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## **METAPHORS ON CLIMATE CHANGE AND ITS INTERPRETATION BY CITIZENS**

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Climate change is an environmental risk that is widely covered by the media and is the subject of numerous scientific and political controversies. Unlike other environmental risks, it is not directly observable by the majority of the population, who usually lack direct experience of its effects. The social communication of this phenomenon, therefore, requires a high use of narrative devices and linguistic abstractions, among which are metaphors. A growing body of studies on media metaphors used to address climate change can be found in international literature. Here, we present the results of a study on the use of metaphors on climate change in the Spanish press, but focusing on Spanish citizens' interpretations of them. The research design is twofold: first, we have analysed the metaphors that appeared in the press during the celebration of the Climate Change Summit in Paris (December 2015); , after which we have carried out studies of two focus groups (8 people in each, one containing climate skeptics and the other containing concerned people), following a methodology based on a "reconvened focus group" and designed to capture citizens' perceptions and practical reasonings, called the STAVE (Systematic Tool for Behavioural Assumption, Validation and Exploration) method, which was developed in a former European project (PACHELBEL-FP7). Each group met three times over a month, a period which coincided with the aforementioned Paris Summit, and in between all the participants filled in a diary with their reflections about the news and its metaphors. Our research allowed us to explore how these people referred to climate change, identifying their common metaphors and confronting them with the press news on this subject, in an iterative process over a month that forced the group to reflect on the meanings of

the metaphors used. The results show how the population used its own metaphors and those emitted by the media, but adapted their meanings to their respective life contexts and experiences. This shows how the frames intended by the media are rebuilt by citizens and modified in everyday contexts.

**Keywords:** climate change; metaphors; risk perception; STAVE method; discourses