



Changing Climates: Discourses around climate change in the British and Brazilian news media

Carmen Dayrell, Tony McEnery, John Urry

Background



Britain

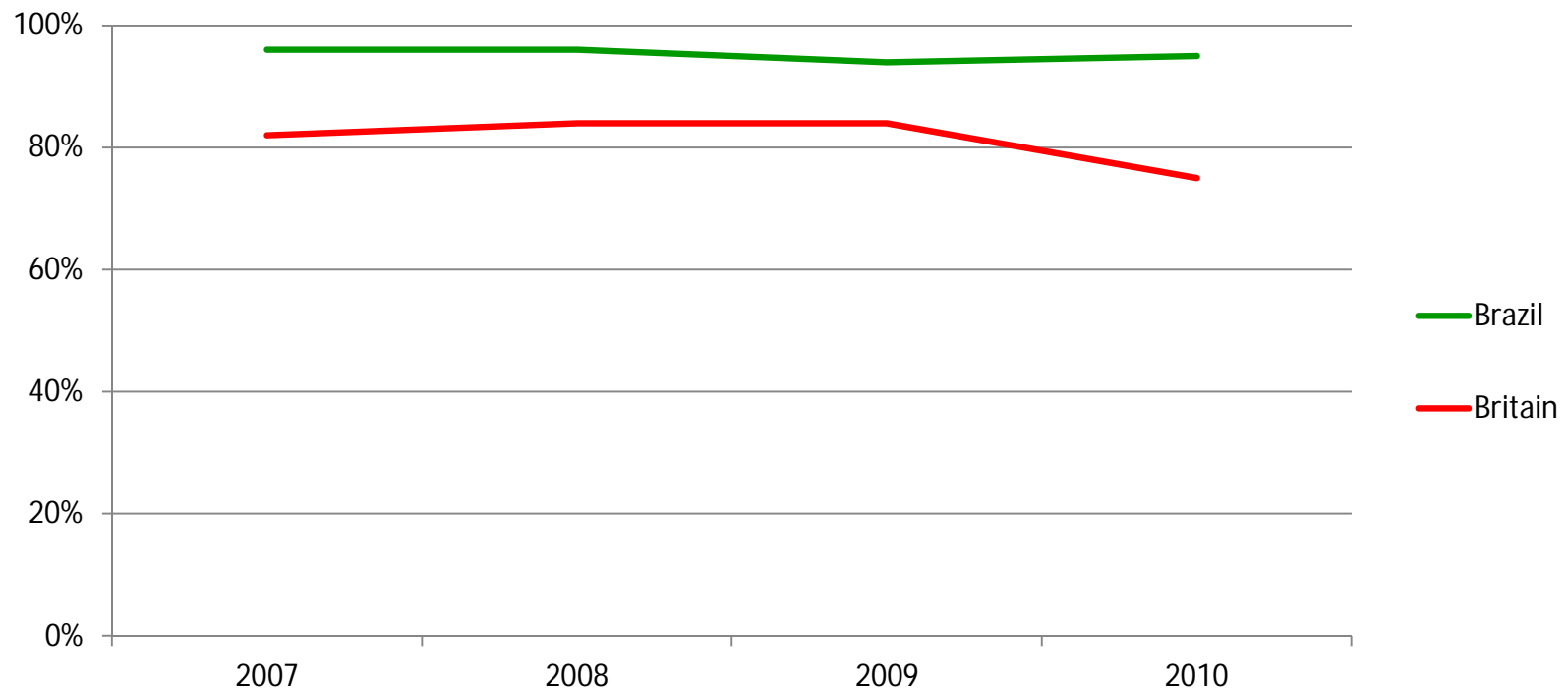
Brazil

- among the largest economies in the world
- major emitters of greenhouse gases
- significant measures to curb emissions
- major players in international debates on global warming

Public Opinion



Percentage of people who considered global warming a (very) serious problem



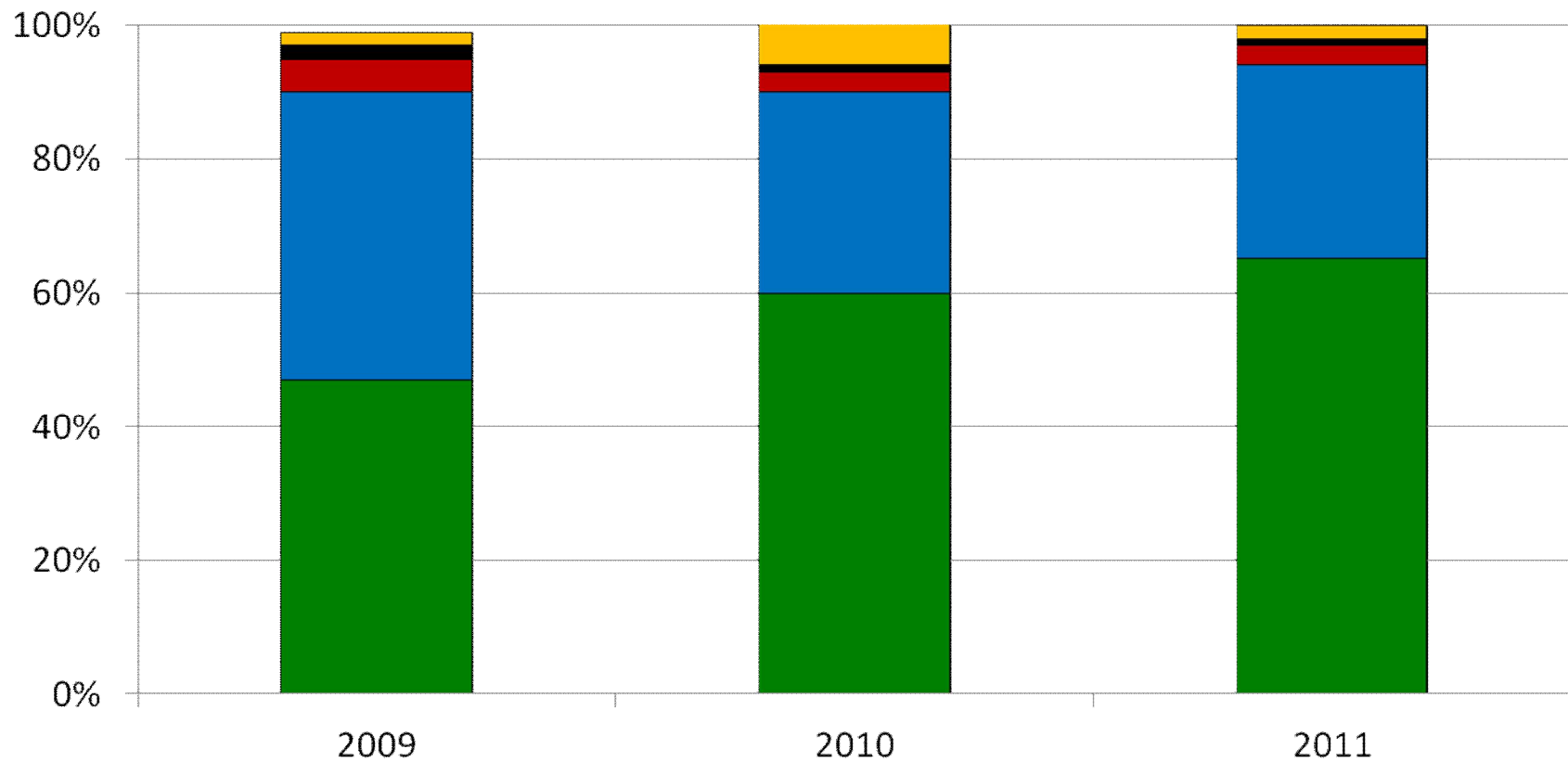
Source: PEW (2009, 2010)

<http://cass.lancs.ac.uk>

Brazilians' degree of concern about global warming (CNI-IBOPE 2012)

