

# Media and Political Communication

# Fact or Fiction?

## HEADLINE:

**After lightning strike, snake bite and monkey attacks, Florida man's gruesome shark bite is latest brush with death**

# Fact or Fiction?



**NASA**   
@NASA



Aliens have just landed on Virginia Beach!

3:15 AM · Jun 7, 2023 · Twitter Web App

**500** Retweets   **235** Quote Tweets   **1.7K** Likes



# Fact or Fiction?

**HEADLINE:**

**“Offshore Wind Energy Farms Are Killing Whales”**

# So What Should We Believe?



A woman shows her distress as an inferno nears her home in Greece, on the Greek island of Evia. The EU presidency began a huge operation to tackle fires on the island. **Wildfires in Greece** page 2 >

## Global climate crisis: inevitable, unprecedented and irreversible

- Devastating report is code red warning for humanity, UN chief says
- Rapid and drastic cuts to CO<sub>2</sub> emissions needed this decade, warns IPCC
- Future is not written and very worst effects still avoidable - Sharma

**Pieta Harvey**  
**Andrew Sparrow**

Human activity is changing the Earth's climate in ways "unprecedented" in thousands or hundreds of thousands of years, with some of the changes now inevitable and "irreversible", climate scientists warned the world yesterday.

Within the next few decades, temperatures are likely to rise by more than 3°C above pre-industrial levels, breaching the ambition of the 2015 Paris climate agreement and bringing widespread devastation and extreme weather. Only rapid and drastic reductions in greenhouse gases in this decade can prevent such climate breakdown, with every fraction of a degree of further heating likely to compound the accelerating effects, according to the Intergovernmental Panel on Climate Change, the world's leading authority on climate science.

The report was given a somber welcome by world leaders and campaigners, who said the stark findings must force new policy measures as a matter of urgency to shift the global economy to a low-carbon footing. "It

Leader comment

The science is unequivocal. The verdict is clear. There is no more room for manoeuvre, delay or procrastination in dealing with a crisis that is this generation's responsibility to address. **Journal, page 2 >**

ever there was going to be a wake up call to the world when it comes to climate change, this report is it," said Alok Sharma, the minister who will preside over the COP26 UN climate summit in Glasgow in November. "But the future is not yet written. The very worst of climate change is still avoidable."

He said the world's biggest emitters of greenhouse gases must produce new plans to cut carbon output. "What we really need now is for all major emitters to play their part, and the G20 are going to be absolutely key to our 1.5°C

14 Sunday, October 31, 2021

## BACK PAGE

# Getting ahead of the curve

Petteri Taalas, Achim Steiner and Inger Andersen say a major new initiative by three UN agencies will close gaps in data that undermine our understanding of climate change and enable the world's most vulnerable communities to build resilience

Just a week before the COP26 climate summit in Glasgow, three of the United Nations' leading agencies on climate and development released alarming reports.

The World Meteorological Organisation has highlighted how greenhouse gases in the atmosphere reached a record high in 2020. It found that concentrations of carbon dioxide and other heat-trapping gases in the atmosphere rose at a faster rate in 2020 than over the previous decade.

The UN Environment Programme reports that updated climate commitments by UN member states fell far short of what is needed to meet the goals of the Paris Agreement. This leaves the world on track for a devastating temperature rise of at least 2.7 degrees Celsius this century.

And a new UN Development Programme report shows that nearly half the Group of 20 countries responsible for about 75 per cent of global emissions – had not

even quietly created a major new initiative that will transform the international response to climate change. We will announce this initiative in Glasgow. The Systemic Observations Finance Facility (SOFF) will plug the data gaps that undermine our understanding of the climate, including the prediction of extreme weather events. These in turn weaken the response to such things as floods and drought.

When the facility is fully functioning, countless lives could be saved. Billions of dollars of infrastructure could be made climate-resilient and spend the relative impact of extreme weather.

We have not been able to fill significant data gaps in the past three decades, and the situation continues to deteriorate. For example, in Africa, the number of rainforests observations – the most important type of data for weather predictions and climate analysis – decreased by about half between 2000 and 2020. The figure has dropped further since.



Data collection is fundamental to improving the quality of weather forecasts, early warning systems and climate information services. Photo: Martin Gurn

The SOFF will reverse this trend. In the next 10 years, we will build capacity in 75 countries – including most island developing states and least developed countries – to enable them to generate and share data with the global observing system.

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Petteri Taalas is secretary general of the World Meteorological Organisation. Achim Steiner is administrator of the UN Development Programme. Inger Andersen is executive director of the UN Environment Programme.

