

**Nedeljko Todorović**

Former Republic Hydrometeorological Service of Serbia

## **HIDDEN MOTIVES OF THE MEDIA PRESENTATION ON THE THEORY OF RAPID CLIMATE CHANGE**

**Abstract.** Through newspapers and digital media, the public is convinced for decades that dramatic changes are taking place in nature, primarily in the atmosphere, which are the result of anthropogenic influence. One threat to humanity accentuates in some decades and then move on to the next threat. The arguments of alarmists and skeptics about the Little Ice Age, ozone holes, acid rain, the melting of the polar caps, the rise of ocean levels and the irreversible increase in global air temperature differ fundamentally. Most of the media dominantly reports the statements of alarmists that the use of fossil fuels causes a global increase in temperature and that episodes of extreme meteorological phenomena are evidence of climate change. The majority of citizens accept the "guilt" imposed by the media, the influence of ecological movements is growing. Can media presentations of such natural phenomena be classified as scientific? The analysis of meteorological data refutes the theory about rapid climate change and, without a deeper political analysis, indicates hidden motives and manipulation of people in the background.

**Keywords.** rapid climate change, media, manipulation of people

### **1. Introduction**

Intergovernmental Panel on Climate Change (IPCC) established that the global air temperature on Earth has increased by  $0.8 \pm 0.1$  °C in the last hundred years. The increase was caused by anthropogenic influence, an increase in gases with the greenhouse effect (carbon dioxide and methane). In scientific circles and in the public, the opinion about the anthropogenic influence on the climate is most often heard (alarmists). The general public is offered the view that there is a consensus in the scientific field, which is not true. The point of view is that there is a scientific consensus. This thesis is increasingly represented in state policies and is associated with nature protection.

Such expert opinion is also presented to the general public through newspapers and electronic media. On the other side is the argument of many researchers (skeptics) that the impact of CO<sub>2</sub> is overestimated. The main factor is the energy of the Sun, and on Earth, water vapor [1]. "Contrary to the predictions of the IPCC, global temperature has not risen appreciably in the last 20 years. The increase in carbon dioxide is not a threat for the planet. Gas is not a pollutant" [2]. The topic of climate change is turning into a myth [3]. Any opposing theory qualifies as pseudoscientific and is rarely presented in public [4].

This paper examines the way in which the "climate change" hypothesis is presented through the media and what is its background.

## 2. Methodology

What is the role of politics and media in the creation of the current state of collective consciousness about the human impact on the climate? Looking at the headlines in the media, somebody spreads fear of the future, thereby greatly mixing ecology with climatology. Is it really so bad as presented by them? Media news has the role of additional pressure to insecure individuals to believe that man really has some role in changing the climate.

For a brief analysis of the theory about rapid climate changes presented by the media, we will use ten strategies of manipulation based on the theory of the philosopher, linguist and political activist Noam Chomsky [5].

## 3. Insight hidden motives

The strategy of distraction:

„The primary element of social control is the strategy of distraction which is to divert public attention from important issues and changes determined by the political and economic elites, by the technique of flooding continuous insignificant information“.

For example: "The climate in Serbia in half a century will be like in the north of Africa. Temperatures will reach a scorching 50 degrees, and rain and snow will be half as much as now. Serbia is already taking on the features of the Mediterranean climate" (Daily newspaper Blic 01. 27. 2015) [4]. A summary of the article has been extracted in order to conspicuously emphasize to the reader the scenario of a catastrophic vision of the future. This scenario is not realistic. This type of text usually appears after a period of summer heat to heighten the impression on the reader.

Create problems, then offer solutions:

„It creates a problem, a “situation” referred to cause some reaction in the audience, so this is the principal of the steps that you want to accept“.

For example, predictions are made for the next 10 years that should be a problem for humanity. Every decade had its own problem. Those are: in the 1960s oil will disappear, in the 1970s the ice age will come, in the 1980s acid rain will destroy the crops, in the 1990s the ozone layer will be destroyed, in the 2000s all the glaciers will melt, in the 2010s the sea level will rise and the east and the west coast of the USA will be flooded. No above warnings came true.

The gradual strategy:

„In order for the public to agree to some unacceptable measure, it should be introduced gradually, "by the spoonful", over months and years, using a policy of small steps. The world thus changes over time without being conscience of the changes“.

Among the multitude of unfavorable options, an acceptable one is occasionally inserted: "The ozone layer over the Northern Hemisphere should fully recover by 2030 and over the Southern Hemisphere by 2050." It is considered that ozone layer "recovery" is the result of actions taken by humanity [6].

The strategy of deferring:

„Another way to accept an unpopular decision is to present it as “painful and necessary”, gaining public acceptance, at the time for future application. In this way, people

do not suddenly feel the weight of the changes because they get used to the very idea of the change beforehand”.

Negotiations at the political level at the UN Conference on Climate Change in Paris in 2015 adopted the Agreement on the reduction of greenhouse gas emissions by 2030. The aim is to limit the increase in global temperature [7]. Can political decisions affect the climate? In recent decades, measurements show that climate projections based on the IPCC models deviate significantly from the actual situation. The World Climate Declaration says that climate science "should be less political, while climate policies should be more scientific" [8].

