

Klimajournalismus nach dem Greta-Effekt – was leisten, wissen, anders machen?



climate change – some basic findings

- Daily or weekly weather phenomena do not correspond to CC
 - CC = *changing **weather** phenomena over 30 years* (WMO): drought, storm, floods, warming → ADAPTATION
 - **Ecological consequences:** desertification, soil degradation, sea level, rise → MITIGATION
 - **Social and economical consequences:** water supply, crops, pests, damages, migration, unemployment, poorness...
- *“In the end, CC is not a technical or economical problem. It’s mainly a question of how the society deals with it and is aware of its consequences.”*

Prof. Dr. Dirk Messner, Umweltbundesamt



What is climate change as a media topic?

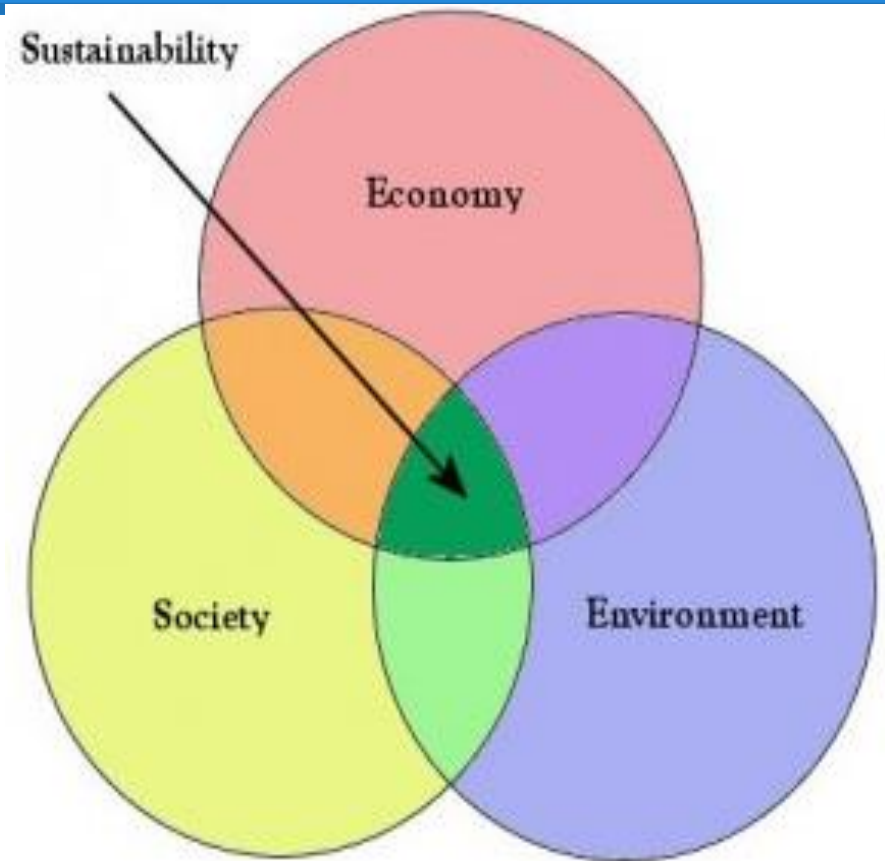
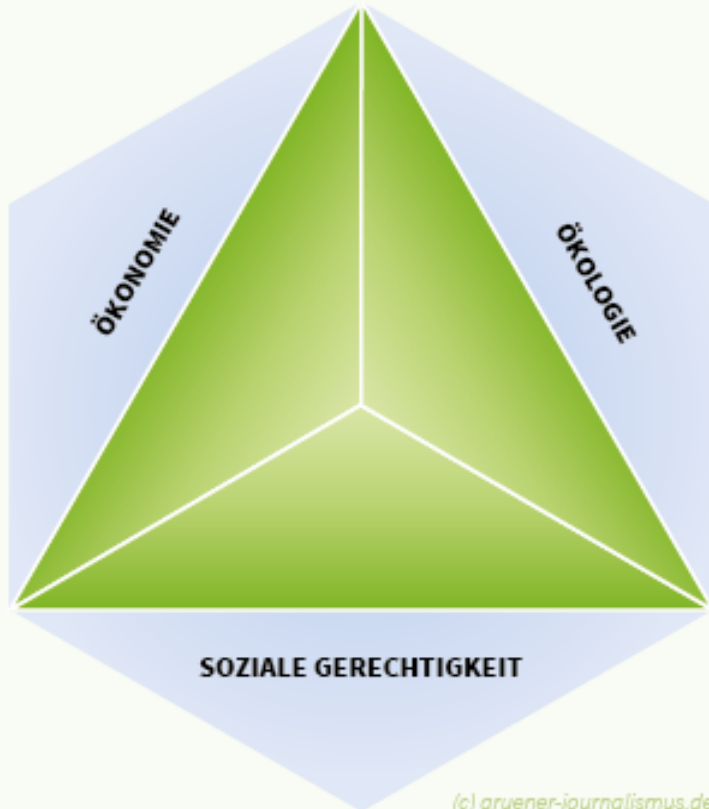
- sustainability topic => CC = big room, walls + roof = Sustainability
- **Sustainability = universal value** => peace, democracy, gender equality
- Misunderstanding: triangle of sustainability => ecological priority necessary
- Misunderstanding: privacy of sust. // public task: law + order
- CC = dimension, not a topic ==>

