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THE FRAMING OF CLIMATE CHANGE DISCOURSE ON FACEBOOK BY GREENPEACE AOTEAROA

Whilst climate change discourse has been widely researched (Zurru, 2024), still not much is known about how Greenpeace and, in particular, its New Zealand branch Greenpeace Aotearoa (further – GA) frame their discourses on the issue of climate change. The present article introduces a qualitative study whose research aim is to gain insight into the framing of climate change discourse by GA on its official Facebook page. The results of the qualitative framing analysis have revealed that GA frames its climate change discourse on Facebook via the frames A Battle, A Threat to the Ocean, Climate Extremists, Emissions, Extreme Weather Events, Fast Track, Fossil Fuel, Industrial Animal Farming, and Renewables. The results are further discussed in the article.

Key words: *climate change discourse, Facebook, frame, framing, Greenpeace, Greenpeace Aotearoa.*

1. Introduction. The issue of anthropogenic climate change is often referred to as an existential threat to humanity (Huggel et al., 2022; Zurru, 2024). In light of its impact and urgency, it appears quite obvious that the issue of climate change resonates with the public at large, environmental activists, and, in particular, environmental non-governmental organisations (NGOs), such as, for instance, Greenpeace (Kim & Hara, 2024). In this regard, environmental NGOs can be seen as potent actors that, to a substantial extent, provide a discursive lens through which the public at large can consider the issue of climate change (Kapranov, 2023a). Consequently, it is of both scientific and societal importance to examine how environmental NGOs (e.g., Greenpeace) frame their discourses concerning the issue of climate change. Currently, however, little is known about how Greenpeace and, in particular, its New Zealand branch Greenpeace Aotearoa (further – GA) frame their climate change discourses. The present article introduces and discusses a qualitative study whose research aim is to gain insight into how GA frames its climate change discourse on Facebook, a social networking site (SNS).

Theoretically, the present study is grounded in the approach to framing developed by Entman (1991, 1993, 2007, 2010). His views on framing have been amply applied to researching a variety of discourses, inclusive of climate change discourse (De Vreese, 2014; Knight & Greenberg, 2011). In this regard, it should be noted that according to Entman (2010, p. 391) framing is understood as the process

of selecting an aspect of reality and connecting it to the narrative in a particularly focussed way in order to identify a problem, specify its causes, and suggest a possible manner of its resolution. In order to dwell upon framing and its principles, let us consider the following:

The process by which issues, decisions, or events acquire different meanings from different perspectives has been studied as framing in a variety of social science disciplines, including communication science, social psychology, sociology, public administration, and political science. By highlighting certain aspects of the situation at the expense of others, by drawing different boundaries around the issue and by putting forward different elements as the core of the issue, people from different backgrounds construct frames about policy issues that may differ considerably from how others frame the issues. (Dewulf, 2013, p. 322)

Given that the issue of climate change is seen differently by individual business, political, and societal actors, framing can be argued to represent an optimal research methodology that captures how and what the actors bring to the fore, or highlight in their respective discourses concerning climate change (De Vreese, 2014; Dewulf, 2013; Kapranov, 2015, 2018a, 2023b). Hence, the application of framing methodology to elucidating GA's climate change discourse on Facebook seems to be adequate.

In addition to framing, the study is informed by the literature on discourse on SNSs, which posits that SNSs, in particular, Facebook, provide the public at large with a bounded semiotic system, which is characterised by digital materiality, a networked audience, and SNS-related pragmatic functions, such as online identities, online relationships, and online allegiances (Androutsopoulos, 2014, 2015; Christiansen, 2018; Kapranov, 2022; Pérez-Sabater & Moffo, 2019). In addition, the SNS-related pragmatic functions quite often involve multimodal discourses, which are marked by the use of text in combination with emojis, hyperlinks, music, photos, and, for instance, YouTube videos (Androutsopoulos, 2014). It also should be noted that similarly to framing, which is reflective of different perspectives on the issue, SNS discourse on Facebook is “inherently polycentric, that is, designed to allow for a multitude of discourses and normative orientations to flow across user networks” (Androutsopoulos & Lexander, 2021, p. 732).

With the aforementioned methodological and theoretical considerations in mind, the study, which is further presented in the article, seeks to answer the following research question (RQ):

RQ: What types of frames are utilised in GA's climate change discourse on Facebook?

In order to address the RQ in the study, the article is structured as follows. First, I provide a review of the literature on framing in Anglophone climate change discourse. Second, I introduce the study, outline its findings and discuss them in relation to the literature. Finally, I summarise the findings, indicate the limitations of the study, and provide directions for future research.

