

V. CLIMATE CHANGE IN THE PRESS GUATEMALA: APPROACH FROM THE THEORY OF FRAMING

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1. Introduction

This study seeks to analyze the relevance of climate change and the *frames* with the press of Guatemala addressing the issue. The theory of framing is one of the most widely used in communication studies (Reese, 2007) and theoretical approaches. So also the theory of *agenda setting* has become an empirical method used in numerous studies that have demonstrated how the media manage to transfer their audiences the hierarchical issues of major importance to society (López Escobar & Llamas list, 1996). Here these theoretical approaches are used to examine the issue of climate change in the Guatemalan press.

Climate change is a reality caused by human activity (*Intergovernmental Panel on Climate Change, 2013, Intergovernmental Panel on Climate Change, 2008*) and that is

affecting millions of people worldwide (Boykoff & Roberts, 2007). According to McCright & Dunlap (2000) the issue is a social problem on which we must investigate and work to reduce impacts. According Harmeling (2013) Guatemala was the second most affected country after Pakistan, which is of national urgency of addressing this situation to create better preconditions for mitigation¹ and adaptation² (Rivera, 2013; Rosito Monzón, 2013).

In this sense, ignorance is dangerous in themes like climate change, global warming, deforestation, soil erosion, air pollution, among others, and especially in the media (Sagan & Udina, 1997) remains. Since it is a way in which much of the population obtains information on issues related to science in general. The Global Report of the United Nations Program for Development (2007 p. 68) noted that the media have an important role *"that involves great responsibility"* and *"the development of new technologies and globalized networks has increased the power of media*

¹They are the measures taken in order to reduce or stabilize net emission of greenhouse gases in the atmosphere, in order to prevent more such affectations climate system (Alonso Oroza, 2011).

²It is when mention of the measures and actions that politicians, businesses, farmers and society in general assume, in order to be better prepared against climate variability and climate scenarios to estimate future becomes.

throughout the world." However, according to Fischhoff (2011) the communication of climate change is one of the little issues worked in relation to the other aspects that also have a global reach and are today's reality.

This study presents the results of descriptive empirical work with a selected method constructed under weeks (Krippendorff, 1990, 2004) sample gave space to the analysis of 8,769 of which only 103 represent the focus of study³. This content analysis was done with the codebook previously developed and tabulated in spreadsheets, throwing the results offered.

2. Climate Change in Guatemala

Guatemala⁴ is located in the central region of America. Its geographical and topographical location allows you to have a

³Since only that amount of notes is what makes mention of subject matter.

⁴The Human Development Index in 2013 Guatemala located at position 133 of 187 countries evaluated (Malik, 2013 p.143). Its 108,889 km² makes it the third largest country in Central America. According to the population projection by the National Institute of Statistics, (2013) the country was in late 2013 about 15,438,384 inhabitants, presenting the highest rate of fertility in Central America.

variety of climates ranging from warm humid on the coast to the cold in the highlands, a situation that favors the existence of a variety of animal and plant species. At the same time *"is also one of the most exposed to climate change Latin American countries"* (United Nations System in Guatemala, 2009 p.14).

The impacts of climate change in the country impact on forest resources, human health, the production of basic grains and water resources (Ministry of Environment and Natural Resources, 2007, Ministry of Environment and Natural Resources, 2001). This situation is reflected in the increase of diseases and reduction in available water resources and food production, carrying large impacts on the national economy (Rosito Monzón, 2013).

The Ministry of Planning and Programming of the Presidency of Guatemala (2011), recent studies on the state of natural capital in Guatemala, warns that the national development model that has so far had been impaired and the natural goods and services sold, so it is recommended to carry out efforts with a different vision of development so that they can build capabilities and ensure resilience to climate change and the effects it brings both national as well as regional and local levels.

Guatemala has a reduced responsibility for the impacts of climate change, since it is not a big emitter of greenhouse gases, when compared with other developed countries. However, the consequences for the general population are enormous. Situation in which the role of the media is critical because it could encourage the construction of such mechanisms, and thus promote the process.