Where's CC in your story: how + where to **name it?** front door/backyard

How to **frame it:** explicit or implicit treatment => core topic/ story context ?



Sustainability triangle: balance



Sustainability pyramid from Gruener-Journalismus.de



What is climate change NOT?

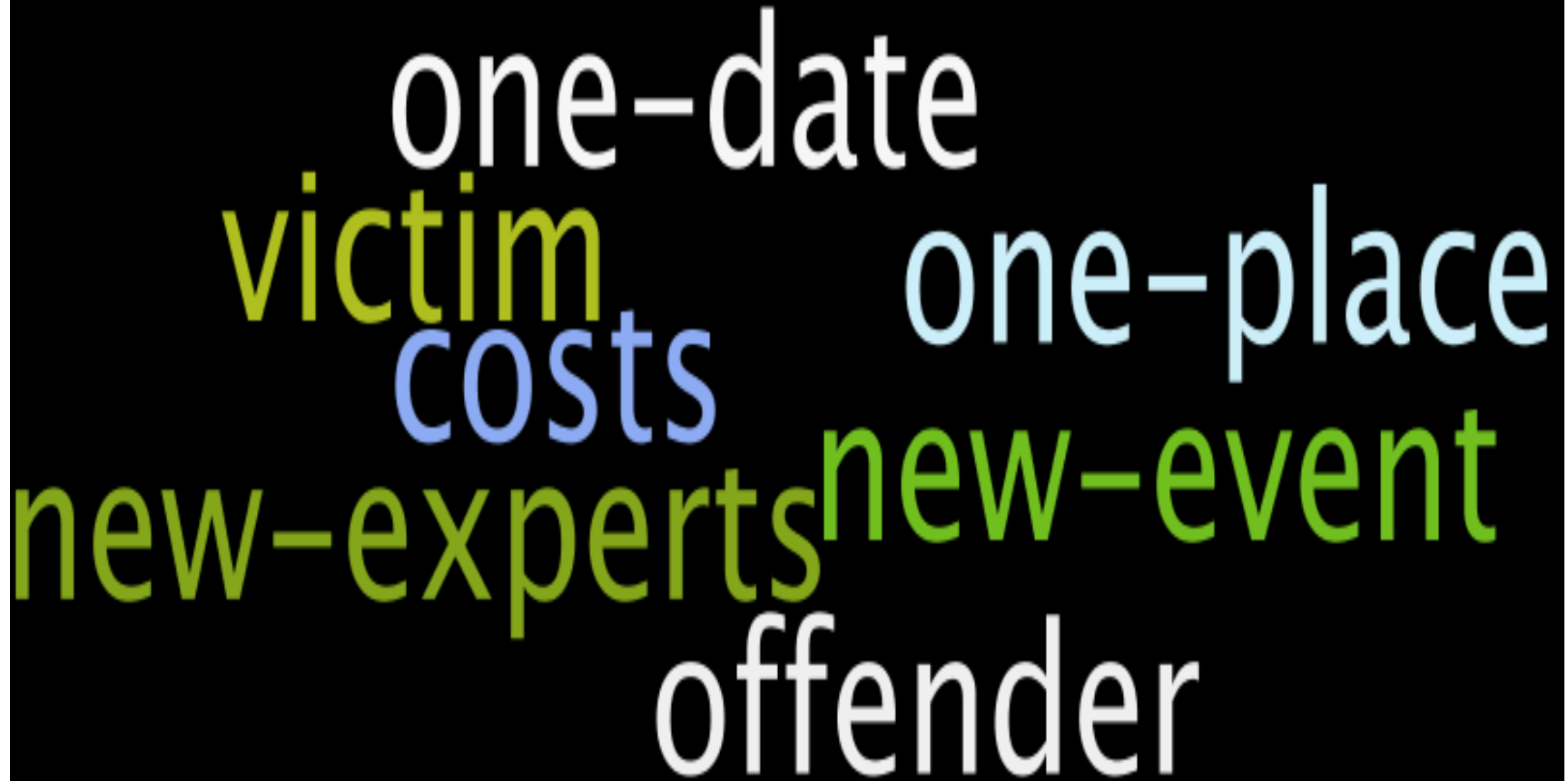
- attractive, easy to understand, sexy, full of stars, stories + events
- a new topic, it's getting old => lots of repetitions, same approaches
- a question mainly of technology + economy => dominant framework
- alternative frames: society, arts, culture (indigenous), daily life, health