2. Framing in climate change discourse: Literature review. Having originated in the Anglophone discursive universe, framing as a research methodology has been

employed rather extensively in studies on mass media, political and social discourses, and educational and academic discourses (Carragee & Roefs, 2004; Entman, 1991, 1993, 2007, 2010; Fisher, 1997; Kapranov, 2016a, 2016b, 2017a, 2018b; Scheufele, 1999; Van Dijk, 2023). It should be noted that despite its broad applicability to a range of discourses, framing and framing methodology are, at times, criticised for their vagueness and implicitness (Van Dijk, 2023). Concurrently with that, however, framing is thought to provide a sufficient degree of insight into discursively expressed beliefs, ideologies, and people's attitudes towards the most pressing issues, such as anthropogenic climate change (De Boer et al., 2010; Dewulf, 2013; Kapranov, 2018d; Snow, 2004).

As indicated in the introduction, framing and framing methodology have been generously applied to researching climate change discourses (Kapranov, 2017b, 2024; Wetts, 2020). With a multitude of studies on framing the issue of climate change, it is beyond the scope of the present article to provide an exhaustive account of the literature. However, let us consider the most relevant findings that concern the Anglophone discursive universe, in which English is spoken as the first language, i.e. Australia, Canada, Ireland, New Zealand, the United Kingdom (the UK), and the United States of America (the USA). Notably, the literature review seeks to offer a synopsis of framing used in climate change discourse in New Zealand. The additional focus on climate change in the New Zealand discursive contexts is necessitated by the topic of the present study, which, as indicated in the introduction, aims to shed light on the framing of climate change by the New Zealand branch of Greenpeace, Greenpeace Aotearoa.

The literature has found that one of the predominant frames in Anglophone climate change discourse pertains to CO₂ emissions (Dewulf, 2013). The focus on techno-scientific solutions to mitigate the negative consequences of climate change gives rise to the frames of climate change adaptation and mitigation as a technology-related problem (Dewulf, 2013). In addition to the technology-oriented framing, climate change adaptation and mitigation are framed, at least in the UK, as the government-administered planning (Romsdahl et al., 2017). Also, British media outlets frame the issue of climate change through the lens of big corporate actors, typically represented by international fossil fuel corporations (Kapranov, 2015, 2017b). Specifically, the British mass media outlets on the political left frame fossil fuel corporations and their climate change-related activities as the frames Immoral Corporation and Sinner, respectively (Kapranov, 2017b, 2017c), as well as the frames Battle and Fight (Kapranov, 2017d, 2018c). On the right of the political spectrum, however, the issue of climate change is framed as the frames Burden, Green Technology, Money, and Threat (Kapranov, 2017c, 2018a, 2024). Similarly, the framing of climate change in Irish newspapers is represented in an ideologically motivated format, which is aligned with the views on climate change that are expressed by the major Irish business and political actors (Wagner & Payne, 2017).

In contrast to Ireland and the UK, the literature reports that the issue of climate change in Australia is framed via the lens of resilience, which specifically foregrounds the strengthening of local communities that face the negative consequences of extreme weather events (McEvoy et al., 2013). Unlike in Australia, the framing of climate change in the USA involves three types of frames, namely (i) the economic costs of climate mitigation, (ii) the appeal to conservative and free market values, and (iii) the uncertainty and risk associated with climate change (Stecula & Merkley, 2019). Furthermore, the literature has established that the

framing of climate change by American, as well as Canadian, news outlets tends to focus on extreme weather events as the consequence of global warming (Good, 2008), politicians' inaction toward climate change mitigation and adaptation, and, similarly to the framing in the UK, fossil fuel corporations' response to the climate crisis (Chen et al., 2023). In addition, the framing of climate change in North America involves the focus on climate movement actors (Chen et al., 2023).

The literature demonstrates that the framing of climate change in New Zealand by the mainstream media involves the frequently used frames Politics, Social Progress, Economic Competitiveness, and Academics, whereas the occurrence of the frame Climate Change Sceptics seems to be marginal (Chetty et al., 2015). In this regard, the prior studies suggest that New Zealand newspapers frame the issue of climate change by highlighting economic, political, social, and scientific aspects (Chetty et al., 2015; Kenix, 2008). Moreover, the literature has found that whilst the framing of climate change by mainstream media in New Zealand is aligned with the scientific position on the issue, it is, nevertheless, framed as a political issue, thus prioritising a political perspective over the scientific and cultural ones (Bourk et al., 2017; Hopkins et al., 2015). In addition to the aforementioned frames, the literature suggests that the framing of climate change in New Zealand is comprised of such foci as carbon trade, forest and land reclamation, construction of wind turbines, and the introduction of energy-saving technologies (Russell et al., 2014).

Whilst this brief review is not exhaustive, it follows from the literature that there are insufficient studies that are focused on the framing of climate change by New Zealand actors. Furthermore, there is no current research that addresses how the issue of climate change is framed by Greenpeace Aotearoa (i.e., GA) on its pages on SNSs, for instance, on Facebook. In the following section of the article, I present a study that seeks to fill the gap in the contemporaneous scholarship on this under-researched topic.

