

Emilio Luque + Rubén Díaz Sierra (UNED*2)

Prácticas narrativas
ante la crisis climática

XX SEMINARIO DE RESPUESTAS
DESDE LA EDUCACIÓN
Y LA COMUNICACIÓN
AL CAMBIO CLIMÁTICO
17 - 19 abril 2023
CENEAM, Valsain

¿De qué vamos a hablar?

Novela y *cuestiones* (social, obrera, agraria, climática...)

Formas narrativas y géneros de la comunicación climática: tragedia, comedia, épica... y confesiones

La crisis climática como antídoto de SUCCEsS comunicativo

Vincular estrategia narrativa con una *teoría del cambio* explícita



Rubén

yo

Asignatura *Prácticas narrativas
ante la crisis climática*

(Máster en Gestión del
Cambio Climático UNED -lo
están peinando-)

"A novel that reads like science fiction but bristles with rich detail
about how the next World War could be fought." —VICE

A NOVEL OF
THE NEXT WORLD WAR

GHOST FLEET

P. W. SINGER
AND
AUGUST COLE

¿Cómo sería una guerra con China?

Contra el pensamiento dominante:
Al-Qaida only enemy

Mover la conversación/
representar lo inimaginable

Escala: reorientar billones (de
los de verdad) de inversión militar

GLOBAL

How to Write About World War III

Can fiction help prevent another conflict between great powers?

By P. W. Singer and August Cole





More From Planet

Explore T

SCIENCE

CLIMATE ACTIVISTS ARE TURNING THEIR ATTENTION TO HOLLYWOOD

If TV can change Americans' views on gay marriage, why not
the environment?

By Katharine Gammon

LEONARDO DICAPRIO JENNIFER LAWRENCE

ROB MORGAN JONAH HILL MARK RYLANCE TYLER PERRY TIMOTHÉE CHALAMET RON PERLMAN ARIANA GRANDE SCOTT MESCUDI with CATE BLANCHETT and MERYL STREEP

Don't Look



BASED ON TRULY POSSIBLE EVENTS

A FILM BY ADAM MCKAY
DON'T LOOK UP

NETFLIX PRESENTS A HYPEROBJECT INDUSTRIES PRODUCTION A FILM BY ADAM MCKAY LEONARDO DICAPRIO JENNIFER LAWRENCE "DON'T LOOK UP" ROB MORGAN JONAH HILL MARK RYLANCE TYLER PERRY TIMOTHÉE CHALAMET RON PERLMAN ARIANA GRANDE SCOTT MESCUDI with CATE BLANCHETT AND MERYL STREEP CASTING BY FRANCINE MAISLER MUSIC BY GABE HILFERT EDITOR NICHOLAS BRITTELL EXECUTIVE PRODUCERS SUSAN MATHESSON PRODUCED BY HANK CORMON, A.C.E. PRODUCED BY CLAYTON HARTLEY DIRECTOR OF PHOTOGRAPHY LINUS SANDGREN, A.C.S. EXECUTIVE PRODUCERS RON SUSKIND PRODUCED BY JEFF WAXMAN PRODUCED BY ADAM MCKAY, P.D. & KEVIN MESSICK, P.D. STORY BY ADAM MCKAY & DAVID SIROTA SCREENPLAY BY ADAM MCKAY DIRECTED BY ADAM MCKAY