3. The Media and Climate Change⁵

The media play an important role in communicating about climate change. This is reflected in the global report of the United Nations Program for Development: "*[...] apart from acting as watchdogs on government activities and call on the authorities to policymakers accountable, the media are the main source of information to the general public on the science of climate change. Given the enormous importance of what is at stake for people and the planet, is a role that involves great responsibilities*" (United Nations Program for Development, 2007 p. 68).

The media and climate science are linked for the *first time in coverage of climate change* in the 1930s and appear more clearly in 1950 (Boykoff & Roberts, 2007). According to Carabaza et al., (2007) the presence of nature and the environment as an agenda in the media becomes more visible in the 1970s.

⁵It draws on the definition of climate change due to the Framework Convention of the United Nations Climate Change; first article, second paragraph: "*[...] changes attributed directly or indirectly to human activity that alters the composition of the global atmosphere and which is in addition to natural climate variability observed over comparable time periods*" (Organization United Nations, 1992, p.3).

In 1988 an increase in the coverage of the issue by the media because of the testimony of the scientist James Hansen to the Congress of the United States of America, awarding the increase in temperature when the burning of fossil fuels is noted, before attribution to natural climate. All this had an impact on the media coverage ascending, summed the electoral situation at the time, made the issue of climate change to meddle in campaign promises (Boykoff, 2009).

From the 1990s, an emphasis on the importance and treatment of the subject shows. That year the Intergovernmental Panel On Climate Change makes the publication of its first report, which followed some facts that favored the wake of media interest: the Framework Convention of the United Nations on Climate Change 1992, the Kyoto Protocol 1997, the publication of the second and third assessment report of the Intergovernmental Panel on Climate Change in 1995 and 2001 respectively, the entry into force of the Kyoto Protocol and the negative effects of Hurricane Katrina in the United States in 2005.

The interest and media coverage increased during the period 2005-2006 by the G8 +5⁶ premiere of Al Gore's documentary An

⁶In which lawmakers sought in developed countries to discuss and adopt policies and actions for and support the most disadvantaged by the issue of climate change.

Inconvenient Truth, and the British Stern report that discusses the economics of climate change impact and the form of adaptation. These situations are milestones in media coverage of the issue worldwide.

In 2007 is when climate change takes a bigger role, when the Intergovernmental Panel On Climate Change offered the results of its fourth report, which highlights a ninety percent certainty that the current global warming is the result of emissions of greenhouse gases caused by humans (*Intergovernmental Panel on Climate Change, 2008*).

The coverage made the media about an event does not represent an isolated situation but it is a social relationship woven between political actors, experts and the public (Boykoff, 2009). In the task of informing the public on the subject of climate change are the media who provide and generate public opinion, an opinion that can help drive action by civil society organizations as well as by the state (Rivera, 2013, United Nations Program for Development, 2007).

When circulating information in reference to the meanings associated with the issue of climate change, the media "*are a central stage and play a major role when configuring public and policy options*" (Carvalho, 2009 p. 26).

Shanahan (2007) argues that it is essential to report information that is relevant to the public, with special emphasis on the issue of adaptation and the prospect of the world's poorest, the poorest. That information may provide additional benefits, such as financial aid, especially communities with greater vulnerability. These communities are forced to adapt to climate change and need

financial help to this situation such that there is little addressed by the media, should be treated in the media would be providing additional benefits (Boykoff & Roberts, 2007). Otherwise what you do is keep track of commercial interests and, thus achieving the presentation and positioning of those interests on the issue of climate change (Shanahan, 2007).

Thus, given the importance of the media as sources of information and as stakeholders in the construction of social representations, it is necessary to analyze the treatment they performed on the complex phenomenon of climate change. For this reason, in the following pages will perform an analysis of coverage by the Guatemalan press on this issue and also the draw on used in their approach.

