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Analysis of Medial Bias in Reporting of Global Warming and Correlation
between Global Warming and Current American Economic System,
Based on Infinite Economic Growth

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Analysis of Medial Bias in Reporting of Global Warming and Correlation
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Prohlašuji, že jsem práci zpracoval samostatně a uvedl v ní veškeré použité literární a jiné odborné zdroje.

Plzeň, červenec 2017

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Poděkování

Rád bych poděkoval PhDr. Alici Tihelkové, Ph.D., za cenné rady a pomoc při vedení mé bakalářské práce.

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1 Introduction

The theme of global warming has been frequently discussed in recent years. Although many scientific researches have been done and hundreds of scientific articles have been written, it is impossible for the scientific community to unify their opinion on global changes of climate.

The first aim of the Theoretical part of my Bachelor Thesis is to explain the basic terms to the readers to make the Thesis easy to understand.

Subsequently I will try to introduce a brief history of global warming – for example how this term came into being. Next aim will be to look up some major representatives and opponents of global warming.

Another subchapter will be dedicated to probable causes and anticipated consequences of global warming.

Already fifth aim will be to show the connection between global warming and current American economic system – as for example effects of global warming on it or funding of global warming.

The last chapter of the Theoretical part will be dedicated to the connection between global warming and media. There will be a description of history of global warming in both media – American and Czech.

After the Theoretical part, there will be the Practical part, which main aim is to do a detailed analysis of current reporting on the topic of global warming in American and Czech press. Then the results will be evaluated.

I will finish the Thesis with my subjective point of view in the conclusion.

2 Global Warming

2.1 Explanation of the term

In the beginning it is necessary to explain difference between terms *global warming* and *climate change*, because these terms are frequently interchangeably used by the general public.

Definitions

“Global warming: the increase in Earth’s average surface temperature due to rising levels of greenhouse gases.

Climate change: a long-term change in the Earth’s climate, or of a region on Earth“.^[1]

In the Oxford English Dictionary the term is explained in more detail:

“Global warming – the gradual increase in the overall temperature of the earth’s atmosphere due to increased levels of carbon dioxide and other pollutants.”^[2]

2.2 Brief history of global warming

People have suspected that their activity could change local climate already in ancient times, for example by cutting down forests. But there were larger shifts of climate in the remote past. The discovery of ice ages proved that climate could radically change, which seemed beyond anything that human activity would cause. The question remains whether are people responsible for climate change or the Earth is getting warmer spontaneously.

In 1896 Swedish scientist Svante Arrhenius declared that humanity can raise planet’s average temperature by burning fossil fuels, which adds carbon dioxide gas into the Earth’s atmosphere. Theory called *greenhouse effect* was disproved.

But in 1930s, people felt that region of United States and North Atlantic had significantly warmed during previous fifty years. Scientists assumed that it is just a phase of some natural cycle with unknown causes. However, there was an advocate of *greenhouse warming*, Guy Stewart Callendar. He insisted on connection between increasing concentration of the carbon dioxide gas and global temperature. His theory was later entitled *Callendar effect*.

Callendar’s claims had provoked several scientists into beginning researches of climate. Studies took ages. Mathematical models of climate, analysing temperatures

of previous years, or attempts to forecast weather. With improving technology, they gathered more accurate data, and in late 1960s scientists proved that average temperatures would rise within the next century. But the next century seemed to be far enough to start any policy action, apart from putting more effort into researches to find out what was happening.

The *global warming* term was for the first time used in the 1975' Science article by Wallace Broecker, geochemist of Columbia University. Earlier studies investigating human impact on climate changes were called *inadvertent climate modification*. It was because although many scientists accepted that human activity could be cause of climate change, they did not know what change to expect. So Broecker's term was ground-breaking. This term became the dominant popular in 1988, when NASA scientist James E. Hansen had testified to Congress about climate. Hansen's testimony was reported in media and after that use of the term had increased.

The diagram proves a popularity of the term (Picture 1 in Appendices), showing Google searches in the United States from January 2004 to July 2015. Until 2010, *global warming* searches greatly outnumbered searches using the term *climate change*. However, in the present days, searches of these terms had almost equalized.

But temperature change is not the only effect of changing climate. Thus scientific community prefers the term *climate change*, referring to a wider range of phenomena than just increase in temperatures, for example changes to precipitation patterns and sea level.

The theory of global warming turned into a political issue.

The First World Climate Conference took place in February of 1979. The conference is reckoned as the first significant global recognition of human's role in climate change. The conference followed a series of conferences organised by the United Nations. In 1988 the United Nations and World Meteorological Organization established the Intergovernmental Panel on Climate Change (IPCC) to gather available scientific data, to estimate possible impacts, and to propose a global response.

In December of 1997 the Kyoto Protocol was negotiated. The Kyoto Protocol is an agreement under which industrialized countries will reduce their emissions of greenhouse gases. The Kyoto Protocol came into force on the sixteenth of February 2005. Currently, there are 192 parties signed to the protocol, including the European

Union, United States of America, Russian Federation, Great Britain and other countries from all around the world.

After losing presidential elections in 2000, Al Gore started a campaign to educate people about the dangers of global warming, after which he won the Nobel Peace Prize jointly with the IPCC in 2007.

Barack Obama was inaugurated as a president of the United States of America in January 2009. One of his goals was to prevent climate change. He established a new office in the White House – the White House Office of Energy and Climate Change Policy. On the web page of the White House was stated that:

“The Obama administration is taking action to combat climate change. In June 2013, President Obama outlined the Climate Action Plan — the steps his Administration would take to cut carbon pollution, help prepare the United States for the impacts of climate change, and continue to lead international efforts to address global climate change. For the sake of our children and future generations, we must act now. And we are“.^[3]

2.3 Major representatives and opponents of global warming

Climate change has many supporters in all social classes. Between the most renowned propagators belongs for example Naomi Oreskes. Naomi Oreskes is an American historian of science, Professor of the History of Science and Affiliated, Professor of Earth and Planetary Sciences. Professor Oreskes focuses her researches on ecology. She also contributes with her opinions to several publications, for example The Times, The Washington Post, Nature, Science and others. Her 2004 article *The Scientific Consensus on Climate Change* in the Science magazine brought a deluge of criticism. When Al Gore mentioned the article in his book *An Inconvenient Truth*, the opinion of her article had changed and Naomi Oreskes had found her advocates.

What is her opinion of the climate change situation?

„Naomi Oreskes says that those fighting action on climate change are not focusing on science, but on economics“.^[4]

Aforementioned Al Gore, former Vice President of the United States, is another well-known defender of climate change. Gore has been involved with environmental matters since 1976, when he has taken up a career as politician. Al Gore pushed forward proposals to protect environment during his functioning. Gore has received a number of

awards including the Nobel Peace Prize for informing the world of the dangers posed by climate change, joint with the Intergovernmental Panel on Climate Change, in 2007.

However, Gore's involvement in environmental issues has been criticized as well. For example, he was accused of profiting from his advocacy, when supported taxpayer subsidies of green-energy technologies in which he has a personal investment. He has also been criticized for his above-average energy consumption in owning multiple, large houses, which was reported as using high amounts of electricity or using private jets.

His opinion of climate change is renowned:

“The warnings about global warming have been extremely clear for a long time. We are facing a global climate crisis. It is deepening. We are entering a period of consequences”.^[5]

One more politician supporting the theory of climate change caused by human is Hillary Clinton. In her speech to League of Conservation Voters she displayed her opinion clearly:

“The science of climate change is unforgiving, no matter what the deniers may say. Sea levels are rising; ice caps are melting; storms, droughts and wildfires are wreaking havoc. ... If we act decisively now we can still head off the most catastrophic consequences.”^[6]

Hillary and her husband Bill Clinton, former president of the United States, contend with climate change using their family Clinton Foundation, which is, besides other issues, concerned about the matter of climate change.

But most of all can be seen so-called *green celebrities*, protecting the environment.

It does not matter, if they are driving electric automobiles, attaching solar panels to the roofs of their residences, or donating money to environment protecting organizations.

Czech scientists are also interested in climate change. One of the supporters is Jan Hollan, astronomer and expert on climate change at Global Change Research Institute of Czech Academy of Sciences. When he referred to the amount of carbon dioxide in the atmosphere during an interview for Ekolist.cz, he mentioned that:

“We are on a steep slope and it will be difficult to slow down.”^[7]

Just as supporters, deniers of climate change have got representatives in Czech Republic. Probably the most renowned opponent of global warming is our ex-president, Václav Klaus. He uttered that:

„Global warming caused by humans is a pointless fiction. It can be assumed, that when the ocean gets warmer, it is going to snow more over the Antarctica and mass of icebergs is going to rise.“^[8]

Klaus has expressed his disagreement with the global warming theory caused by humans in some of his books, for example „Blue, not green planet“ or „What is endangered: climate or freedom?“.

Rick Perry is an American politician and the next one on my list of opponents of anthropogenic climate change. Perry is current United States Secretary of Energy and supporter of development of fossil fuels.

"I don't believe that we have the settled science by any sense of the imagination to stop that kind of economic opportunity... Calling CO₂ a pollutant is doing a disservice the country, and I believe a disservice to the world," Perry said.^[9]

Perry believes that the primary control knob for the temperature and climate of the Earth is the ocean waters and the environment that we live in.^[10]

Donald Trump, American real estate mogul and currently the President of the United States, is known for his negative attitude towards global warming. His personal accounts on social networks are overflowing by comments on the topic, such as this one:

“NBC News just called it ‘The Great Freeze’ — coldest weather in years. Is our country still spending money on the GLOBAL WARMING HOAX?”
— via Twitter in 2014^[11]

However his opinion of climate change is not that one-sided after his election to the office. Although he decided to withdraw United States from Paris Climate Agreement, his motives were entirely economic. He claims that the agreement punishes United States and could harm the American economy. Besides, he says that he has “totally open mind” before majority of debates on the topic of global warming.^[12]

2.4 Probable causes of global warming

Global warming is still considered to be a theory, therefore all of causes and effects stated below are just hypothetical. In a simplified way, there are two popular

opinions: that the global warming is caused by a human activity, and on the other hand that the global warming is natural and beyond human possibilities.

The cause of climate change has been one of main topics for discussion at scientific conferences. During these discussions an argument that majority of scientist agrees with the theory of anthropogenic climate change has been presented. In 2009 a student at the University of Illinois, Kendall Zimmerman, sent a survey to Earth scientists containing two primary questions:

“1. When compared with pre-1800s levels, do you think that mean global temperatures have generally risen, fallen, or remained relatively constant?
2. Do you think human activity is a significant contributing factor in changing mean global temperatures?”^[13]

The result of the study was that 97% of the climate scientists, as they identified themselves, answered affirmatively to the second question. In 2013 John Cook, the Climate Communication Fellow at The University of Queensland, also stated in his paper that 97% of scientists agreed with human made global warming.^[14]

These claims have not been only presented and used as an argument in debates but also criticized for methodological errors and declared false by the opponents of anthropogenic climate change. Whether it is 97% or not, most of the leading scientific organizations from all over the world belong to the group of scientists, who believe that the global warming is caused by human activity. Amongst these organizations belong intergovernmental bodies like IPCC or World Meteorological Organization (WMO), governmental agencies, but also academies of sciences – in 2005 representatives from eleven international academies signed joint statement about climate change and necessity to reduce causes of global warming – and, of course, scientific societies, for example American Physical Society and American Meteorological Society.^[15]

The cause leading among environmentalists and most commonly used by the general public is increasing concentration of the carbon dioxide in the Earth's atmosphere. This gas comes from various sources, natural and man-made. CO₂ has been naturally entering the atmosphere for millions of years. Animals release carbon dioxide in the process of breathing. Plants are both sources, because of respiration, and absorbers, because of photosynthesis. When plants and animals die, they begin to putrefy. CO₂ arises during this process as well. There are bigger natural sources of the

gas, for example volcanoes. When volcanoes are erupting, solid and gaseous emissions, including carbon dioxide, are produced. The oceans are the largest CO₂ producers. However processes taking place in the oceans are also absorbing carbon dioxide.

Human activities have an effect on the flow of CO₂ since the Industrial Revolution. People started to burn fossil fuels at those times. Fossil fuels contain high percentage of carbon. The fuels include coal, petroleum, natural gas and obviously products made of these raw materials. Fossil fuels are frequently used these days, for example power plants are propelled by burning coal or burning gasoline for transportation.

Another problem increasing concentration of CO₂ is the deforestation. Destruction of forests and rainforests affects the CO₂ balance even in two ways. Firstly the burning releases CO₂ into the atmosphere, and secondly, the number of trees removing CO₂ by photosynthesis is reduced.

Development of agriculture also influences the environment. As the population grows equally grows people's total consumption. It leads to plundering a nature to gain room for fields and cow houses. Both of those constructions are sources of an environmental issue. Crops on the fields are commonly supported to grow by chemical fertilizers. I think there is no need to explain that it is not environmentally friendly.

Regarding the cow houses, there is being made another greenhouse gas – methane. The process takes place in the intestines of herbivorous animals. With the increase of the amount of concentrated livestock, the level of methane released into the atmosphere is increasing too.

But according to anthropogenic global warming sceptics, the climate is changing naturally and it has nothing to do with amount of CO₂ in the atmosphere. There are certain occurrences in the history that support their statement. They refer to warming in the twentieth century, when the warming became during industrially insignificant period (around 1910) and from 1940 – during Post War Economic Boom – temperatures fell, which does not correspond with the theory. Another event, which sceptics mention is The Little Ice Age. It was a period of cooling of the Northern Hemisphere that, according to NASA, took place from sixteenth to nineteenth century. The Little Ice Age occurred after the Medieval Warm Period, lasting from about 950 to 1250 and the Holocene Climate Optimum, another warm period, about 6000 years ago. These events show that climate is changing in natural cycles.