Why is CC so difficult to understand?

- bad technical language, “climate talk” !
- reporting on CC is often science reporting => translating task!



News structure of environmental disasters



A word cloud on a black background featuring the following terms: 'one-date' (white, top center), 'victim' (yellow-green, middle left), 'costs' (blue, middle left), 'one-place' (light blue, middle right), 'new-experts' (yellow-green, bottom left), 'new-event' (yellow-green, bottom center), and 'offender' (white, bottom center).

one-date
victim
costs
one-place
new-experts
new-event
offender

News structure of CC

unclear-costs
no-stars
many-places
many-victims
many-offenders
always+later
repetitions
many-events

But there are options to take....

Language + Storytelling



Stupid, it's language: how to fight climate talk

TABLE 3

Examples of Simplified Scientific Terms

OBSCURE WORD

BETTER UNDERSTOOD WORD

Anthropogenic

Human induced, man-made

Mid-Pleistocene

1 million to 600,000 years ago

CH₄

Methane

IPCC

The group of scientists who issue comprehensive assessments on climate science, and were awarded the 2007 Nobel Peace Prize for their work on climate change.

Forcing

Incoming and outgoing (radiation) energy

385 ppm

2008 level of carbon dioxide in the atmosphere



SERIE "KLIMASPRACHEN"

GONGO für REDDplus auf COP

3. SEPTEMBER 2020 | IN KATEGORIE [BERICHTEN + ERZÄHLEN](#), [KLIMAWANDEL](#)

Auf der Klimakonferenz hat es die Völkerverständigung schwer. Das liegt auch an der Geheimsprache der Diplomaten. Wer Englisch zur Muttersprache hat und einen doppelten Dokortitel in Jura und Linguistik führt, ist klar im Vorteil.



Narratives + Storys

- „**Anthropocene**“ = new meta narrative
- ICS decides about Anthropocene (epoch of humans, P. Crutzen 2002) instead of Holocene (12.000 years). **We have already...**
- *altered 75 % of the planet's surface*
- *moved more sediment than rain, rivers or wind do*
- *create new species and spread local ones over the planet*
- *This is a new story/narrative!*
- **You can create stories since more and more people are affected by, suffer from, work with CC**


CC: the human impact => stories!



What is storytelling?

- topic and tool, technique and research field => theory and practice
- stories are used in campaigns, marketing, business and journalism!
- not entirely new, very trendy => why? dangers? lack of research
- reaction to a factual overload, social media driven
- individualization, entertainment society...
- “everybody is an author today”
- story = *“emotional information through describing the development of a protagonist in a factual framework”*

Why storytelling?