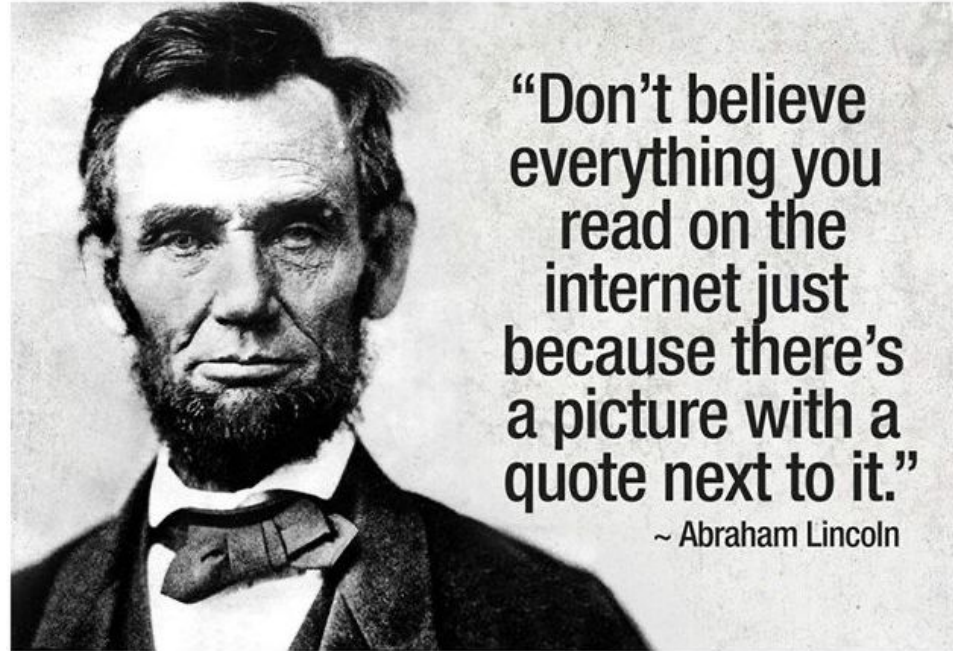
# Responsibilities of Being an Information Consumer

We consume media and political communication/information daily. So how do we evaluate it?

Ask yourself these three questions:

- Who's behind the information?
- What's the evidence?
- What do other sources say?

<https://safesha.re/3s1g>



# Campaign Ads

What communication methods and techniques were used?

What do you think the goals were?

<http://www.livingroomcandidate.org/commercials/1964/peace-little-girl-daisy>

# Political Cartoons

What communication methods and techniques were used?

What do you think the goals were?

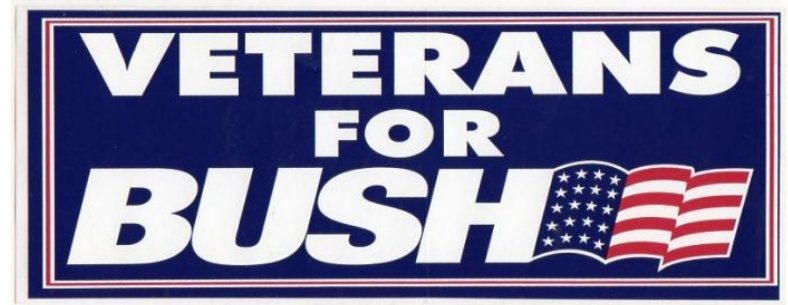




# Bumper Stickers

What communication methods and techniques were used?

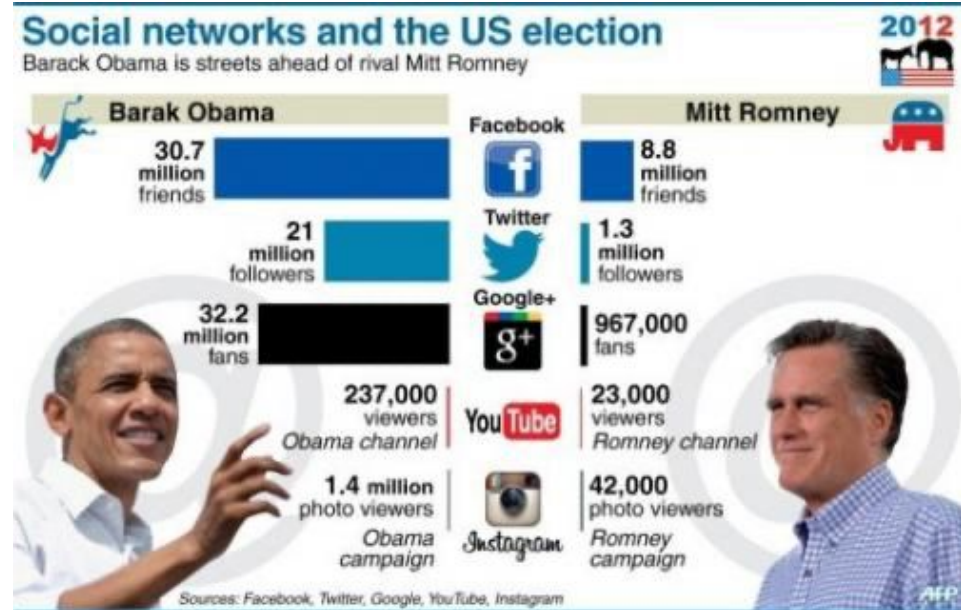
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# Social Media Influence

What communication methods and techniques were used?

What do you think the goals were?



# Political Speeches

What communication methods and techniques were used?

What do you think the goals were?

## State of the Union 2020:

- The president said “take-home pay has gone up”.

## State of the Union 2023:

- The president said “After decades of flat and falling incomes, wages are rising fast”.

# Sources

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7. Political Cartoon Ride Sharing: [image-asset.jpeg](#)
8. 1964 Johnson v. Goldwater video from: <http://www.livingroomcandidate.org/commercials/1964/peace-little-girl-daisy#>
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[https://www.loriferber.com/george-bush-cheney-bumper-sticker-2004-veterans.html?srsId=AfmBOoossZnTMmDywELUmVPxoePIba\\_nApEQTJOGwgByEoxpoVICS0bG83I](https://www.loriferber.com/george-bush-cheney-bumper-sticker-2004-veterans.html?srsId=AfmBOoossZnTMmDywELUmVPxoePIba_nApEQTJOGwgByEoxpoVICS0bG83I)