to dismiss issues?
- enroll a new set of 'actors'?
- add to a politics of distraction?
- inspire reflexivity in everyday spaces?
- coddle ongoing consumerism?



*Is it more effective to 'plant' celebrities instead of trees?*

**"Celebrity is a bit silly, but it is currency..." ~ Bono**

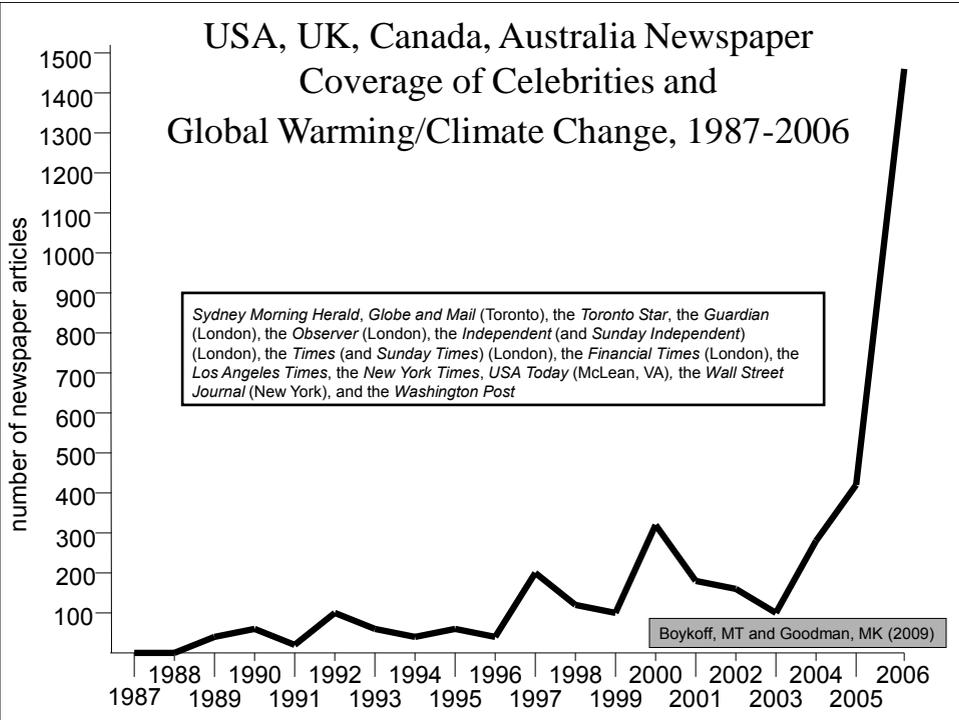
an abridged history of iconic action



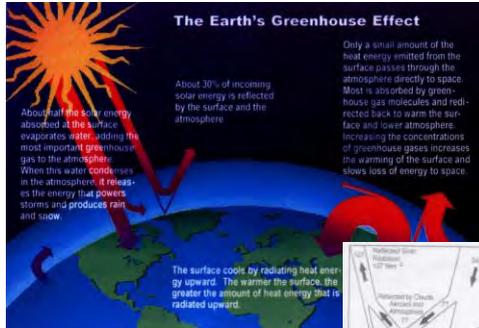
- ethics & conservation
- environmental justice
- entitlements, deprivation, poverty, famine
- animal rights
- 'consumption'
- (rain)forest protection



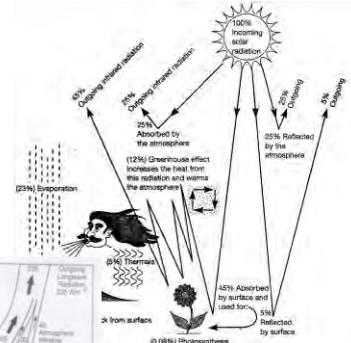
→ confluence of media-science-politics in everyday spaces  
 → **tools of eco-modernization?**