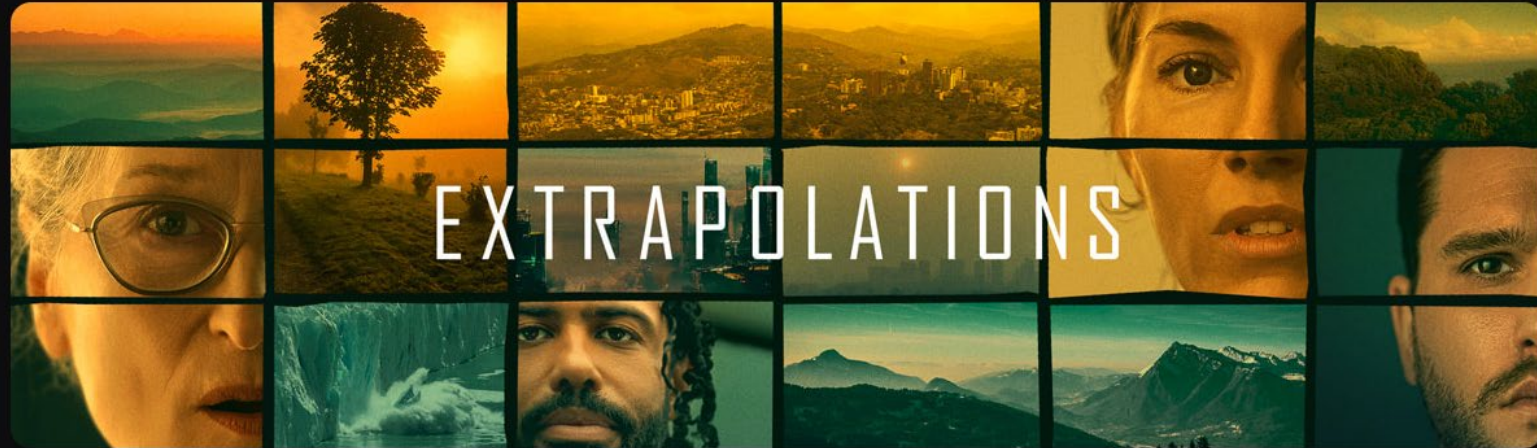
HYPEROBJECT



IN SELECT THEATERS DECEMBER AND ON

NETFLIX


NETFLIX | DECEMBER 24




NOT YET RATED • LIMITED SERIES, DRAMA

Extrapolations

Release date: March 17, 2023

[Download Key Art](#) 

[Watch on Apple TV+](#) 

"Extrapolations" is a bracing drama from writer, director and executive producer Scott Z. Burns that introduces a near future where the chaotic effects of climate change have become embedded into our everyday lives. Eight interwoven stories about love, work, faith and family from across the globe will explore the intimate, life-altering choices that must be made when the planet is changing faster than the population. Every story is different, but the fight for our future is universal. And when the fate of humanity is up against a ticking clock, the battle between courage and complacency has never been more urgent. Are we brave enough to become the solution to our own undoing before it's too late?

RELEASE DATE

March 17, 2023

EPIISODES

8





Hugh Cunningham, professor of social history at the University of Kent, argues that while Dickens "helped create a climate of opinion", he did not articulate a "coherent doctrine" of how society should be reformed - and that the author was at times as much in danger of being seen as a conservative as a radical.