4. Communication of climate change in Guatemala

Relevance of the topic in the news agenda of the Guatemalan press and the degree of presence of the different frames in the news that they approach is examined. Therefore, the research is part of the series of works that employ approaches agenda *setting and framing*, using a deductive content analysis approach⁷, by use of

⁷This is because news frames have been previously defined, were subsequently used to verify their existence in the corpus content of newspapers Prensa Libre and Siglo XXI.

quantitative and qualitative techniques. Applying the generic frames established by Semetko & Valkenburg (2000)⁸.

4.1. Agenda setting and framing theory as analysis tools

The agenda setting theory is formulated as an empirical approach by McCombs & Shaw (1972), based on the theoretical

⁸"1. Attribution of responsibility, the information is analyzed and emphasize the responsibilities of both government, individuals or groups specifically either cause or solve a particular problem. 2 Human Interest, is addressed the human side of the issue; approached the problem from an emotional angle focuses, dramatizing or customize attempted to capture the interest of the public. 3 Conflict, when dealing with information that aspect between individuals, groups or institutions as a way to capture the interest of the audience is emphasized. 4 Morality, in reference to ethical, moral or religious context. Included in the information requirements on how it should act in accordance with a certain ethic. 5 Economic Consequences, alluded to the problem addressed with particular emphasis on the economic consequences it may have on individuals, groups, institutions, regions or countries" (Semetko & Valkenburg, 2000 Pp. 95-96).

approach of Lippmann (1922)⁹ and Cohen's argument¹⁰ (1963). The central idea of agenda setting exposed by McCombs & Shaw (1972) is that the mass media are capable of transferring the relevance of a notice on its agenda to society. Through his practice of structuring the social and political reality, the means include and highlight certain issues or issues and consequently influence the relevance of public opinion ends giving these issues. This thesis led to oversimplification, one could say that hits the media agenda on the public agenda, organizing and structuring the issues on which citizens should think.

Later, McCombs & Evatt (1995) complement this idea, saying that the way people construct images in their minds about the environment around them, is two ways: indicated and translated. On the one hand, the media indicate about events, facts

⁹According to Dearing and Rogers (1996, p.11) Walter Lippmann was a pioneer in research agenda setting, especially in the chapter "The world outside and the pictures in our heads" of the book *Public Opinion*, 1922, in which he argued that the mass media were the primary link between events occurring in the world and the images of the events in our minds.

¹⁰"The press is significantly more than a provider of information and opinion. Maybe not often get to tell people what to think, but has an amazing success to tell readers what to think about" (Cohen, 1963p. 13).