The anthropogenic global warming sceptics attribute these events as well as the present climate changes to different causes. They think that the climate is influenced by the solar activity. Piers Richard Corbyn, the owner of the WeatherAction – company working at long range weather and climate forecasting, advocate this theory. His researches had shown close relationship between solar activity and temperature changes in the history.

In a way it is not surprising, the sun affects us directly when it sends the heat to us. With influence of the sun are connected clouds that have powerful cooling effect. In the early twentieth century scientists discovered, that clouds are formed when water vapour rising up from the sea meets particles known as cosmic rays that penetrate the Earth's atmosphere. But when the sun is more active, a phenomenon known as the solar wind is stronger therefore fewer cosmic rays get through the atmosphere and fewer clouds are formed. ^[16]

There is another natural occurrence in the past that has changed the Earth's climate. It is shifts in the Earth's orbit. According to NASA:

“Three variables of the Earth's orbit — eccentricity, obliquity, and precession — affect global climate. Changes in eccentricity (the amount the orbit diverges from a perfect circle) vary the distance of Earth from the Sun. Changes in obliquity (tilt of Earth's axis) vary the strength of the seasons. Precession (wobble in Earth's axis) varies the timing of the seasons“. ^[17]

Climate changes caused by these variations in the Earth's orbit are named Milankovitch cycles after Milutin Milankovitch (1879-1958) – a Serbian astrophysicist, who developed this theory relating Earth motions and long-term climate changes.

2.5 Anticipated consequences of global warming

Scientists cannot agree even on the effects of the global warming, no matter what the cause is. One side predicts that global warming will have catastrophic impact on our planet, the other side claims that life on Earth had survived even more dramatic changes of climate.

The most obvious effect of global warming is the increase in average temperatures. According to National Oceanic and Atmospheric Administration (NOAA) the average global temperature has risen by 0.8 degrees Celsius over the past 100 years.

Further they add that since 2000 we have experienced nine of the warmest years on record.

But in some areas people has been experiencing colder than normal winters. Some climatologists claim that it is also effect of global warming. How? Climate change can allegedly cause the jet stream to move south and bring with it cold, Arctic air.

But there are other extreme weather occurrences that may be caused by global warming. For example hurricanes may be more intense.

"And even if they become less frequent globally, hurricanes could still become more frequent in some particular areas," said atmospheric scientist Adam Sobel, author of "Storm Surge: Hurricane Sandy, Our Changing Climate, and Extreme Weather of the Past and Future" (HarperWave, 2014). "Additionally, scientists are confident that hurricanes will become more intense due to climate change." This is because hurricanes get their energy from the temperature difference between the warm tropical ocean and the cold upper atmosphere. Global warming increases that temperature difference.,, ^[18]

Scientists also forecast heat waves, droughts, floods, wildfires, blizzards and rainstorms will occur more often and more intensively, according to computer models of the climate.

The next effect of global warming is obvious as well. It is melting of ice caps and mountain glaciers. According to NASA, Greenland and Antarctica contain about 75% of the world's fresh water, which can dramatically raise the sea level. It would be a tragedy for low-lying coastal states all around the world. But in the documentary film "The Great Global Warming Swindle" professor Syun-Ichi Akasofu, the founding director of International Arctic Research Center (IARC) of the University of Alaska Fairbanks, stated that ice caps are naturally expanding and contracting. This phenomenon is new for us, because we had not satellites. So the fragments of ice floating on the sea showed by media are happening all the time.

Global warming poses another threat – extinction of species. Experts predict that if the warming trend will continue at its current rate, many species will not be able to migrate or adjust to climate change and it will lead to their extinction. For example corals are extremely sensitive organisms. Increasing of sea temperature make coral reefs to bleach and die. The most vulnerable are plants, amphibians, reptiles, birds and insects, but predators like polar bears are suffering as well. In media you

could have read articles about drowned polar bears that had to swim for miles because they could not find any iceberg they use to rest on. Animals and plants are already moving from their native habitats because of rising temperatures. They are moving northward or to higher altitudes according to National Academy of Sciences and researches at the State University of New York. Evidence of the migration is the grizzly-polar bear hybrid also known as the pizzly bear. Theory suggests that due to climate changes polar bears moved southward and grizzly bears moved northward thus their migration routes crossed each other and it led to inception of the pizzly bear.

Climate change may also have impact on human health. According to Centers for Disease Control and Prevention (CDC), global warming is increasing number of people at risk of heat-related death. It concerns primarily old people and young children, but also people living in urban areas, where the urban heat island effect exacerbates the effects of high temperatures. Warmer temperatures would expand the range of many disease-causing pathogens and insects too. IPCC claims that increased temperature will tend to expand the geographic range of malaria transmission to higher altitudes as well as many other vector-borne infections (such as dengue fever, Lyme disease, encephalitis and other ‘usually’ tropical and subtropical diseases). But again, there are people who do not agree with IPCC like a professor Paul Reiter, medical entomologist at the Pasteur Institute in Paris and member of the World Health Organization. He stated that mosquitos are more resistant and can survive in a cold environment.^[19]

“In fact, the most catastrophic epidemic on record anywhere in the world occurred in the Soviet Union in the 1920s, with a peak incidence of 13 million cases per year, and 600,000 deaths.”^[20]

3 Global Warming and Current American Economic System

3.1 Current American Economic System

The economy of the United States of America is the strongest national economy in the world. The US economy is a *mixed economy*. The Oxford English Dictionary explains the term as: “an economic system combining private and state enterprise.” Private enterprise is a basis of the market economic system. In the United States it works like this: “The United States has a market economy in which individual producers and consumers determine the kinds of goods and services produced and the prices of those products.” In market economy the government is not much influential. That is the reason why the US has mixed economy – in this economy the government plays a big role. The government:

- „provides services and goods that the market cannot provide effectively, such as national defence, assistance programs for low-income families, and interstate highways and airports“
- „provides incentives to encourage the production and consumption of certain types of products, and discourage the production and consumption of others“
- „sets general guidelines for doing business and makes policy decisions that affect economy as a whole“
- „establishes safety guidelines that regulate consumer product, working conditions, and environmental protection“ [21], [22]

The economy of the United States is based on infinite growth. This growth can be observed on the American Gross Domestic Product (GDP) which is:

“The broadest quantitative measure of a nation's total economic activity. More specifically, GDP represents the monetary value of all goods and services produced within a nation's geographic borders over a specified period of time.“ [23]

The infinite growth is demonstrated on the graph on Picture 3 in Appendices.

3.2 Effects of Global Warming on Economy

This economic growth is under threat of climate change. According to Robert E. Rubin, American lawyer and former United States Secretary of the Treasury, ignoring climate change might ruin the American economy. During an interview for the Washington Post in 2014 he said:

“The cost of inaction over the long term is far greater than the cost of action.” [24]

The economy might face several threats, for example worsened agricultural conditions or decreasing labour productivity, because: “dramatically rising temperatures in much of the country will make it far too hot for people to work outside during parts of the day for several months each year”. Another threat pose intensive superstorms and hurricanes, which cause serious losses. He says that Hurricane Katrina and Hurricane Sandy caused losses to the extent of 193 billion dollars. [25]

Because preventing global crisis costs something, to cover these costs he recommends to:

“Raise taxes; or significantly cut spending on defense, our social safety net, and public investment including infrastructure, education and basic research.” In the end of the interview he spoke to reader’s souls:

“We do not face a choice between protecting our environment or protecting our economy. We face a choice between protecting our economy by protecting our environment — or allowing environmental havoc to create economic havoc.” [26]

The Union of Concerned Scientists (UCS) agrees with Robert Rubin’s opinion. Besides that, according to them, climate change may cause mass migration – increase number of so called *climate refugees* because of disasters on their territories.

A study carried out by *Risky Business* about influence of climate change on economy shows that there are more threats. According to them global warming may increase energy expenses. Due to higher temperatures it is expected that people will be spending more energy on air-conditioning. Besides other things, rising temperature might lead to increase in number of committed crimes in the USA. In the study they stated:

“A growing body of rigorous quantitative research across multiple disciplines has found that weather, and in particular temperature, affects the incidence of most types of violent and non-violent crime in American cities and rural areas alike” [27]

Already mentioned heat-related mortality might affect economy as well. In economic terms the probable costs of those deaths could reach 710 dollars per person each year by the end of the century. The southern states would suffer the most, of course. [28]

In a book *Co nesmíte vědět!* written by Michael Morris, he says that the real threat is not a global warming, but the effort of a few families to rule the world. He specifically has in mind the Rockefeller, the Rothschild, the Gates, the Clinton

and the Gore families. According to Morris they are financed by public funds of IPCC – “organization in support of lies about climate.” Michael Morris claims that whole global warming is only a fiction and lies about CO₂ whose meaning is “an effort to launch world taxes, to enslave mankind in a faster and more effective way and to grant power to a new world rule.” [29], [30]

Morris bears his statements out by a letter of Harold Lewis. In the letter Harold Lewis mentioned that global warming is a “scam” and that scientists employed in big international organizations like APS and IPCC are corrupted. He also recommended reading the Climategate documents in the letter, which he used to resign from APS after 67 years of service. According to him, the documents prove that scientist at the University of East Anglia falsified data and used tricks to make the climate change look like caused by human activity. Even the Director of the University admitted publicly that data were manipulated with. “He conceded that there is no global warming, but on the contrary, the Earth is getting colder.” [31]

3.3 Funding of Global Warming

Researches of climate and fighting global warming as well are extremely costly. It is invested more than 300 billion American dollars every year into this sphere. Where do scientists, governments and organizations have their money from?

According to a study *The Global Landscape of Climate Finance* made by Climate Policy Initiative, in 2014 have been spent 391 billion dollars into climate actions to reduce or protect from climate change. The money has been invested from both sectors public and private. From the public sector has been contributed 38% of total investment or 148 billion dollars. Major public investors are Development Finance Institutions (DFIs) – 88% of public sector total, Governments and their agencies – 10% and Climate Funds – 1%. The private sector contributed to the total investment by the sum of 243 billion dollars, which is remaining 62% of the total 391 billion. Major private investors are Project Developers – 38% of private sector total, Corporate Actors – 24%, Commercial Financial Institutions – 19%, Households – 18% and Private Equity, Venture Capital and Infrastructure Funds – 1%. [32]

Climate change researches are primarily paid by governments and intergovernmental organizations. For example IPCC is funded by United Nations

Environment Programme (UNEP), the World Meteorological Organization and its member countries through the IPCC Trust Fund. ^[33]

The source of funding is dependent on the organization that conducts the research. Academies and universities are subsidized by governments and then there are of course also private organizations researching the climate.

Most of the world countries, or rather governments, agree with the theory of man-made global warming and are taking actions to prevent climate change, but sometimes they act in the name of climate change in an improper way. In many countries, for example in the United Kingdom of Great Britain and Northern Ireland, United States of America, Canada, India, Czech Republic and many more, governments subsidize electric cars, but the truth is that during the production of an electric vehicle and its recharging is produced a huge amount of CO₂ emissions. In the outcome electric cars offer no savings in energy or emissions in comparison with combustion vehicles. The biggest problem with the electric cars is their batteries. They contain acids and other chemicals that are not really environmentally friendly and are very difficult to recycle. Simply, the technology is not advanced enough yet. ^[34]

Anthropogenic global warming sceptics need funding as well. There are working several global warming sceptic organizations in the United States. Their main goal is to cast doubts upon the facts about global warming presented by the majority of scientists confirming anthropogenic climate change. These organizations are frequently funded by the fossil fuel industry. In this respect, probably the most active and significant are the fossil fuel billionaires Koch brothers. The Koch Industries has been established by Fred C. Koch when he founded oil refinery firm that later became known under this name. The industrial conglomerate is now headed by two of his four sons – Charles G. Koch and David H. Koch. Koch brothers have funded through their Koch foundation a range of these sceptic organizations and a few of them they established. They established for example organization called Americans for Prosperity (AFP) or co-founded Cato Institute. These organizations are active in more sectors than climate change. Koch brothers have invested into these organizations denying man-made global warming: American Enterprise Institute (AEI), American Legislative Exchange Council (ALEC), Competitive Enterprise Institute, Heritage Foundation and others. They have donated millions of dollars to these organizations. ^{[35]. [36]}

There is one more infamous donor of global warming sceptics. It is the ExxonMobil. The ExxonMobil is one of the largest multinational oil and gas

corporations. They have been accused of bribing members of the American Congress and giving money to lobbying groups that deny climate change. All of that happened years after they promised that they will stop funding climate change denial. The ExxonMobil has also funded several of the above mentioned organizations. ^[37]

As has been already indicated, it is the money what runs debates over climate changes. Some global warming activists and a study of an environmental sociologist Robert Brulle from the Drexel University claim that a large amount of money flows through third-party, making the money untraceable. These funds are called Dark money and allegedly they give an unfair advantage in a debate over global warming.

“In the end, Brulle concluded public records identify only a fraction of the hundreds of millions of dollars supporting climate denial efforts. Some 75 percent of the income of those organizations, he said, comes via unidentifiable sources.” ^[38]

But according to James Taylor and his article on the Forbes website, Brulle’s paper is unsubstantiated, and furthermore he claims that:

“The undeniable truth is global warming alarmists raise and spend far more money – including far more untraceable special interest “dark money” – than global warming skeptics.” ^[39]

He also pointed out that in media appeared articles about the dark money funding shortly after publishing of the paper. Taylor highlighted Suzanne Goldenberg, who writes for the UK Guardian. She claimed in her article that sceptics spent 1 billion dollars to deny science, although in Brulle’s paper figures a sum of 900 million dollars. It makes difference of 100 million dollars. According to Taylor to oppose global warming activism was spent “only” 46 million dollars out of the 900 million. In comparison with billions of dollars raised and spent by environmental groups it is a drop in the ocean. ^[40]

4. Media and Global Warming

The mass media are significant mediators of a communication amongst scientists, politicians and the public. Many studies proved that mass media are the main source of information about climate changes for the public. Considering the complexity of climate science and economic stakes of publishers, it is relatively difficult to inform general public about climate changes including all important connections both objectively and in an interesting way.

