

Discursive and iconic developments of climate change



« Representations, imaginary »

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Concepts and methods

- The semiotic approach
- Reception of messages
- Representations
- Manifest content – latent content
- Latent significances – cultural unknowns
- Highlight the recurring elements
- Intertextuality...



Climate change: linguistic aspects of a paradoxical expression

- Lexical analysis – semantic selection (*change – climate*)
- Technical terms – part of common discourse
- The success of *eco-language*



Climate change, energy transition: the semantics of *sobriety*

- Climate change and energy saving
- Vocabulary of dependence
- Addiction versus sobriety
- Pathological relationship
- Climate change: symptom of a disease
- Moral, moralising attitude
- Metaphor – responsibility to citizens

Iconic narrative

Dramatisation - scientific vulgarisation

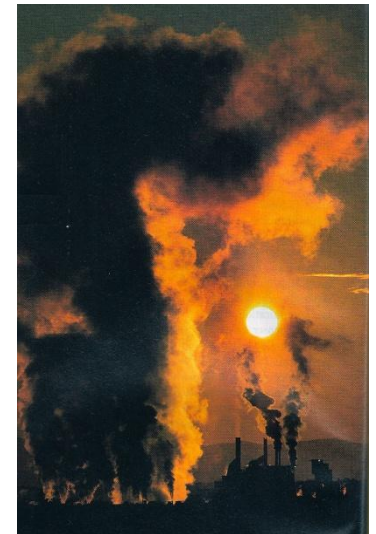
- The storytelling effect: a story, with his screenplay, suspense, classic theater acts (risks: make climate change a fiction)
 - Double paradoxal effect: banalisation of climate change but a specific dramatisation;
 - **Finding solutions becomes the principal moment of the story: humankind survival can depend on it**



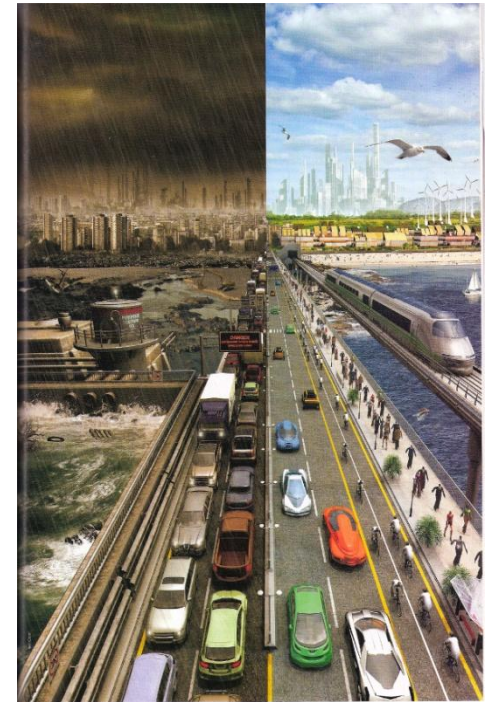
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Dissonant voices



Iconic developments of climate change



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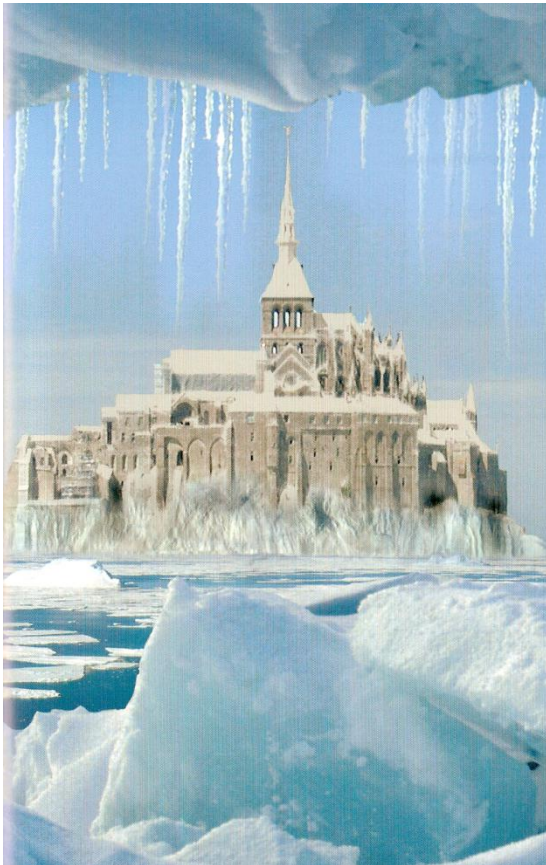