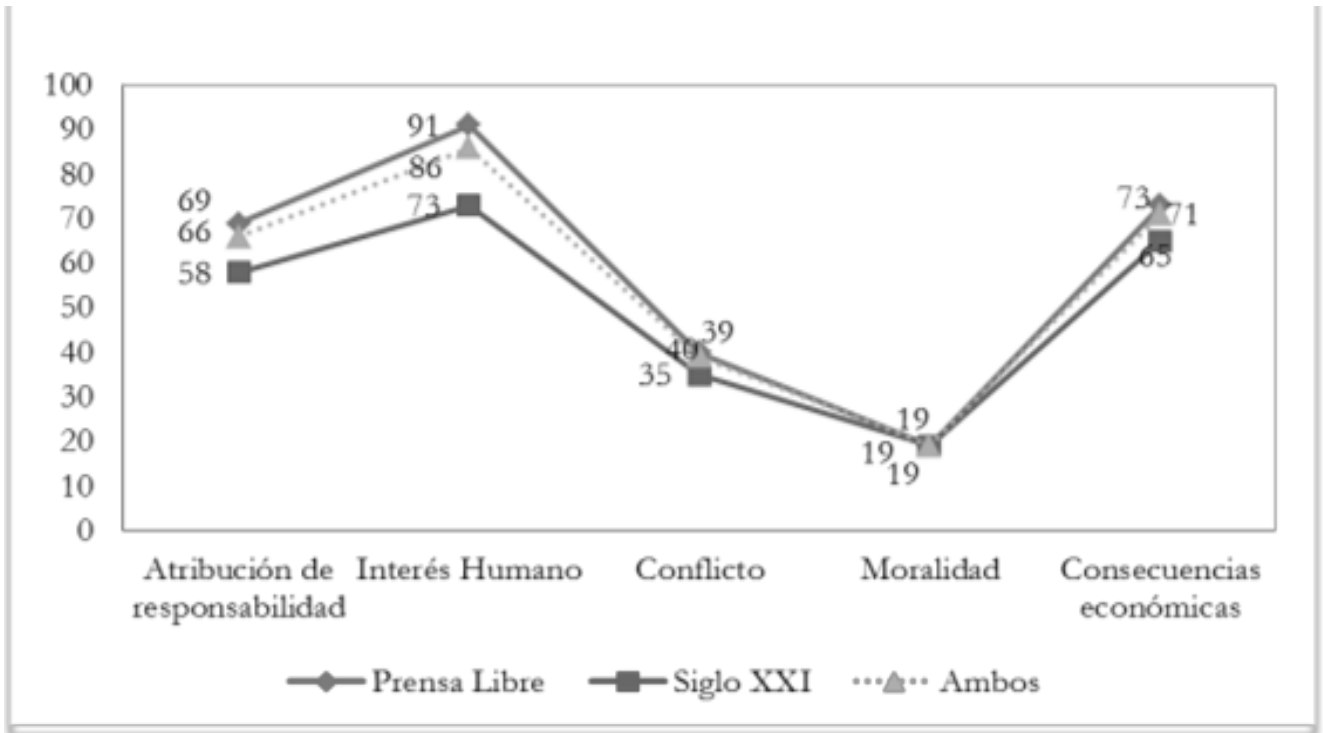
or issues, reporting on what happens in the environment. Furthermore, the result, making them comprehensible to the public and giving them meaning.

In 1955 Gregory Bateson proposed the concept of frame to define the context or framework of interpretation by which people fixed their attention on certain aspects of reality and not in others (Aruguete, 2011; Igartua et al, 2004; Sábada, 2001). That actually happened interpreted to be regarded as the quintessential social reality. Subsequently Goffman (1974 p. 10) takes the concept of Bateson and suitable in a social dimension grounds that "the definitions of a situation are forged based on organizing principles that govern social events and our subjective relation to them."

Goffman (1974) argued that individuals can not understand the world as a whole and therefore classify and interpret the different experiences that are taking over your life. Gitlin (1980) introduces the concept of frame in communication studies when analyzing American student movements of the sixties.

4.1.1. Approaches

These frames transmitted information that helps in strengthening prospects and transform the way you think about a certain subject (Figure 1).



*Figure 1: Approaches used in the coverage of climate change
Source: own.*

The human interest frame is the most used in the content analyzed. The information offered is related to a story or aspects that show the emotional and affective part of the human procedure are included. Subsequently the economic consequences appear in the various realities of individuals or collective self. Following the attribution of responsibility, which in this case has great certainty in human proceed.

Finally there are conflict and morality frames, as the least used, but no less significant. Although the feature of the show, climate change becomes as a star of evil, as a response to different

scenarios and as social adversity result from improper behavior to natural resources. Aspects of convenience and comfort of today's society and also the mainstream consumer model development (Reyes Ruiz Castro Rosales, & Larrosa, 2011) are not in question.

4.1.2. Test Units

This table shows the units of analysis (Table 1).

Middle	Note analyzed	
	Total	On climate change
Prensa Libre	5535	77
XXI Century	3234	26
TOTAL	8769	103

Table 1: Results analyzed

Source: own.

