



Climate Change

Media and Communication Perspectives

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The Context



Small island states and
low-lying coastal regions

The Context

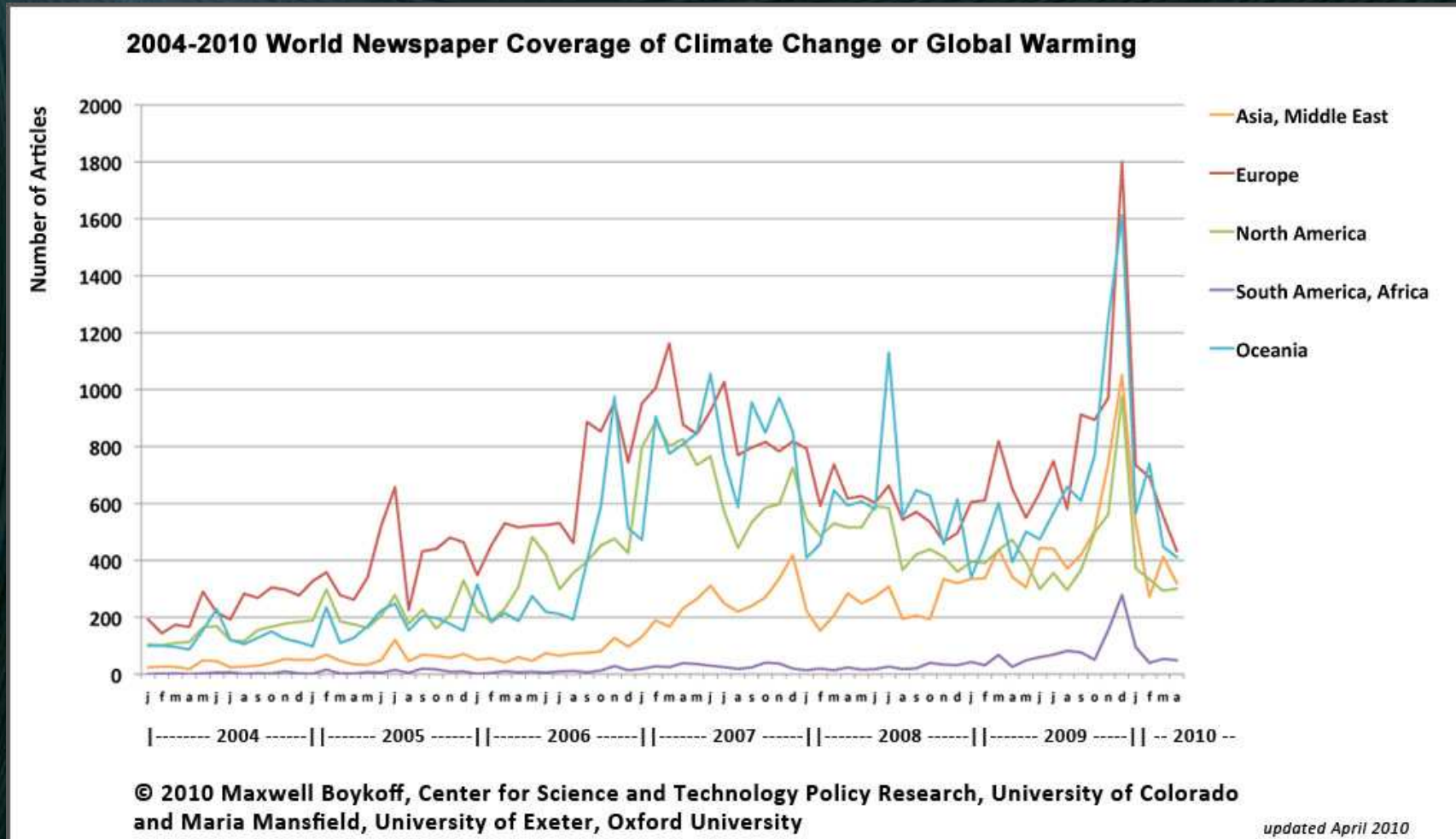
- *Limited natural resources*
- *Generally high population densities*
- *High susceptibility to natural hazards*
- *Low economic resilience*
- *Frequently poorly developed infrastructure*
- *Underdeveloped support systems in the insurance and financial sectors*

The Issue in the Media

- Weather vs. Climate
- Climate Variability vs. Climate Change
- The Probable/Proven Cause/s



Global Newspaper Coverage



Post-Copenhagen Decline?

The Story of Our Time?

- Challenge to the long-term viability of our civilisation?
- Activist Hyperbole?
- Scientific Confusion?
- Climate Change Skepticism!

The Story of Our Time?

“The phenomena associated with climate change are as multi-faceted as they are difficult to engage – both as science and as journalistic challenge.”