3. The present study: Research aims, corpus, and methodology. The present study forms part of a bigger research project that investigates Anglophone climate change discourse by Greenpeace in the Southern Hemisphere (see Kapranov, 2023a). As already mentioned, little research is available to-date on the framing of climate change discourse by GA on its pages on SNSs. The study aims at enhancing our knowledge in this area by means of completing the following research tasks: (i) to collect a corpus of GA's Facebook status updates that involve climate change, (ii) to analyse the corpus qualitatively to ascertain the types of frames associated with the issue of climate change (see the RQ in the introductory part of the article), and (iii) to compare the-to-be-established frames with the literature on framing in Anglophone discourses on climate change. It should be noted that in addition to the obvious novelty of the study that is associated with generating new knowledge on the issue, the study has practical implications, such as (i) providing a benchmark database for future research in the field of climate change discourse and (ii) contributing to the theoretical approach to framing in the context of climate change discourse.

In concord with the research aims and the RQ, the corpus of the study was collected. The corpus was comprised of GA's status updates on its official Facebook page at <https://www.facebook.com/greenpeace.nz>. Following the literature (Kapranov, 2014, 2016a, 2016c, 2019, 2024), the period of time of one year (in our case, from 1.06.2023 to 1.06.2024) was deemed reasonable for a corpus collection

that was based upon SNSs, in particular Facebook. In order to collect the corpus, GA's Facebook status updates were manually searched for the presence of the following keywords within the theme "climate change": climate change activism, climate change activist / activists, climate change adaptation, climate change demonstration, climate change legislation, climate change mitigation, climate change protest/protests, climate risk/risks, CO2 emission/emissions, extreme weather event/events, fossil fuel, global warming, green technology, and renewables. Once the respective Facebook status update was identified as relevant to the corpus, it was downloaded and saved as a Word file, which was subsequently analysed in the software program Statistical Package for Social Sciences (SPSS) version 20.0 (IBM, 2011) in order to compute the descriptive statistics of the corpus. In total, the corpus involved 56 Facebook status updates, which were comprised of 3 865 words (mean words = 67.8, standard deviation words = 43.9, maximum words = 184, and minimum words = 12).

The corpus was analysed in accordance with the framing methodology found in Entman (1993, 2007, 2010). Following Entman (1993), the qualitative framing methodology in the study sought to ascertain how the issue of climate change was (i) described in each given Facebook status update, (ii) specified in relation to its cause/causes, (iii) presented in terms of a moral judgement associated with it, if any, and (iv) manifested in relation to a possible manner of resolving it. Methodologically, the following procedure was utilised in the corpus analysis: (i) multiple readings of each Facebook status update, (ii) the identification of the aforementioned keywords, (iii) the identification of topics and categories the keywords were associated with, and (iv) the identification of multimodal elements involved in framing, if any.

The latter point should be explained in more detail. The identification of multimodality was guided by the contention that frames were in essence multimodal, since SNSs, in particularly Facebook, would be facilitative of interactions between the modes (Moernaut et al., 2018). Namely, the textual elements in each Facebook status update were considered and analysed in their entirety with the multimodal elements, if any, such as, for instance, "text + video / videos", "text + photo/photos", "text + video + photo" "text + emoji / emojis", "text + hyperlink / hyperlinks", and "text + hashtag/hashtags" and any combination of the above (Kapranov, 2024).

Furthermore, the qualitative framing analysis factored in the following. First, in case a Facebook status update involved two or more types of frames concurrently, they were analysed as separate frames. Second, due to the qualitative nature of the framing analysis in the present study, I did not aim at quantifying the findings. Hence, no statistical analysis was implemented. In conjunction with that, it should also be noted that I did not strive to determine the statistical properties of multimodal elements involved in the framing. Instead, the analysis focused on the identification of frames from a qualitative perspective that took into consideration the presence of multimodality. The findings of the qualitative framing analysis are further presented and discussed in the subsequent section of the article.

3.1. Results and discussion. The qualitative framing analysis has yielded the results that are summarised in Table 1 below. It should be noted that the frames in Table 1 are given in alphabetical order. In case a frame is concomitant with multimodality, for instance, photos, hyperlinks, etc., it is marked by "+" and the respective types of multimodality are given in brackets.

Table 1. The Types of Frames in the Corpus

| # | Types of Frames | The Presence of Multimodality |
|---|----------------------------------|--|
| 1 | <i>A Battle</i> | + (hyperlinks, photos) |
| 2 | <i>A Threat to the Ocean</i> | + (emojis, hyperlinks, photos, videos) |
| 3 | <i>Climate Extremists</i> | + (emojis, photos, hyperlinks, videos) |
| 4 | <i>Emissions</i> | + (emojis, hyperlinks, photos) |
| 5 | <i>Extreme Weather Events</i> | + (hashtags, hyperlinks, photos) |
| 6 | <i>Fast Track</i> | + (emojis, hashtags, hyperlinks, photos, videos) |
| 7 | <i>Fossil Fuel</i> | + (emojis, hashtags, hyperlinks, photos) |
| 8 | <i>Industrial Animal Farming</i> | + (hashtags, hyperlinks, photos) |
| 9 | <i>Renewables</i> | + (emojis, hashtags, hyperlinks, photos) |

It follows from Table 1 that there are nine types of frames in the corpus. Guided by the RQ (see introduction), the aim of the study is to identify the frame, rather than to establish its frequency, which can be done in future studies. Now, let us analyse and illustrate the frames in Table 1 in more detail.