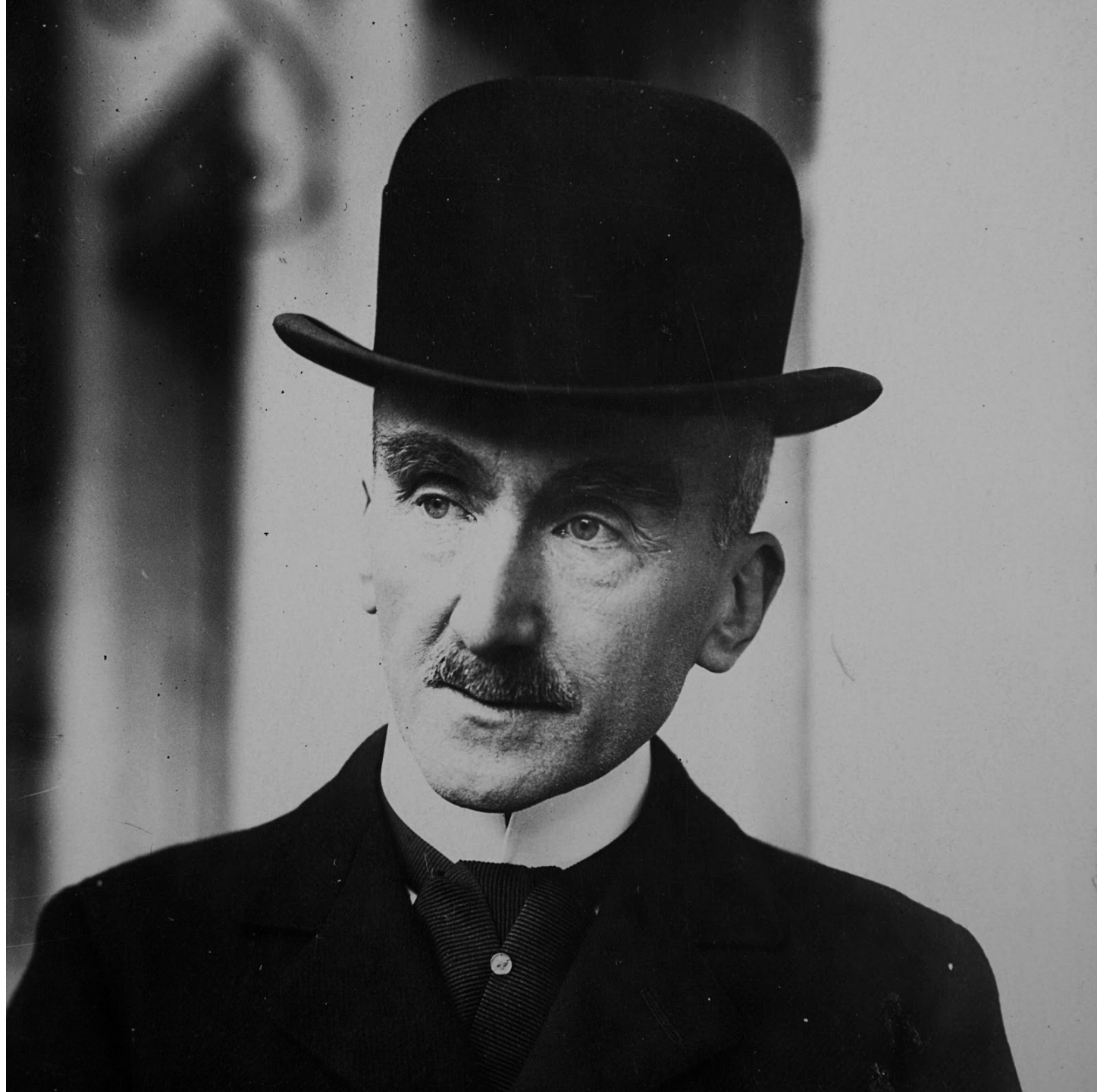
Temor



Esperanza



Ira





El resbalón de la cáscara de plátano, el nuevo reto de Internet

Sociedad

Ciencia Educación Salud

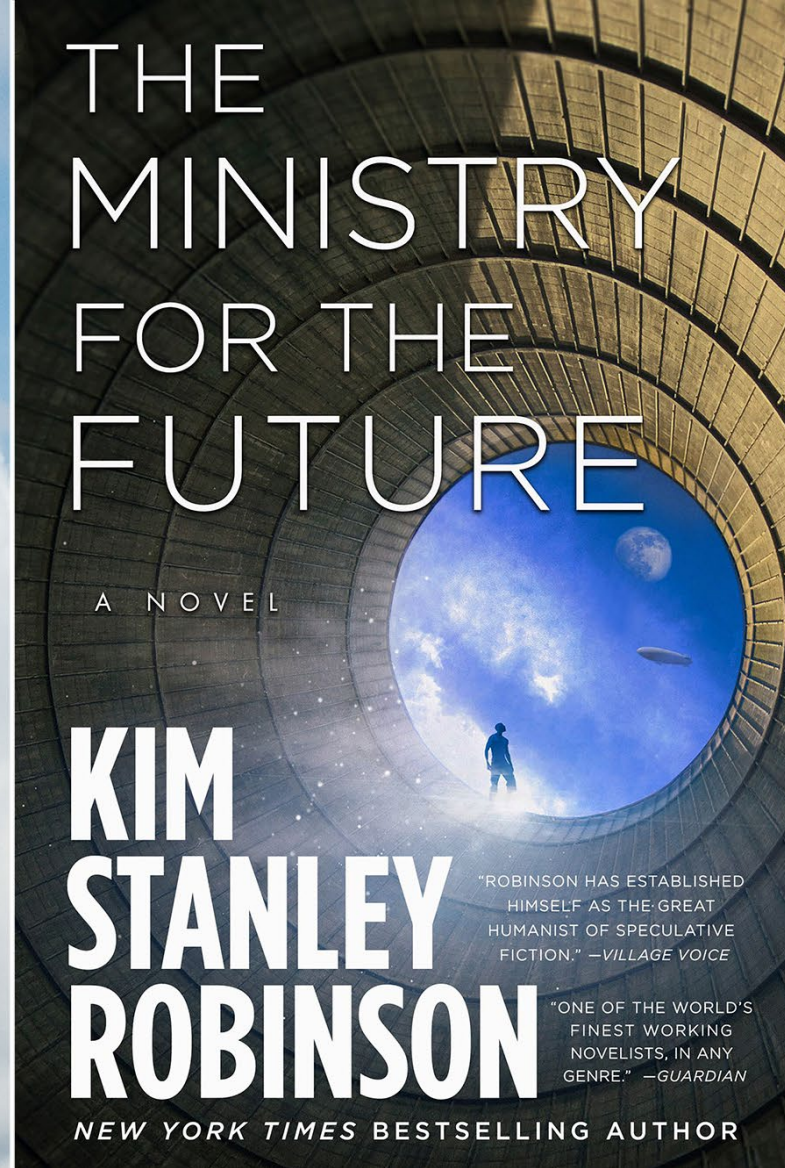
El resbalón de la cáscara de plátano, el nuevo reto de Internet

