

Journalism as Potential Approach for Climate Change

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Abstract—The study aims to enhance a practice of VIEW communication as journalism approach for fostering climate change adaptation. A composition of VIEW communication is described by four approaches taken by journalists and news reporters. They are V-verification, I-information, E-education and W-warning. The research design is based on a cross-section analysis of news content reported through TV media about weather conditions, climate situation and natural crisis during raining season in year 2011 and 2017 in Thailand. The questions are as to how the journalists account for climate agenda, especially adaptive capacity, what differences in terms of VIEW communication behind the cross-sectional cases, which approach is best taken and how it is, and what is the ultimate outcome in relation to climate agenda, with emphasis on climate change adaptation. The representatives from professionals and academia in journalism, in environment and climate sciences, and TV news audiences were responsible for the test, with three-point scales varying from the levels of truly engaged, moderately, and never. The prominent findings are that VIEW communication is truly engaged for climate news reporting, and that the task in 2017 is much more common to VIEW communication, with truly-engaged level, than those in 2011 consistent to moderate level. E approach for the 2017-case is justified at moderate level by the environment and climate experts, while the results towards 2011-case sound different. They least engaged in E approach whereas I and W rise to truly-engaged level. The informants also agree that TV news audiences are received several signs of alert and aware to damage prevention and risk reduction whereas journalists are likely to have information verified with the experts in the field. News reporting, with audio-visual feature, through the VIEW communication is best for building adaptive capacity on climate change environmental consciousness and turning public awareness into behavioral participation.

Index Terms—Climate change adaptation, environmental journalist, journalism, news reporting.

I. INTRODUCTION

The world has been addressing more particular concern to unsustainable use of natural resources, regardless of resource efficiency, greenhouse-gas emission reduction, and adverse impacts on human security, presently and next generation. Human generally behaves to satisfy the opportunity to consume and the sense of fulfillment [1]. A daily lifestyle can cause environmental harms and puts the planet away from sustainability. In other words, climate change is primarily resulted by our choices and behaviors. As climate impacts on

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almost everything human do for life, environmental coexistence that refers to a sustainable relationship between society and nature for a reduction of vulnerability to environment and nature needs to be taken and practically deployed to all concerns [2]. One way for this expectation is to enhance a profession of journalism where is behind an environmental communication.

Journalists as media professionals are able to address public interest in climate issues through news content and presentation format. In general, news consumption is best for satisfying human need to be inside the mainstream behavior. It also represents as to how people alternate their uses and gratifications to news story. As such, the way of news production and consumption can be a crucial ingredient of environmental consciousness development and a strategic tool for rising climate mitigation and adaptation actions [3].

Due to popularity of the Internet that makes *many voices one world* [4] and several advances in communication technology, newspaper is no longer a source of daily news. Internet news has become as an entirely new forum of communication between news sources and individuals. Online media is redefining the way the media operates and breaking down the typical practices in news production and consumption [5]. Eventually, journalists are forced to make a transition to online news as people want to have a fast and easier access to information about social movement. In addition, audio-visual media, either on a track of TV broadcasting or online media is great for photojournalism on the coverage of natural environment and climate stories. News in audio-visual format or video feature can deliver a greater presentation of news story with motion pictures and sound effects. Last but not least, as journalism can be a strategic device for tackling climate problems, then what actions the viewers and media professionals had to take in relations to the nature and environment and what have been the main challenges along the way. Actually, how has society benefited from the efforts to manage climate agenda?

II. THEORETICAL BASE RELATED TO RESEARCH HYPOTHESES

A. Journalism

The profession of writing for newspapers is determined for journalism that has journalist gather and report the news plays in our lives. News not only allows journalists to listen to what people all over the world are saying about a particular subject, but also reports live on an event. Not just the facts journalists find for public, but it is the truth about the facts [6]. Due to the career, the journalists gain exclusive insights into the story by possibly accessing sources of information, even key players