

new developments in a changing media landscape

GENERATION HOT

If you're under 25, you should be pissed about climate change

by Lisa Hymas 23 Jan 2011 4:46 PM

"Generation Hot" is the 2 billion or so young people who will be stuck dealing with global warming and wending for their entire lives – and who have to figure out how to do it safely and humanely. In his new book *Hot: Living Through the Next Fifty Years on Earth*, journalist (and Grist contributor) Mark Hertsgaard puts the official start of Generation Hot at June 23, 1988, when climate scientist James Hansen first testified to Congress about climate change and *The New York Times* put the story on its front page.

"My daughter and the rest of Generation Hot have been given a life sentence for a crime they didn't commit," Hertsgaard writes in a piece in *The Nation* adapted from his book. Even though the world's climate has been hot for at least 25 years, "the reality is that we're locked in to at least 50 more years of rising temperatures and the harsher climate impacts they bring. Thus the young people of Generation Hot are condemned to spend the rest of their lives coping with a climate that will be hotter and more volatile than ever before in our civilization's history."

So you effed up our planet, huh?

Hertsgaard has been reporting about climate change for 20 years, but it wasn't until 2005, when his daughter was born and he began to realize what kind of world she would be growing up in, that he became, as he puts it, "deeply angry."

He plans to channel some of that anger into guerilla-style protests against the "climate cranks" in "conservative conversations and the media who have helped the

Hymas (January 2011) GRIST

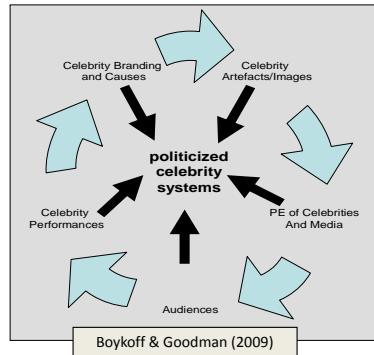
6

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- new/social media presence → new visibility, new challenges
- ‘Generation ACC’ (anthropogenic climate change) @ CU-Boulder
- news and entertainment media have blurred, partly through increasing non nation-state actor (NNSA) influences

Politicized Celebrity Systems



7

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e.g. Spongebob is a climate alarmist (August 2011)



8

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RESPONSES to Mr. Squarepants (August 2011)

The screenshot shows a news website layout. At the top, there's a banner for 'CIFES' (Cooperative Institute for傅Environmental Sciences) and the University of Colorado. Below the banner, the main headline reads 'RESPONSES to Mr. Squarepants (August 2011)'. The central video frame shows a man in a suit and tie on a news program. The video player has a play button and a timestamp of '10:04 100%'. Below the video, there's a news headline: 'DEJA VU? PRESIDENT OFFERS SIMILAR STRATEGIES IN SPEECH'. To the right of the video, there's a sidebar with 'Episode Clips: August 9, 2011' showing thumbnails for 'Colbert Report: Int... 8:01 PM (3:34)' and 'Colbert Report: Heatsteria 8:01 PM (3:30)'. Further down, there's an advertisement for 'AXE Deodorant Bodyspray' and a 'Related Videos' section with thumbnails for 'Heatsteria' and 'Exclusive - The Cars - "My Best Friend's Girl"'.