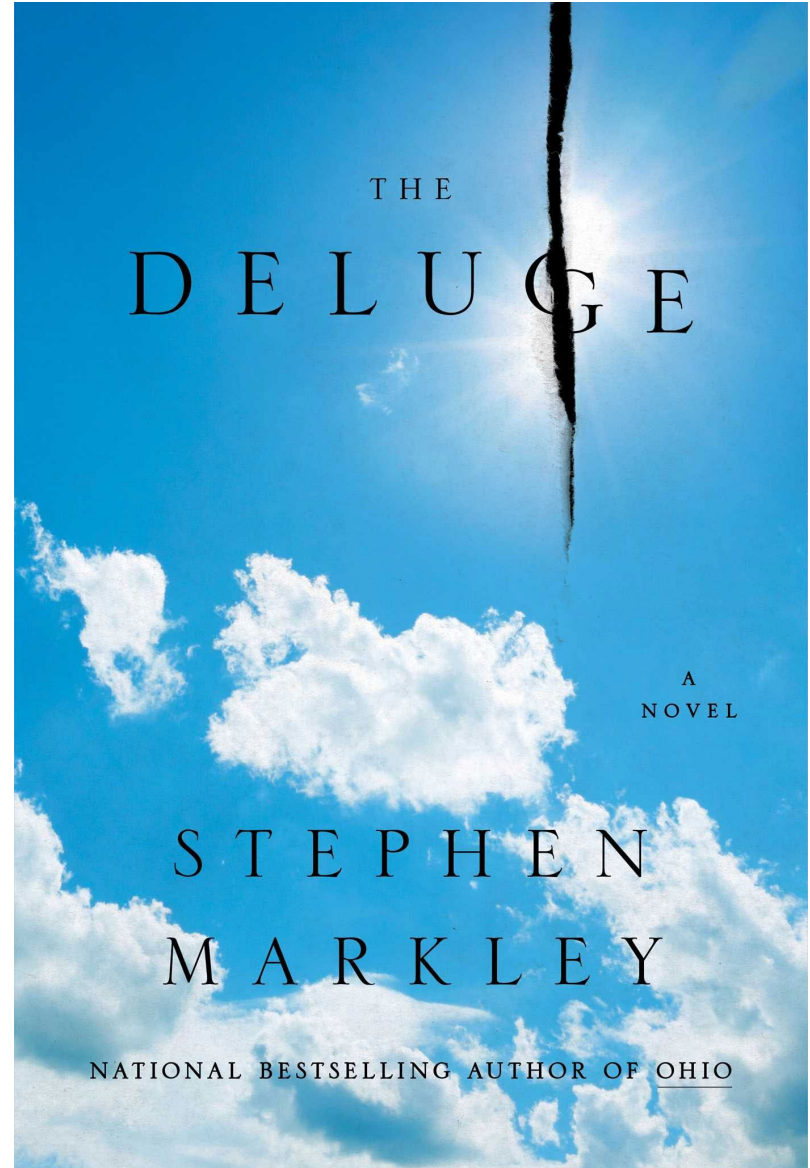
La Policía Nacional advierte de los peligros que puede conllevar esta moda













“Usted haga
como yo, no
se meta en
política”



¿Qué formas adopta la narración climática?

Trágica: profecía que sólo dejará de cumplirse si cambia todo... (¿pero... cómo?)

Cómica: deus ex machina

Confesional: grieta entre Verdad y vida (je m'accuse)

¿Épica?

'Unmatched'
NEW YORK TIMES

'Necessary'
BOSTON GLOBE

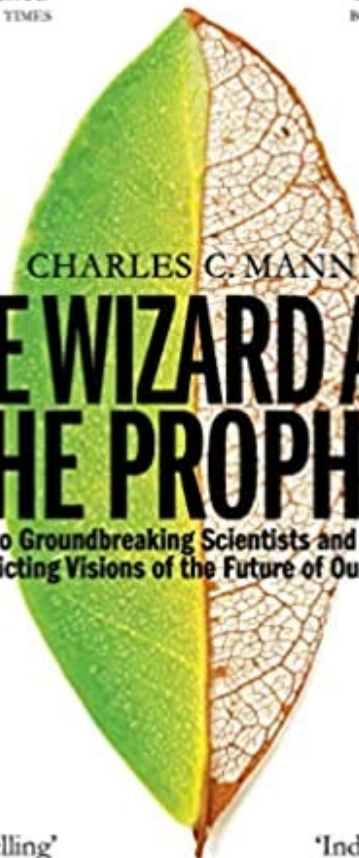
CHARLES C. MANN

THE WIZARD AND THE PROPHET

Two Groundbreaking Scientists and their
Conflicting Visions of the Future of Our Planet