The narrative of a metachallenge

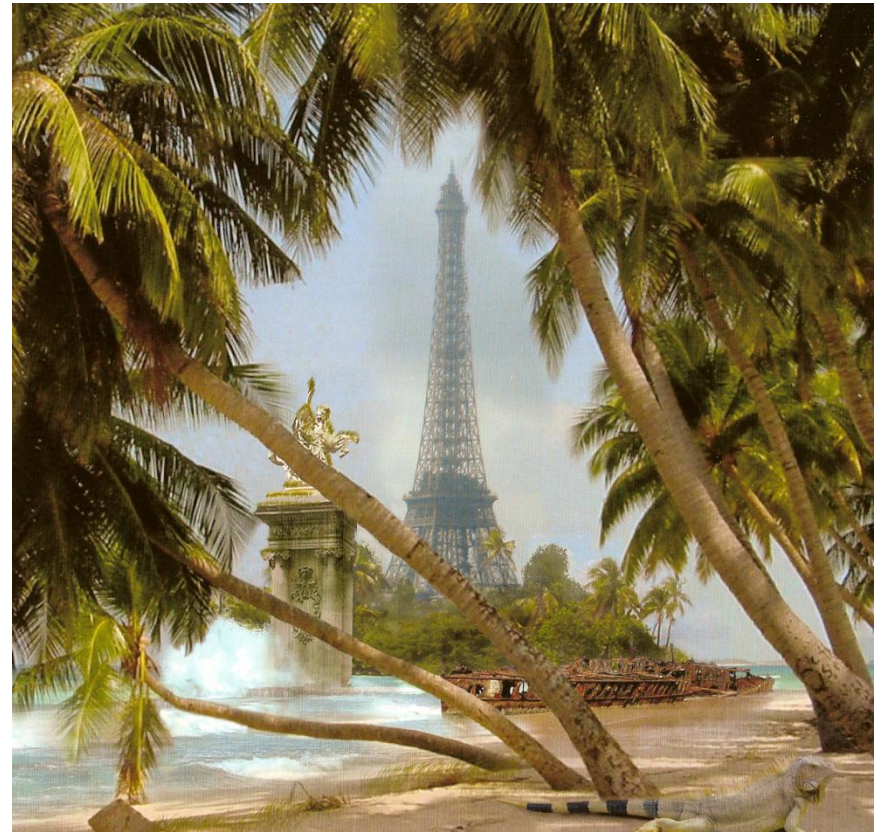
- A lexical specificity: the challenge (scientific vulgarisation corpus of 2008)
- Narrative function of the test
- The hero – need to surpass himself
- The climate challenge: both a threat and a challenge
- Geopolitical perspective

Science fiction

ICE AGE OR HEAT DEATH?



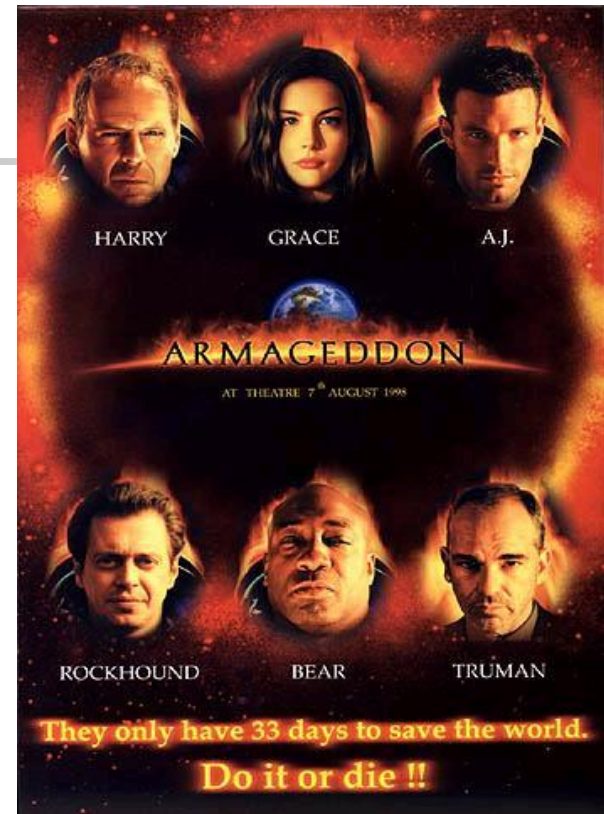
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“ Les hommes ont atteint à une telle maîtrise des forces de la nature qu’il leur est devenu facile aujourd’hui de s’en servir pour s’exterminer jusqu’au dernier. Ils le savent, et de là provient une bonne part de leur inquiétude actuelle, de leur malheur et de leur angoisse. ” (S. Freud, Malaise dans la civilisation, 1931.)