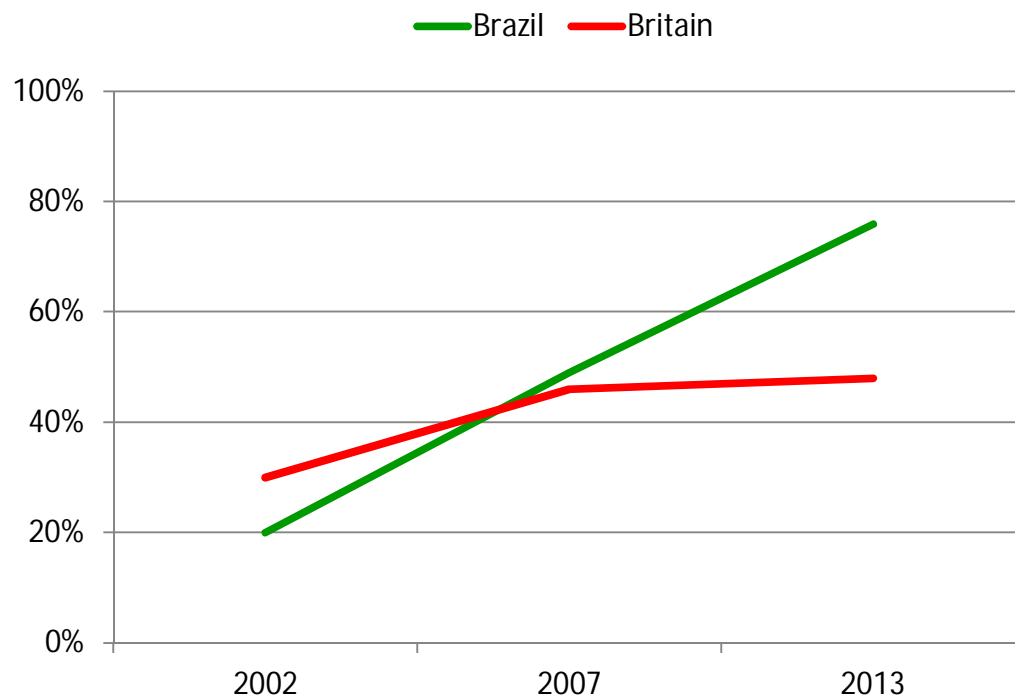


■ Very serious ■ Serious ■ Hardly serious ■ Not serious ■ Don't know/ Refuse to answer



Public Opinion

Percentage of people who regard environmental problems as a **major global threat**



Source : PEW (2007, 2013)

- Climate change
- International financial instability
- US power and influence
- North Korea's nuclear program
- Iran's nuclear program
- Islamic extremist groups

Climate Change: three broad positions or discourses (Urry, 2011)



- Catastrophism
- Gradualism
- Scepticism

Climate Change: three broad positions or discourses (Urry, 2011)



- Catastrophism
- Gradualism

IPCC reports

- Climates are changing around the world
- Human activities are responsible for these changes
- Changes are relatively slow
- Economies should be adjusted in order to reduce future temperature increases

Purpose



To examine how **climate change** has been framed in printed **newspapers** across Brazil and Britain in the past decade (**2003-2013**)

Lancaster Corpus on Climate Change (CCliC)

<http://cass.lancs.ac.uk>

Query words/phrases (Gabrielatos 2007)

CCLiC-Britain

- *climate change,*
- *global warming*
- *greenhouse gas(es)*
- *carbon emissions*
- *carbon reduction*

- *carbon cuts*
- *greenhouse initiative*
- *carbon trading*
- *renewable(s)*

CCLiC-Brazil

- *mudança(s) climática(s), mudança(s) do clima*
- *aquecimento global*
- *gases-estufa, gases de/do efeito estufa*
- *emissões de carbono, emissões de CO₂, emissões/emissão de dióxido de carbono*
- *redução das emissões, reduzir (as) emissões*

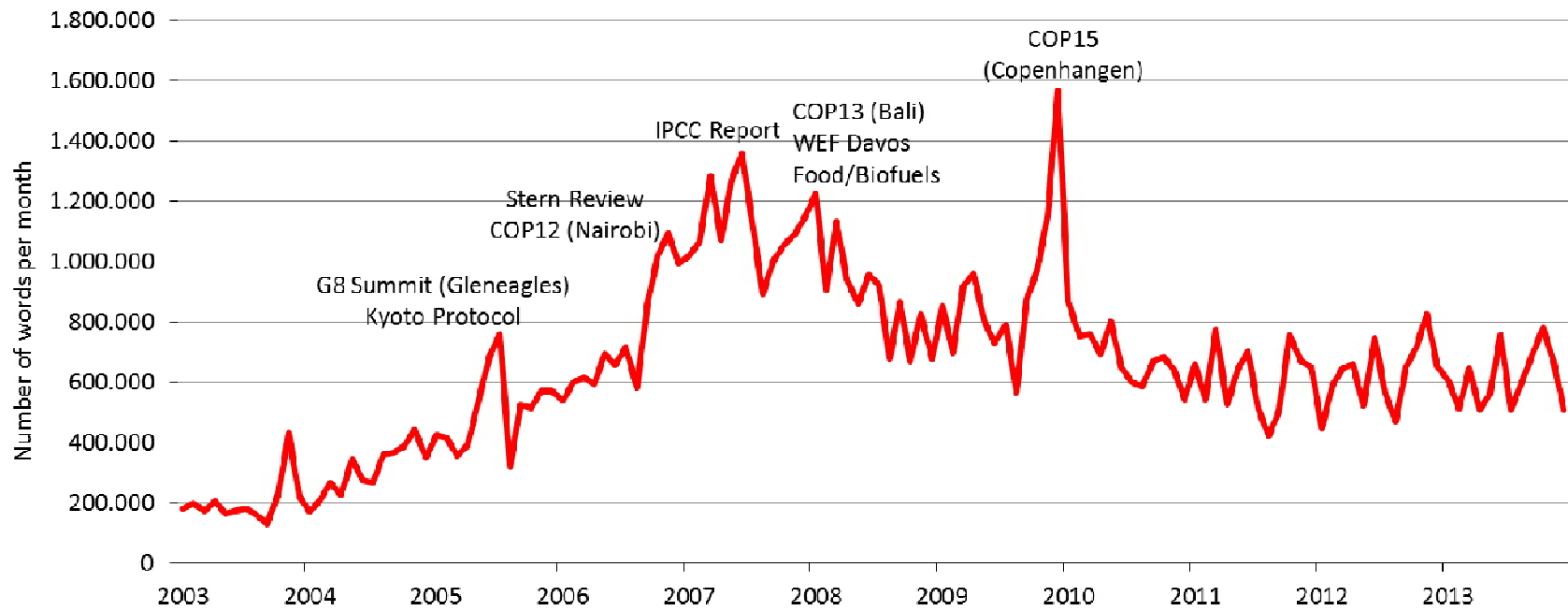
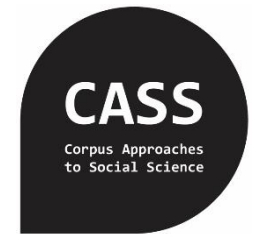
- *emissões globais*
- *IPCC*
- *UNFCCC*
- *Conferência/Convenção do Clima*
- *Protocolo de Kyoto/Kioto/Quioto*
- *temperatura global*

CClIC-Britain: 107,515 texts (69.8 Million words)



Broadsheet	The Times	The Sunday Times
	The Guardian	The Observer
	The Daily Telegraph	The Sunday Telegraph
	The Independent	Independent on Sunday
	The Herald	Sunday Herald
	The Scotsman	Scotland on Sunday
Tabloid	The Express	The Sunday Express
	The Daily Mail	Mail on Sunday
	The Sun	Sunday Sun
	The Daily Mirror	Sunday Mirror
	The Daily Star	Daily Star Sunday
	The Daily Record	Sunday Mail

CCliC-Britain



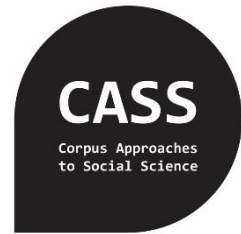
<http://cass.lancs.ac.uk>

CCliC-Brazil: 19,268 texts (10.9 Million words)