'Compelling'
WASHINGTON POST

'Indispensable'
WALL STREET JOURNAL



Futuros climáticos en disputa

Contested Climatic Futures

Ramón Ramos Torre

Palabras clave

- Cambio climático
- Dimensiones del futuro
 - Sociología del futuro
 - Sociología del tiempo

Key words

- Climate Change
- Future Dimensions
 - Sociology of Future
 - Sociology of Time

Resumen

Las disputas sobre el Cambio Climático (CC) son disputas sobre el futuro. En este trabajo se diferencian distintos discursos sobre el CC a los que corresponden distintas maneras de imaginar el futuro. Esas diferencias responden a maneras alternativas de concebir las dimensiones formales y práctico-cognitivas de los horizontes de futuro. Dada la relevancia de las luchas sociales sobre el CC y el enfrentamiento de distintos imaginarios de futuro, se concluye que, lejos del diagnóstico de la presentificación, nos encontramos en una coyuntura en la que prima una futurización en disputa.

Abstract

The disputes about the climate change are about the future. This paper distinguishes between different discourses on climate change that correspond to different ways of imagining the future. These differences correspond to alternative ways of conceiving the formal and practical-cognitive dimensions of future horizons. Given the relevance of social struggles over climate change and the confrontation of different imaginary futures, it concludes that, away from the diagnosis of the presentification, we find ourselves in a situation where a contested futurization dominates.

CUADRO 2. Dimensiones práctico-cognitivas del futuro en los discursos sobre el cambio climático

	1 NEGACIONISMO	2 GEOINGENIERÍA	3 REFORMISTA	4 RADICAL	5 CATASTROFISTA
Calidad del Conocimiento	Incertidumbre	Certeza	Modelización escenarios. Probabilizaciones	Certeza mundos posibles	Certeza salvación o condena
Trama narrativa	Comedia	Romance (Prometeo)	Tragicomedia	Romance	Tragedia y sátira
Acción	Acción espontánea. Mercados	Acción experta	Acción colectiva de consenso, mediado por el saber experto	Movilización general	Paciencia. Espera
Valoración	Positiva	Positiva	Ambivalente. Crítica	Ambivalente. Esperanzada. Utopía	Negativa. Distopía
Emociones	Optimismo de la acción	Optimismo vigilante del saber hacer	Preocupación y responsabilidad	Alarma ilustrada	Pesimismo radical



“ I don't want you to listen to me,
I want you to listen to the
scientists. I want you to unite
behind science. And then I want
you to take real action. ”

**Greta Thunberg,
Swedish climate activist**

Image credit: AFP

NDTV.com



Hope in the Dark

Untold Histories,
Wild Possibilities

REBECCA SOLNIT

WITH A NEW FOREWORD AND AFTERWORD



“The revolution that counts is the one that takes place in the imagination; many kinds of change issue forth thereafter.”



GENEVIEVE GUENTHER

BIO PROJECTS WRITING & SPEAKING PRESS CONTACT



Dr. Genevieve Guenther is an author, climate activist, and native New Yorker. An expert in climate communication and fossil-fuel disinformation, she is the founding director of [End Climate Silence](#) and affiliate faculty at The New School, where she sits on the board of the Tishman Environment and Design Center. Dr. Guenther advises activist groups, corporations, and policymakers, and she serves as an Expert Reviewer for the UN's Intergovernmental Panel on Climate Change. Her next book, *The Language of Climate Politics*, is forthcoming from Oxford University Press.

The Epic of Survival

The Climate Crisis and Heroic Form

Genevieve Guenther

Here's my provocation: traditional performance genres are inadequate to represent the climate crisis, whose proper narrative form is the epic. The formal conventions of both tragedy and comedy elide the ongoing political conflict that is causing global heating, and their aesthetic strategies inspire affects and attitudes that encourage dangerous complacency. The epic, by contrast, in narrating the rise and fall of empires, conveys the historicity of climate change, intervening in the cultural and political formations that are producing this life-or-death moment. We can, and should, use epic genres instrumentally to help create the cultural imaginaries and the aesthetic dispositions that will move people to call for the revolution of our planet-destroying system of production and consumption. At the same time, we must isolate and neutralize the way that epic modes in popular entertainment, such as the Marvel films, are entrenching the power of fossil-fuel interests and normalizing incipient ecofacism.¹





The Real Prof. Katharine Hayhoe

@KHayhoe



Climate Change:

It's real.