A brief history of global warming in American and Czech media will be introduced in following subchapters. The current reporting of global warming in both countries will be presented in the practical part of my Thesis.

4.1 History of Global Warming in American Media

As I already mentioned, in the end of nineteenth century climate scientists started to research changes of climate and its causes. At the same time journalists started to write about these researches and changes. As the scientists changed their opinion so the journalists kept changing message of their articles.

In 1895 New York Times published an article headlined: *PROSPECTS OF ANOTHER GLACIAL PERIOD - Geologists Think the World May Be Frozen Up Again.*, but only seven years later, in 1902, Los Angeles Times released a story with opposite prediction, the title said:

“Disappearing Glaciers...deteriorating slowly, with a persistency that means their final annihilation...scientific fact...surely disappearing.” This article was followed by thirty years of reporting about upcoming new ice age. During this period journalists wrote about glaciers advancing southward and other signs of a new ice age. ^{[41], [42]}

At the turn of the 1920s and 1930s journalists made a turn to the global warming. It had suggested itself, because people began to feel it is getting warmer. This trend continued for over another thirty years. One of the articles published by Washington Post in 1939 stated that:

“Gaffers who claim that winters were harder when they were boys are quite right... weather men have no doubt that the world at least for the time being is growing warmer” ^[43]

Another turn took place in 1970s, when journalists had put global warming on the shelf and had settled down to a global cooling again. At that time scientists

recorded lower temperatures than before. But Americans worried more about Cold War and threat of a nuclear war than new ice age.

Aforementioned Broecker's article and John Hansen's testimony influenced reporting about climate changes in the 1980s. Journalists and scientists changed their opinion again, so people read about global warming. Stephan Schneider, lead author of the IPCC, explained to Discover magazine in 1988 that:

“On the one hand, as scientists we are ethically bound to the scientific method, in effect promising to tell the truth, the whole truth, and nothing but – which means that we must include all doubts, the caveats, the ifs, ands and buts. On the other hand, we are not just scientists but human beings as well. And like most people we'd like to see the world a better place, which in this context translates into our working to reduce the risk of potentially disastrous climate change. To do that we need to get some broad based support, to capture the public's imagination. That, of course, means getting loads of media coverage. So we have to offer up scary scenarios, make simplified, dramatic statements, and make little mention of any doubts we might have. This “double ethical bind” we frequently find ourselves in cannot be solved by any formula. Each of us has to decide what the right balance is between being effective and being honest. I hope that means being both.” [44]

Since 1980s in the press appeared articles about global warming issue mostly.

Political movement of global warming also influenced the press and other media. Margaret Thatcher was the Prime Minister of the United Kingdom of Great Britain and Northern Ireland and the Leader of the Conservative Party from 1975 to 1990. She was also the first world leader that warned about impacts of global warming and need for nations to joint together. She did so in 1989 during a speech to the United Nations General Assembly. Mrs Thatcher contributed to the founding of the IPCC and creation of the Environmental Protection Act in 1990. However, later she became sceptical about climate change policy. [45]

In her latest book *Statecraft* published in 2003 she devoted one chapter, headed *Hot Air and Global Warming*, to reappraisal of her earlier opinions related to climate change. [46]

Probably the biggest boom in media caused already mentioned Al Gore with his documentary film and book with the same title: *An Inconvenient Truth*. His documentary film won an Academy Award and after acceptance of the Nobel Peace Prize in 2007 news about climate change gone ballistic.

(Picture 2 in Appendices)

This extensive media coverage of climate change lasted to 2010. During this period journalists published the most articles about global warming or climate change.

Then, for a few years, interest in climate change was on decline. Another event that has brought attention of media and public was speech of Pope Francis dedicated to this issue. He showed of support for ex-president Obama's plan to cut carbon emissions. Then 2015 United Nation Climate Change Conference held in Paris took place. Main point of the conference was negotiation of a new global agreement to reduce climate change by cutting down emissions of carbon dioxide.

The interest in the topic of global warming and climate change has risen again.

4.2 History of Global Warming in Czech Media

The topic of global warming and climate change in Czech media as Jan Vávra and his colleagues mentioned in their study, passed through several phases. The analysis involved Czech media coverage of climate change from 1996 to 2005 and was divided as follows:

- 1st phase (1996 – 1999) – so called *anchoring* – a period of expert articles about an existence of climate change and its effects,

- 2nd phase (1997 – 2000) – *specialization* – at that time started to appear sceptical articles and there were also more debates about economic and political impacts,

- 3rd phase (1999 – 2002) – *routinization* – historical connections began to appear and media started to discuss alternative energy sources and “political and lobby interests standing behind”

- 4th phase (2001 – 2003) – a period of *crisis* – by then in media was presented a possibility of worse consequences of global warming and climate change was shown as a problem of great complexity. On the other hand, even doubts that climate change is caused by human activity were getting stronger,

- 5th phase (2003 – 2005) – *self-fulfilment* – at this period climate change was understood as a real phenomenon and also it was connected with particular natural occurrences.

Another analysis of Czech media made in 2007 discovered that articles are more focused on politicians and their opinions of climate change and that the most quoted

person is a former president of the Czech Republic Václav Klaus, who is also the most frequently connected person with global warming in the Czech press, followed by Al Gore and George Bush. In 2007 the highest number of articles about climate change published a daily *Právo*, but more space was provided by way of more detailed articles in *Hospodářské noviny*.

After 2009 the number of articles and interest in global warming decreased.

(Picture 4 in Appendices)

Research of the Czech press from 1997 to 2010 proved that popular articles outnumber the scientific ones and that articles approaching to the natural issue outnumber the social issue articles. The sensational and catastrophic articles were the most common in Czech newspapers. Regarding the geographical orientation domestic and foreign articles are represented equally in the Czech press. ^[47]

(Picture 5 in Appendices)

4.3 Global Warming in Popular Culture

Climate change and its possible catastrophic impacts inspired movie-makers. One of the first movies with this topic is 1995 *Waterworld*. The movie is a post-apocalyptic adventure in which is the future Earth due to melting ice caps flooded. The melting is caused by hundreds of years of global warming. ^[48]

Next movie inspired by global warming is 2004 *The Day After Tomorrow*. This catastrophic sci-fi movie show rapid changes of weather all over the world caused by great global change. ^[49]

The latest movie containing the topic of climate change is 2015 *Mad Max: Fury Road*. The movie is made by George Miller who was an environmental activist.

”In *Fury Road*, he has created a film that envisions a near-future world ravaged by drought and extreme weather events. From the beginning of production, Miller instructed his crew to imagine that “all the worst-case scenarios you read in the news have come to pass.” ^[50]

Global warming has also appeared in the television series. Very often there are environmental characters or a story of an episode is environmentally-based. In the *How I Met Your Mother* series, one of the main characters is an environmental lawyer, as well as in the *Modern Family* series. Even in animated comedy series

appeared the topic of climate change. For example in 2002 in the *Futurama* series when:

“Planet Express is hired to scoop a slab of ice from Halley's Comet and drop it in the ocean to combat global warming. But when they find the comet all out of ice, the inventor of the environment, Al Gore, holds a Global Warming convention. There Professor Farnsworth reluctantly admits the process was sped up by the pollution emissions of all robots.”^[51]

In the second television creation of a cartoonist Matt Groening, *The Simpsons*, global warming has been mentioned as well. “True to Groening’s intention, the show has frequently used biting satire to examine societal problems, including climate change. Its characters visit the rapidly melting Springfield Glacier, deliver chilling proclamations about rising temperatures and flooding lowlands, and speculate that global warming concerns are baseless.”^[52]

Climate change has appeared in music as well. Besides other artists these musicians included the topic of global warming in their songs: Neil Young, REM, Ozzy Osborne, Michael Jackson, Bob Dylan, Miley Cyrus or Johnny Cash.

5. Practical Part

5.1 Introduction

Main objective of practical part of my Thesis is to do detailed analysis of Czech and American media considering articles about global warming.

The *mediahub.cz* and *agilitypr.com* websites, where I found rankings of the 10 most read Czech news sites and American newspapers, helped me with the selection of media. It means that the practical part will be divided into 2 main parts – Czech and American.

I will be working with websites because of accessibility and clear arrangement of the articles.

I will analyse from each source 15 latest articles that were released by the end of June 2017, it is 150 Czech articles and 150 American articles in total. I will consider the context of articles about global warming, therefore I determined following categories: conference/treaty, natural phenomena, research, interview, politics and event.

Subsequently I will attempt to determine whether the article maintains neutral, sceptical or supportive attitude to global warming.

For better illustration, the results will be represented by means of diagrams.

After analysing individual sources I will try to do an analysis of Czech and American media in its totality. Then I will compare and evaluate the results.

5.2 Analysis of Czech press

1. Novinky.cz

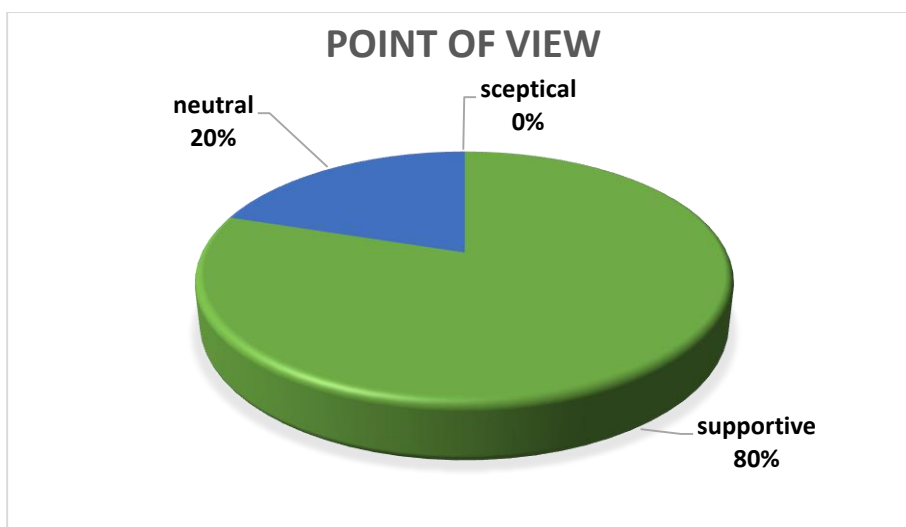
The first Czech source is *Novinky.cz* site, which was placed first in the rankings of the most read news sites on the Czech Internet.



The most frequent topic of articles (32%) was natural phenomena that are supposed to be caused by global warming. The same amount of articles was written in connection with politics, particularly about Donald Trump and his decision to withdraw United States from the Paris climate agreement.

Approximately the same proportional representation had articles dealing with conferences or treaties (10%), researches of climate changes (10%) and interviews about global warming (11%).

The least discussed topic connected with global warming was events, protests and other happenings – only 5% of articles.



Regarding a point of view, an overwhelming majority of articles was supportive – exactly 80%. Since I did not find any sceptical article, the remaining 20% of articles maintained neutral attitude.

2. Idnes.cz

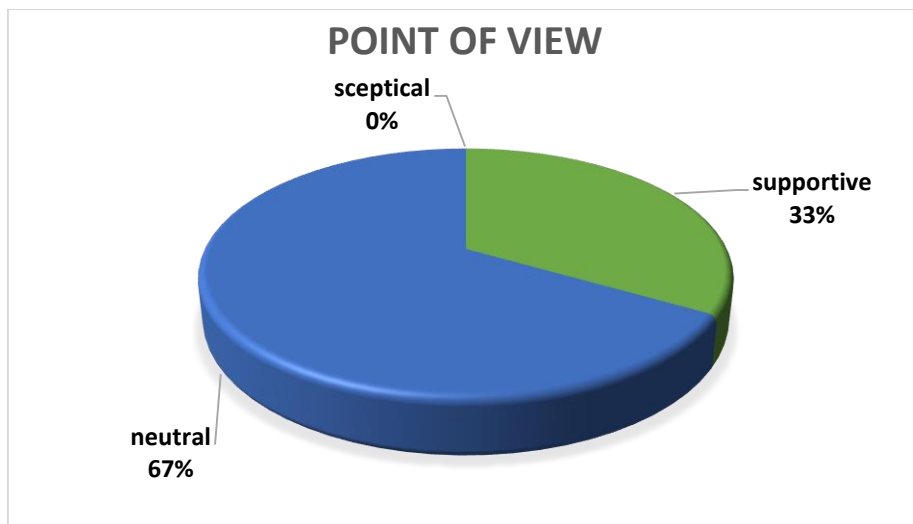
The second source is a site *Idnes.cz*.



At this page, articles describing natural phenomena prevailed over the others as well (35%). They were followed by articles with political context (25%). Articles dealing with conferences/treaties and various events were equally represented (15%).

Only 10% of articles were interviews about global warming.

There was not any article concerning research at the *Idnes.cz* site.



This time neutral articles predominated over the supportive ones – 67% neutral, 33% supportive articles. None of the articles took sceptical point of view.