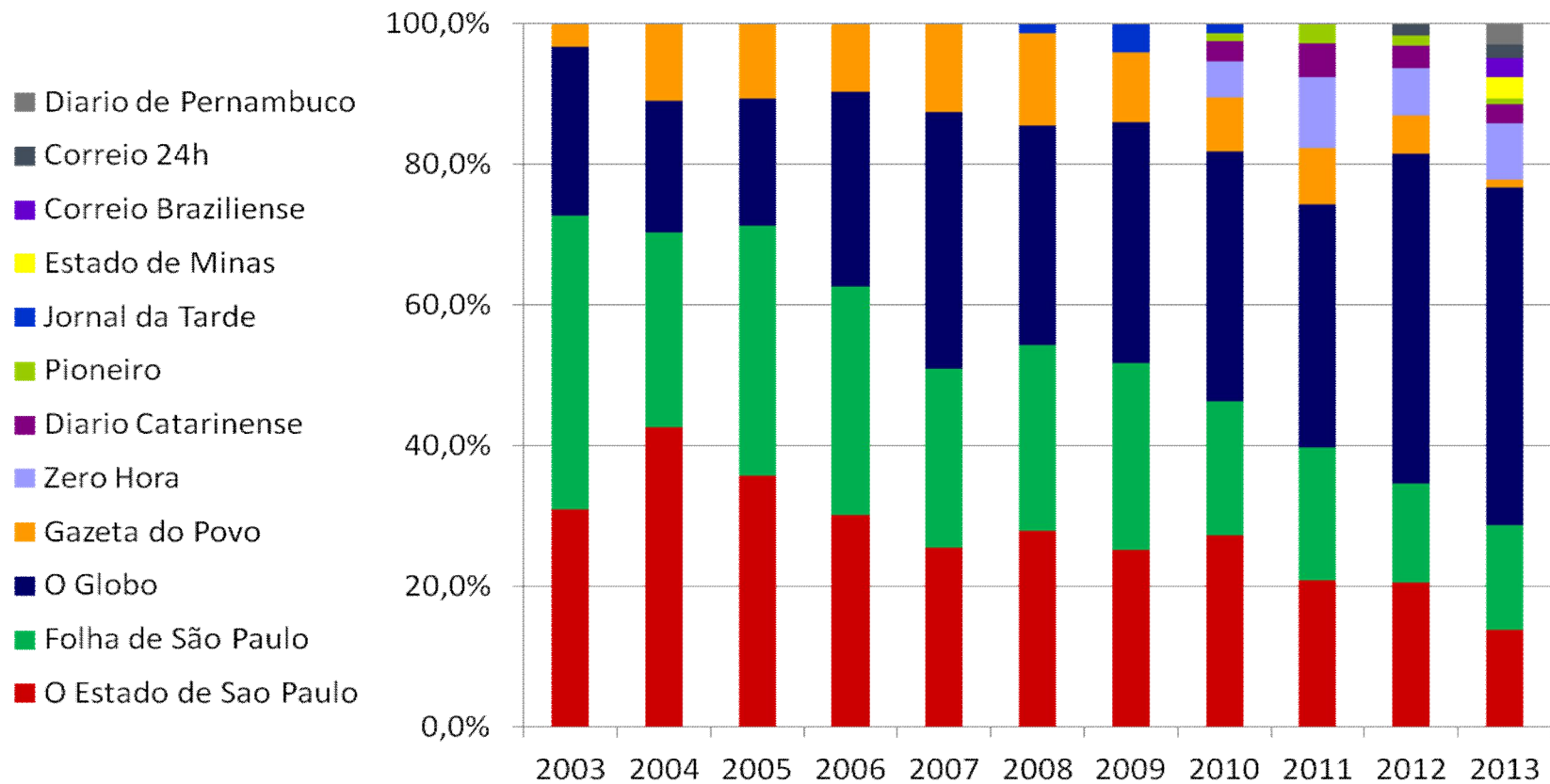


Broadsheet papers
Folha de São Paulo
O Globo
Estado de São Paulo
Jornal da Tarde
Gazeta do Povo
Zero Hora
Diário Catarinense
Pioneiro
Estado de Minas
Correio Braziliense
Diário de Pernambuco
Correio

