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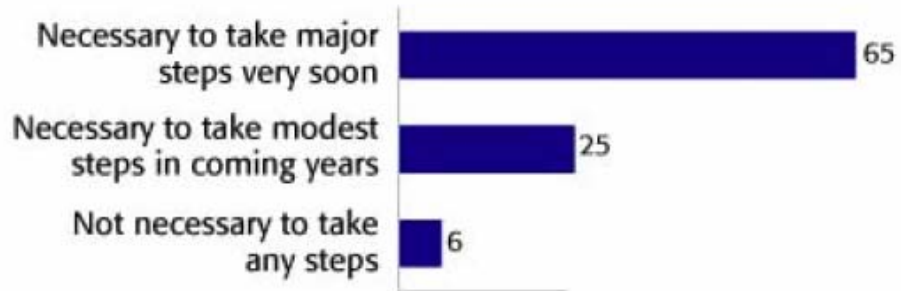
**Twenty years of media coverage of
climate change:
How has it evolved and how has it mattered?**

The Politics of Climate Change: Discourses and Representations
Project funded by Fundação para a Ciência e Tecnologia: POCI/COM/56973/2004

Public 'mood' on climate change

Views on Action Needed to Reduce Human Impact on Climate Change

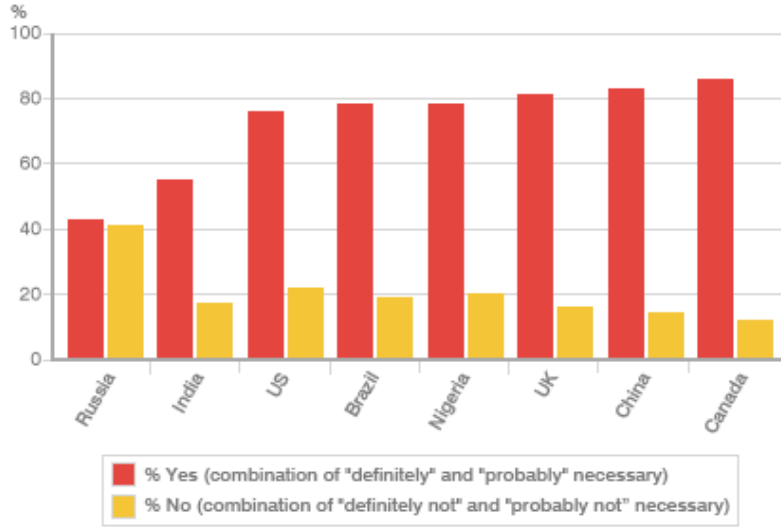
Average of 21 Countries, 2007



BBC/PIPA/GlobeScan survey (29 May-26 July 2007)

SUPPORT FOR LIFESTYLE CHANGE

I am ready to make significant changes to the way I live to help prevent global warming or climate change.



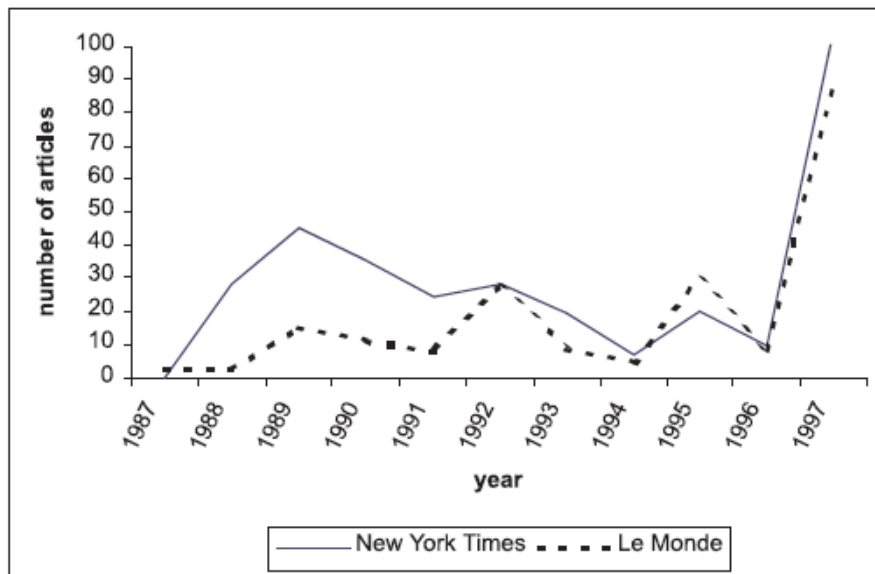
Bar chart shows eight out of a total of 19 countries surveyed by BBC World Service