- Facts "convince the mind but not the heart" = Storytelling as entertainment, creating emotions
 - Styt. = to attract more readers + attention, sell copies
 - beauty of words, fun of telling stories, right of people to be heard
 - *To ease the understanding of complex and relevant topics that are often neglected or suffer from reduced and standardized reporting*
 - stories have always captured people + help us **make sense** of things
 - can inspire people to act (short term perspective)
 - but the **psychological impact** is sometimes overestimated
- 

Research project “climate stories”

- actors, narrational approaches, genres, journalism cultures
- comparing the narrational cultures of cc journalism in Germany, Vietnam, Lapland, Norwegen) from 2015 to 2018
- *how do env. journalists judge cc reporting + storytelling?*
- *in how far can storytelling improve cc reporting?*
- *how can we improve cc reporting?*
- *what narratives exist in the climate context?*
- *what forms and genres are useful and possible?*

“Climate stories”: German case, key findings

- more CC reporting, not much climate denial
- strong focus on current events/disaster → **CONTEXT** + background
- difficult: be a specialists as well an allrounder
- lack of resources: money, people, knowledge, **TIME**
- demand for more solutions, ideas, options to take in CC writing
- demand for **broader view** of CC => different frames + narratives
- demand for new (narrational) forms, but sceptic towards storytelling

"Climate stories": broaden the narratives



<p>Ökonomisch + Technologisch</p> <p>Erhalt von Städten, Regionen, Staaten Schadensvermeidung betreiben Kostensparnisse erzielen Technologieförderung, Innovation Arbeitsplätze schaffen neue Märkte + Geschäftsideen Forschungsdynamik auslösen Autarkie (von Öl, Kohle) Investorenforderungen, Planbarkeit</p> <p>Neue Gesellschaftsbilder:</p> <ul style="list-style-type: none">- <i>Zukunftsgerechtes Wirtschaften</i>- <i>Kapitalismusreform</i>- <i>Postwachstumsgesellschaft</i>- <i><u>Dekarbonisierung</u></i> <p>Stabile und nachhaltige Teilsysteme:</p> <ul style="list-style-type: none">- <i>Wirtschaften</i>- <i>Energieversorgung</i>- <i>Ernährung</i>- <i>Gesundheitsschutz</i>- <i>Gesundheitsschutz (saubere Luft, Wasser, Böden, Produkte, z.B. Plastik)</i>- <i>Landwirtschaft</i>- <i>Konsum</i>- <i>Mobilität</i>- <i>Biodiversität</i>- <i>Nachhaltiger Konsum</i>	<p>Politisch + Sozial</p> <p>Sicherheit</p> <ul style="list-style-type: none">- <i>Wasser/Land-/Energiekonflikte</i> <p>Migrationsursachen bekämpfen Internat. Kooperation stärken Entwicklungspolitik stärken Globale Machtverteilung ändern Standortpolitik (regional) Regionen werden unabhängiger lokale Gemeinschaften stärken Klimaöffentlichkeit herstellen/folgen</p> <p>Kulturell</p> <p>Wissenschaftlichkeit folgen Intellektueller Austausch Wertewandel anstrengen Heimat / Kulturräume erhalten Lifestyle kreieren Visionslust, Zukunftsfähigkeit Indigene Kulturen stärken Lebensqualität erhöhen:</p> <ul style="list-style-type: none">- <i>Zeitgewinne</i>- <i>Gemeinschaft + Partizipation</i>- <i>„Gutes tun“</i>- <i>Umwelt als psych. Ressource</i>- <i>Wiedervereinigung mit Natur</i>- <i>/</i>	<p>Ökologisch</p> <p>Biodiversität stärken Erhalt bestimmter Ökosysteme Landschaftspflege:</p> <ul style="list-style-type: none">- <i>Ästhetik</i>- <i>Kultur</i>- <i>Wasser, Boden, Luft</i> <p>Ethisch</p> <p>Generationenverantwortung</p> <ul style="list-style-type: none">- <i>Intergenerationell</i>- <i>intragenerationell</i> <p>Menschenleben Klimaflüchtlingen helfen Klimaopfern helfen Armut bekämpfen in EWL <u>Anthropozän</u>, Weltgärtner Artenschutz Tierschutz</p>
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Further results: broaden forms + genres