CCLiC-Brazil

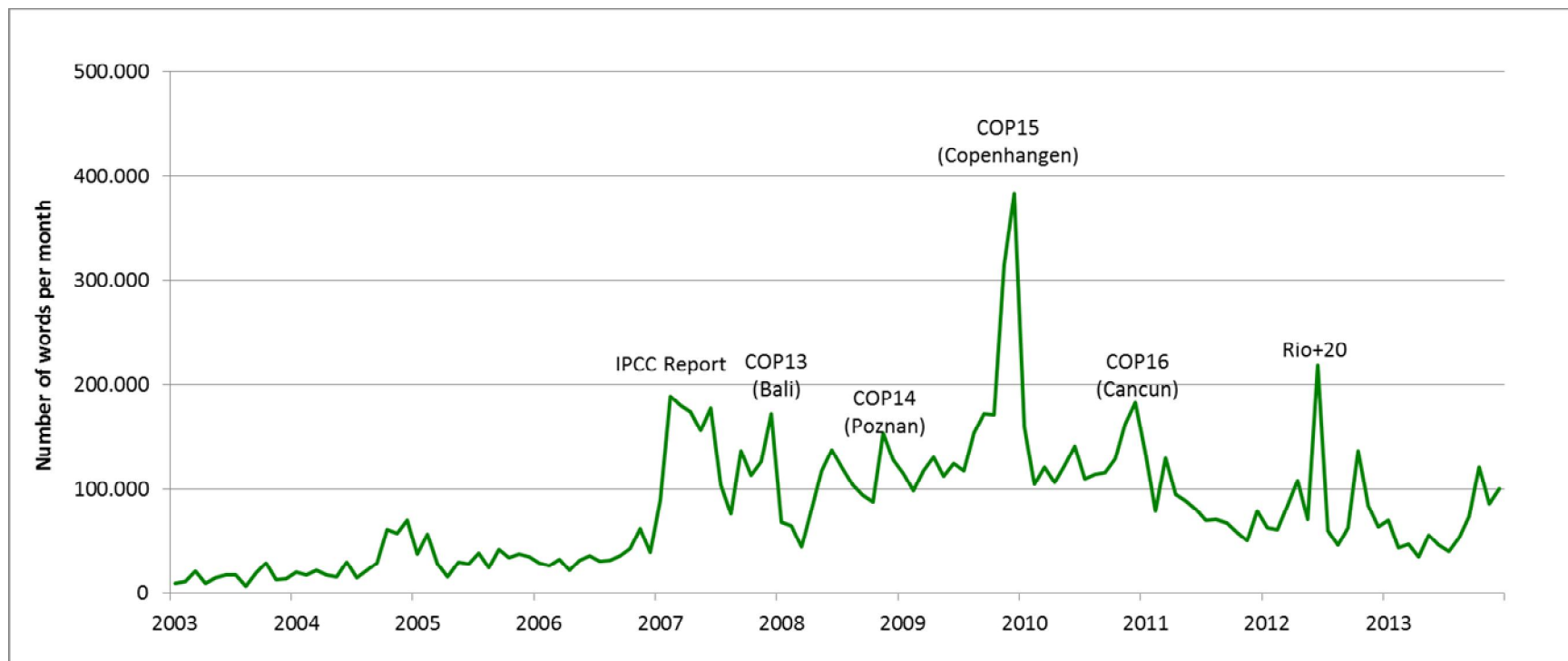


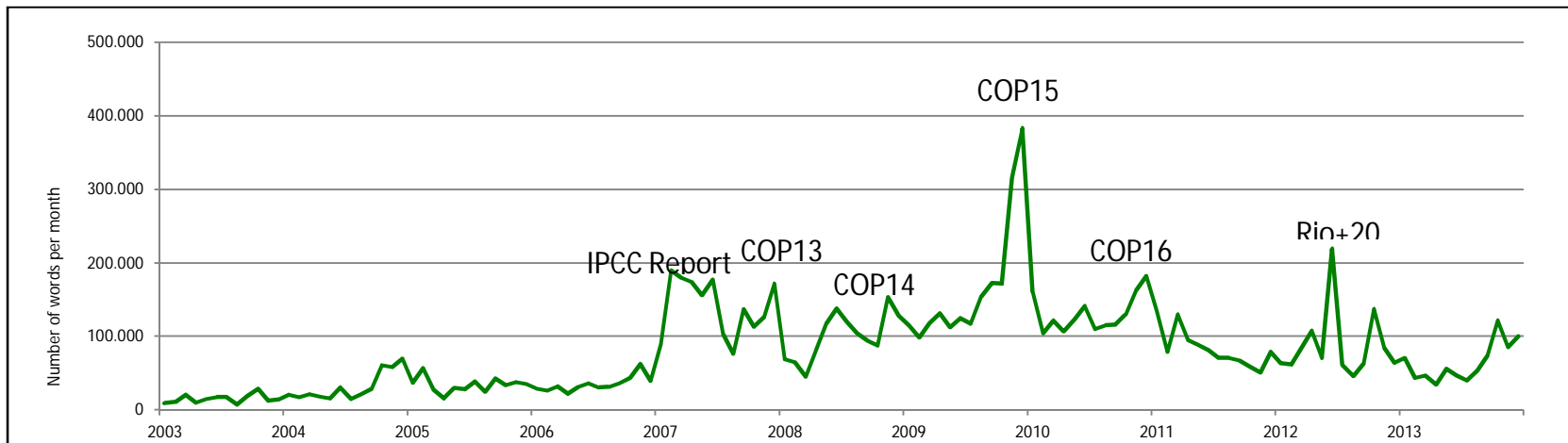
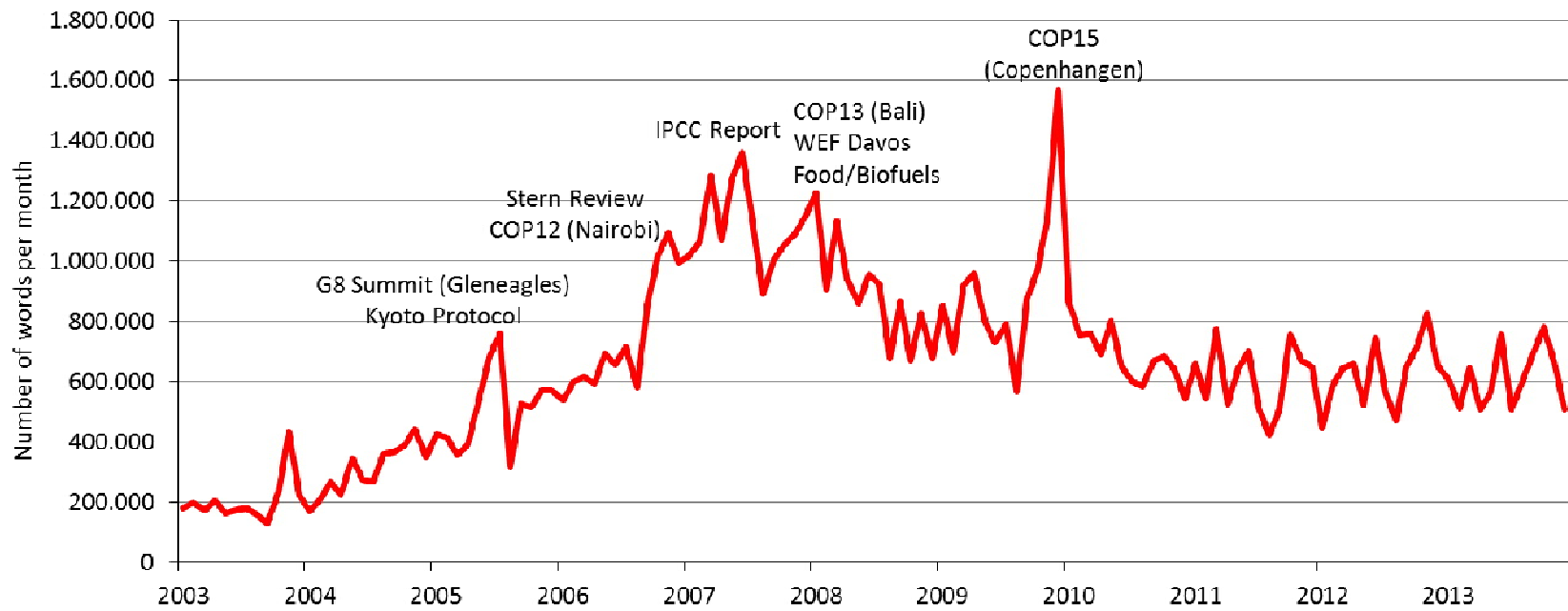
% of words from each newspaper per year



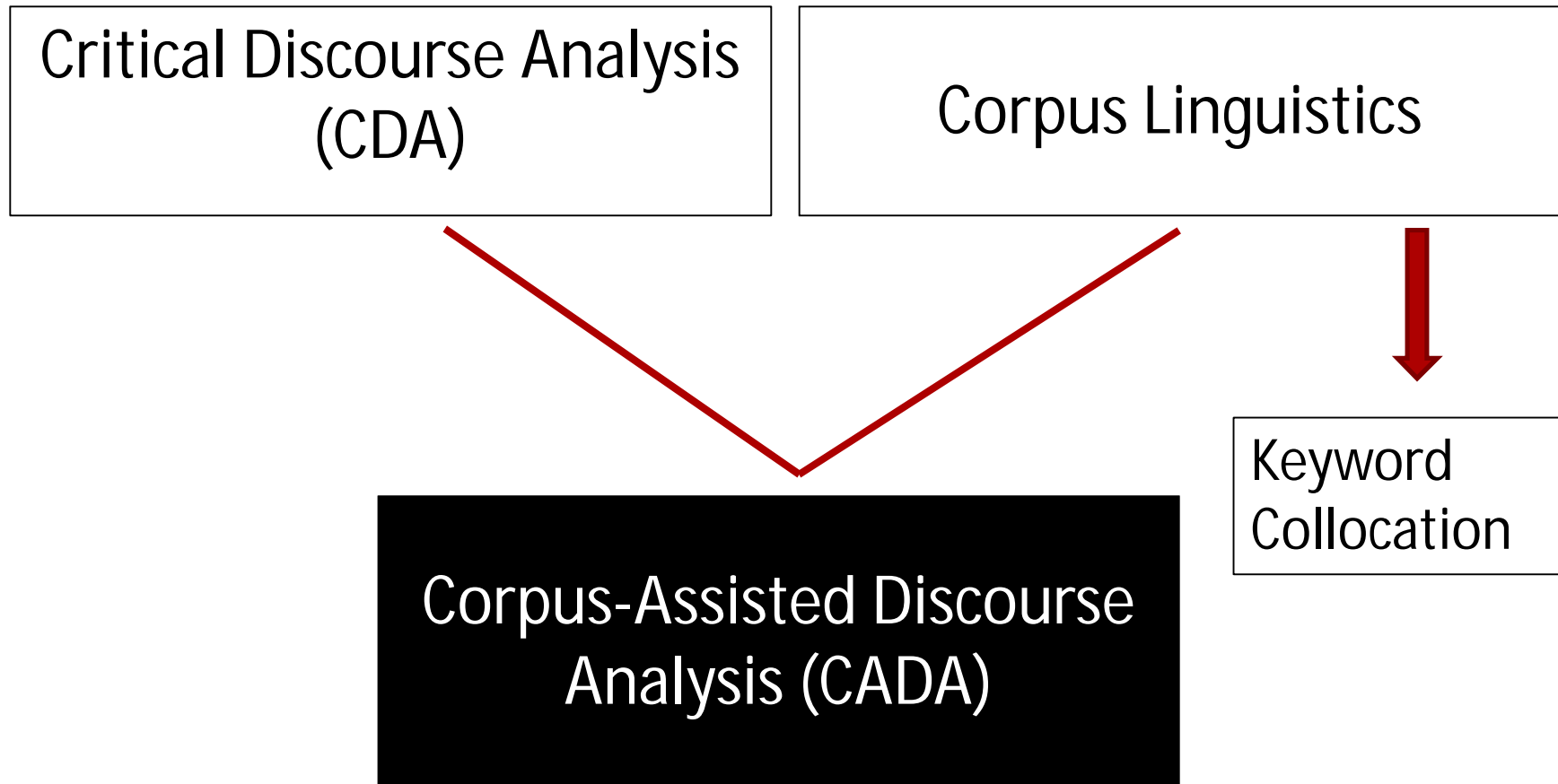
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CCliC-Brazil