But 44 % against tax raises on oil and coal; 50% in favour

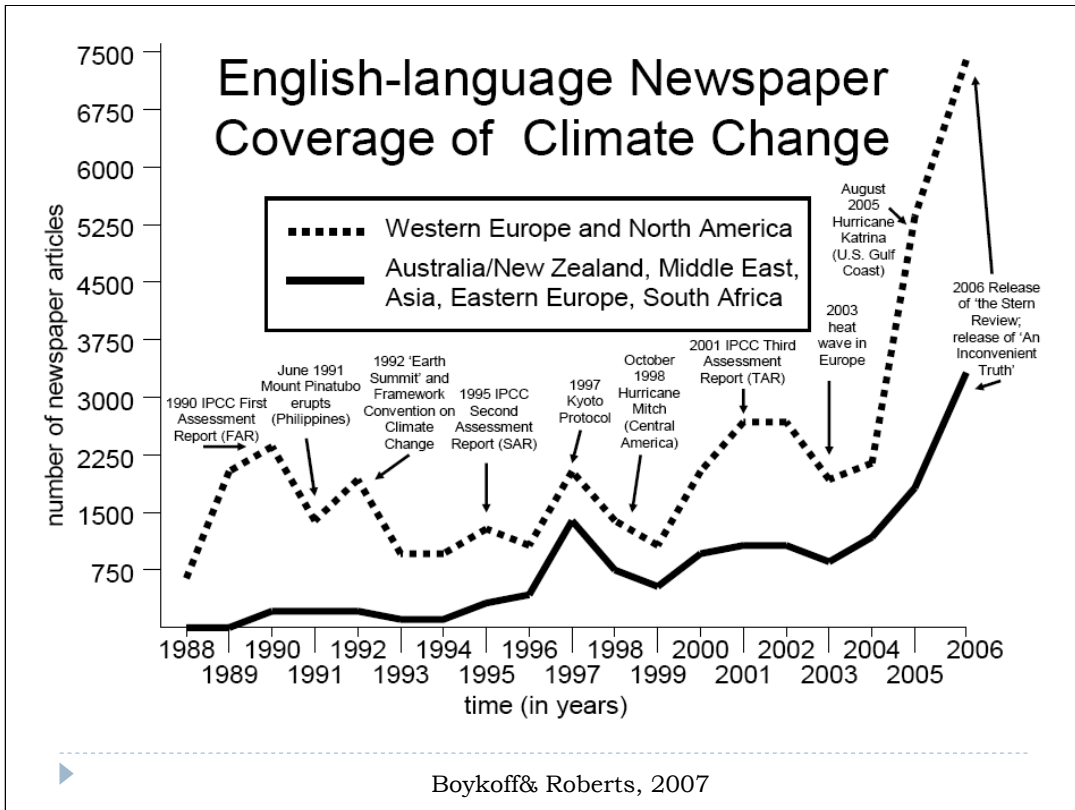


BBC/PIPA/GlobeScan survey (29 May-26 July 2007)