National, state, international, opinion, economy means common to both sections were reviewed. Accounting for a total of 8,769 newspaper and articles. Of these, only 103 notes represent the units of analysis. Each specimen was analyzed in order to find news, interviews, cartoons, editorials, opinion articles, letters from readers, critics, chronic and infomercials in which climate change issue was addressed. The fotonotas, text boxes, graphics that were to provide information on the subject independently, in addition to those that were already included in the texts were also considered

4.1.3. Section of the newspaper where information appears

This information is segregated into different sections analyzed. The opinions expressed by opinion pieces have more presence when speaking on the subject (figure 2) nationwide. According to Free Press columnist; Sandoval De Paz (2013) is for freedom that handle columnists journalists face plant, must meet other commitments editorialists. Furthermore, this should also be added the lack of quality of scientific information available so as columnist, journalists are limited to short online publications. Thus, the subject leave the occupation to persons invited in opinion columns, as journalists plant handle other centralized in the capital issues.

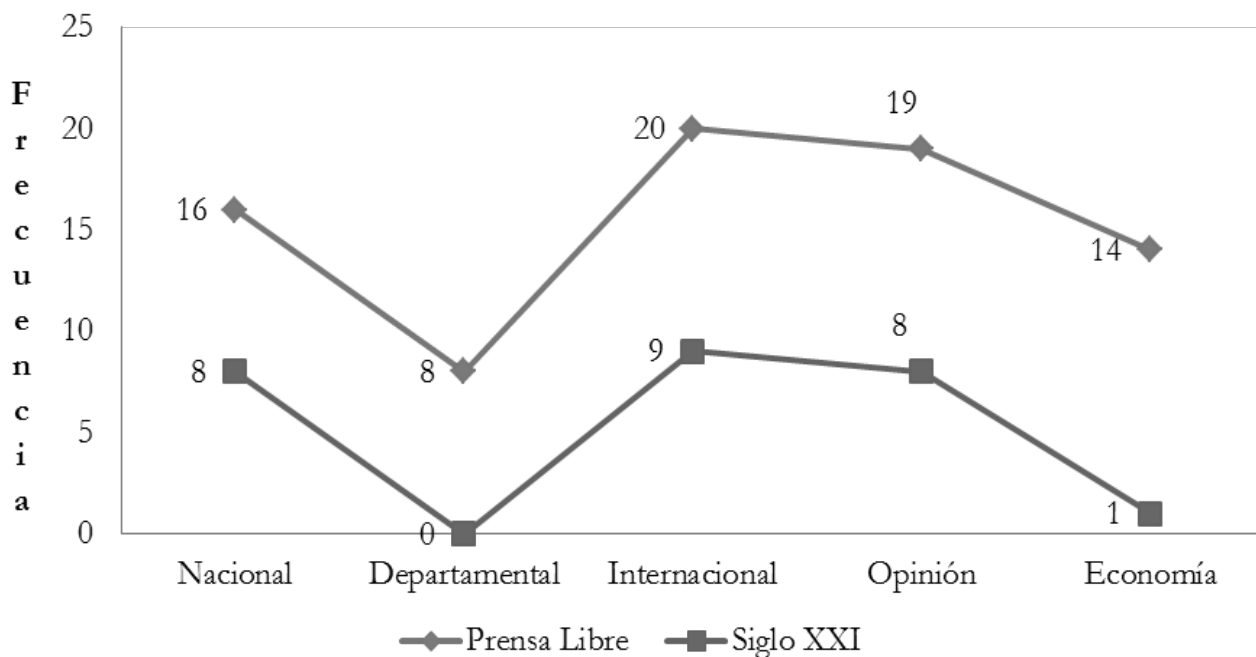


Figure 2: Section of the newspaper where information appears
Source: own.

4.1.4. Relevance of information

From the information analyzed was also sought to know the importance given to it, based on the physical space occupied (Figure 3). To mention the importance that is given to information from the theory of framing it is also referred to what is already established by Entman (1993) and Tankard (2001) in terms of space given to the news, and prioritize elements over others. In this case it is evident that most briefs are small proportion, less than a quarter page, which includes little information space, without going into details or more related to the issue of climate change aspects. When it really is necessary to provide information on the knowledge of the causes and vulnerabilities as a nation must address climate change (Rivera, 2013). *"They publicacioncitas that do not follow the facts and does not understand itself referred to confuse things themselves are firefighting coverage"* Rosito Monzón (2013).