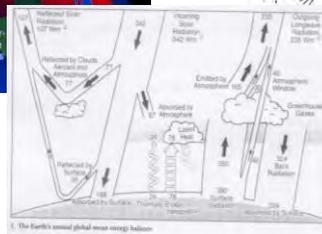
# schematics of radiative forcing & climate change



Rock 2003

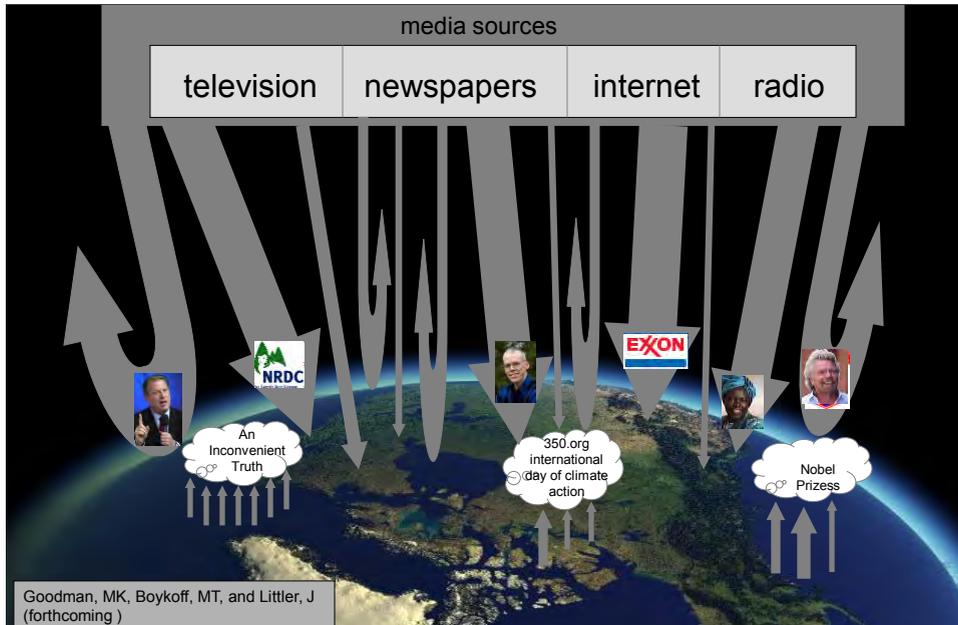


McKenzie 1998



Maslin 2004

# schematic of cultural forcings & climate change



meeting/finding people where they are (?)



South Park ~ 19 October 2005



Daily Show with Jon Stewart ~ Earth Day

Institute for Public Policy Research (IPPR) Sept 2009 study

'Consumer Power: How the public thinks lower-carbon behavior could be made mainstream'

- **'Now People'** : those who "seek psychological rewards in status, fashion, success, and the esteem and recognition of others... " important "when it comes to consumption-related behaviors" (4)
- among findings: **#10. Use messengers that 'keep it real'**

mapping and framing celebrity influences at the climate science-policy/practice interface