Volume of coverage



▶ Brossard, Shanahan & McComas, 2004

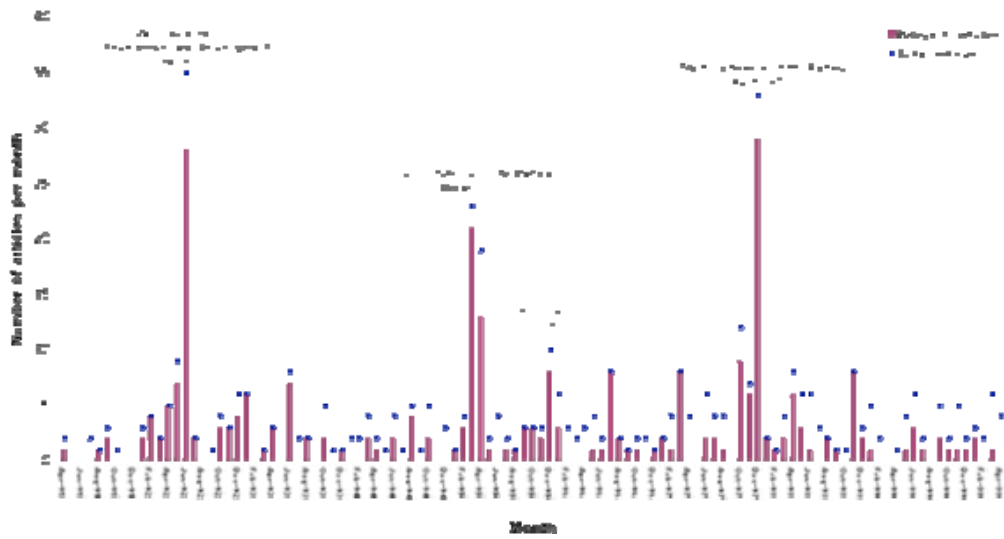


China Daily

Year	Number of articles
2001	15
2002	16
2003	20
2004	53
2005	101
2006	117
2007	635