The first type of frames in Table 1 is represented by *A Battle*. The framing of the issue of climate change as a battle or a fight is quite a common phenomenon in Anglophone climate change discourses (Kapranov, 2017b, 2017c, 2017d). The presence of the frame *A Battle* in the corpus lends support to the literature (Kapranov, 2018a, 2018c), which demonstrates that the climate change-related frames that are focused on the battle are pervasive in Anglophone climate change discourses, especially in the UK. The frame *A Battle* can be illustrated by the following two status updates below, published on Facebook on the same day, 25 January 2024:

(1) We will **lose the battle against climate change** if we continue to think of the “environment” as separate from ourselves. This is **a fight for our lives, a fight for our future, a fight for justice**. (GA, 25.01.2024)

(2) Time for NZ to follow suit!! “Pacific nations continue to demonstrate global leadership from **the frontlines of the climate and biodiversity crisis**. “This sends a strong message to other countries in the region, including the New Zealand government, that the time to protect the ocean and all the life it supports is now,” Hooper said. (GA, 25.01.2024)

It is evident from (1) and (2) that GA’s framing highlights such elements as “**the frontlines of the climate and biodiversity crisis**” (GA, 25.01.2024) and “**a fight for our lives, a fight for our future, a fight for justice**” (GA, 25.01.2024). To reiterate, similar framing is found in British climate change discourses (Kapranov, 2018a, 2018c), whereas in climate change discourses in New Zealand it seems to be associated with GA only (Bourk et al., 2017; Chetty et al., 2015; Hopkins et al., 2015; Kenix, 2008). It can be argued that in line with the literature (Stecula & Merkley, 2019) the framing of climate change as *A Battle* is evocative of securitisation of the issue of climate change.

Further evidence of GA’s securitisation of climate change discourse is found in the frame *A Threat to the Ocean*, which is illustrated by excerpt (3).

(3) We’re heading to Hāwera to stand with mana whenua and others who oppose seabed mining and wish to protect the ocean! TTR plans to dig up

to 50 million tonnes of sand every year for 30 years, dumping most of it back in giant sediment plumes. Cumulative pressures from overfishing, climate change and pollution mean **the ocean is facing more threats now than ever**. (GA, 11.03.2024)

In (3), we observe that climate change is framed as one of the major threats to the oceans. Indeed, with the South Pacific and Tasman seas warming significantly, the frame *A Threat to the Ocean* seems logical in the New Zealand geographical contexts, which are characterised by the immediate proximity to the ocean. Assuming that the frame *A Threat to the Ocean* is reflective of the scientific findings concerning the rise in the global sea temperature, we may argue that GA aligns its climate change discourse with the scientific position on the issue of climate change. This finding supports the literature (Bourk et al., 2017; Hopkins et al., 2015), which indicates that climate change discourses by mass media and political actors in New Zealand seem to be informed by the scientific approach to climate change.

So far in our analysis, we can notice that the framing of climate change via the frames *A Battle* and *A Threat to the Ocean* has analogies in the literature (Bourk et al., 2017; Chetty et al., 2015; Hopkins et al., 2015; Kenix, 2008; Russell et al., 2014). However, the present framing analysis has uncovered that there seems to be a rather unique frame that is not reported by the prior studies on climate change discourse in the Anglophone discursive world. Specifically, the analysis has unveiled the frame *Climate Extremists*, which, arguably, seems to be New Zealand-specific. It is emblematised by excerpt (4).

(4) In Wellington today. With their threat to restart oil and gas exploration, Christopher **Luxon's new Government has marked all three leaders as climate extremists**, and we're calling them out! (GA, 10.12.2023)

In (4), GA's framing foregrounds the idea of extremists, who undermine the current measures of climate change mitigation by restarting oil and gas exploration off the coast of New Zealand. Presumably, the frame *Climate Extremists* would be more appropriate in the context of far-right discourse on climate change, which is climate change-sceptic. In this regard, it should be pointed out that there is a substantial bulk of studies that dwell upon climate change scepticism in Anglophone discourses (Chen et al., 2023; Good, 2008; McEvoy et al., 2013). The prior studies are suggestive of the negative attitude to climate change by the far-right groups in the UK and North America. In line with the literature, it would be quite feasible to expect that Greenpeace would be labelled as an extremist organisation in British and North American climate change discourse. However, the opposite is the case in the present corpus. Namely, GA frames the current New Zealand government as extremist as far as the issue of climate change is concerned. This finding is not reported in the prior studies and, consequently, can be considered novel and, perhaps, GA-specific.