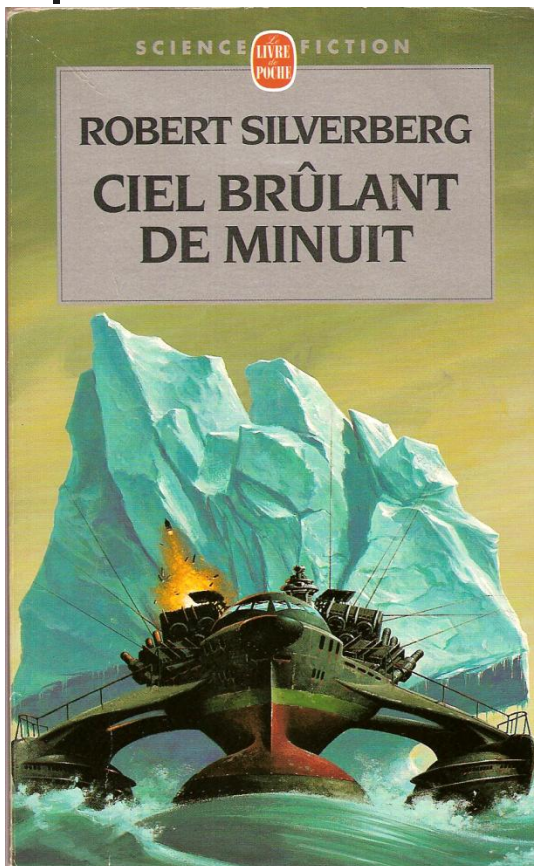




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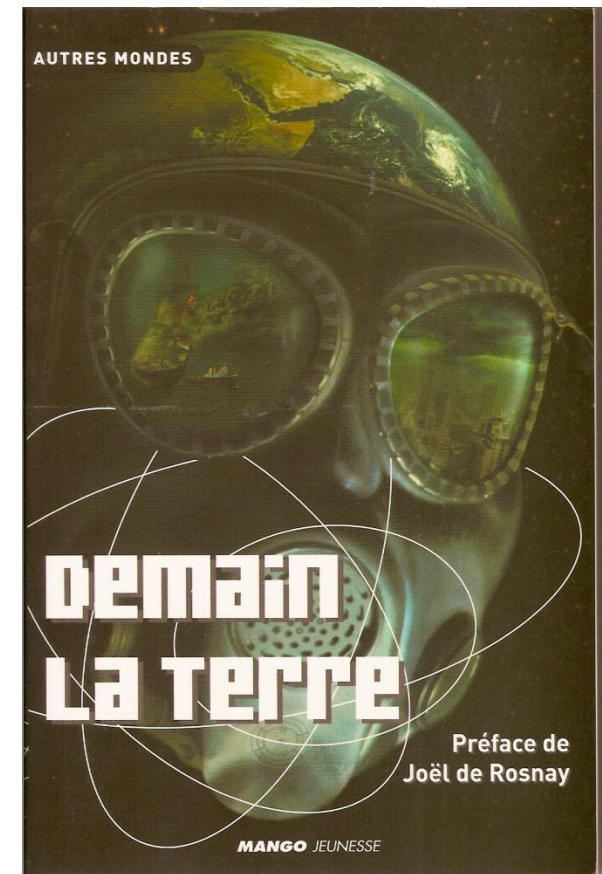
Éléments du corpus littéraire (1)



