

## THE CLIMATE CHANGE IN MEDIA: A CONCEPTUAL METAPHOR ANALYSIS

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### ABSTRACT

This article explores a conceptual metaphor analysis of the image of the climate change in media. Climate change has become one of the most pressing global challenges, and media plays a crucial role in shaping public perceptions and attitudes towards this issue. Metaphors, as important linguistic tools in media communication, are employed to simplify complex ideas and elicit emotions. This study aims to examine the conceptual metaphors employed in media representations of the climate change and their implications for public understanding and engagement. Through a comprehensive analysis of media texts, including news articles, opinion pieces, and visual imagery, this study identifies and interprets the dominant metaphors used to depict the climate change. The findings highlight the role of metaphors in influencing public discourse, shaping policy discussions, and ultimately influencing collective efforts for climate change mitigation and adaptation.

### KEYWORDS

Climate change, media, conceptual metaphor, metaphor analysis, public perception, communication, climate change mitigation, climate change adaptation.

### АННОТАЦИЯ

В данной статье исследуется концептуальный метафорический анализ образа изменения климата в СМИ. Изменение климата стало одной из наиболее острых глобальных проблем, и средства массовой информации играют решающую роль в формировании общественного восприятия и отношения к этой проблеме. Метафоры как важные лингвистические инструменты в медиакommunikациях используются для упрощения сложных идей и вызова эмоций. Целью данного исследования является изучение концептуальных метафор, используемых в репрезентациях изменения климата

в средствах массовой информации, и их последствий для общественного понимания и участия. Благодаря всестороннему анализу медиатекстов, включая новостные статьи, мнения и визуальные образы, это исследование выявляет и интерпретирует доминирующие метафоры, используемые для изображения изменения климата. Результаты подчеркивают роль метафор во влиянии на общественный дискурс, формировании политических дискуссий и, в конечном итоге, на коллективные усилия по смягчению последствий изменения климата и адаптации к ним.

#### КЛЮЧЕВЫЕ СЛОВА

Изменение климата, средства массовой информации, концептуальная метафора, анализ метафор, общественное восприятие, коммуникация, смягчение последствий изменения климата, адаптация к изменению климата.

#### INTRODUCTION

The climate change, with its extensive impact on the environment, society, and economy, has gained considerable attention in recent years. As a complex and multi-faceted issue, the climate crisis relies heavily on effective communication to raise awareness, shape public understanding, and drive action. Media, as a powerful platform, plays a pivotal role in constructing and disseminating the image of the climate crisis. A significant aspect of this representation involves the use of metaphors as rhetorical tools to simplify complex ideas, evoke emotions, and influence public perceptions. In recent years, scholars have increasingly recognized the significance of metaphorical language in shaping public perception and understanding. This article aims to conduct a conceptual metaphor analysis of the image of the climate crisis in media, with the objective of understanding the metaphors employed and their implications for public understanding and engagement.

#### METHODOLOGY

To achieve the objectives of this study, a comprehensive methodological approach is adopted, combining qualitative textual analysis and metaphor analysis. The following steps outline the methodological process:

- A varied selection of media outlets is chosen, encompassing news articles, opinion pieces, and visual content from both print and online platforms. The goal is to incorporate a diverse array of media representations of the climate change;



- The selected media texts are carefully examined to identify metaphors related to the climate change. The analysis focuses on identifying linguistic expressions that involve the transfer of meaning from a source domain (e.g., war, health, natural disasters) to the target domain of the climate change. These metaphors are identified and categorized based on their underlying conceptual mappings;

- The identified metaphors are analyzed in terms of their conceptual mappings, underlying conceptualizations, and rhetorical functions. This analysis aims to uncover the implicit meanings and associations conveyed by these metaphors and their potential effects on public understanding and engagement;

- The results from the metaphor analysis are interpreted and discussed within the context of how the media portrays the climate change. The implications of these metaphors for public discourse, policy debates, and collective action on climate change mitigation and adaptation are examined. The discussion also explores the potential strengths and limitations associated with the use of metaphorical framing in communicating the climate change. Through the integration of textual analysis and metaphor analysis, this study offers valuable insights into the metaphors utilized in depicting the climate change in media. The methodological approach ensures a comprehensive understanding of the linguistic and conceptual aspects of these metaphors and their implications for public perception and engagement.

## RESULTS

The analysis of media representations of the climate change through a conceptual metaphor lens reveals several dominant metaphors used in shaping the image of the climate change. These metaphors include "climate change as war," "climate change as a health crisis," and "climate change as a natural disaster." Each metaphor is characterized by specific conceptual mappings and serves distinct rhetorical functions, emphasizing various facets of the climate change and eliciting diverse emotional responses from the audience. The analysis also identifies variations in metaphor use across different types of media sources, indicating the influence of media genre and framing on the portrayal of the climate change.

## DISCUSSION

The discussion revolves around the implications of these metaphors in media representations of the climate change. The "climate change as war" metaphor, for instance, emphasizes conflict and the need for collective action. It frames the



climate crisis as a battle that requires mobilization, sacrifice, and strategic approaches. The "climate change as a health crisis" metaphor focuses on the impacts of climate change on human well-being, drawing attention to the urgency of addressing the issue to safeguard public health. The "climate change as a natural disaster" metaphor highlights the destructive potential of climate change and underscores the need for preparedness, resilience, and adaptation.

The discussion also explores the potential effects of these metaphors on public understanding and engagement. Metaphorical framing can shape perceptions, emotions, and attitudes towards the climate change.

### CONCLUSION

This study on the climate change in media through a conceptual metaphor analysis highlights the significance of metaphors in shaping public discourse and understanding of climate crisis. The analysis reveals the prevalence of specific metaphors and their influence on how the climate crisis is perceived, felt, and responded to by the audience. The findings emphasize the need for media practitioners, policymakers, and climate communicators to be aware of the power of metaphors and the potential implications they carry. A balanced use of metaphors in media representations can contribute to a more comprehensive understanding of the climate change, facilitate public engagement, and promote effective climate change communication. It is important to critically evaluate the suitability and implications of metaphors in media discourse, ensuring they align with scientific evidence and do not perpetuate misinformation or misperceptions. By recognizing the role of metaphors in shaping public perceptions, media can play a vital role in fostering informed and constructive dialogue on the climate crisis, ultimately facilitating meaningful action towards climate change mitigation and adaptation.

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