

# MEDIA AND CLIMATE CHANGE

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# THE CONTEXT

- NOT A GREAT DEAL OF RESEARCH
- FAIR BIT DONE BY SCIENTISTS
- A LOT PUBLISHED IN SCIENCE JNLS

# BITS AND PIECES

- Gavin, N.T. and Leonard-Milsom, L. with Montgomery, J. (2009) 'All About the Weather: Flood News and Climate Change in the British Press', a paper presented at the Media, Communications & Cultural Studies Association conference, Bradford, January.
- Gavin, N.T. (forthcoming) 'The EU and its 'Promotions Deficit': Political Communication, and the Global Warming Issue', in Charles, A. and Wilson, J. (eds) Media in the Enlarged Europe (Bristol: Intellect).
- Gavin, N.T. (forthcoming) 'Global Warming and the Uncertain Future of Mediated Democracy' Environmental Politics
- Gavin, N.T. (forthcoming) 'The Web and Climate Change: Lessons from Britain?', in Boyce, T. and Lewis, J. (eds) Media and Climate Change (Oxford: Peter Lang)
- Gavin, N.T. (2007) 'Global Warming and Peak Oil in the British Media: The Limits of Policy Development', a paper presented at the Energy Security in Europe conference, Lund University, September 2007.
- Gavin, N.T. (2007) 'The Global Warming Issue in Britain and the Politics of Documentary Journalism', paper to be presented at the PSA Media and Politics Group conference, University of Staffordshire, November.

# MY RESEARCH TO DATE

- LESS COVERAGE THAN YOU THINK IF YOU ARE A GUARDIAN OR INDIE READER
- LESS THAN THE SCIENCE RESEARCHERS SUGGEST
- GENERALLY SWAMPED BY BREAD-AND-BUTTER ISSUES
- SOME INCREASE 2006-07, BUT THEN DECLINE
- MOST IN THE BROADSHEETS
- LITTLE ON MAINSTREAM TV NEWS
- A LOT OF TV DOCUMENTARY COVERAGE

# MAIN FEATURES

- 'SOME' SCEPTICISM IS TOO MUCH
- SOME MESSAGES ARE COUNTER-PRODUCTIVE (FLOODING NEWS)
- 'THE WEB' IS NO SUBSTITUTE
- 'COVERAGE IN ONE COUNTRY' IS NOT ENOUGH
- 'WHERE IS ALL THE POLITICS?' IN DOCUMENTARY COVERAGE

# WHY DOES IT MATTER?

- PUBLIC COMPREHENSION
  - FLOOD NEWS
  - EMISSIONS TRADING
  - POLITICS OF CLIMATE CHANGE
- INFORMED DEMOCRACY/ACCOUNTABILITY
- POLITICAL OPPORTUNITY STRUCTURES
- SCEPTICISM AND 'SELECTIVE EXPOSURE'  
OR 'SELECTIVE INTERPRETATION'
- AGENDA-SETTING POWER OF PRESS NEWS

# AND FINALLY

“Do we want to be remembered as the generation that saved the banks and let the biosphere collapse” (George Monboit)