3. Aktualne.cz

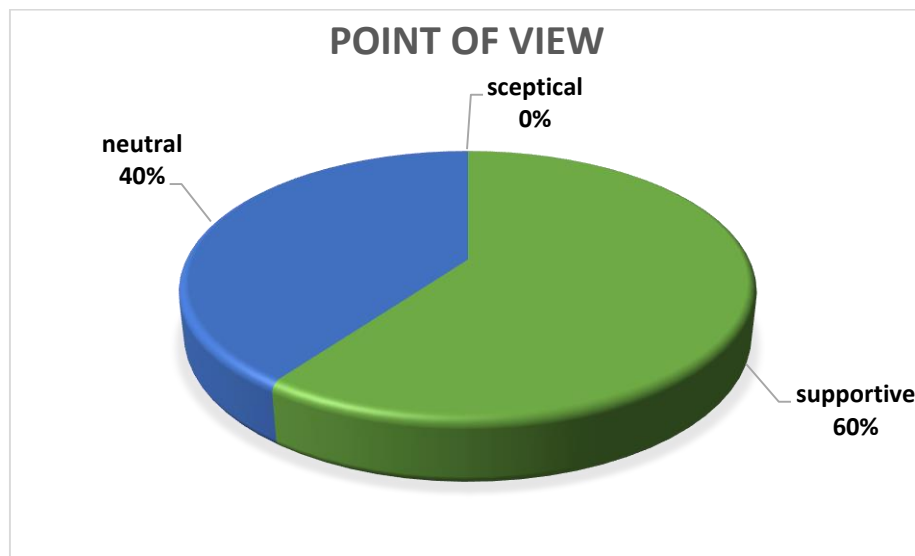
The third analysed source is a news site *Aktualne.cz*.



Political articles and articles describing natural phenomena lead the list again. Political articles accounted for 38%, the natural phenomena topic for 29% of articles.

Slightly less articles was written about climatic conferences and treaties (14%) and about researches (9%).

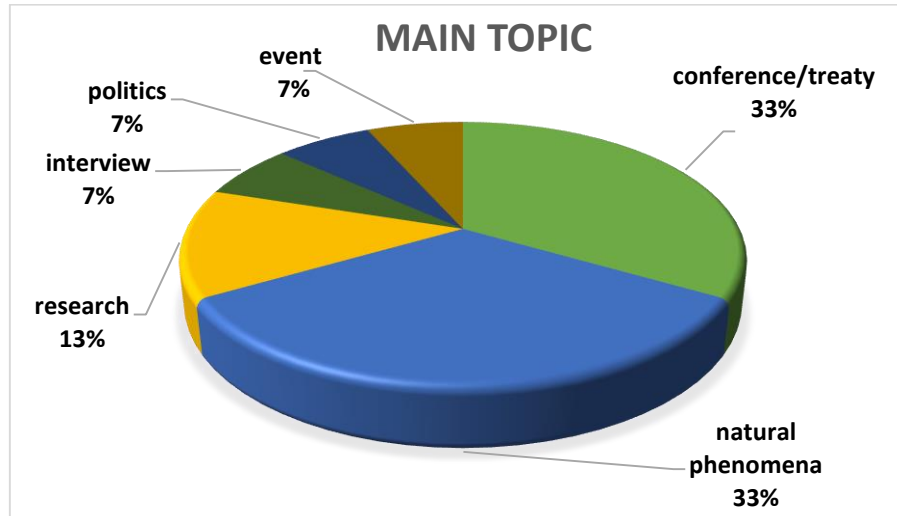
The least popular topic of the articles was interview (5%) and information about events (5%).



The point of view of the articles is following: the prevailing attitude was supportive (60%), followed by neutral attitude (40%). There was not any sceptical article once again.

4. Nova.cz

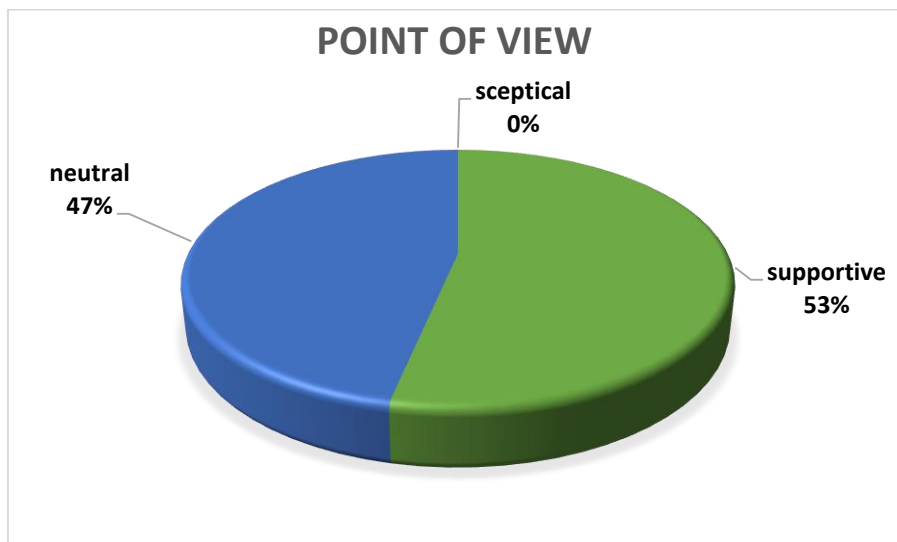
The fourth source is a website of a Czech television *Nova – tn.cz*.



The most frequently discussed topic of articles about global warming was natural phenomena (33%) and climatic conference and treaty topic with the same percentage (33%).

The second place on my list took the topic of research (13%).

The smallest number of articles dealt with politics (7%), events (7%) and interviews (7%).



Neither this source provided me with sceptical article. Remaining two points of view were represented nearly equally – supportive attitude (53%) and neutral attitude (47%).

I would like to mention that only 5 articles were published this year, another 5 articles were published last year, following 4 articles were released in 2015, and the last one in 2014.

5. Blesk.cz

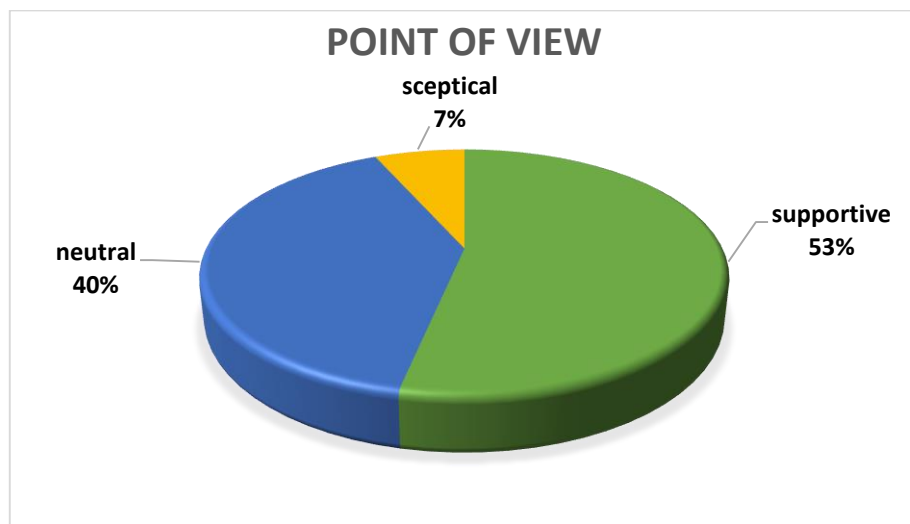
The fifth source is a website of a Czech tabloid *Blesk.cz*.



Articles regarding natural phenomena were in the lead of my list again (40%). The topic of politics followed (30%), while majority of the articles discussed Donald Trump again.

The same amount of articles dealt with the topics of conference/treaty and research (10%).

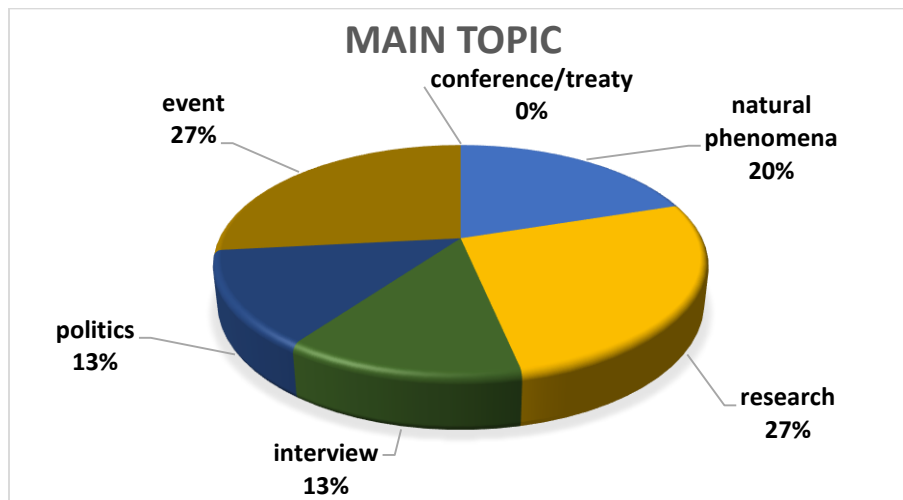
At the bottom of the list were articles about events (5%) and interviews (5%).



Considering a point of view, *Blesk.cz* is the first Czech source where I found sceptical articles (7%). Neutral point of view accounted for 40% of articles, and more than a half articles maintained supportive attitude (53%).

6. Denik.cz

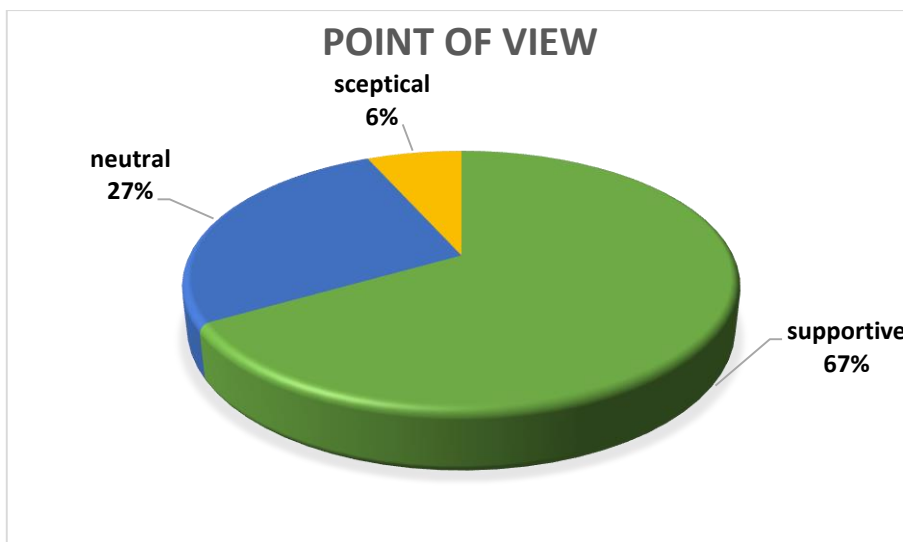
The sixth Czech source is *Denik.cz*.



Proportional differences between individual topics are rather minor.

For a change, the most discussed topics were research (27%) and event (27%). Twenty per cent of articles described natural phenomena. The same proportion of articles was represented by the topic of politics and interviews (13%).

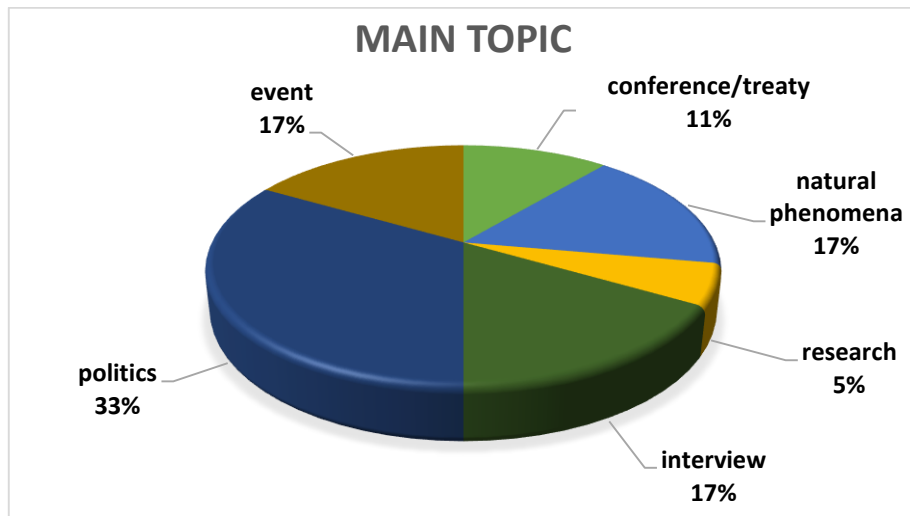
None of articles dealt with conferences and treaties.



Once again, supportive point of view (67%) prevailed over neutral attitude (27%). However, at this site I found articles with sceptical point of view as well (6%).

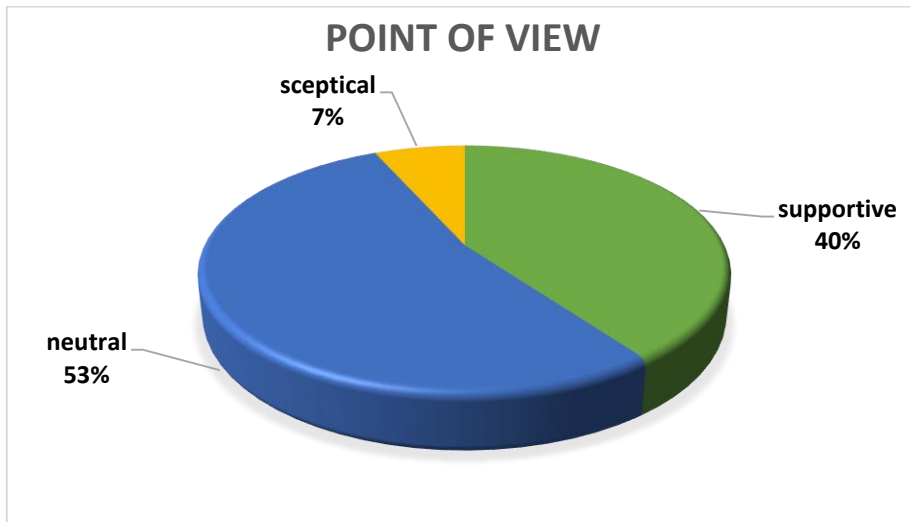
7. Lidovky.cz

The seventh source is a website belonging to Czech newspaper *Lidové noviny* – *lidovky.cz*.