It's us.

It's serious - and becoming dangerous.

But there are solutions, and there is hope.

The science is clear: the faster we reduce our emissions, the less impacts there will be.

The Fanatical Prophet of Climate-Change Doom

Share



Michael Mann on *Real Time with Bill Maher* in 2015 (via YouTube)

By IAN TUTTLE
June 3, 2017 8:00 AM

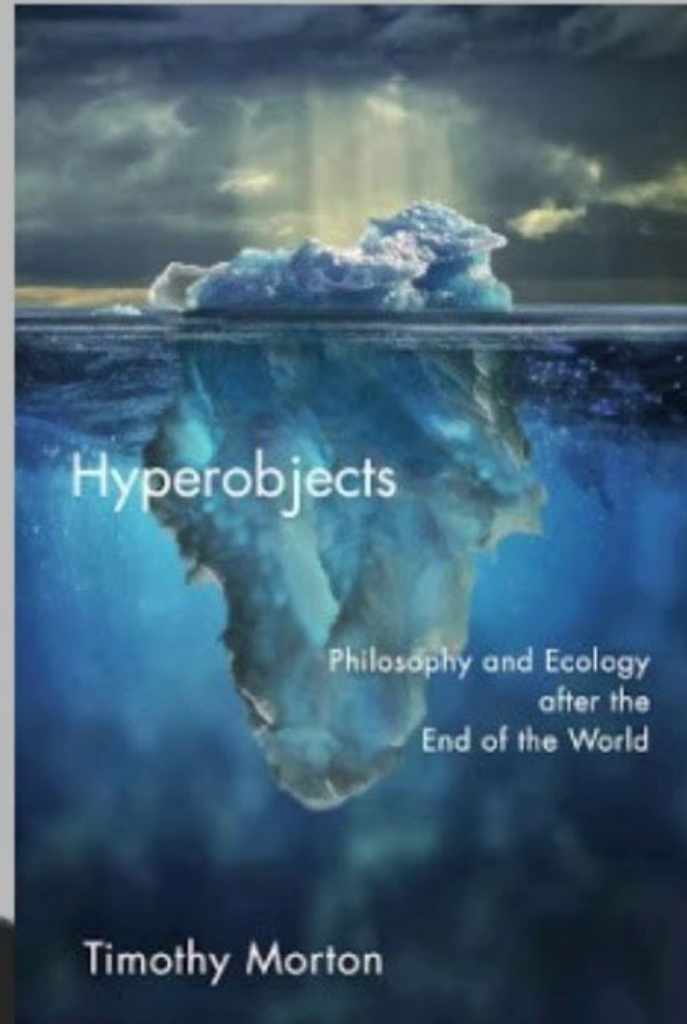
Listen to article ▶

Michael Mann demands that skeptics submit to the 'scientific consensus.'

Editor's Note: This piece originally appeared in the February 20, 2017 issue of NATIONAL REVIEW.



Hyperobjects ≠ SUCCESS



Hyperobjects are Viscous, Molten, Nonlocal, Phased, and Interobjective:

Viscous: Hyperobjects **adhere to any other object they touch**, no matter how hard an object tries to resist. In this way, hyperobjects overrule ironic distance, meaning that the more an object tries to resist a hyperobject, the more glued to the hyperobject it becomes.

Molten: Hyperobjects are so massive that they **refute the idea that spacetime is fixed, concrete, and consistent.**

Nonlocal: Hyperobjects are **massively distributed in time and space** to the extent that their totality cannot be realized in any particular local manifestation.

Phased: Hyperobjects occupy a **higher dimensional space** than other entities can normally perceive. Thus, hyperobjects appear to come and go in three-dimensional space, but would appear differently to an observer with a higher multidimensional view.

Interobjective: Hyperobjects are **formed by relations between more than one object**. Consequently, objects are only able to perceive to the imprint, or "footprint," of a hyperobject upon other objects, revealed as information.

MADE to STICK

SUCCESS Model

A sticky idea is understood, it's remembered, and it changes something. Sticky ideas of all kinds—ranging from the “kidney thieves” urban legend to JFK’s “Man on the Moon” speech—have six traits in common. If you make use of these traits in your communication, you’ll make your ideas stickier. (You don’t need all 6 to have a sticky idea, but it’s fair to say the more, the better!)