Whilst the frame *Climate Extremists* is novel, the frame *Emissions* is amply reported in the literature (Chen et al., 2023; Good, 2008; Kapranov, 2017c, 2017d, 2018a, 2018c, 2024; McEvoy et al., 2013; Stecula & Merkley, 2019; Wagner & Payne, 2017). The framing of the issue of climate change as *Emissions* is, perhaps, expected, given that CO₂ emissions are thought to represent one of the major driving forces of anthropogenic climate change (Huggel et al., 2022; Kim & Hara, 2024; Zurrú, 2024). In light of its impact upon the global climate system, the rising level of CO₂ emissions is attributed by GA to a variety of factors, such as

transport, agribusiness, and sea bottom trawling, as evident from excerpts (5) and (6).

(5) **Land transport is New Zealand's second biggest climate polluter after agribusiness** and yet this government has embarked on a radical policy agenda to increase pollution. ... Aside from the long list of policies above that will increase climate pollution (e.g. transport), the government has introduced other policies **to increase emissions**. (GA, 20.05.2024)

(6) New study finds over half of **carbon churned up by bottom trawling nets will eventually be released into the atmosphere - adding to climate crisis**. The good news? Reducing bottom trawling has immediate benefits. "Countries don't account for **bottom trawling's significant carbon emissions** in their climate action plans. The good news is that reducing **bottom trawling carbon emissions** will deliver immediate benefits. The bad news is, delaying action ensures that **emissions from trawling will continue seeping into the atmosphere a decade from now.**" - Dr Enric Sala (18.01.2024)

Both (5) and (6) are indicative of GA's concerns associated with CO₂ emissions that are caused by human activity. This finding is in line with the science-based framing that is reported in the literature (Bourk et al., 2017; Chetty et al., 2015; Hopkins et al., 2015; Kenix, 2008; Russell et al., 2014). Furthermore, the science-based approach to climate change indicates that one of the feasible consequences of CO₂ emissions is associated with extreme weather events (Good, 2008; McEvoy et al., 2013).

In the corpus, there are clear indications that GA frames its climate change discourse via the frame *Extreme Weather Events*, which is exemplified by excerpts (7) and (8).

(7) Here we go again. This is what the climate crisis looks like and why we **MUST** demand more action. "**Rainfall forecasts suggest over a month's worth of rain is possible in the northeastern North Island**" STUFF.CO.NZ Weather live: "Atmospheric River" may bring month of rain in a day on parts of North Island "**Rainfall forecasts suggest over a month's worth of rain is possible in the northeastern North Island**", Niwa says. (GA, 24.09.2023)

(8) Today **fires are ravaging Canterbury while a deluge is flooding communities in Southland**. Climate change disasters are being felt in Aotearoa and beyond. Meanwhile Fonterra, New Zealand's worst climate polluter, posted over \$1.5b profits for the past year, making profits from climate change. Watch the video below! (GA, 21.09.2023)

The presence of the frame *Extreme Weather Events* lends support to the literature (Chen et al., 2023; Good, 2008; McEvoy et al., 2013; Stecula & Merkley, 2019), which posits that the negative consequences of climate change are framed by Anglophone mass media as extreme climatic conditions. Whilst GA's climate change discourse equates extreme weather events with corporate actors that are responsible for climate pollution in New Zealand (see excerpts (7) and (8)), North American mass media outlets frame *Extreme Weather Events*, predominantly, through the prism of uncertainty and risk associated with climate change (McEvoy et al., 2013;

Stecula & Merkley, 2019). Arguably, GA's focus on big corporations, first of all fossil fuel corporations, as the actors that are to blame for the negative consequences of climate change is evident not only from the frame *Extreme Weather Events*, but also from the frame *Fast Track*.

The frame *Fast Track* forms, perhaps, a New Zealand-specific type of framing that is not reported in the prior studies (Bourk et al., 2017; Chetty et al., 2015; Hopkins et al., 2015; Kenix, 2008; Russell et al., 2014). The novelty of this frame can be explained by the fact that the so-called "Fast Track Approvals Bill" became a commonplace notion in New Zealand only in 2023. The essence of the Bill and its relation to the corporate impact on climate change are emblematised by excerpts (9) and (10).