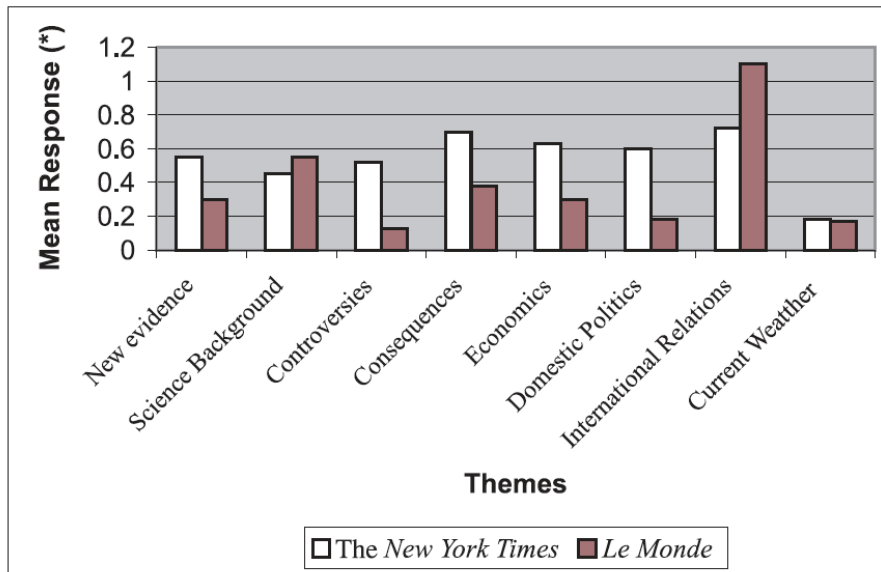
▶ Carvalho, 2008

Coverage triggers



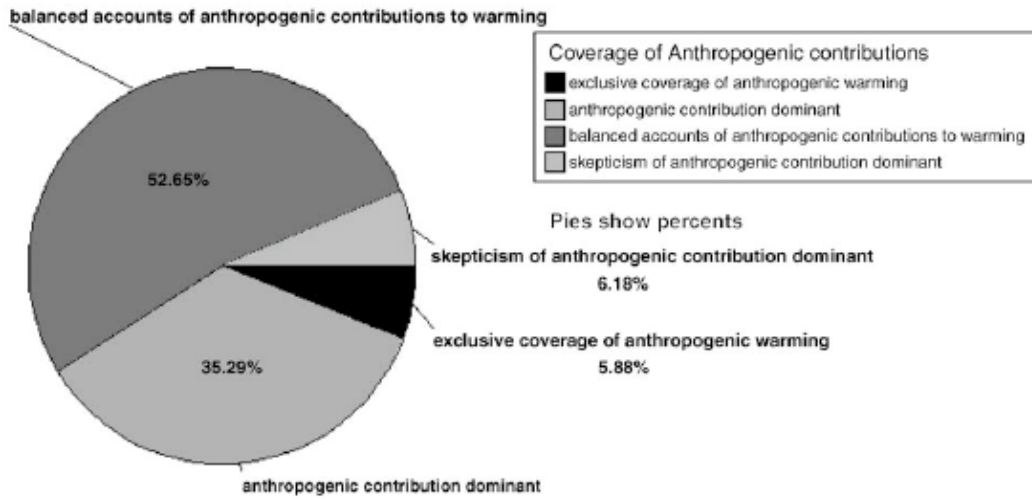
Dessai, Branco&Doria, 2001

Themes & Frames



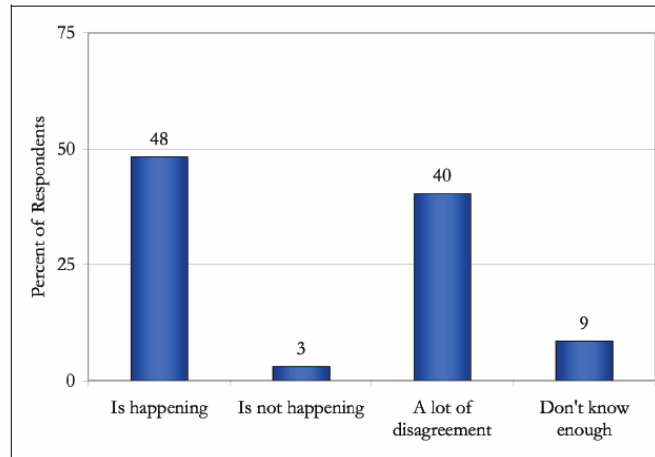
► Brossard, Shanahan & McComas, 2004

'Balance as bias' in the US press



Boykoff&Boykoff, 2004

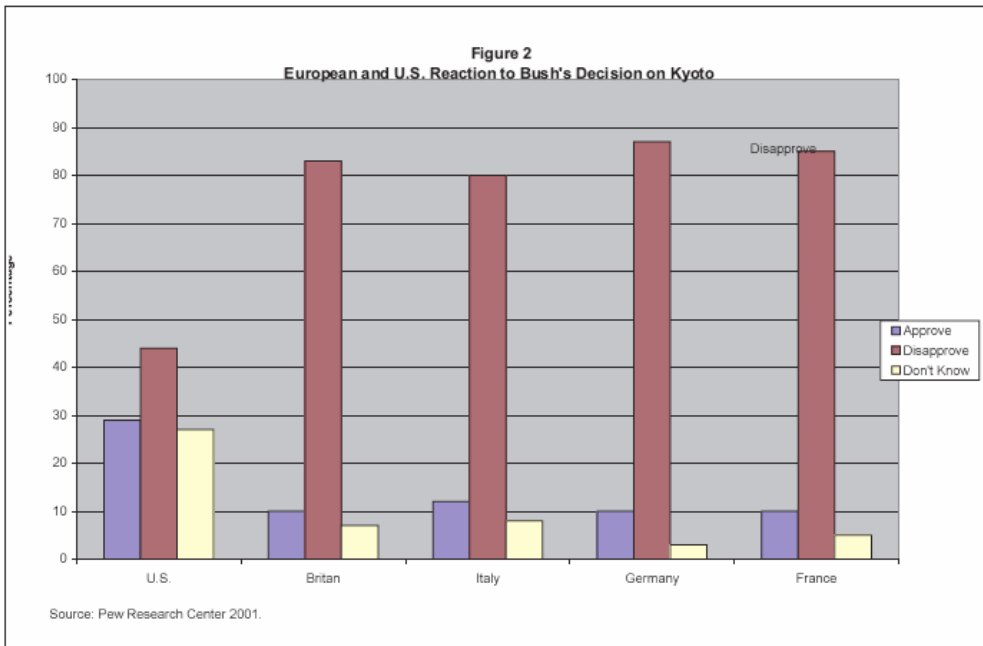
“Which comes closer to your own view -- most scientists think global warming is happening, (or) most scientists think global warming is not happening, or there is a lot of disagreement among scientists about whether or not global warming is happening, or do you not know enough to say?”