The Story of Our Time

“Issues span the full spectrum of public affairs – environment, health, economics and finance, education, development and community life.”

Skepticism

- Skepticism is not monolithic – variety of perspectives and influences
- Debates - Climate Science and Public Policy/Climate Economics
- The notion of “both sides” - Science vs. Intuition/Common Sense

Caribbean Media Coverage

- Episodic
- Cross-cutting
- Scientific Disagreements
- Political Conflict
- Money



News Values

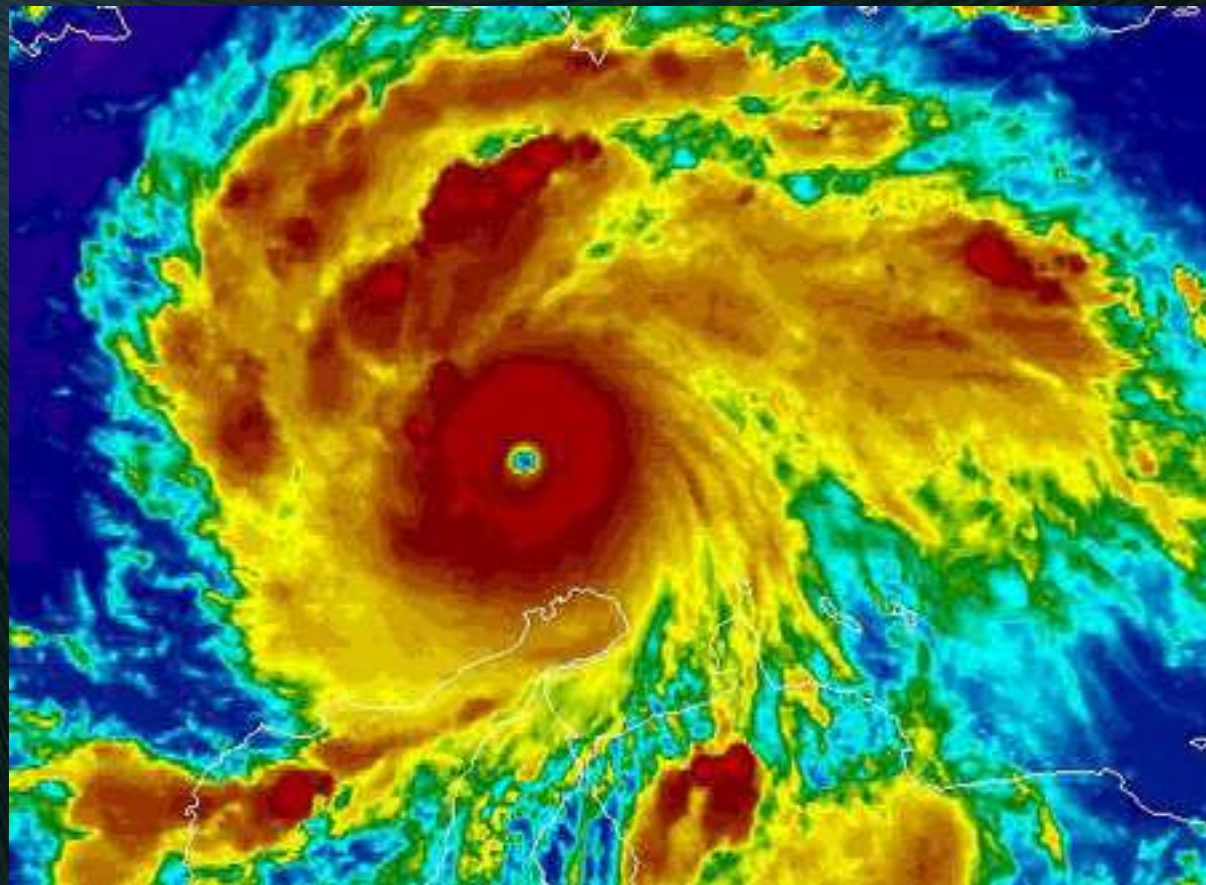
- Impact – Scale, Nature and Distribution
- Equity - Public Policy Responses
- Geo-Political Issues

Impact

- Flooding
- Water Supply
- Physical discomfort
- Management of impacts – politics, money
- Land use policy and management – squatting, industry, agriculture, tourism

Causes

- Man
- God
- Nature



Impacts

- Displacement – communities, business, government
- Physical Changes and Habitat Damage
- Solid & Liquid Waste Management Issues

Impacts

- Toxins
- Groundwater Depletion and Contamination
- Change in Sediment Loads
- Visual Impacts

The Way Forward

- Freer and improved flow of information between scientific community and the society via mass media and other communication interventions
- Greater awareness on the part of politicians
- Better equipped communication professionals

Thank You!