(9) Submissions to have your say on **the Fast Track Approvals Bill** close at midnight tomorrow. **The Fast Track Approvals Bill is the Luxon Government's front-line in its all-out war on nature.** It is the single worst piece of law for the environment in decades. If approved, the law will give three politicians sweeping powers to approve destructive projects such as **seabed mining, new coal mines and oil exploration and big irrigation.** You won't get a say on their decisions. So have your say now. Make a quick submission here. (GA, 18.04.2024)

(10) The Government's fast-track bill threatens throwing the natural world onto a bonfire. **The fast track bill** would allow polluting industries to bypass usual democratic processes and enable **the mining of the seabed, waste-to-energy incineration, mega-dairy expansions, and even new coal mines!** There's two days left till the deadline to make a submission! Follow the link to add your voice to oppose the Bill: [#meme #nature #waronnature](https://greenpeace.nz/ijh49v) (GA, 17.04.2024)

In (9) and (10), we can observe that the Fast Track Approvals Bills is framed negatively by GA due to the Bill's potential power to unleash unprecedented levels of sea mining, as well as oil and gas extraction, which, in turn, could further contribute to the rise in CO2 emissions. The frame *Fast Track* seems closely related to the frame *Fossil Fuel*, which highlights the negative role of oil, gas and coal as the major driving forces behind climate change, as seen in excerpts (11) and (12).

(11) It's time the fossil fuel industry was made to **stop drilling for new fossil fuels** but Christopher Luxon wants to invite them back to **risk oil spills and drive climate catastrophe here in Aotearoa!** TAKE ACTION now by signing our open letter of resistance to the oil industry 🙌 [#climatechange](https://greenpeace.nz/dl63vr) (GA, 4.04.2024)

(12) The modelling for climate impacts is pretty scary, but parts of New Zealand could be growing hotter and drier faster than models are telling us. Meanwhile, the new Government wants **to restart oil and gas exploration and throw more fuel on the fire!** (GA, 17.12.2023)

The framing of climate change through the lens of fossil fuel has been sufficiently reported in the literature (Dewulf, 2013; Kapranov, 2015, 2017b, 2017c, 2017d, 2018a, 2018c; Romsdahl et al., 2017; Wagner & Payne, 2017). That is why, it is quite safe to posit that GA's framing of the issue of climate change via the frame

Fossil Fuel is in line with previous research, which has discovered that Anglophone climate change discourses are often framed via the negative role of fossil fuel.

Unlike the negative role of fossil fuel, which is routinely described in the literature, the framing of climate change as the frame *Industrial Animal Farming* appears, arguably, a fairly recent phenomenon. For instance, the prior studies on framing the issue of climate change in New Zealand (Bourk et al., 2017; Chetty et al., 2015; Hopkins et al., 2015; Kenix, 2008; Russell et al., 2014) do not seem to equate the negative impact of industrial farming on climate with that of fossil fuel. However, GA's framing of climate change indicates that both fossil fuel industry and industrial farming are responsible for CO2 emissions. Furthermore, it is implied in the frame *Industrial Animal Farming* that fossil fuel corporations and industrial farming sector should share equal responsibility for climate change, as seen in excerpt (13).

(13) How Big Agriculture is borrowing Big Oil's playbook at the COP28 global climate talks. **We need a global transition away from mass industrial animal farming.** (GA, 7.12.2023)

In (13), "Big Agriculture" is used as a metonym for farming corporations, similarly with the noun phrase "Big Oil", which is, identically, employed as a metonym for fossil fuel corporations. Also, it seems to be implied that New Zealand should renounce "mass industrial animal farming" (GA, 7.12.2023), just like the whole world should relinquish the use of fossil fuel. Interestingly, GA not only equates industrial animal farming with fossil fuel, but goes further to proclaim animal farming as "New Zealand's worst climate polluter" (GA, 4.10.2023), as evident from excerpt (14).

(14) The Climate Manifesto recently released by the Labour Party contains no plan to address **New Zealand's worst climate polluter - Big Dairy. Ending pollution caused by industrial dairy is the only way we can to move toward a climate-friendly future!** If you'd like to see progress on climate issues sign on to Climate Shift to support a 10 point plan for climate action backed by more than 40 environmental organisations from around Aotearoa (GA, 4.10.2023)

Whilst the framing of climate change from the perspective of the negative impact of industrial animal farming forms a rather novel development in Anglophone climate change discourses, GA's framing of climate change as the frame *Renewables* resonates with the literature (Bourk et al., 2017; Hopkins et al., 2015; Kapranov, 2024; Russell et al., 2014), which indicates that the framing of climate change in New Zealand as well as in the UK involves a strong focus on renewable energy as a solution for climate change mitigation. The frame *Renewables* is further illustrated by the following quote: "GOOD NEWS **Renewables** made up a record-breaking 30% of the world's electricity supply in 2023. More of this please!!!" (GA, 12.05.2024).

In conjunction with the discussion of the findings, it should be pointed out that the framing of climate change by GA on Facebook is, to a substantial degree, manifested by digital materiality (Androutsopoulos, 2014, 2015; Christiansen, 2018; Kapranov, 2022; Pérez-Sabater & Moffo, 2019), which is rendered by multimodality (mostly by hashtags, hyperlinks, and photos). In some cases, multimodality seems to be the defining feature of framing. Specifically, modality (e.g., a photo collage)

in the frame *Fast Track* expresses the essence of framing more than the textual component, as seen in Figure 1 below.