Inaccurate ideas about the state of scientific knowledge

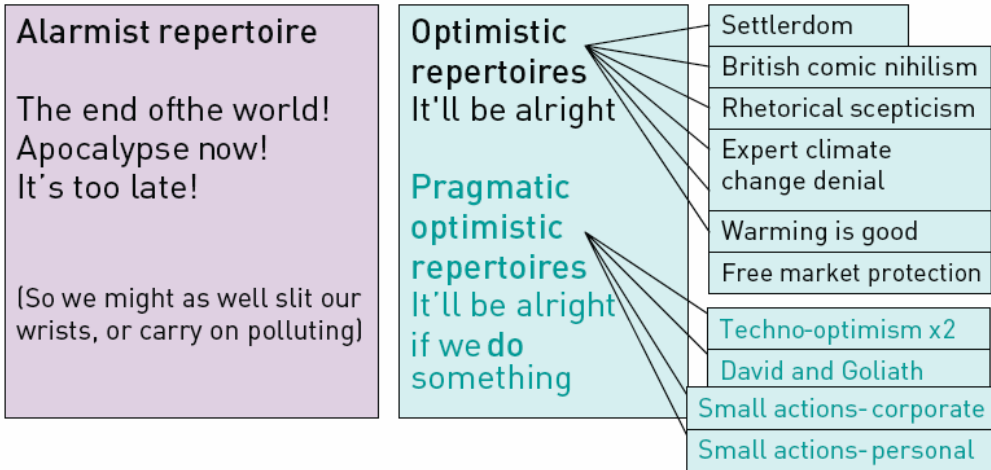


Yale/Gallup/ClearVision survey (23-26 July 2007)



► **Tendency to disregard political responsibility** Pew RC, 2001

Discourses



Ereaut and Segnit, 2006

Forms of alarmism



Alarmism can lead to: **paralysis/apathy** AND/OR **denial/distrust**



Optimistic discourses

Energia

Eficiência energética produz benefício seis vezes superior aos custos

23.11.2007 - 18h35

As medidas implementadas no primeiro semestre no âmbito do Plano de Eficiência Energética no Consumo de Energia Eléctrica (PPEC) vão produzir benefícios seis vezes superiores aos custos, segundo a Entidade Reguladora dos Serviços Energéticos (ERSE).

As medidas implementadas no primeiro semestre deste ano com um custo de 1,4 milhões de euros, vão produzir benefícios de 8,7 milhões de euros durante o tempo útil dos equipamentos, refere a ERSE na primeira avaliação do PPEC.

Público, 2007



Economics of climate change

BBC, 2007

Sessão pública de apresentação do pacote legislativo **Alterações Climáticas**

'Vencer na Economia do Carbono'

Portuguese Government, 2005

Green energy 'revolution' needed

A leading energy body is calling for a \$45 trillion (£23 trillion) green revolution to tackle global warming.