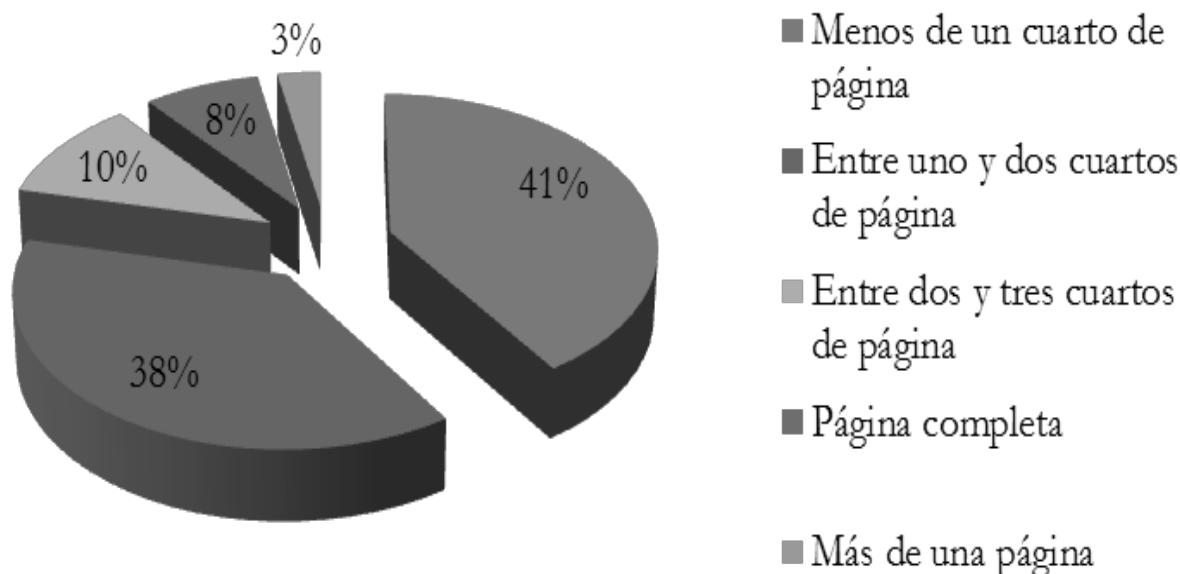


Figure 3: Relevance of information
Source: own.

5. Conclusions

The data emerging from the empirical analysis in the Guatemalan press, establish that this is a social reality that has not been given more importance in the narratives of the print media in the country, knowing the situations you are experienced in all the land national and advances in scientific reports known about it. Or, as quoted in the introduction to this work: the various problems affecting the world, is the communication of climate change one of the least considered aspects of the media (Fischhoff, 2011). This may also be due in part to the centralization of information in journalistic routines, or as journalist Rojas argued (2013) that if a

fact is not in the capital, nothing happens, not the case in Guatemala.

Climate change is a systemic situation, since all systems both ecological and human natural are involved in it; and are affected by the impacts either medium, short or long term. To consider the real roots of this reality is essential to properly focus the challenges of communicating climate change (Cartea Meira, 2007).

The scientific consensus and recent reports are not specialized enough to make journalists and correspondents; inform and explain climate change and seeking a greater approach in the print media in the country.

Despite being a subject of human interest and strong impact on the national reality, does not receive more attention nor disclosed actions that may contribute to a better adaptation of the most vulnerable people in the area, taking into account the due cultural, social, economic and technological processes. This process of adaptation can not be limited to actions for preparedness and response to natural disasters caused by extreme events, but should also be oriented involving coordinated different stakeholders strategies; among which stand the media as the main source when reporting on aspects of science to the general population.

Together with journalists and news agencies correspondents who are strongest in the given information; followed by both media partners, who through his opinion columns reflect its view on any aspect of climate change. The audits frame a strong presence of information that comes from outside the medium,

reflecting the lack of its own agenda in relation to coverage of climate change as a reality of social relevance and importance of the impacts in the country.

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