Figure 1. The Use of Multimodality in the Frame *Fast Track* (source: a post by Greenpeace Aotearoa on 15.03.2024 at <https://www.facebook.com/greenpeace.nz>)

It follows from Figure 1 that the photo collage represents a multimodal component in the frame *Fast Track*, which is realised by depicting a man, who stands for the current New Zealand government (i.e., Luxon government), with a fuel canister that is both metaphorically and literally used to add fuel to the fire. In the frame *Fast Track*, the visual metaphor of adding fuel to the fire (see Figure 1) is reflective of GA's perspective on the issue of climate change, which, according to GA, is being exacerbated by introducing the Fast Track Approvals Bill that escalates the current climate crisis even further. It should be specified that in the present corpus there are multiple instances of multimodality that are similar to the collage in Figure 1. Whilst it is beyond the scope of the investigation to discuss all occurrences of multimodality that are involved in the framing of climate change by GA, it can be posited that GA's framing is characterised by a substantial multimodal dimension, which is comprised of emojis, hashtags, hyperlinks, photos, and videos (see Table 1).

4. Conclusions. This qualitative study has uncovered that climate change discourse by GA is structured by the following frames: *A Battle*, *A Threat to the Ocean*, *Climate Extremists*, *Emissions*, *Extreme Weather Events*, *Fast Track*, *Fossil Fuel*,

Industrial Animal Farming, Renewables. Whilst the majority of them are not novel in the contemporaneous Anglophone climate change discourse, there are three frames that are reflective of New Zealand-specific aspects of the issue of climate change. These frames are *Climate Extremists*, *Fast Track*, and *Industrial Animal Farming*. The frames represent novel findings, since they have not been reported in the prior studies (Bourk et al., 2017; Chetty et al., 2015; Hopkins et al., 2015; Kenix, 2008; Russell et al., 2014). The presence of New Zealand-specific frames in the corpus manifests the local conditions on the ground that are reflective of the specificity of climate change discourse in New Zealand. Another finding in the present qualitative investigation is associated with a generous use of multimodality, which is employed by GA in unity with framing. This finding buttresses the literature (Androutsopoulos, 2014, 2015; Christiansen, 2018; Kapranov, 2022; Pérez-Sabater & Moffo, 2019), which posits that SNS-based discourses manifest a rich multimodal space, which is characterised by the co-presence of textual and, mostly, visual forms of conveying the desired message.

Additionally, it could be concluded that the present findings may contribute to the theoretical underpinnings of framing (Entman, 1991, 1993, 2007, 2010; Kapranov, 2017e), which, as shown in the study, can be employed in the analysis of GA's discourse on climate change. On the theoretical level, the findings may facilitate a deeper understanding of how framing can be applied to a country-specific discourse on climate change that is communicated digitally via SNS-based means. Whereas the study has discovered a number of novel findings, it should be noted, however, that the limitations of the study consist in its (i) qualitative nature and (ii) limited scope (i.e., only one year of Facebook status updates). In future research investigations, it would be desirable to extend the corpus chronologically and incorporate a quantitative dimension in order to look into the frequent frames and frequently occurring multimodal elements associated with framing.

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Sources

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Резюме

Капанов Олександр

ФРЕЙМІНГ ДИСКУРСУ GREENPEACE АОТЕАРОА ПРО ЗМІНУ КЛІМАТУ

Постановка проблеми. Зважаючи на те, що зміна клімату становить загрозу для людства, це питання викликає резонанс серед громадськості та екологічних громадських організацій. Грінпіс є громадською організацією, яка забезпечує дискурсивну лінзу, крізь яку широка громадськість розглядає питання зміни клімату. Отже, дослідити те, як Грінпіс формує свої дискурси щодо проблеми зміни клімату, має як наукове, так і суспільне значення. Однак, наразі мало відомо про те, як Грінпіс і, зокрема, його новозеландська філія Грінпіс Аотеароа (далі – GA) фреймують свої дискурси щодо зміни клімату.

Мета. У цій статті подано результати дослідження, метою якого є отримання уявлення про те, як GA фреймує свій дискурс про зміну клімату на Facebook, сайті соціальної мережі (SNS). Мета дослідження полягає в тому, щоб відповісти на дослідницьке запитання: Які типи фреймів використовуються в дискурсі GA у Facebook щодо зміни клімату?

Методи. У дослідженні було використано методологію фреймінгу, розроблену Ентманом (1993, 2007, 2010). Спираючись на Ентмана (1993), ми застосували цю методологію в дослідженні для того, щоб з'ясувати, як проблема зміни клімату була (i) описана в кожному статусі Facebook, (ii) уточнена щодо її причини / причин, (iii) представлена з точки зору морального судження, пов'язаного з нею, якщо таке є, і (iv) виражена у зв'язку з можливим способом її вирішення. Методологічно, в аналізі корпусу було використано таку процедуру: (i) багаторазове читання кожного оновлення статусу Facebook, (ii) ідентифікація ключових слів, (iii) ідентифікація тем і категорій, з якими пов'язані ключові слова та (iv) ідентифікація мультимодальних елементів, залучених до фреймінгу, якщо такі наявні.