It is evident from the previous diagram that the majority of articles were related to politics (33%).

Topics of events (17%), of natural phenomena connected to global warming (17%) and interviews (17%) comprised a significant proportion of articles. The next topic – conference/treaty – was contained in 11% of articles. Only 5% of articles were about researches.



More than a half of articles were neutral (53%), following 40 % of articles supported global warming. Remaining 7% of articles maintained sceptical point of view.

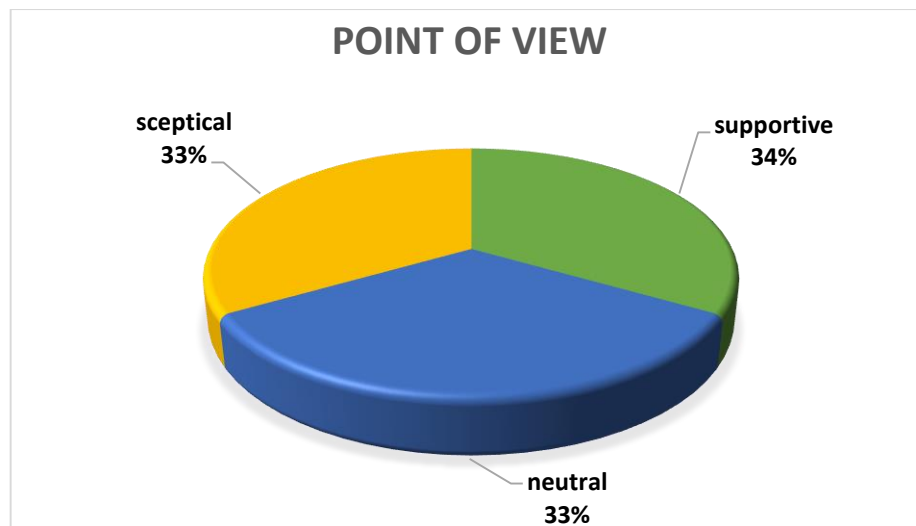
8. Parlamentnilisty.cz

The eighth source, according to the list of the most read news sites on the Czech Internet, is *Parlamentnilisty.cz*.



Political articles dominate the diagram with absolute majority (60%). Articles containing interviews represent another 20%. The topic of conference/treaty was mentioned in 15% of articles and natural phenomena were mentioned in 5% of articles.

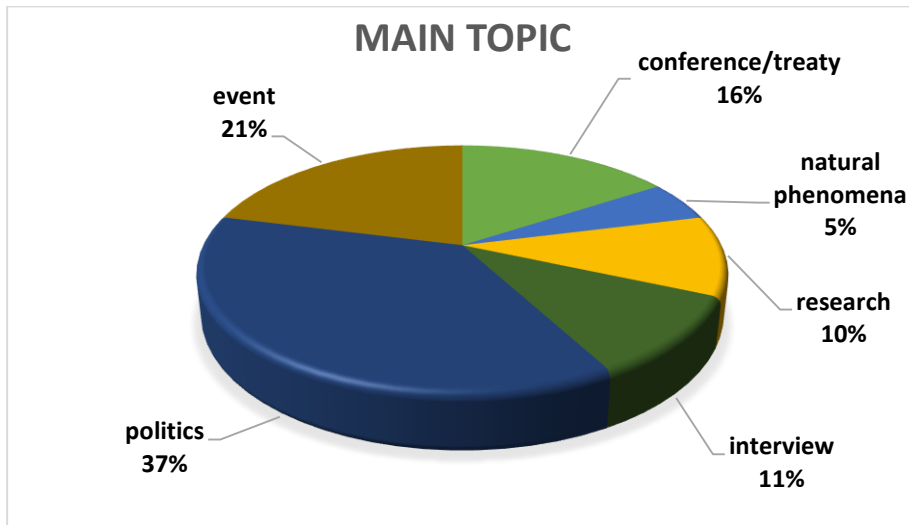
I did not find any article dealing with researches and climatic events at the website.



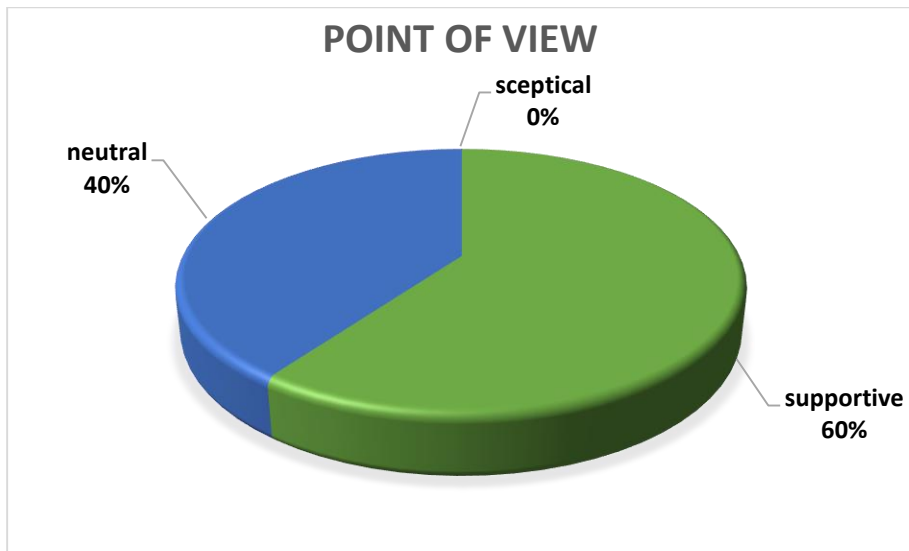
Surprisingly, all of three points of view on global warming were represented equally at the site. Supportive articles 34%, neutral articles 33% and sceptical articles 33%.

9. Ihted.cz

The ninth analysed Czech source is *Ihted.cz*.



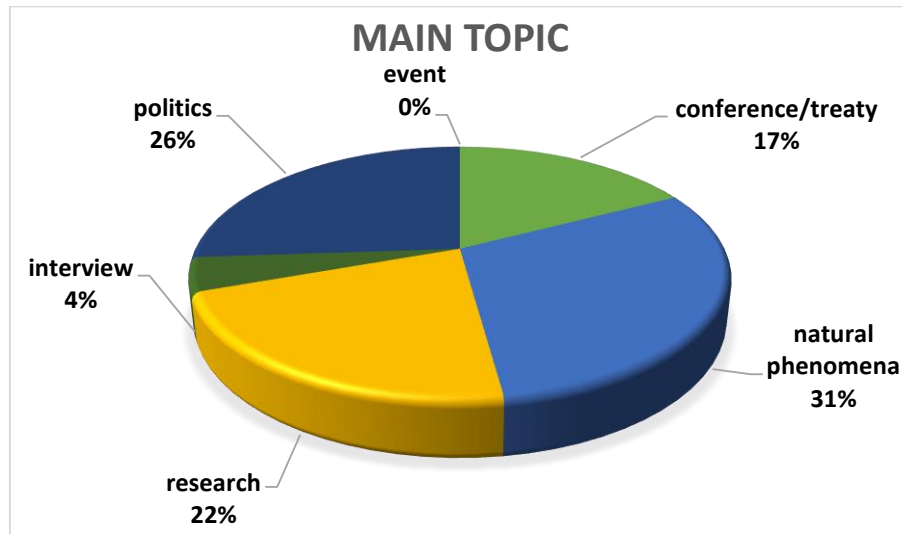
Political articles were in the majority again (37%), the second largest number of articles concerned events associated with global warming (21%). Sixteen per cent of articles were about climatic conferences and treaties. Interviews accounted for 11% of articles. Following 10% of articles dealt with researches and only 5% of articles dealt with natural phenomena.



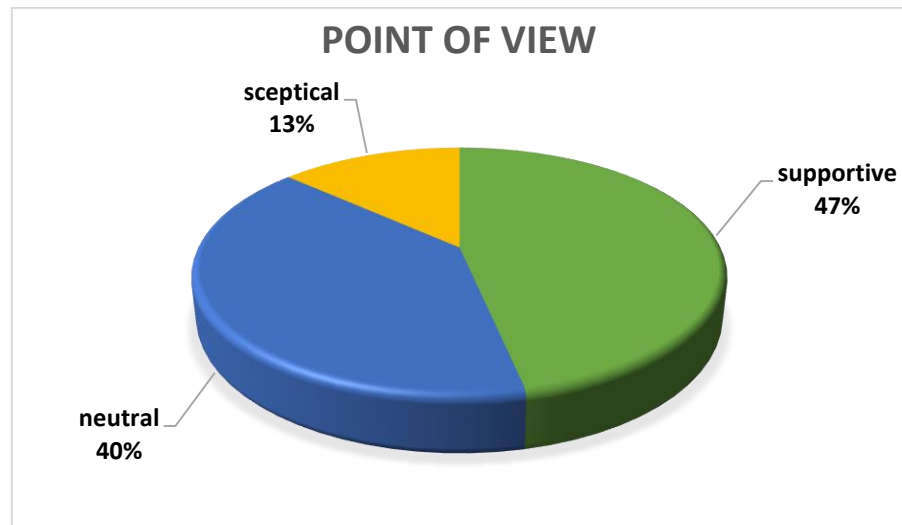
There was not any sceptical article at the site. On the other hand 60% of articles maintained supportive point of view, remaining 40% of articles had neutral attitude.

10. Eurozpravy.cz

The last source from the Czech Internet is *Eurozpravy.com*.



In the diagram we can see that majority of articles was dedicated to natural phenomena (31%). Next are the topics of politics (26%), researches (22%) and conference/treaty (17%). Four per cent of articles contained interviews, whereas none of articles was about events.



Supportive point of view of articles predominated at the website (47%). Following 40% of articles took neutral attitude and final 13% of articles were sceptical.

Summary of Czech sources

On the following diagrams is represented an analysis of all the ten Czech sources altogether.



1st place on the list of the most discussed topics took the subject of *politics* – 31%;

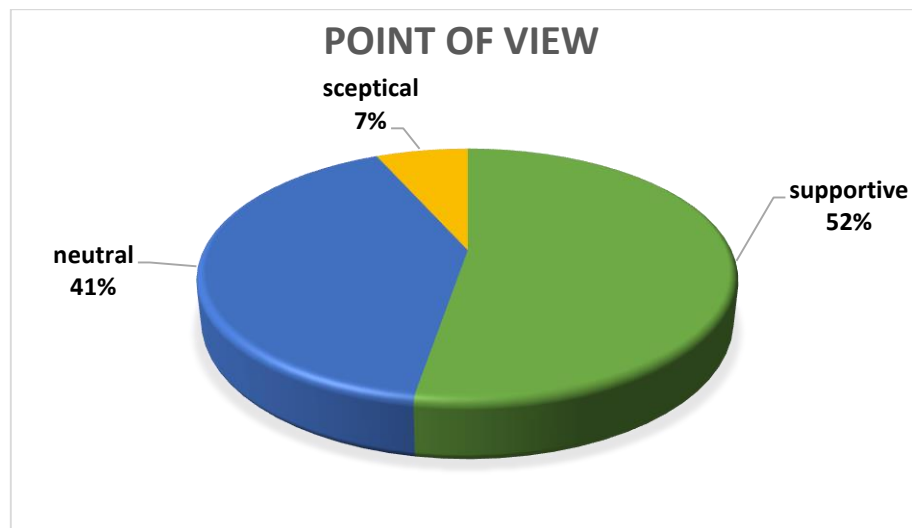
2nd place – *natural phenomena* – 25%;

3rd place – *conference/treaty* – 14%;

4th place – *research* – 11%;

5th place – *interview* – 10%;

6th and the last place took the topic of *event* – 9%.



Articles from Czech sources maintain mostly supportive attitude – 52%.

Neutral point of view is represented by 41% of the articles.

Just 7% of all articles are sceptical.

Since Czechs are considered as a rather sceptical nation, it is surprising that sceptical articles are in insignificant minority.

5.3 Analysis of American press

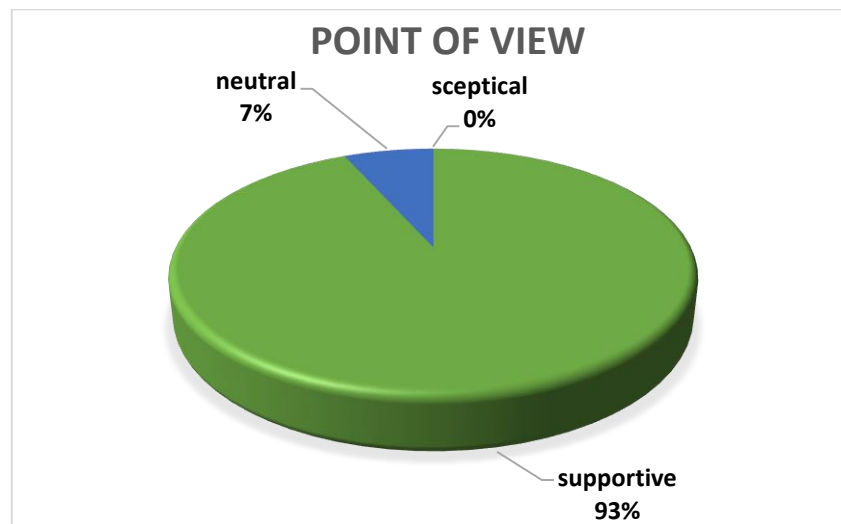
1. USA Today

Now I will analyse American sources and the first one is *USAtoday.com*.