Theoretical Framework



Keywords by year

2003

**CCliC-Britain:
*UKWAC***

2004

2005

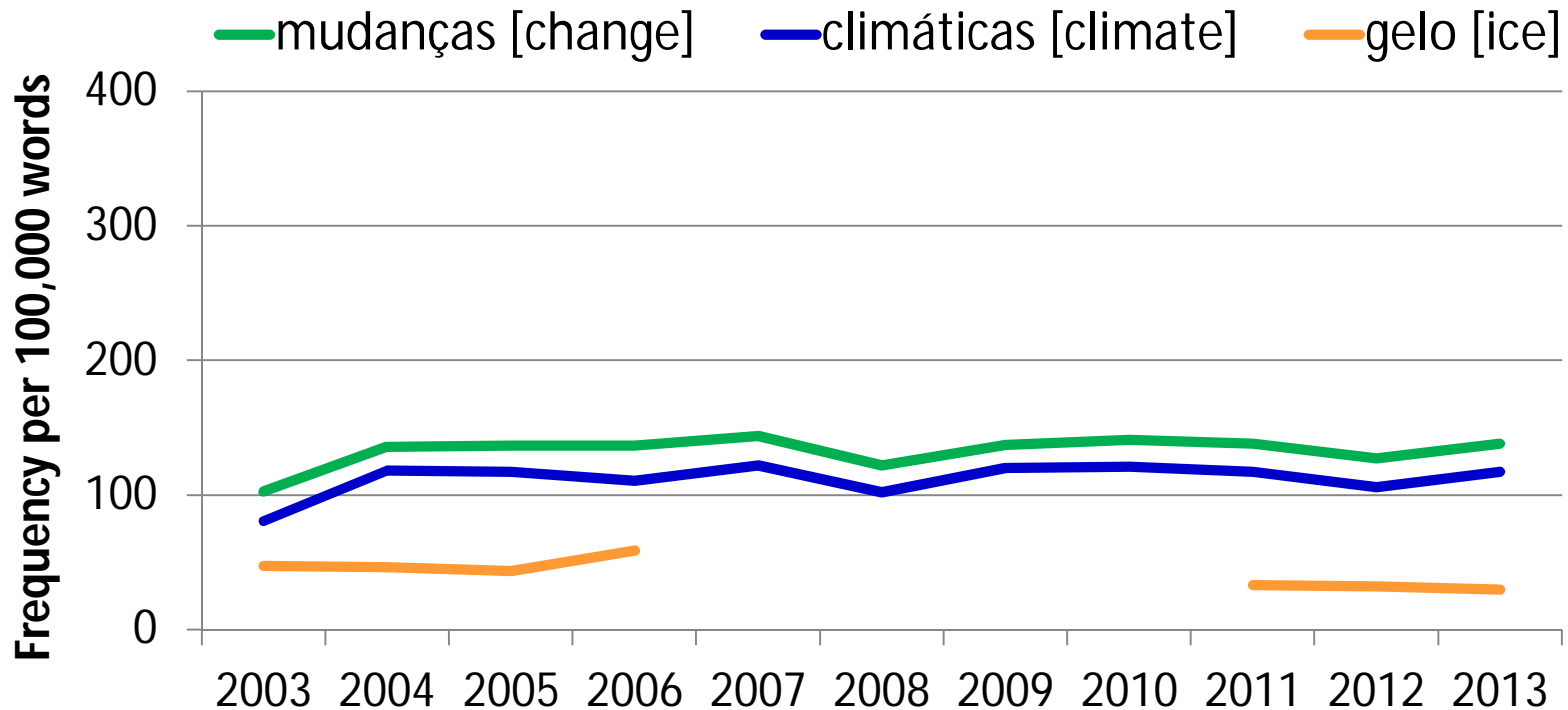
**CCliC-Brazil:
*Corpus Brasileiro***

...

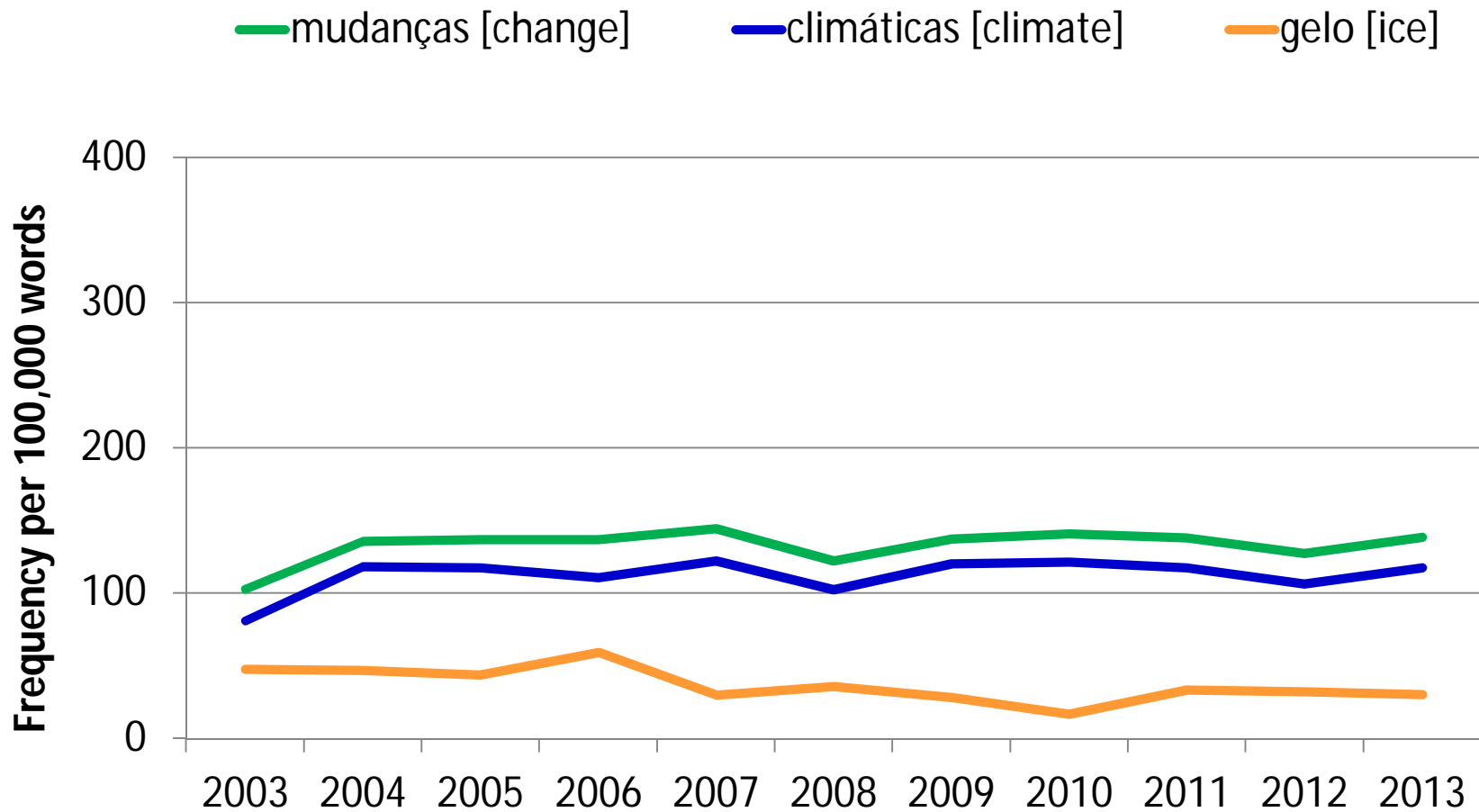
Starting point:



- Top 100 keywords
- Minimum Freq: 10 occurrences per 100,000 words



Keywords by year





Preliminary Findings

<http://cass.lancs.ac.uk>

Climate Change

CASS

Corpus Approaches
to Social Science

Britain

- climate, change
- global, warming
- carbon, dioxide, CO2
- greenhouse, gas(es)
- emissions
- temperatures, rise, rising
- environment(al)
- Earth, planet, world

Brazil

- climática(s), mudança(s), clima
- aquecimento, global
- carbono, carbônico, CO2, dióxido
- gás, efeito, estufa, gases-estufa
- emissão(ões)
- temperatura(s)
- ambiental(ais)
- Terra, planet, mundo

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Brazil

- climática(s), mudança(s), clima
- aquecimento, global
- carbono, carbônico, CO2, dióxido, metano, poluentes [polluting]
- gás, efeito, estufa, gases-estufa
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- temperatura(s)