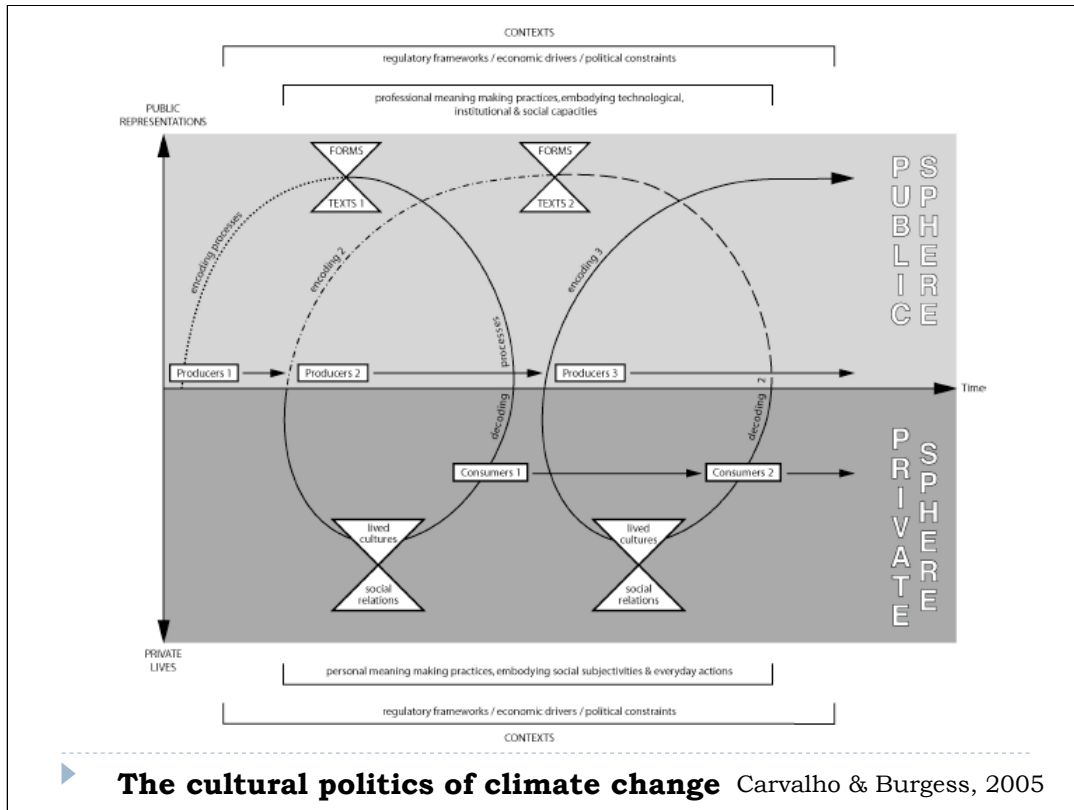
The International Energy Agency (IEA) said nations must spend 1% of annual economic output on new technology to halve carbon dioxide emissions by 2050.

It warned that without action, CO2 emissions would rise by 130% and oil demand would jump by 70% by the middle of the century.

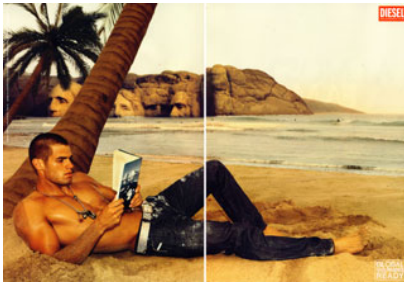


Halving greenhouse gases with clean energy schemes will cost \$45 trillion by 2050

BBC, 2008



Business and the semiotic inversion of climate change



Linder, 2006

A new 'grand narrative'?



▶ Neverla, 2007

Thank you!

