Climate Change as Social Drama

Climate change is not just a scientific fact, nor is it merely a social and political problem. It is also a set of stories and characters that amount to a social drama. This drama, as much as hard scientific or political realities, shapes perception of the issues. Philip Smith and Nicolas Howe use the perspective of Aristotelian cultural sociology to explore this meaningful and visible surface of climate change in the public sphere. Whereas most research aims to explain barriers to awareness, here the authors switch the agenda to look at the moments when global warming actually gets attention. Chapters consider struggles over apocalyptic scenarios, explain the success of Al Gore and *An Inconvenient Truth*, unpack the deeper social meanings of the climate conference and Climategate, critique controversial advertising campaigns and climate art, and question the much touted transformative potential of natural disasters such as Superstorm Sandy.

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*Global Warming in the Public Sphere*

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Contents

Acknowledgments

1 Introduction: The Problem of Climate Change 1
2 Climate Change as Social Drama 15
3 Narrating Global Warming 50
4 An Inconvenient Truth: The Power of Ethos 71
5 Climate Change Art: An Illustrative Failure? 88
6 Climategate and Other Controversies 118
7 The Climate Conference as Theatre 145
8 Local Dramas: The Places of Climate Change 166
9 Conclusion: The Show Must Go On 191

References 211
Index 239
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