

The Role of the Media



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Introduction

- Climate change is a global phenomenon, and its outcomes affect societies around the world.



Africa most vulnerable, including the EAC

- EAC: population about 133 million people, GDP approx. 57 billion USD
- So far, however, studies on media representations of climate change have mostly concentrated on Western societies. This presentation goes beyond this limited geographical scope by presenting an African perspective.

Session 3 – The Challenges of Climate Change and the Role of the East African Civil Society

Overview of analyzed countries and newspapers.

Country	Newspaper	LMI	Time period	N articles	% of total N
Algeria	El Watan	4	07/04–06/10	549	0.36%
Australia	The Australian	4	01/96–05/10	13,892	15.40%
	Sydney Morning Herald	4	01/96–06/10	9534	
Brazil	Folha de São Paulo	4	09/97–06/10	3617	2.38%
Brunei	Borneo Bulletin	3	07/97–06/10	590	0.39%
Canada	Toronto Star	4	01/96–06/10	7773	5.66%
	The Globe and Mail	4	01/96–06/10	8350	
China	People's Daily	4	01/96–08/09	2575	1.69%
France	Le Figaro	4	01/97–06/10	4218	2.77%
Germany	Süddeutsche Zeitung	4	01/96–06/10	6899	8.39%
	Frankfurter Allgemeine	4	01/96–06/10	5861	
India	The Hindu	4	01/96–06/10	5710	2.05%
	Times of India	4	04/97–06/10	2553	
Indonesia	Jakarta Post	4	01/96–06/10	2492	1.64%
Ireland	Irish Times	4	01/96–06/10	6151	4.04%
Israel	Jerusalem Post	4	01/97–05/10	742	0.49%
Jordan	The Star	2	09/03–06/10	101	0.07%
Malaysia	New Straits Times	4	01/96–06/10	1757	1.15%
Mexico	Reforma	4	01/96–06/10	4061	2.67%
Namibia	The Namibian	4	01/04–06/10	801	0.61%
	Allgemeine Zeitung	4	06/01–06/10	134	
Netherlands	De Volkskrant	4	01/96–06/10	2652	1.74%
New Zealand	New Zealand Herald	4	01/96–06/10	4961	4.55%
	The Press	4	06/96–06/10	1955	
Papua New Guinea	PNG Post Courier	4	11/01–06/10	838	0.55%
Russia	Izvestija	4	01/96–06/10	496	0.33%
Singapore	Straits Times	4	01/96–06/10	2497	1.64%
South Africa	Sunday Times	3	06/01–06/10	383	0.95%
	The Star	4	01/07–06/10	1066	
Spain	El Pais	4	04/96–06/10	6787	4.46%
Thailand	Bangkok Post	4	01/97–06/10	1542	1.85%
	The Nation	4	06/98–06/10	1275	
United Kingdom	The Times	4	01/96–06/10	9946	14.74%
	The Guardian	4	01/96–06/10	12,484	
USA	New York Times	4	01/96–05/10	8676	11.02%
	The Washington Post	4	01/96–06/10	8095	
Yemen	Yemen Times	3	04/03–10/09	112	0.07%
Total				152,125	

The Leading Media Index (LMI) was constructed from the sum of four dichotomous variables. A score of 4 refers to a *national quality daily newspaper with high-circulation*. One point is deducted if a publication fails to meet any of the four criteria (Brunei: circulation; South Africa and Yemen: daily publication; Jordan: both).

Source: Schmidt/Ivanova/ Schäfer 2013.

The Media – Characteristics and Role (I)

- Media is in charge of information, education, entertainment.
- Mass media stitch together formal science and policy with the public sphere.
- Mass media involve publishers, editors, journalists, content producers, and other people in the communications industry who produce, interpret, and communicate texts, images, information.
- Mass media: television, newspapers, magazines, radio, online news and aggregation sites, blogs and social media

The Media – Characteristics and Role (II)

- Mass media is the main source of large-scale communication to the broader public (as a dynamic and heterogeneous community).
- No doubt, media has played a big role in making the world a global village and to reduce the communication gaps among the people.
- Relatively few people have direct access to the peer-reviewed research that informs our understanding of climate change. Therefore, few people typically begin each day with a morning cup of coffee and the latest peer-reviewed journal article. Instead, citizens more often rely on mass media to gain access to news and information about climate change.
- Digital media especially has reshaped climate coverage.
- **Journalists as disseminators and interpreters of climate information!**
- “A vigorous press ought to be central” (Eric Pooley, long-time journalist)

The Media and Climate Change – Opportunities and Challenges

- Media plays a key role in reporting on climate change in the EAC.
- Without media people in the society would be isolated.
- Also, in a democracy society the free flow of information, ideas and opinions is critical.
- I believe, if the media identifies its responsibility and work sincerely and honestly, then it can serve as a good force in building the nations, especially with regard to climate change.
- Media provides the people with positive information on climate change, but there is poor finance and technology.
- Media in many developing countries do not have enough information on climate change, that is why information reported in newspaper, TV and radio are few compared with developed countries.
- Government should implement programmes/training opportunities on climate change in the EAC for journalists, editors, reporters, owners.

Thank you very much!