- ambiental(ais)
- Terra, planet, mundo

Climate Change

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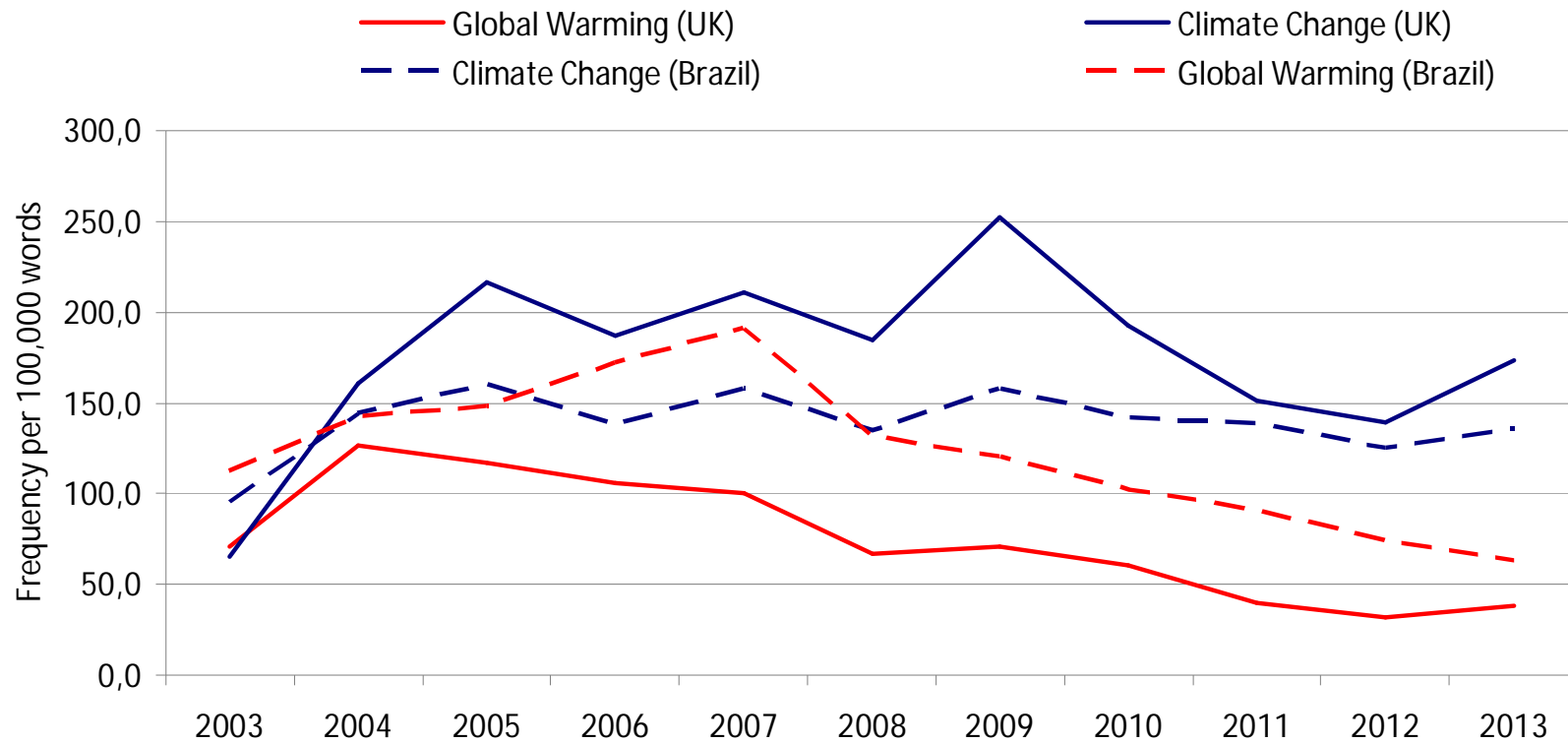
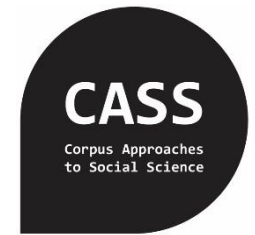
Britain

- Reduce, reduction
- Cut(s)
- Countries, nations
- government
- Leaders
- Kyoto, Protocol

Brazil

- Reduzir, redução
- Preservação, conservação
- Países
- Governos
- Chefes
- Kyoto, Protocolo
- Reunião [meeting]
- Acordo [agreement]

Climate Change vs Global Warming



CCliC-Britain: Climate Change



- *combating, mitigating, mitigate, manmade, combat, adapting, induced, mitigation, irreversible, tackling, posed, adapt, impacts, poses, addressing, avert, adaptation, and tackled.*
- The world's best efforts at **combating climate change** are likely to offer no more than a 50-50 chance of keeping temperature rises below the threshold of disaster, ... (The Independent, 09 Mar 2009)
- The low priority given to **mitigating climate change** was criticised by environmentalists, who questioned the economic assumptions presented to the panel. (The Times, 31 May 2008)
- ... Brown admits that **adapting to climate change** will not be painless but insists it is both necessary and potentially beneficial, by creating jobs in green industries. (The Observer, 12 Jul 2009)

CCliC-Britain: Climate Change



- *questions, denier(s), sceptic(s), denial, hoax, true and scepticism.*
- A preliminary study of 6,000 logbooks has produced results that raise **questions** about **climate change** theories (The Sunday Times, 03/Aug/2008).
- Cuccinelli is a **climate change denier** whose campaigns are substantially funded by fossil fuel companies. (The Guardian, 6 Nov 2013)
- Panton is a **climate-change sceptic** and objects to my miserablist views about not taking Ryanair. (The Observer, 01 Jul 2007)
- Take issue after issue. The party's mainstream position is that **climate change** is a **hoax** and more carbon energy is harmless and indeed vital. (The Sunday Times, 26 Aug 2012)

Politicians

CASS

Corpus Approaches
to Social Science

Britain

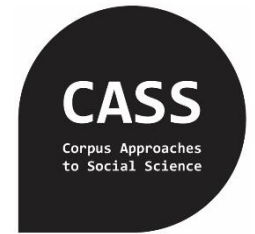
- Party, Labour, Tory, Tories
- Tony Blair, Cameron, Gordon Brown, Miliband, Salmond, Clegg, Osborne,
- Minister(s)
- coalition

- Said, say, says, spokesman

Brazil

- Lula/Dilma Rousseff
- Ministra
- Marina (Silva)
- (Carlos) Minc

UN Intergovernmental Panel on Climate Change (IPCC)



Britain

Brazil

- Nações, unidas, ONU
- Ippc, intergovernamental, painel
- Relatório, convenção, conferência
- Buenos Aires, Montreal, Bali, Nairóbi, Durban, Dinamarca/Copenhague, Cancún, Doha, Varsóvia, Poznan
- COP-10, COP-15 (2009), COP-16 (2010)

Deforestation and Agriculture

CASS

Corpus Approaches
to Social Science

Britain

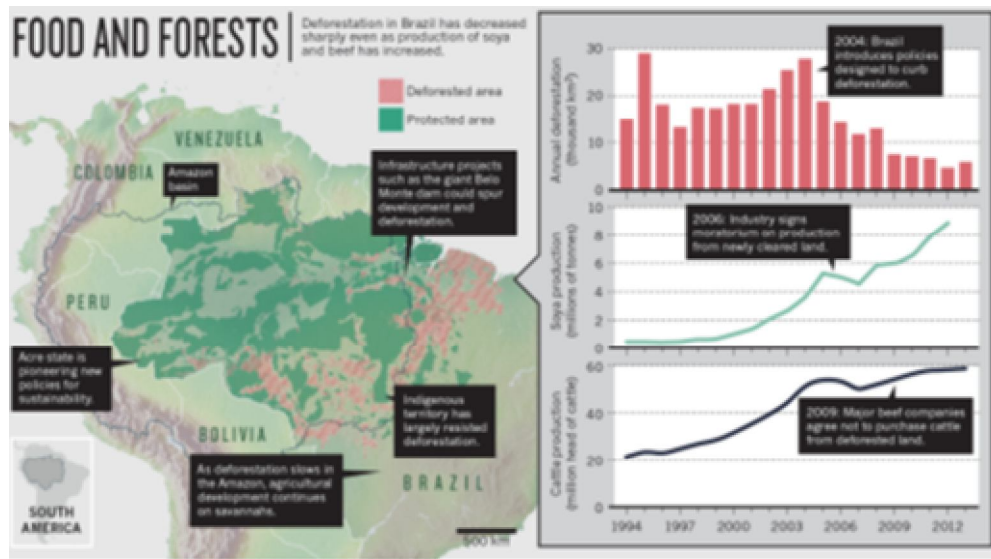
Brazil

- Amazônia [Amazon]
- Árvores [Trees]
- Desmatamento [Deforestation]
- Floresta(s) [Forest(s)]
- Áreas, km²