- product stories: (“mobile phones + rare earth elements”)
- self testing: living without plastic, car, meat => seminar, at home,
- role models: expressing visions, success => solution journalism
- mail/dialogue, diaries, quiz, game, scrollytellings
- patchwork reporting, long form observations, nature + travel writing
- follow the money, follow a chemical
- animalize the story = alternative heroes

Solution approach, Global Ideas, DW



Made for minds.

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Environment

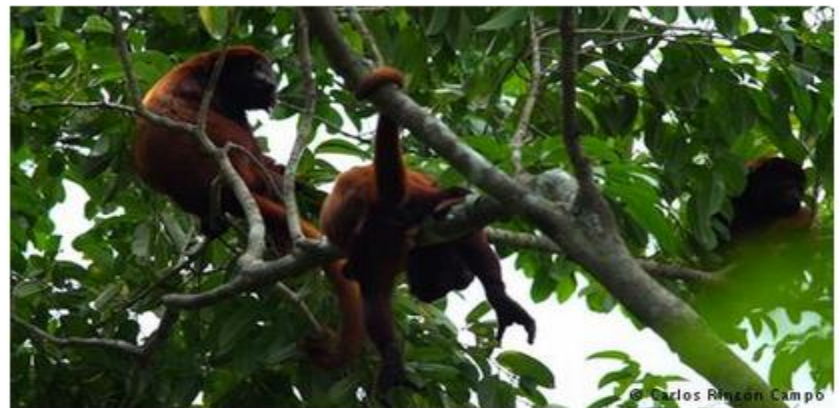
CLIMATE CHANGE GLOBAL IDEAS



FEATURE

Banksy meets Jacques Cousteau

The art collective PangeaSeed bring sea creatures to the streets in the name of marine conservation.



VIDEO

Dances with jaguars

Colombia's SFF Los Colorados natural park is a haven for wildlife. But human encroachment is causing problems.

Global ideas, climate reporting and species reporting, Deutsche Welle

Patchwork reporting, GEO magazine



How does this Masai woman benefit from the White stork (*Ciconia ciconia*)? In winter, it flies from Europe to Mount Suswa—and eats the pests in the fields.

KENYA

15 AND 22.5.10
NAIROBI, MT SUSWA, LAKE NAIVASHA

The UN's official celebrations on the International Day for Biological Diversity, 22 May, took place in Kenya's capital, Nairobi. Among those present was Ahmed Djoghlah, executive secretary of the Biodiversity Convention. On the agenda was a marketplace of new ideas aimed at deriving profit from biodiversity through silk, wool or bamboo, or through eco-tourism. In the shantytown of Huruma, international guests learned how people live off the forest: it offers them water, soil to grow flowers, honey and other food, medicinal herbs and seeds for *transfers*. The Masai also live in harmony with nature, which was the theme at Mt Suswa. The third location, Lake Naivasha, saw a gathering of 400. Students showed a cross-section of African fauna, from the hippopotamus (*Hippopotamus amphibius*) to zooplankton.

NICARAGUA

22.5.10 PARQUE NACIONAL VOLCAN MASAYA

After hiking through the mountainous forest around the volcano, the students reach the spot where Octavio Sakdaria laid the coyote traps at night—but the boxes 'only' contain a Common opossum (*Didelphis marsupialis*). Yet Action Day in Nicaragua's largest national park, supported by the RenBio Network, had other gems: a Mexican burrowing python, had ether gems a Mexican burrowing python (*Liasis fuscus*) and a hairy-legged vampire bat (*Diphylla ecaudata*). Both were sighted here for the first time.