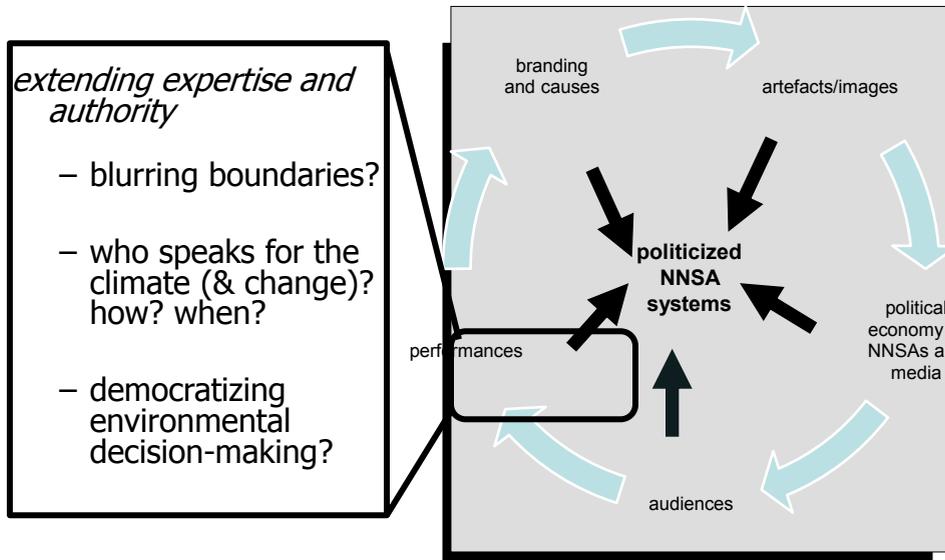


**a working definition of 'celebrity':**  
 people who, via mass media, enjoy 'a greater presence and wider scope of activity and agency than those who make up the rest of the population...they are allowed to move on the public stage while the rest of us watch'  
 ~  
 adapted from Street (2004) & Marshall (1997)



→ familiar strangers...

situating cultural politics & the environment  
multi-scale factors, pressures and processes



Boykoff, MT and Goodman, MK (2009)

13

a situated taxonomy of celebrity  
'Conspicuous Redemption'



celebrity businesspeople & ENGO leaders



**Richard Branson**

\$3 billion pledge to renewable fuel research

**Laurie David**

financed AIT

*'I wish to permeate popular culture'*



‘Pimping for Climate’




celebrity entrepreneurs and green capitalism

“There may, in fact, be an argument to be made here that Branson represents something of a rearguard action born of panic in the face of impending social regulation of the airline industry, and moreover, that it is actually capitalism that is being forced to adapt to environmentalism, not the other way around”. (p. 1609)



from the  
Guardian  
15 Oct 2009

“This (exploration in the paper) is in the spirit of refusing to content ourselves with asking whether or not we are environmentalists, but asking instead what kind of environmentalism – procedural or substantive – we wish to practice”. (p. 1609)

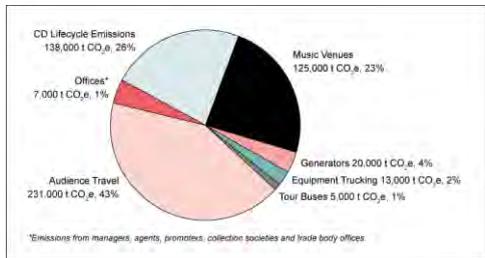
Prudham (2007)

a situated taxonomy of celebrity  
‘Conspicuous Redemption’



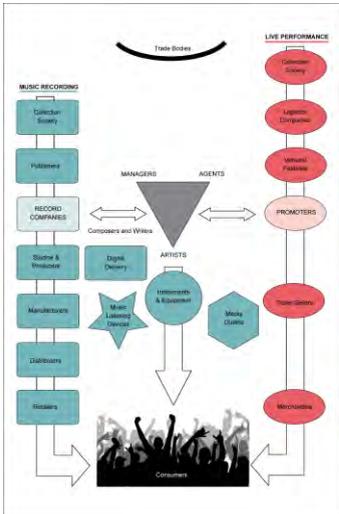

*the arts*

**UK music industry**



**Chris Martin (& Coldplay)**

carbon offsets and Karnataka, India mangoes



a situated taxonomy of celebrity  
'Conspicuous Redemption'