Результати. Це дослідження показало, що дискурс GA про зміну клімату структурований за такими фреймами: битва, загроза океану, кліматичні екстремісти, викиди, екстремальні погодні явища, швидкий шлях, викопне паливо, промислове тваринництво та відновлювані джерела енергії. Хоча більшість із них не є новими в сучасному англomовному дискурсі про зміну клімату, є три фрейми, які відображають специфічні для Нової Зеландії аспекти проблеми зміни клімату. Це фрейми *кліматичні екстремісти*, *швидкий шлях* і *промислове тваринництво*. Ці фрейми є новим відкриттям, оскільки про них не було повідомлено в попередніх дослідженнях (Bourk et al., 2017; Chetty et al., 2015; Hopkins et al., 2015; Kenix, 2008; Russell et al., 2014).

Дискусія. Наявність специфічних для Нової Зеландії фреймів у корпусі демонструє місцеві умови, які відображають специфіку дискурсу зміни клімату в Новій Зеландії. Інший висновок у цьому дослідженні пов'язаний із використанням мультимодальності, яку використовує GA разом із фреймінгом. Це підтверджує, що дискурси на основі SNSs демонструють багатий мультимодальний простір (Androusoopoulos, 2014, 2015; Christiansen, 2018; Kapranov, 2022; Pérez-Sabater & Moffo, 2019), якому властива співприсутність текстових та, здебільшого, візуальних форм передачі бажаного повідомлення.

Ключові слова: дискурс про зміну клімату, Facebook, фрейм, фреймінг, Greenpeace, Greenpeace Aotearoa.

Abstract

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THE FRAMING OF CLIMATE CHANGE DISCOURSE ON FACEBOOK BY GREENPEACE AOTEAROA

Background. Given that climate change poses a threat to humanity, this issue resonates with the public at large and environmental non-governmental organisations (NGOs). Environmental NGOs, such as Greenpeace, are societal actors that provide a discursive lens through which the public at large can regard the issue of climate change. Consequently, it is of both scientific and societal importance to examine how environmental NGOs (e.g., Greenpeace) frame their

discourses concerning the issue of climate change. Currently, however, little is known about how Greenpeace and, in particular, its New Zealand branch Greenpeace Aotearoa (further – GA) frame their climate change discourses.

Purpose. The present article discusses a qualitative study whose research aim is to gain insight into how GA frames its climate change discourse on Facebook, a social networking site (SNS). The purpose of the study is to answer the following research question (RQ): What types of frames are utilised in GA's climate change discourse on Facebook?

Methods. The study employed the framing methodology developed by Entman (1993, 2007, 2010). Following Entman (1993), the qualitative framing methodology in the study sought to ascertain how the issue of climate change was (i) described in each given Facebook status update by GA, (ii) specified in relation to its cause/causes, (iii) presented in terms of a moral judgement associated with it, if any, and (iv) manifested in relation to a possible manner of resolving it. Methodologically, the following procedure was utilised in the corpus analysis: (i) multiple readings of each Facebook status update, (ii) the identification of the keywords, (iii) the identification of topics and categories the keywords were associated with, and (iv) the identification of multimodal elements involved in framing, if any.

Results. This qualitative study has unveiled that climate change discourse by GA is structured by the following frames: *A Battle*, *A Threat to the Ocean*, *Climate Extremists*, *Emissions*, *Extreme Weather Events*, *Fast Track*, *Fossil Fuel*, *Industrial Animal Farming*, and *Renewables*. Whilst the majority of them are not novel in the contemporaneous Anglophone climate change discourse, there are three frames that are reflective of New Zealand-specific aspects of the issue of climate change. These frames are *Climate Extremists*, *Fast Track*, and *Industrial Animal Farming*. The frames represent novel findings, since they have not been reported in the prior studies (Bourk et al., 2017; Chetty et al., 2015; Hopkins et al., 2015; Kenix, 2008; Russell et al., 2014).

Discussion. The presence of New Zealand-specific frames in the corpus manifests the local conditions on the ground that are reflective of the specificity of climate change discourse in New Zealand. Another finding in the present qualitative investigation is associated with a generous use of multimodality, which is employed by GA in unity with framing. This finding buttresses the literature (Androutsopoulos, 2014, 2015; Christiansen, 2018; Kapranov, 2022; Pérez-Sabater & Moffo, 2019), which posits that SNS-based discourses represent a rich multimodal space that is characterised by the co-presence of textual and, mostly, visual forms of conveying the desired message.

Key words: climate change discourse, Facebook, frame, framing, Greenpeace, Greenpeace Aotearoa.

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