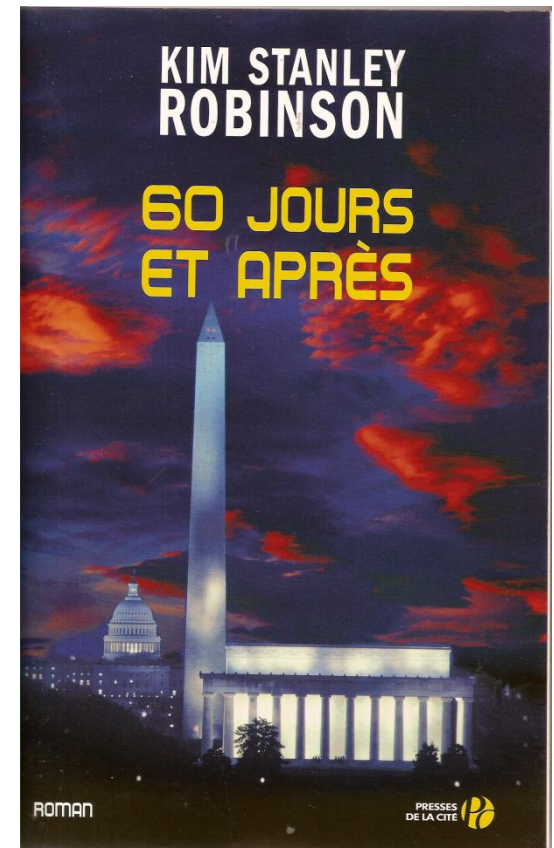
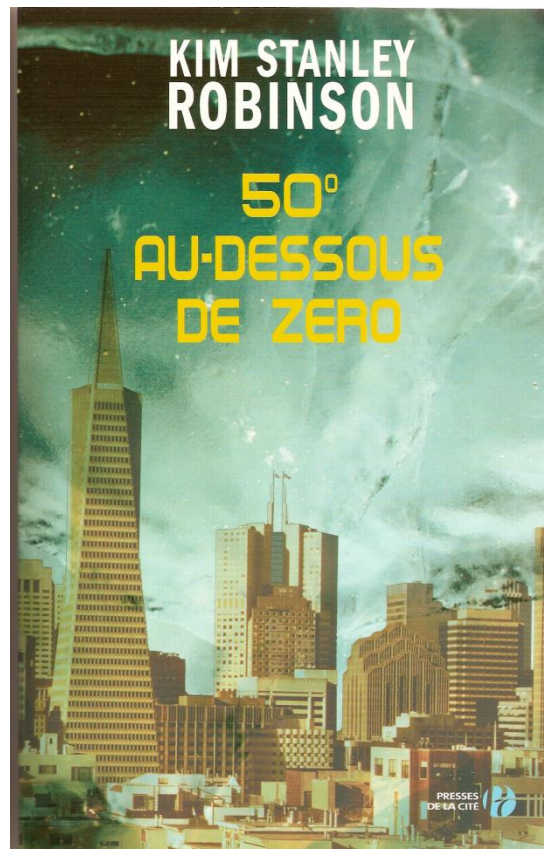
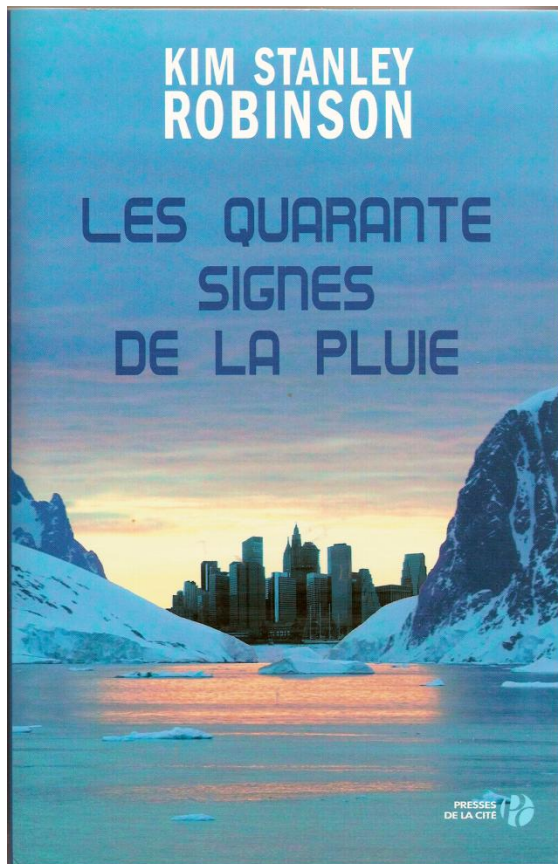
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Éléments du corpus littéraire (2)



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Developments in French media discourse about climate change (2004-2009)

- A major, widely relayed phenomenon
- From causes and consequences to solutions and means
- Emphasis – politico-industrial sphere and economics (2008-2009)
- The narrative of a metachallenge