From the foregoing diagram it is obvious that the largest number of articles about global warming were written in connection with natural phenomena (38%). Slightly fewer articles were about researches (31%). Nineteen per cent of articles were dedicated to politics.

There were 6% of interviews, the same amount as the topic of conference/treaty. I did not find any article about an event.



An overwhelming majority of articles maintained supportive point of view (93%). The remaining 7% of articles were neutral in relation to global warming. None of articles from this source was sceptical.

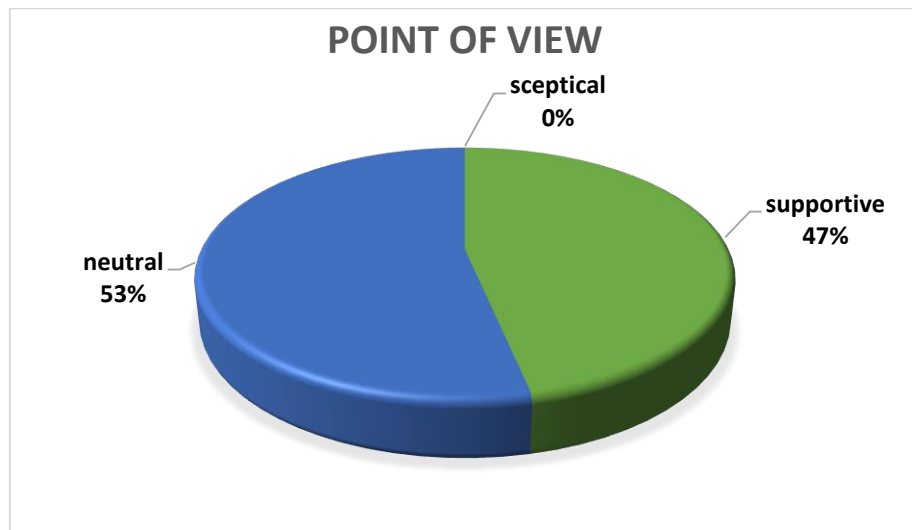
2. Wall Street Journal

The second source, according to the list of the most read American newspapers, is the site of Wall Street Journal – *WSJ.com*.



Only one half of topics were contained in articles concerning global warming at the website. The political topic accounted for 59% of articles. 23% of articles were dedicated to climate conferences and treaties. The last topic was interview with 18% proportion of articles.

Topics of event, research and natural phenomena were not mentioned.



53% of all the 15 articles took neutral point of view and 47% of articles represented supportive attitude. I did not find any sceptical article at the site.

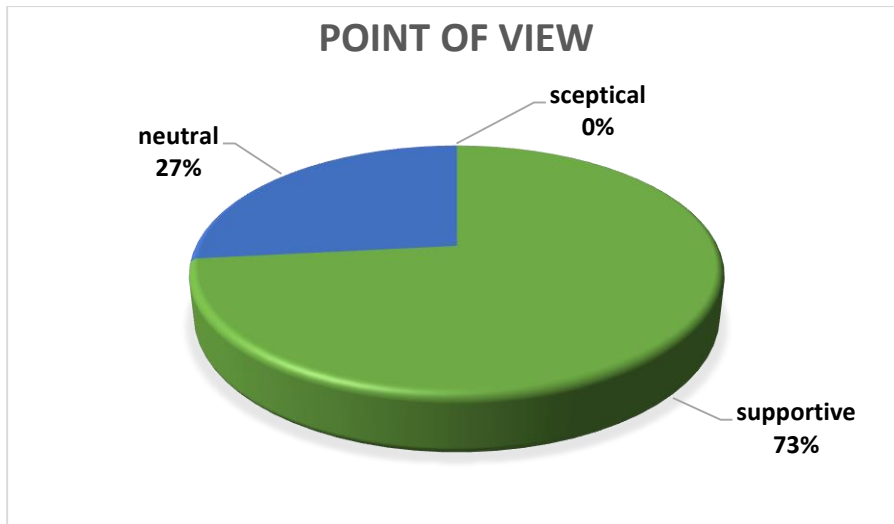
3. New York Times

The third analysed American source is a news site *NYTimes.com*.



Political articles predominated among others (41%). The remaining topics were represented by relatively equal percentage of articles. There were 17% of articles in connection with the topic of research. The interview (12%) and the topic of conference and treaty (12%) together with the topic of natural phenomena (12%) ensued.

The smallest number of articles contained the topic of event (6%).



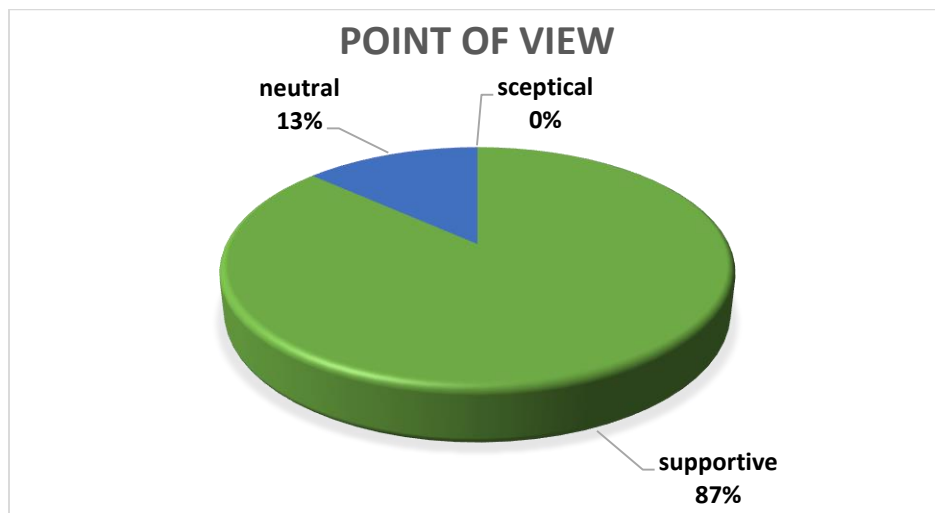
Almost three quarters of articles maintained the supportive attitude (73%). The remaining 23% of articles were neutral and none of them was sceptical.

4. Las Angeles Times

The fourth source out of American newspapers is a site *LAtimes.com*.



The topic of politics outnumbered other topics (39%). The topics of research together with conference and treaty represented the same proportion of articles (22%). Following articles informed of several events in connection with global warming (11%). The topic of natural phenomena was contained only in 6% of all articles, and the interview was not mentioned at all.



An overwhelming majority of articles maintained supportive point of view (87%). On the other hand the sceptical point of view was not represented in this source. The remaining 13% were neutral articles.

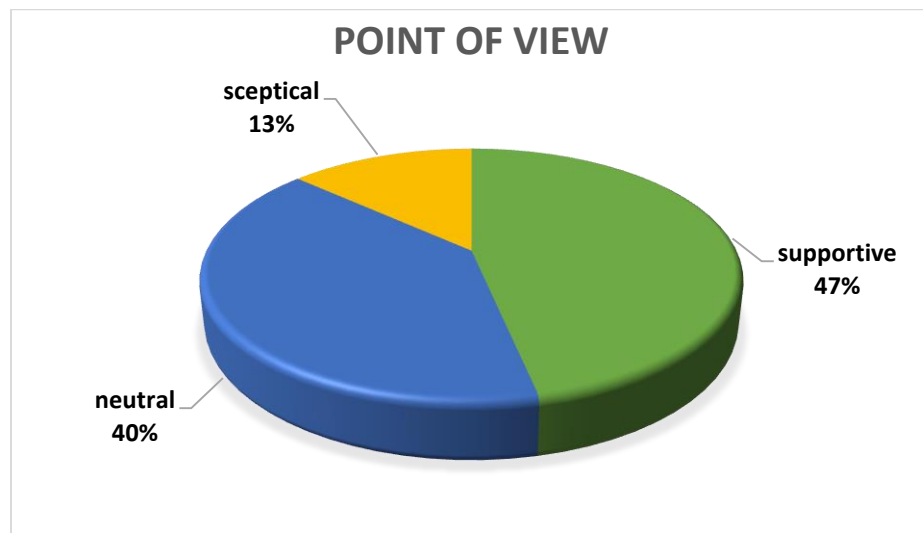
5. New York Post

The fifth source that I analysed is the site *NYpost.com*.



On the diagram we can see that almost one half of articles about global warming was written in the political context (47%). Following 18% of articles were dedicated to the topic of natural phenomena and next 17% to the topic of conference/treaty.

There was the same proportion of articles about topics of research, event and interview (6%).



Even though the supportive point of view predominated in the NY Post (47%), I could find there sceptical articles for the first time in American press (13%). The remaining 40% of articles represented neutral attitude.

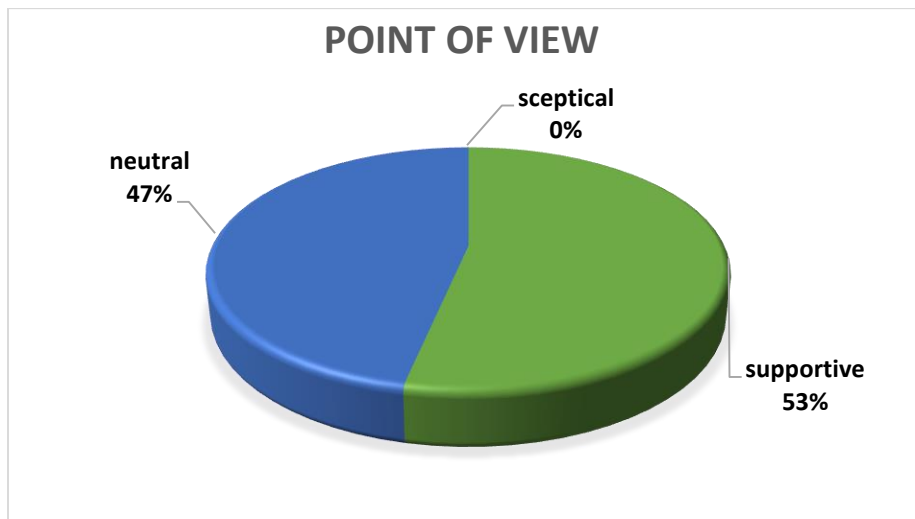
6. Newsday

The sixth source, according to the list of the most read American newspapers, is the site *Newsday.com*.



Less than a half of articles discussed politics again (44%). Articles about events were more frequent at this site, they accounted for 22% of articles.

Interviews and articles regarding conferences and treaties were equally represented (17%). None of articles considering researches and natural phenomena were connected with the issue of global warming.



Only two points of view on global warming appeared in analysed articles – supportive (53%) and neutral (43%).

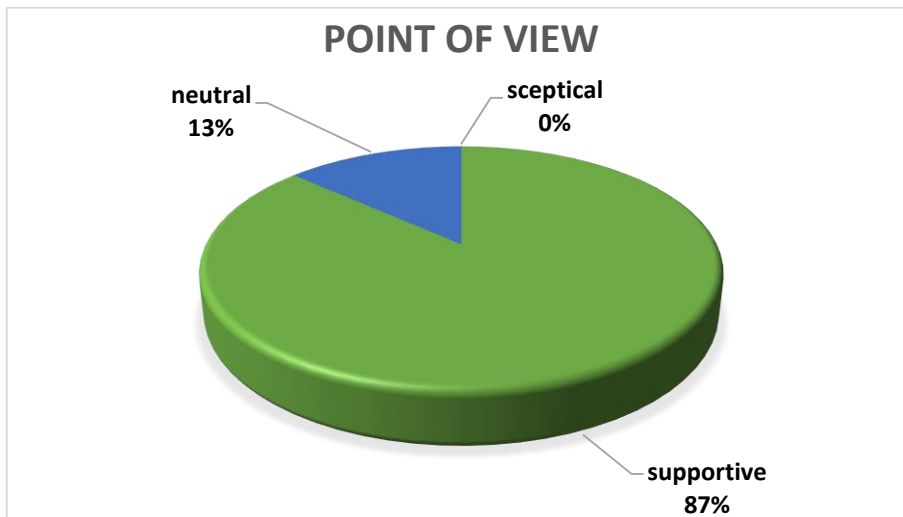
7. Chicago Tribune

The seventh analysed American source is a site *ChicagoTribune.com*.



The most frequent topic of articles (39%) was politics. That was caused by Donald Trump and his decision to withdraw United States from the Paris climate agreement. There was the same proportion of articles discussing the topics of research and natural phenomena (22%). The smaller number of articles was dedicated to conference and treaty (17%).

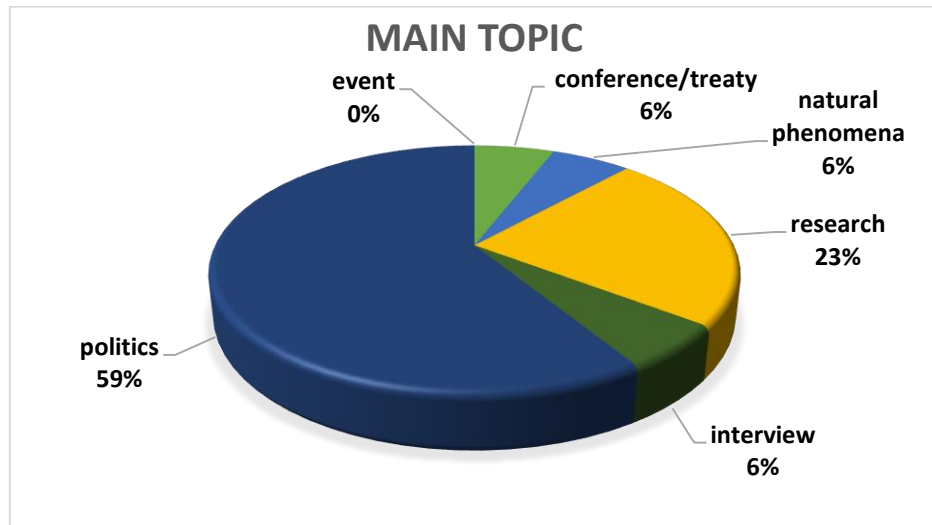
There was not any article concerning interview or event at the *ChicagoTribune.com* site.