- Agricultura [Agriculture]
- Alimentos [Food]
- produção [production]
 - alimentos, agropecuária, grãos, milho, açúcar, cana, soja, carne

Brazil's GHGs emissions (IEA 2013)

- agriculture, land-use and deforestation



Source: Tollefson (2015)

- fossil fuel-based emissions are low by global standards
- heavy investment in hydropower and biofuels

Energy

CASS

Corpus Approaches
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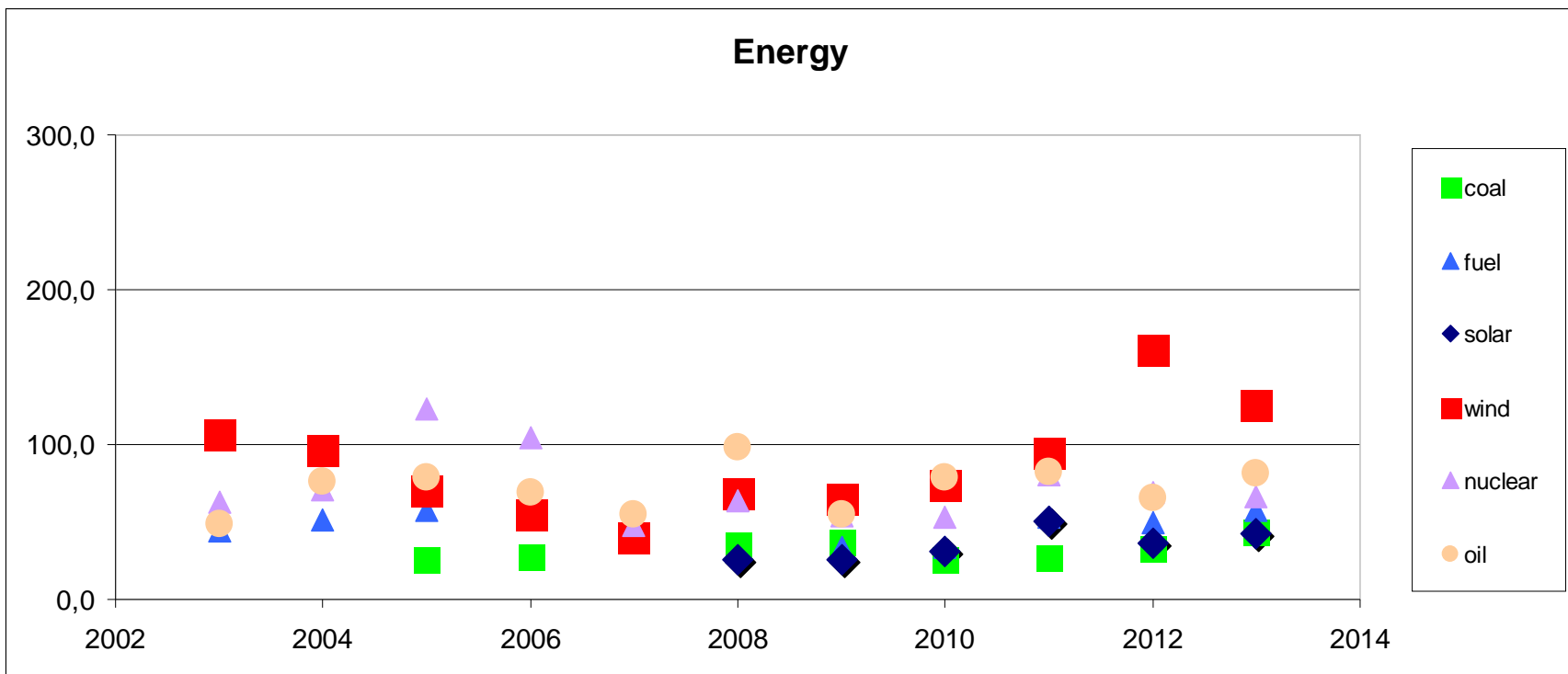
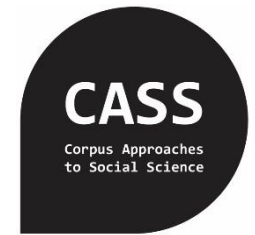
Britain

- Energy, power, electricity
- Green, renewable(s)
- Oil, fossil, fuel, coal, nuclear
- solar, wind
- Plants, farms, turbines

Brazil

- energia(s), eletricidade, geração, mw
- Verde, renovável(is), limpa
- Petróleo, fósseis, combustível(ies), carvão, nuclear(es)
- Solar, eólica, hidrelétricas, biomassa, biocombustível(is), etanol/álcool, cana, cana-de-açúcar, biodiesel
- usina(s), reatores

CCliC-Britain



Wind



- is why are these **wind turbine companies** being treated differently?
- sending Scottish **wind farm companies** and the SNP a
- beyond 2020 meant **wind industry companies** did not h
- overnment to the **wind** generating **companies** for hav
- have is **onshore wind**, which has problems of its o
- threat from huge **wind turbines** and electricity py
- largest **offshore wind farms** will be built in the T
- a major move into **offshore wind** manufacturing that
- ... have criticised **wind power** to speak at our Onshor
- anomaly arising from the ... system for **wind energy**.
- expensive and intermittent **offshore wind** sources represents a big gamble
- we need energy and **wind farms** but I cannot see the logic of this

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Transport Sector (IEA, 2013)



- Overall fuel combustion is **low**
 - **Biofuels** → **20%** of the energy used for road transport
 - 80% of cars are '**flex-fuel**'
 - Gasoline with 20-25% ethanol
- ↓
- carbon emissions per unit of fuel consumed:
20% lower in Brazil in relation to the world average
(2.3 versus 2.8 tCO₂ per toe)