PRINCIPLE 1



SIMPLE

PRINCIPLE 2



UNEXPECTED

PRINCIPLE 3



CONCRETE

PRINCIPLE 4



CREDIBLE

PRINCIPLE 5



EMOTIONAL

PRINCIPLE 6



STORIES

S



Theory of Change

Creating a social mandate for climate action



1.2 The challenge of climate change engagement

Generating strong and consistent public support for action on climate change is a challenging problem for a wide range of reasons.^{3,4,5}

VESTED INTERESTS

Climate change challenges established power. As a result vested interests have focused years of energy on undermining concern, with opposition particularly stemming from advocates on the right of the political spectrum.

SCIENTIFIC LITERACY

Understanding the threat posed by climate change requires a level of scientific literacy and knowledge of the potential impacts. In many countries, this literacy level is low.

POLITICALLY DIVISIVE

In many countries, climate change has developed in the public discourse through campaigns led predominantly by advocates on the left of the political spectrum, making engagement across the political spectrum more difficult to achieve.

ABSTRACT PROBLEM

The technical language used to describe climate change, as a scientific discipline, fails to resonate with people's concerns.

FUTURE PROBLEM

The language and imagery of climate change—which has emerged from a scientific discipline and interaction between advocates and the media—gives the impression of a problem far away in space and time, irrelevant to the concerns of day to day life.

GROUP IDENTITY

The majority of people do not identify as 'environmentalists', so the labelling of climate change as an 'environmental' rather than 'human' issue means they are less likely to view the issue as something for 'people like them' to worry about.

COPING WITH CHANGE

It is difficult for citizens to see their place in large-scale solutions to climate change, or those solutions clash with their values, and social norms generally do not signpost the way towards low-carbon behaviours.

UNCERTAIN OUTCOMES

Reducing emissions requires citizens to take short-term action—often involving some degree of perceived sacrifice—for an uncertain, common, long-term benefit.

NEED FOR STABILITY

People are naturally resistant to any significant shift to the operation of their lives and societies and so translating generic concern into support for action is not easy.

1.2 The challenge of climate change engagement

Generating strong and consistent public support for action on climate change is a challenging problem for a wide range of reasons.^{3,4,5}

VESTED INTERESTS	Climate change challenges established power. As a result vested interests have focused years of energy on undermining concern, with opposition particularly stemming from advocates on the right of the political spectrum.
SCIENTIFIC LITERACY	Understanding the threat posed by climate change requires a level of scientific literacy and knowledge of the potential impacts. In many countries, this literacy level is low.
POLITICALLY DIVISIVE	In many countries, climate change has developed in the public discourse through campaigns led predominantly by advocates on the left of the political spectrum, making engagement across the political spectrum more difficult to achieve.
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FUTURE PROBLEM	The language and imagery of climate change—which has emerged from a scientific discipline and interaction between advocates and the media—gives the impression of a problem far away in space and time, irrelevant to the concerns of day to day life.
GROUP IDENTITY	The majority of people do not identify as 'environmentalists', so the labelling of climate change as an 'environmental' rather than 'human' issue means they are less likely to view the issue as something for 'people like them' to worry about.
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VESTED INTERESTS