Go to the public as a little child:

“When adults are addressed like children, two beneficial effects are achieved; the public suppresses its critical consciousness and the message has a stronger effect on people”.

Not only children's language is used, but also the children themselves. It started with one little girl - Greta Thunberg. Today, millions of people are protesting against climate change [9].

Use the emotional side more than the reflection:

„Making use of the emotional aspect is a classic technique for causing a short circuit on rational analysis, and finally to the critical sense of the individual“.

Emotions towards "endangered" animal and plant species are used to reinforce the impression of climate change caused by human activity. A typical example is media display of "endangered" polar bears on icebergs. On the contrary, the facts say that the population of polar bears has increased dramatically in recent decades. The population has quadrupled, from 10,000 in 1950 to 39,000 today [10].

Unknowledge:

“Poorer people should be denied access to the mechanisms of understanding manipulation”.

Ecological movements are used to strengthen the impression of climate change caused by human activity. The green agenda has become an integral part of the climate agenda. A typical example is the media's display of thermal power plants on fossil fuels that emit carbon dioxide and pollute the air, and this is presented as an impact on the climate. Environmental activists have good intentions, but lack of the knowledge. They call for the tax introduction of on carbon dioxide emissions [11], but carbon dioxide is not a pollutant. On the contrary, carbon dioxide is necessary for the life on our planet.

Encouraging average knowledge:

“The public should be encouraged to accept mediocrity, which implies insufficient knowledge.

„Methane is 200 times stronger as a greenhouse gas than CO<sub>2</sub>”. The release of methane into the atmosphere would raise the temperature by perhaps 10 degrees on average by the end of the century" (Newspaper "24 sata", September 2019) [4]. This extreme approach of the sociologist-futurologist is unrealistic; indicates ignorance of natural processes on Earth.

"Political climatologists" win or are nominated for the Nobel Prize [9] [12] (Figure 1).

Creating a feeling of guilty:

“To let individual blame for their misfortune, because of the failure of their intelligence, their abilities, or their efforts. Such an insecure and undervalued individual is burdened with guilt”.

Activists around the world today participate in the Climate Strike and demand "an end to the use of fossil fuels and climate justice for all" [13]. Young people, as part of the population, are particularly suitable in the "fight against climate change" (Figure 2).



Figure 1. "Political and ecological climatologists". <https://www.reuters.com/article/factcheck-climate-change-idUSL1N2RV0K6>, (<https://www.bbc.com/serbian/cyr/svet-49824825>)



Figure 2. Environmental youth protests <https://www.bbc.com/serbian/cyr/srbija-49773929>

Abuse of elite knowledge:

“Over the past 50 years, advances of accelerated science have generated a growing gap between public knowledge and those owned and operated by dominant elites”.

“There is no evidence that most of the warming in the past 50 years is anthropogenic. It is pure speculation that is promoted for political reasons which the media repeats every day” [14]. Based on research on the Sun's role in climate change, NASA's R.C. Wilson says: “Contrary to the views of the IPCC, scientific observations in recent

decades have shown that there is no "climate change crisis". The concept that turned into the failed hypothesis of anthropogenic global warming was based on the wrong predictions of inaccurate outdated global circulation models. The Earth's climate is primarily determined by the radiation from the Sun [15].

#### 4. Conclusion

Most citizens around the world do not have enough scientific knowledge to understand the processes in the atmosphere. Their main source is the media. Most of the media dominantly reports the statements of alarmists (IPCC) that the use of fossil fuels is causing global temperature rise. Alarmists claim that episodes of extreme weather events are evidence of climate change.

Today's world opinion is shaped by the media. The opinion is imposed on the general public that there is a consensus in that scientific field, which is not true.

Contrary to the views of the IPCC, there is a different opinion in scientific circles. An example is the Global Climate Intelligence Group. The group consists of over a thousand scientists. The basic positions of the group are:

- There is no statistical evidence that floods, droughts, hurricanes and other disasters are more frequent than a hundred or two hundred years ago;
- Carbon dioxide does not harm nature, moreover, the "notorious" CO<sub>2</sub> is a real blessing. Without CO<sub>2</sub>, plant species have no chance for evolutionary survival. CO<sub>2</sub> even mitigates the effects of global warming;
- The international program of decarbonization and zero emissions until 2050, which has been adopted and already has been implemented by many countries, is unscientific, unfeasible and extremely harmful both from the point of view of the environment and from the point of view of the economy [8].

In the newspaper "Eco World", as part of comments on the International Conference on Climate Change organized by the Heartland Institute, held in New York in 2008, it was stated that: "Science - stripping away the corruption and opportunism that has infected a large part of the scientific community regarding the alleged global warming - has no ideology, no ulterior motives, it is utterly impartial. Science relies on skepticism, at the end is based on truth"[4].

Political scientist Miša Đurković perfectly understood the essence of the media's rapid climate change theory imposition: In the background of the theory of global warming as a result of anthropogenic influences are "non-normative, hidden and difficult to clear methods of exercising power," its public media presentation was "instrumental expression power" and its imposition of the public is an integral part of other social (political) phenomena that are "tools of control, manipulation, domination and reducing whole civilizations, nations and cultures " [4] [16].

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[nedeljko52@yahoo.com](mailto:nedeljko52@yahoo.com)