*athletes & sport*



**David James**

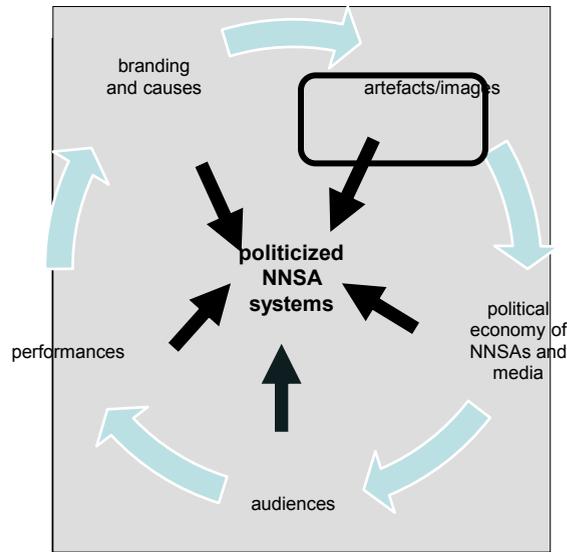
carbon footprints; transport and renewables



**Gretchen Blieler**

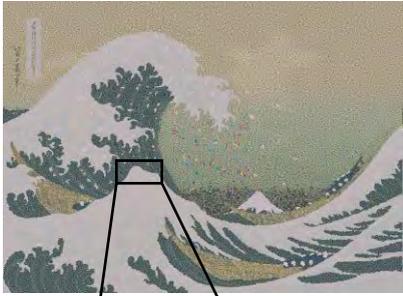
gives talks about global warming

situating cultural politics & the environment  
multi-scale factors, pressures and processes



Boykoff, MT and Goodman, MK (2009)

burgeoning representations of climate change, as well as spokespeople for climate science-policy



**GYRE (2009) Chris Jordan art**  
[www.chrisjordan.com](http://www.chrisjordan.com)



from Artist as Citizen

from TckTckTck  
 'Beds are Burning'



T. Holliday, S. Reagin, Pratt Institute  
 winner in Artist as Citizen 2009 contest  
 For visualizing climate change

song "brings celebrities together in support of TckTckTck and climate justice" (Sept 2009)

artefacts and images



**Box 1**  
**The 32 Climate Change Images Used in the Q Investigation**

Industrial smoke stacks	House with solar panels
Crowded street café	Crops being irrigated
Cartoon 'No ice this winter'	Starving children in a famine
Airplane in flight	Tram in urban setting
Turning down a domestic thermostat	Dried-up riverbed with dead fish
George Bush making a speech	People on rainy high street
Petrol station	Cyclist
Crowded beach	Biting mosquito
Coal fired power station and pylon	Women at a standpipe in the 1950's
Dead tree in a desert	Breaking ice sheet
Environmental refugees	Field of sunflowers in UK
Flooded suburban house	Building sea defenses
Fitting a low-energy light bulb	Polar bear jumping across gap in ice
Wind turbines	Stormy coastal scene at a quay with crashing waves
Forest fire	Flooded houses and people in Bangladesh
House falling off a cliff	Graph of recorded and projected temperature rise to 2100

O'Neill & Nicholson-Cole (2007)

**Table 2**  
**Strongly Ranked Images for Salience Factors and Viewpoints**

Viewpoint or Factor 1		Viewpoint or Factor 2
Images making climate change seem most personally important		
Starving children, famine	+++	Industrial smoke stacks
Dried up lake with dead fish	+++	Starving children, famine
Flood in Bangladesh	++	Wind turbines
Graph showing temperature rise	++	Dried up lake with dead fish
Flooded house	++	Petrol station
Melting ice	++	Power station
Images making climate change seem most personally unimportant		
Rainy high street	--	Tram
Airplane	--	Rainy high street
George Bush	--	Irrigation
Sunflower field UK	--	Sunflower field UK
Tram	--	Beach
Café	--	Café

Note: + and - indicate strength of importance. The bold text indicates images that appear in both viewpoints extracted from the analysis.