The point of view of the articles is following: the prevailing attitude was supportive (87%), followed by neutral attitude (13%). There was not any sceptical article once again.

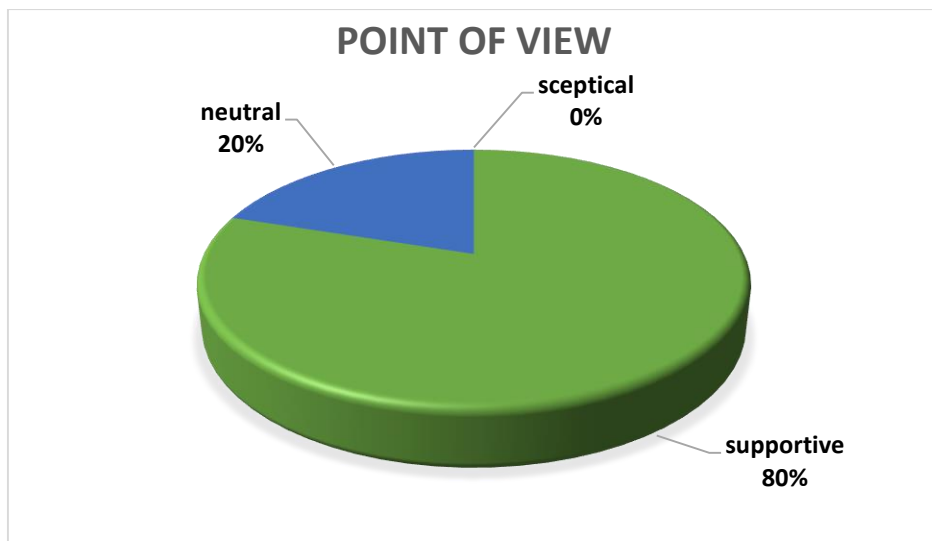
8. New York Daily News

The eighth source is *NYDailynews.com*.



Political articles were in the majority again (59%), the second largest number of articles concerned researches of global warming (23%). Six per cent of articles were about the topics of natural phenomena, interview and conference/treaty.

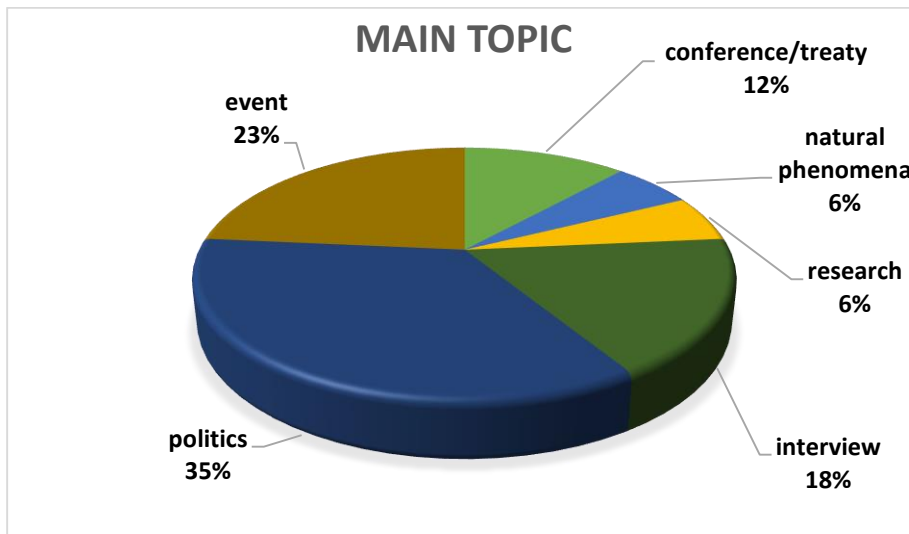
I did not find any article dealing with climatic events at the website.



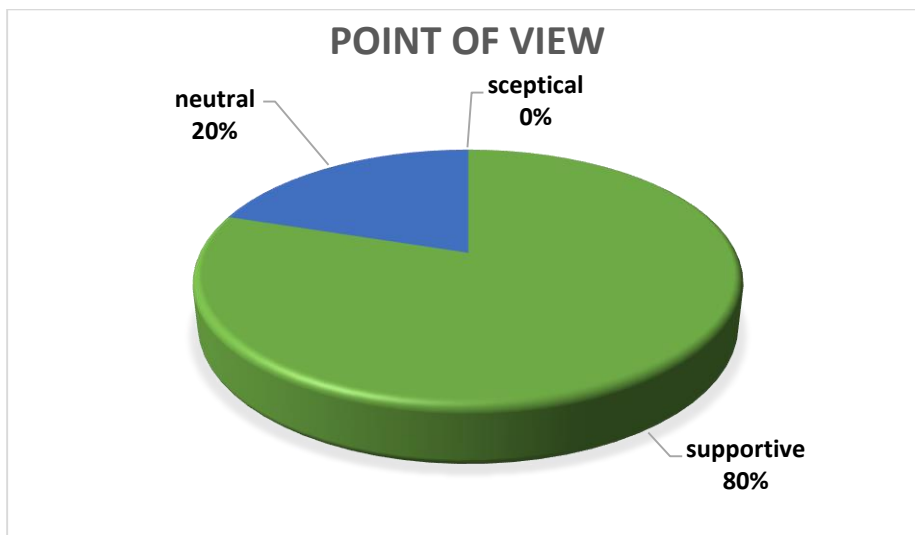
There was not any sceptical article at the site. On the other hand 80% of articles maintained supportive point of view, remaining 20% of articles had neutral attitude.

9. Washington Post

The ninth source, according to the list of the most read American newspapers, is the site *Washingtonpost.com*.



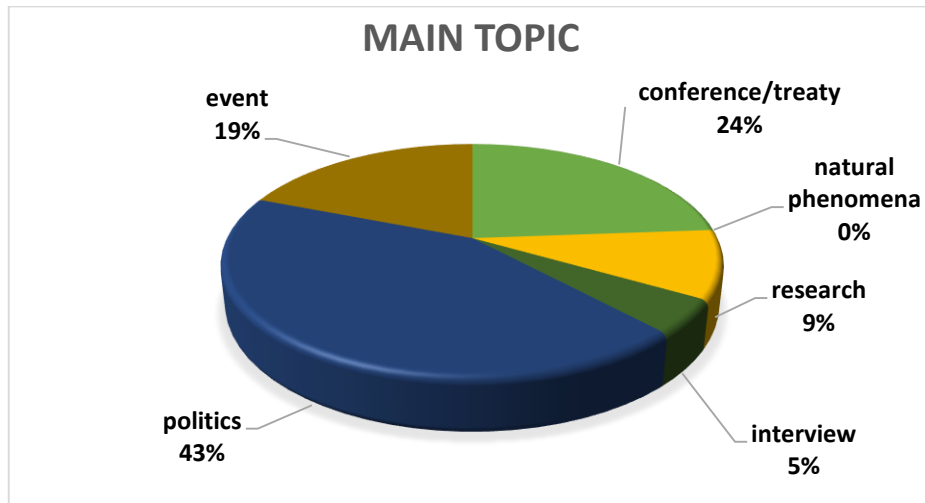
In the diagram we can see that majority of articles was dedicated to politics (35%). There is higher number of articles discussing the topic of event in connection with global warming (23%), followed by interviews (18%) and the topic of conference/treaty (12%). The topic of research together with natural phenomena had the same percentage of articles (6%).



Regarding a point of view, an overwhelming majority of articles was supportive – exactly 80%. Since I did not find any sceptical article, the remaining 20% of articles maintained neutral attitude.

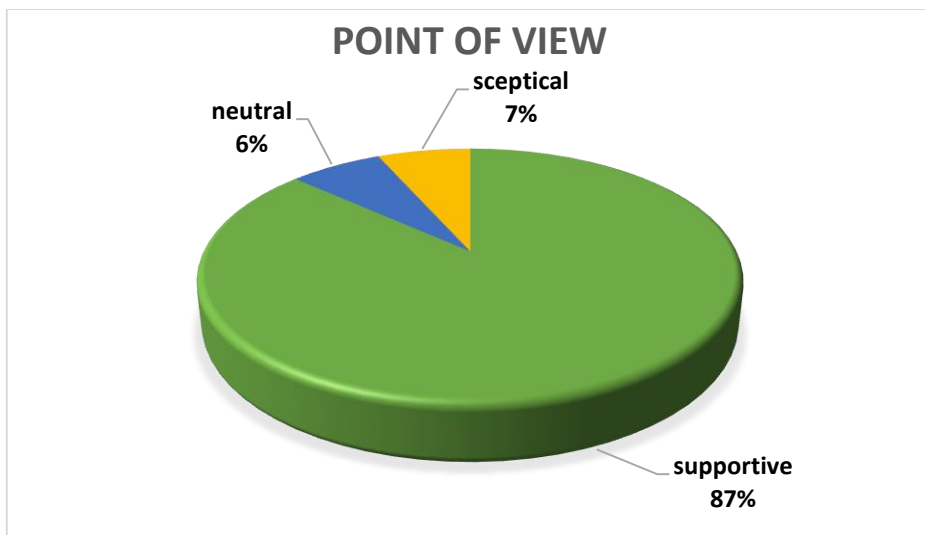
10. Denver Post

The last, tenth source of American newspaper is the site *Denverpost.com*.



Political articles dominate the diagram with majority (43%). Articles containing the climate conference or treaty represented another 24%. The topic of events was mentioned in 19% of articles and researches were mentioned in 9% of articles. The remaining 5% of articles were dedicated to interviews.

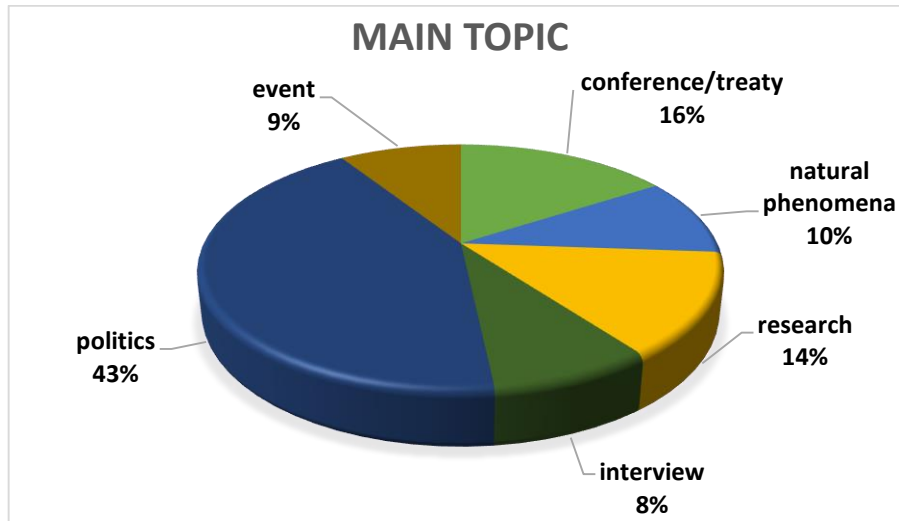
Natural phenomena were not mentioned at all.



Supportive point of view of articles predominated at the website (87%). Following 7% of articles took sceptical attitude and final 6% of articles were neutral.

Summary of American sources

On the following diagrams is represented an analysis of all the ten American sources altogether.



1st place on the list of the most discussed topics took the subject of *politics* – 43%;

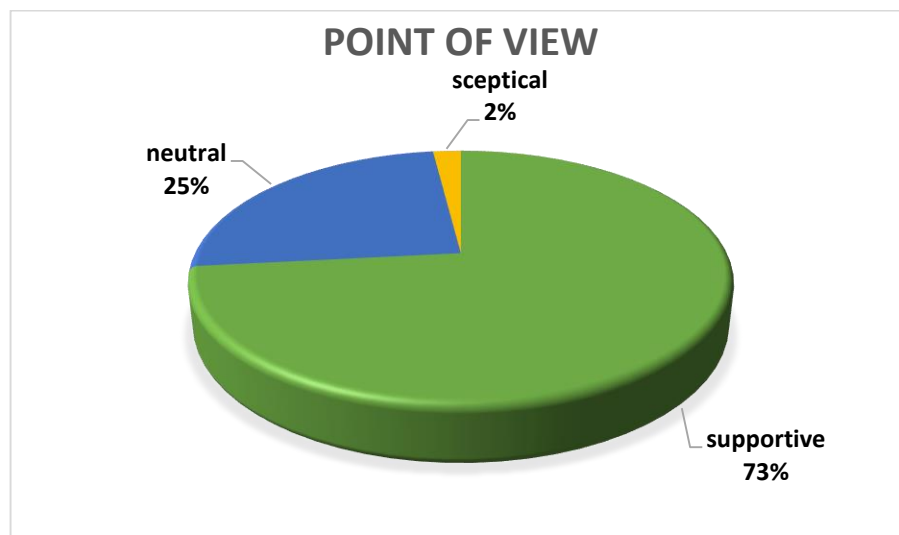
2nd place – *conference/treaty* – 16%;

3rd place — *research* - 14%;

4th place – *natural phenomena* – 10%;

5th place – *event* – 9%;

6th and the last place took the topic of *interview* – 8%.



Articles from American sources maintain mostly supportive attitude – 73%.

Neutral point of view is represented by 25% of the articles.

Just 2% of all articles are sceptical.

5.4 Summary of Practical Part

In conclusion I would like to compare Czech and American media.

