

# Climactic Realities: Evaluating Climate Change Coverage of Philippine Online News Media

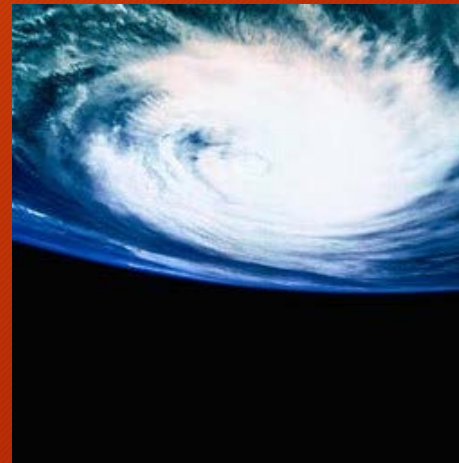


Department of Communication & Center for Research and Development  
Adamson University

Prof. Marc Agon Pacoma



# Climate Change: Up-close



# In Focus: The Philippines



# Climate Change & Media and Communication



# Journalism in the Philippines

INFO

Current  
Events

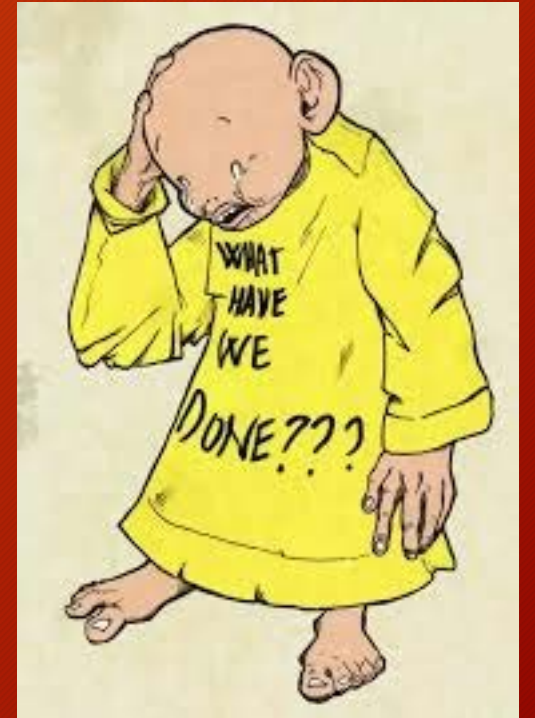


# How about Climate Change?

**LOW  
PRIORITY**



skepticism



# What to be Explored?

- What is the frequency of climate change coverage in the leading Philippine broadsheet?
- What is the most common focus of climate change-related articles and images in the Philippine Print Media?
- What is the extent of presentation or depiction of climate change in the leading newspapers in terms of:
  - 3.1. Issue of the Article;
  - 3.2. Solution being Proposed;
  - 3.3. Scope of the Issue; and
  - 3.4. Scope of the Solution
- How is climate change being framed in selected broadsheets?

# What to be Explored?

- What are the various coverage frames being used by different publications in covering climate change issues?
- What section of newspaper is inclined in covering climate change issues?
- What types of articles and visuals are more inclined to report or depict climate change?
- What types of news and graphics sources are being utilized by the different broadsheets in covering climate change?



# How to do the Exploration?



# The Climate Media Realities?

- Frequency of climactic media coverage: 2015=136 to 2016=299
- News articles and stories predominantly discussed solutions to fight climate change
- Paris Climate Agreement was deemed as the perfect formula to end climate change
- Discussions of climate change in online portals were in general, without any focus or specificity
- Climactic news and articles were positively framed
- Online news media widely used environmental, political and economical frames in covering climate change issue on their daily publications



# The Climate Media Realities?

- Most of the climactic articles and stories were published in the news sections of the different news portals
- Straight news or news feature and framed photos dominated the type of articles and photos respectively, covering and reporting climate change
- Governmental and political actors were the premier sources of climactic information and oftenly attributed on climate change issue

# I Therefore...

- Climate Change is becoming a relevant topic with an increasing media coverage and reportage
- Though there are news articles and stories on climate change the print media still fall short in performing their journalistic functions
- Few Filipino journalists have backgrounds on climate science
- Positive tone of media reinforces public's attraction, attention, retention and action
- Climate change transcends through various realms of environment, politics and economics

# I Therefore...

- Most of climatic articles are supported with photos or drawings as Filipinos are highly visual individuals
- Ironically, government officials topped as the most attributed sources of climactic information but lack actions towards it
- Climate change is not a priority topic of Philippine journalism

# Bridging the Gap

- Mainstreaming climate change issue to promote public awareness and action
- Training and re-tooling for news people on climate science
- Online news portals must be used to their full potentials not only as an interface for information seeking rather as a discursive space and a platform for networking
- Philippine media must be creative and assertive in mainstreaming climate change and this can be done in various fashions of covering and reporting climate science
- Increase media coverage of climate change which will lead to the increase public awareness of this global issue

# Bridging the Gap

- Integration of environmental communication and environmental journalism courses in the country's journalism programs
- Online news portals must be used to their full potentials not only as an interface for information seeking rather as a discursive space and a platform for networking in order to mainstream climate change issue

# Where are we with the SGDs?





# Thank you very much!!!



[marckiepacoma@yahoo.com.ph](mailto:marckiepacoma@yahoo.com.ph)