

Content Analysis of Climate Change Coverage in Trinidad and Tobago's Print Media

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The Journal of Caribbean Environmental Sciences and Renewable Energy
Vol. 4, Issue 1, 2022 doi.org/10.33277/cesare/004.001/01



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Journal of Caribbean Environmental
Sciences and Renewable Energy



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Climate change poses an existential threat to the planet. It is predicted that Small Island Developing States (SIDS) such as Trinidad and Tobago are vulnerable to the impacts of climate change. Climate change is predicted to have impacts such as increased average daily temperatures, changes in precipitation patterns and intensity, and sea-level rise. Public education and awareness have been closely linked with addressing climate change. It is therefore important to mainstream climate change reporting. As the window for achieving the 1.5°C target of the Paris Agreement narrows, it is critical that the messaging on climate change carried by Trinidad and Tobago's print media be evaluated. Content analysis of print media has been used across multiple countries to better understand variations in public understanding of global environmental issues.

Through content analysis, the researchers aimed to investigate the coverage of climate change in newspaper articles written by local journalists and contracted columnists in Trinidad's print media over the period 30 July 2019 – 12 July 2021.

CESaRE has identified critical areas for consideration stemming from the authors' work:

1. The explicit focus on climate change in print media is low, with most mentions of the topic being passive. Additionally, most articles mentioning climate change were found in the upper middle of the newspaper where fewer viewers are assumed to look at them.
2. Greater emphasis on the actions of citizens and citizen responsibility is needed in print media.
3. Editors and managers of local newspapers should be targeted for sensitization works to establish sustained improvements in climate change reporting.