Concluding Remarks



- Catastrophism
- Gradualism
- Scepticism

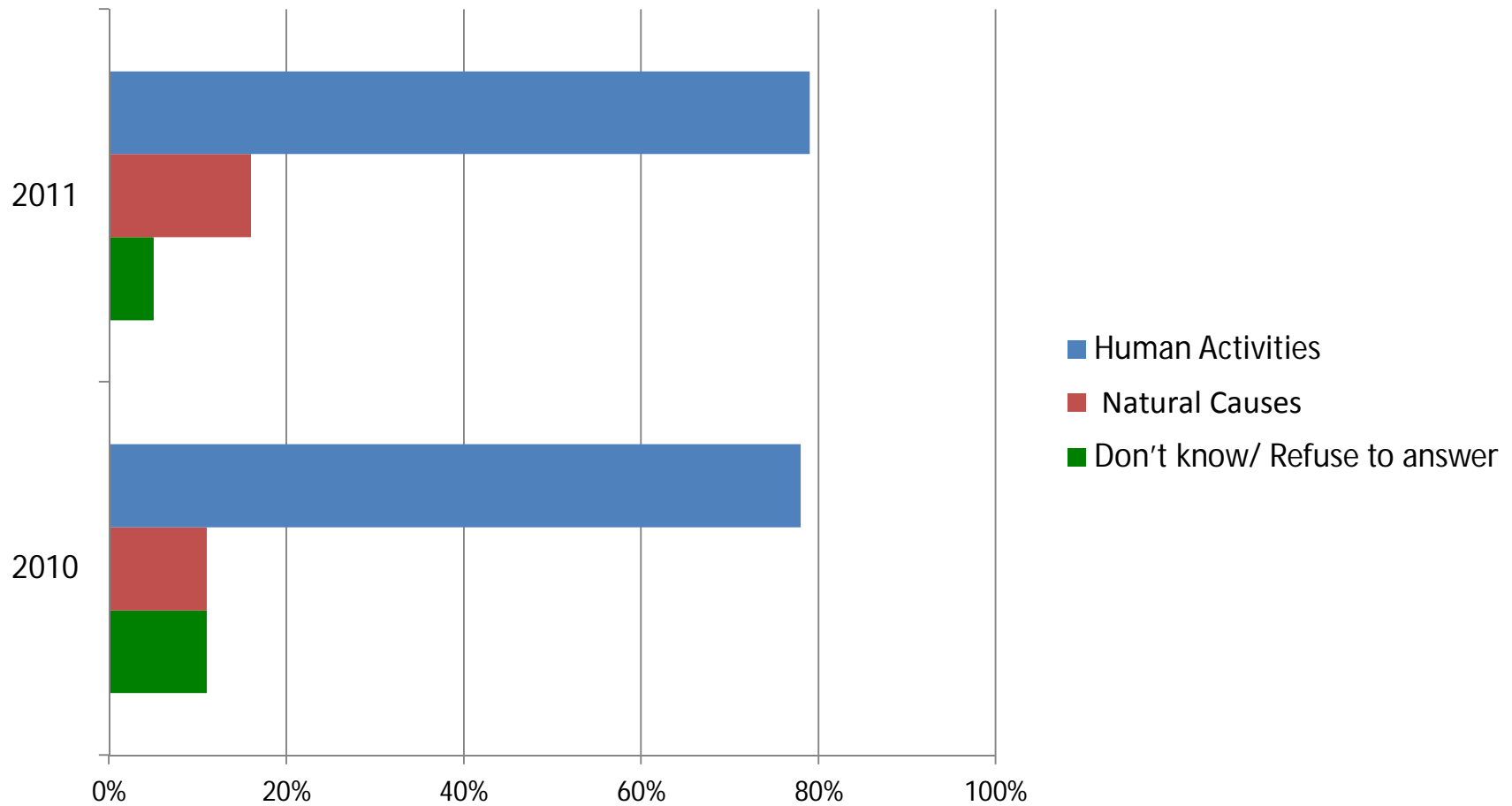
Brazilian mainstream media



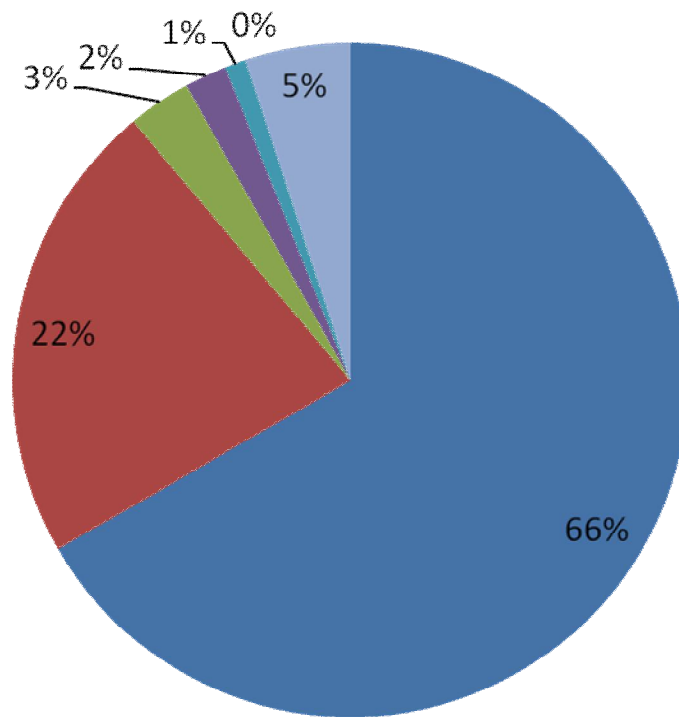
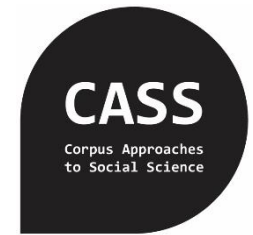
- 'gradualist' discourse
- climate scepticism was almost non-existent
 - DAYRELL, C. and J. Urry (2015, *in press*) 'Mediating climate politics: The surprising case of Brazil'. *European Journal of Social Theory*, Special Issue on Climate Change, 3 (18): 1-17.

Human vs Natural Causes

(CNI-IBOPE 2012)



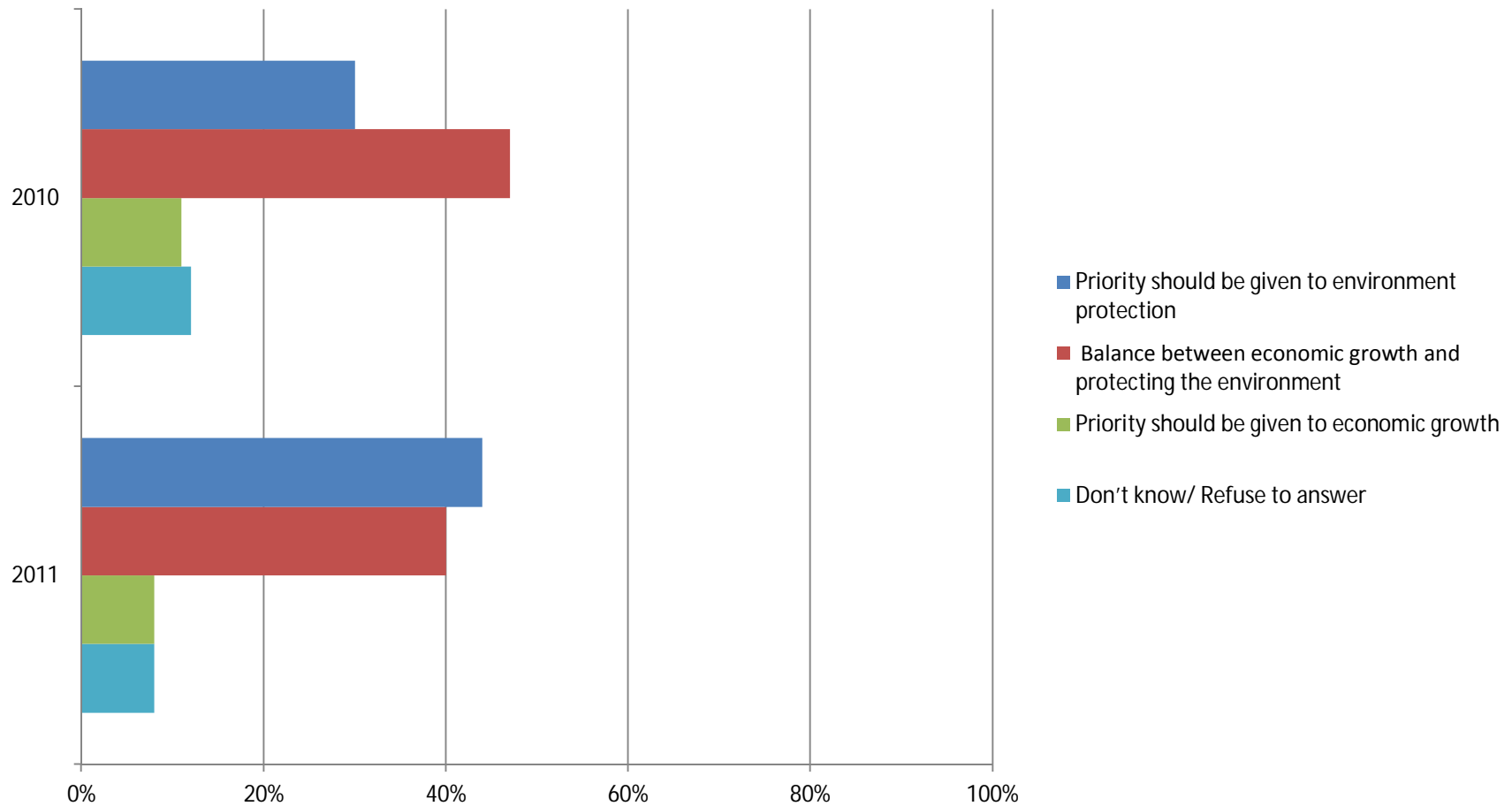
Brazilians' opinion on how urgent the problem is (CNI-IBOPE 2012)



- Current problem that requires immediate actions
- Problem to occur in a near future but actions should be taken now
- Problem to occur in a near future but actions can wait
- Problem to occur in a distant future but actions should be taken now
- Problem to occur in a distant future but actions can wait
- Not a problem
- Don't know/ Refuse to answer

Environment vs Economic Growth

(CNI-IBOPE 2012)



Next steps ...

- Data analysis by newspapers
- Climate Change on German and Italian newspapers
 - CCLiC-Germany: ~40 million words
 - CCLiC-Italy: ~10 million words