Salvo of the night: a short-tailed bat (*Carollia perspicillata*)

104 GEO 10/10

BULGARIA

1 AND 22.5.10 DRAGONMAN MARSH, SOFIA (SOUTH PARK)

The five girls from the Sveti Konstantin children's home had never seen binoculars. Now, one by one, they held ornithologist Boris Nikolov's binocs in their hands, and were thrilled to see a close-up of the female Mallard duck (*Anas platyrhynchos*). Holding a containerful of garden snails (*Helix aspersa*), malacologist Ivaiko Dedov from the Central Laboratory of General Ecology was also able to provide some insights. The slime produced by the molluscs is used as an extract by the cosmetics industry. Lessons were held along the city-park's lake. On its banks, students and families could experience what 'urban biodiversity' really means. This was Bulgaria's second Action Day; the first was at Dragonman Marsh in western Bulgaria, where many species were spotted. But even South Park in Sofia has a wealth of species: 65 different kinds of birds, 29 of which are protected and two of which are on Bulgaria's Red List. Amazingly, 16 species of ants were found. Two of them even surprised expert Vera Antimova: the black-backed meadow ant (*Formica pratensis*), a Red List species, and the Slavemaker ant (*Formica sanguinea*), which actually has slaves. It attacks the nests of other ant species and steals the larvae. Once the kidnapped larvae hatch in the conqueror's nest, they become slaves who keep the foreign ant colony clean.



Sarcophagidae practice fly sex



Switzerland conducted a national campaign on biodiversity. At the Hornli, a mountain near Zurich, a fire salamander (*Salamandra atra*) was the local celebrity.

SWITZERLAND

11-13.6.10 RHEINFELDEN

There are two cities of Rheinfelden on either bank of the river Rhine: one in Switzerland, one in Germany. Participants of the Swiss Biodiversity Day, among them seven school grades, learned about the river's ecosystem. Rheinfelden celebrated a festival of nature, spearheaded by Naturama, the natural history museum in Canton Aargau. The festival welcomed 1,000 visitors, who filled up not just the hiking trails but also the town hall, where nature conservation associations presented their work. Aquariums and terrariums displayed local fish, reptiles, and even an entire bee colony. Over 24 hours, 60 experts offered 25 excursions, and an estimated 1,000 species were found! Several biological highlights were found right in the centre of town: the rare Four-leaved allseed (*Polycarpon tetraphyllum*), which was discovered in the pavements, and 60 kinds of spiders. Bat fans were delighted by the flight of a colony of Greater mouse-eared bats (*Myotis myotis*) from their roost site. The day in Rheinfelden, conducted GEO-style for the seventh time, was part of a countrywide biodiversity campaign that included 120 talks, nature walks and experiments that drew in 10,000 visitors.



Even the Rheinfelden city park offered guided tours for the participants.