**Table 3**  
**Strongly Ranked Images for Efficacy Factors and Viewpoints**

Viewpoint 1		Viewpoint 2
Images making participants feel most unable to do anything about climate change		
Thermostat	+++	Fitting low energy light bulb
Fitting low energy light bulb	+++	Thermostat
Cyclist	++	Cyclist
House with solar panels	++	House with solar panels
Wind turbines	++	Wind turbines
Tram	++	Tram
Images making participants feel most unable to do anything about climate change		
George Bush	--	Flooded house
Storm at coast	--	Polar bear
Refugees	--	Polar bear
Starving children, famine	--	Industrial smoke stacks
Industrial smoke stacks	--	Graph showing temperature rise
Flood in Bangladesh	--	Graph showing temperature rise

Note: + and - indicate strength of feeling able or unable. The bold text indicates images that appear in both viewpoints extracted from the analysis.

artefacts and images  

“the privileging of the visual/visible within environmental and scientific discourse has proven problematic for the representation and communication of climate change...the moment climate change can be photographed is the moment it becomes visible as a symptom (Allan et al., 2000), and thus **too late for preventative action**” ~ Doyle (2007, 145-146) 08)  
 emphasis added



FIGURE 2. Green office.

a situated taxonomy of celebrity 'Conspicuous Redemption'  

celebrity actors

**Leonardo DiCaprio**

produced and narrated film *'the 11th Hour'*



**Robert Redford**

hosted US Mayors conference and 'Climate Protection Agreement' in 2005

public intellectuals



**Mike Nelson**

Denver Channel 7 weathercaster

**Al Gore**

*An Inconvenient Truth*

SOS 'Live Earth' concerts (7.7.07)

shared Nobel Peace prize with the IPCC (2007)



## Gore projects



### *An Inconvenient Truth (AIT)*

(released June/September 2006)

### Live Earth concerts (7 July 2007)

### Alliance for Climate Protection

(founded in 2006)

### Repower America (founded in 2008)

### Climate Reality (2011)



## weather(casters) & climate change



- **TRUST**

George Mason/Yale survey: 66% named TV weathercasters as most trusted for information on global warming

- **AUTHORITY**

“love for the weatherman has persisted at levels unchanged since Walter Cronkite’s day” (27)...“biggest factor in viewer’s choice of which newscast to watch” (27)

- **EXPERTISE**

“that earlier effort [to create experts]...helped create the problem in the first place. [M]eteorologists, by virtue of typically being the only people with any science background at their stations, are under the opposite pressure – to be conversant in anything and everything scientific.” (28)

“Convincing someone he is an expert is one thing. Actually making him one – well, that is another thing entirely” (28)

## ongoing considerations...



## 1. 'conspicuous redemption'

## 2. (dangers of) heroic individualism

"Individuals are responsabilized into dramatic yet ineffectual actions while corporations and the state shirk their responsibilities" ~ Littler (2009)

## 3. consumers and consumer citizens

"as market-oriented activities and actions become more entrenched and made 'natural', various 'actors' in cultural politics increasingly and virtuously address climate challenges safely within the bounds of possibility in neo-liberal projects" ~ Luke (2008)



adapted from *The Onion* (2001)

## top themes in Hobson reading



### *Reasons to Be Cheerful: Thinking Sustainably in a (Climate) Changing World*

- "Although some still claim them as purely technological and economic concerns, climate change and sustainability present profound challenges to all levels of practice, from international governance institutions to domestic day-to-day habits" (p. 1)
- **"Climate change is as much about ethics & justice as it is about sound science, sustainable economic growth and technological fixes"** (p. 1)
- **\*\*\*THINKING SUSTAINABLY rather than *thinking about sustainability* \*\*\***
- the value-action gap (p. 7)
- *Concluding Remarks: Sustainable Development is Dead, Long Live (Thinking) Sustainably!* (p. 12)
- "...start from where [people] are. That is, we engage with the fact that Politics does not have all the answers; that no one group or person is fully in control; and there is a distinct possibility that we all will not get it right the first (or second or third) time" (p. 13)

thank you!

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