SCIENTIFIC LITERACY

POLITICALLY DIVISIVE

ABSTRACT PROBLEM

FUTURE PROBLEM

GROUP IDENTITY

COPING WITH CHANGE

UNCERTAIN OUTCOMES

NEED FOR STABILITY

SOCIAL NORMS



High carbon behaviours

Slow, disparate and/or minor shifts in high carbon behaviours

Weak social mandate

Minority of public identify climate change as a key priority for them

Weak climate policies

Lack of political mandate is barrier to creation and/or implementation

LOBBYISTS

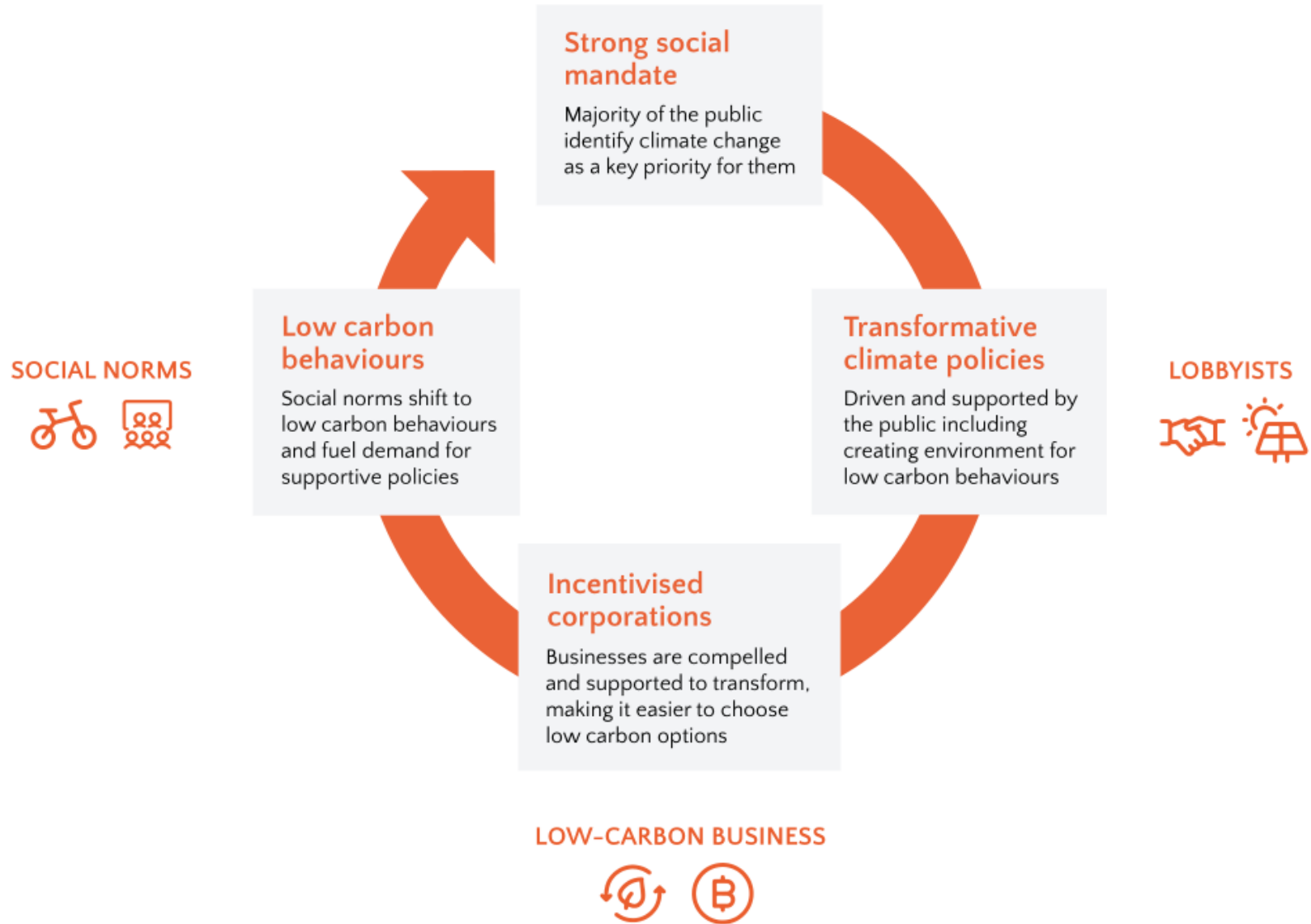


Corporations not incentivised

No strong incentives for corporations to invest in low carbon options or create easy low carbon choices

BUSINESS AS USUAL





Cross-societal concern



- 1 Polling consistently shows that climate change is amongst the top five concerns for a population, and that people across different communities are talking about climate change.
- 2 Politicians report regularly being pressured or supported on taking climate action by their geographical and political constituents.
- 3 The majority of the public supports the delivery of specific low-carbon policies.
- 4 Audiences across a society express support for advocates for action on climate change, and their campaigns.

Lack of polarisation

- 1 Political parties of all stripes recognise the importance of climate change in their manifestos and political speeches.
- 2 Spokespeople associated with right-of-centre organisations speak out on climate change.
- 3 Polling shows decreasing support for the fossil fuel industry and high-carbon policies.

Concern turned into action

- 1 Populations are consistently positive about key low-carbon behaviours—for example transport, heating, diet and consumption—and report that they are acting on this.
- 2 Populations report that they know others in their communities who care about climate change and are acting.
- 3 Communities are genuinely involved in creating climate policies and holding decision makers to account.
- 4 Corporates report high levels of demand for low-carbon choices from their customers and clients.



Fig. 7 Critical themes for effective public engagement. Credit: Climate Outreach.



Fig. 8 Critical stakeholders for effective public engagement. Credit: Climate Outreach



Hagámoslo épico