10/10 GEO 105

GEO International: 38 small stories from 30 countries, 2010

Multimedia + Scrollytelling: SWR

Übersicht

SCHLIESSEN X

Wir haben nur eine Erde!
Der IST-Zustand



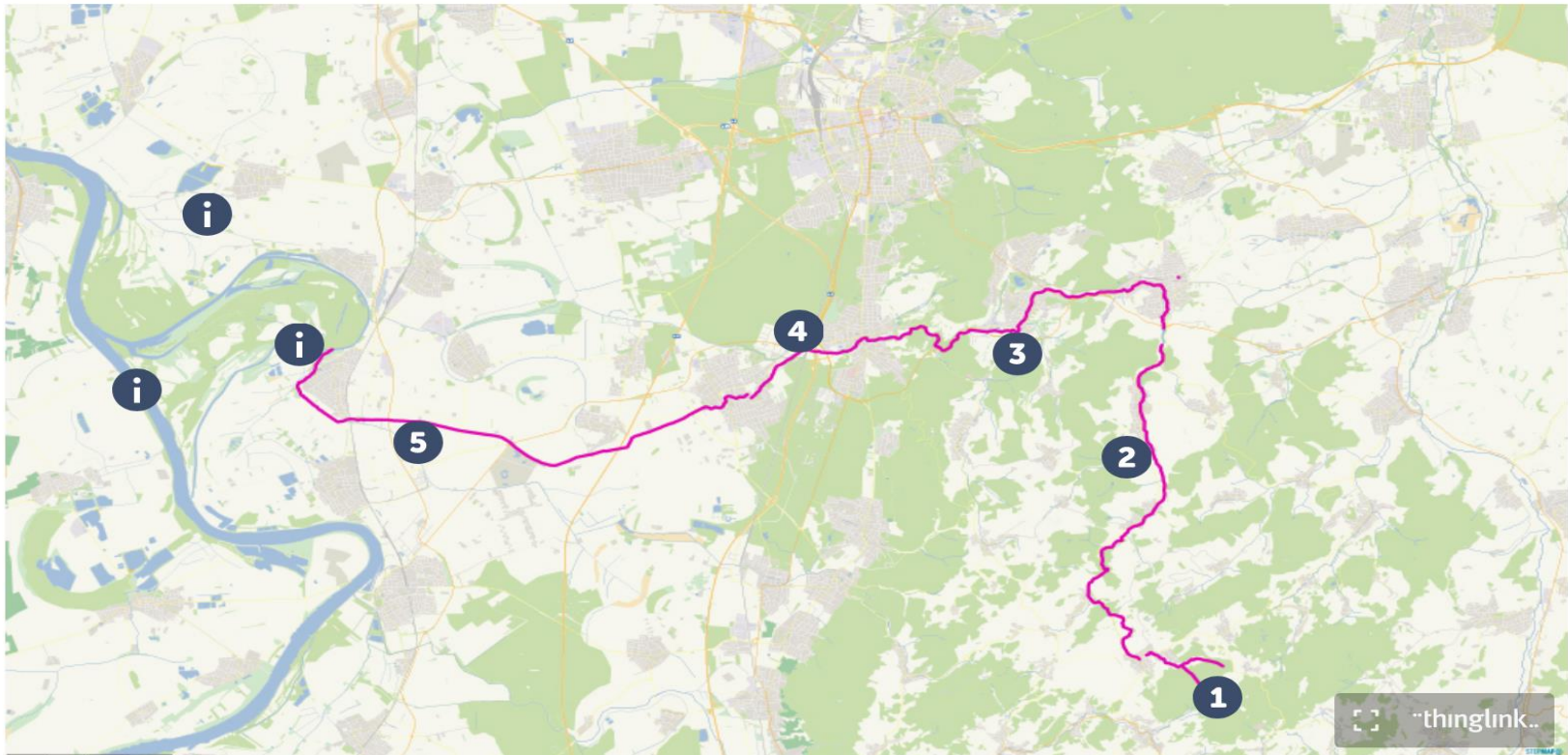
Timeline: Wie wollen wir in Zukunft leben?



Local: a river portrait in a climate context

VRMStories

True Crime Reportagen Portrait 360 Grad Datenanalyse Hintergrund Foto-Reportage Kriminalfälle Projekte IfP



**KAPITEL 1:
MODAUTAL**

**KAPITEL 2:
OBER-
RAMSTADT**

**KAPITEL 3:
NIEDER-
RAMSTADT**

**KAPITEL 4:
EBERSTADT**

**KAPITEL 5:
RIED**

Journalism + Nature writing

☰ MENÜ 🔍 ❤️

Echo

LOGIN 👤

Journalismus-Studenten der Hochschule beschäftigen sich in ihren Texten mit „Waldmenschen“

Von *Miriam Gartlgruber* vor 7 Monaten



Journalismus-Studenten im Waldkunstzentrum: Anna Dollack, David Schaaf, Marius Schnellker, Johanna Schwanitz, Julia Carevic und Berrin Drescher (von links). Foto: Andreas Kelm

Foto: Andreas Kelm

Nature writing class in BA Online Journalism, Darmstadt

Summary: We need to...

- offer advanced training courses + deepen knowledge about sources
- create study programs/options for climate/environmental journalism
- teach new methods such as storytelling and data journalism
- improve research conditions: funds, teams, journeys = **time factor**
- establish sustainability as an ethical key framework in journalism + set up the CLIMATE CONTEXT in all fields of reporting → **climate context as the daily routine of journalists**
- Shift our role towards a **transformativ communication science**
=> exp: *Krikowi, network for media ethics*
- Open ourselves for a new ethical discourse + holistic perspectives