I discovered to my surprise that there is no significant difference in representation of topics.

The most frequent topic of articles in both countries was the politics. Only the percentage differs. More than a quarter of articles from Czech media were dedicated to this topic (31%), while in American press the number was higher – less than a half of articles (43%). As I already mentioned, a high proportion of political articles in both media was caused by huge publicizing of president Trump's decision to withdraw the United States from the Paris climate agreement.

One more noticeable difference is in proportional representation of articles about natural phenomena. There were more articles on this topic in Czech media (25%), whereas in American press only 10%.

Remaining topics were represented with quite small differences.

Considering the point of view, the results varied much more. The perspective on global warming is more unilateral in the United States – 73% of supportive articles. In the Czech Republic, the opinion of the topic is not that decided – 52% of supportive and 41% of neutral articles.

Sceptical attitude was falling behind in both countries – Czech media 7%, American media 2%.

6. Conclusion

In my opinion I achieved all the goals of the Thesis. I explained the basic terms of the climate change issue. A part of the Thesis I dedicated to a history of climate science and development in observation of global warming on our environment. In the Thesis I also mentioned some of the organizations and people associated with the climate change issue.

The next chapter is dedicated to correlation between global warming and current American economic system. I started with characterization of the system. Then I continued with effects of global warming on the economy according to theories of economists and scientists. The end of this chapter is dedicated to finance sources of both sides – believers in anthropogenic global warming and sceptics.

The penultimate aim – describing the connection between media and global warming was achieved. In the beginning I described a brief history of the reporting about global warming in the American media, when journalists kept switching between new about global warming and new ice age. In another part of this chapter I briefly described Czech media coverage of climate change according to a study of Jan Vávra. Global warming has been so much discussed that the topic made it to the popular culture. This is content of another subchapter. I mentioned several movies and television programmes, where the issue of climate change appeared.

The final analysis in the Practical part was absolutely my last aim that was also achieved. Results showed that according to American and Czech press, the majority of articles about global warming are written in connection with politics and they are representing a supportive point of view.

In the end I have to admit that the topic of global warming surprised me by its extensiveness, so it turned out to be incredibly difficult to describe all the topics in detail. Regardless of this obstacle it was interesting to work on the topic.

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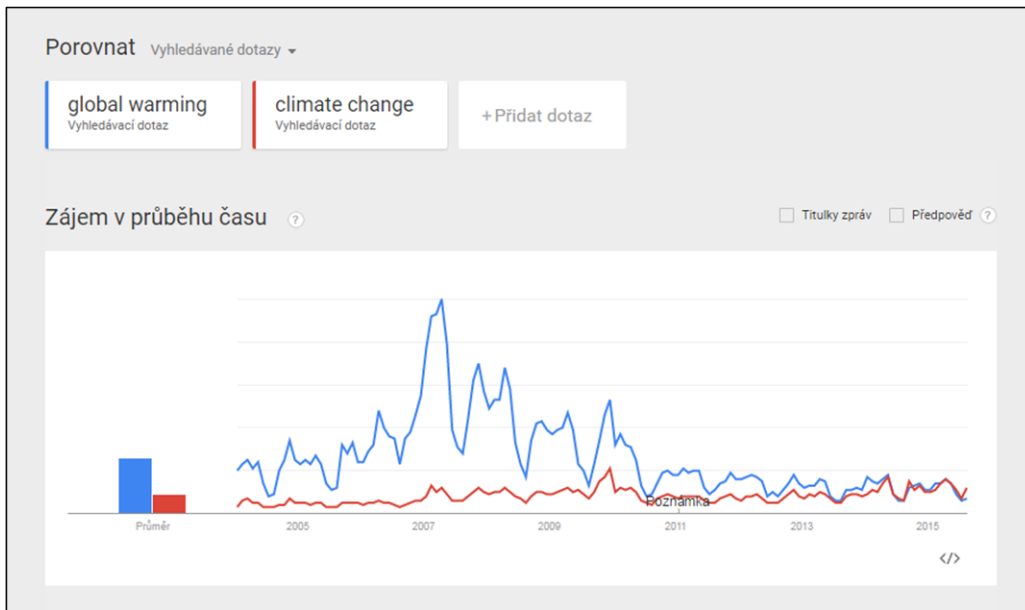
9. Abstract

The Bachelor thesis explains the topic of global warming and its possible causes and consequences. Also describes effects of global warming on the American economic system in more detail. In the thesis are mentioned eminent organizations and personages dealing with the issue. A part of the thesis deals with analysis of Czech and American media – specifically the way of informing of the general public.

10. Resumé

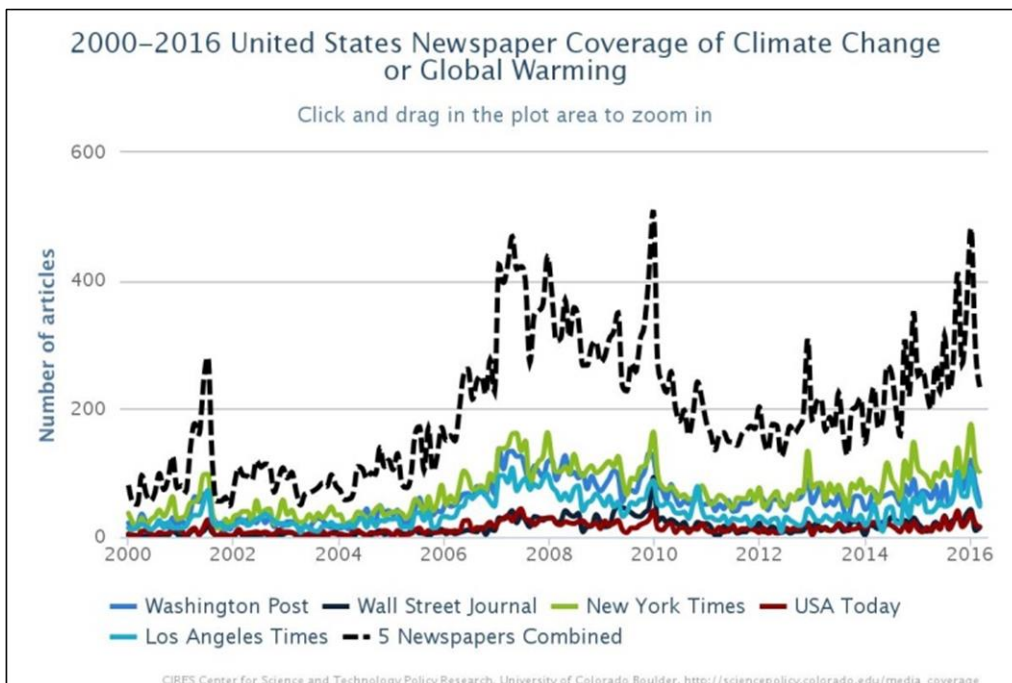
Tato bakalářská práce vysvětluje téma globálního oteplování i jeho možné příčiny a následky. Dále také podrobněji popisuje dopady globálního oteplování na americký ekonomický systém. V práci jsou zmíněny významné organizace a osobnosti zabývající se touto problematikou. Část práce je věnována analýze českých a amerických médií – konkrétně tomu, jakým způsobem předávají informace široké veřejnosti.

11. Appendices



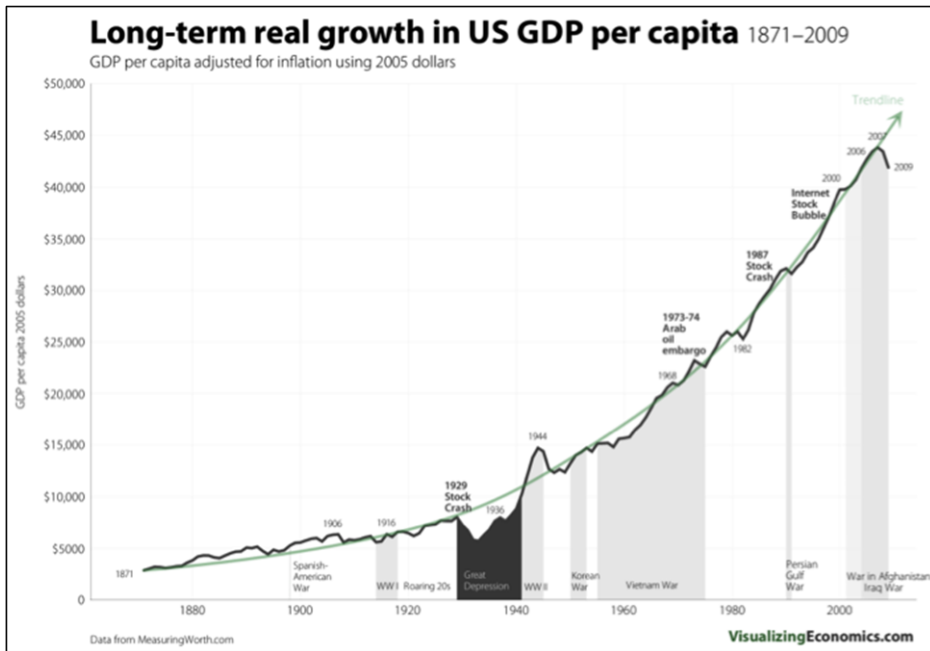
Picture 1

Google Trends. [online]. [cit. 2016-03-20]. Dostupné z: www.google.com/trends



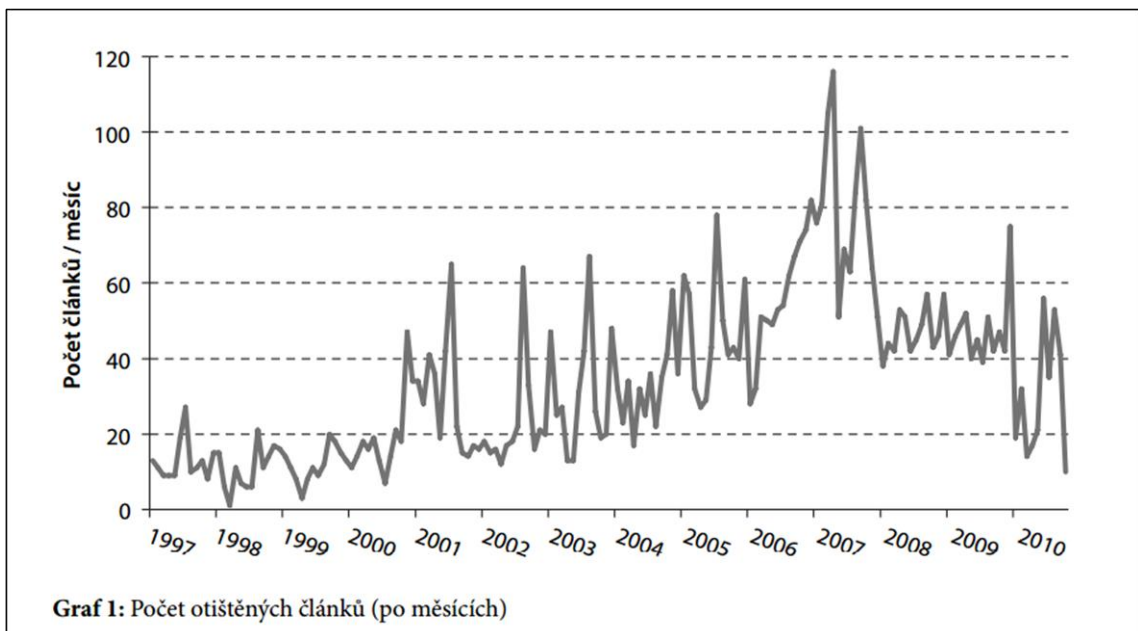
Picture 2

ICE CaPs. CIRES: Center for science and technology policy research. [online]. [cit. 2016-04-20]. Dostupné z: http://busine.colorado.edu/icecaps/research/media_coverage/usa/index.html



Picture 3

Roger Pielke Jr. Is Economic Growth Coming to an End?. The Breakthrough. [online]. 26.09.2012 [cit. 2016-03-20]. Dostupné z: <http://thebreakthrough.org/index.php/voices/roger-pielke-jr/is-economic-growth-coming-to-an-end/>



Picture 4

VÁVRA, Jan et al. Obraz změn klimatu v českých denících v letech 1997-2010. In: Naše společná přítomnost II. Praha: Karolinum, 2014, pg. 22

PŘÍLOHA 1: SOUHRNNÁ TABULKA

Rok	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010*	Celkem
Celkový počet článků	154	131	142	232	349	272	378	391	563	673	943	567	569	299	5663

Komplexnost (%)	Katastrofické	20	31	30	38	49	43	43	44	39	43	43	41	45	42	42
	Senzační	34	40	39	46	41	42	42	45	47	45	46	43	38	45	43
	Bulvární	8	8	9	6	4	5	5	5	3	3	3	3	4	3	4
	Seriózní	38	21	22	10	6	10	11	6	11	10	8	13	12	10	11

Odbornost (%)	Vědecké	32	25	43	35	40	31	38	36	36	34	36	38	39	34	36
	Populární	68	75	57	65	60	69	62	64	64	66	64	62	61	66	64

Problematika (%)	Sociální	35	40	43	36	45	64	55	49	48	45	42	43	42	42	45
	Přírodní	55	52	51	59	52	33	42	47	51	54	55	54	56	56	52
	Jiné	10	8	6	5	3	3	3	4	1	1	2	2	2	1	3

Geografie (%)	Domácí	40	50	56	61	52	53	54	49	52	52	45	52	45	58	50
	Zahraniční	60	50	44	39	48	47	46	51	48	48	55	48	55	42	50

* Pozn.: V roce 2010 se jedná pouze o články otiskované od ledna do října

Picture 5

VÁVRA, Jan et al. Obraz změn klimatu v českých denících v letech 1997-2010. In: Naše společná přítomnost II. Praha: Karolinum, 2014, pg. 30