

Table 1 Coding example for actor-statements and frame elements¹

Text of news item	Actor-statements	Coded frame elements
<p><i>“[...] Criticism is also coming from a relatively small but vocal band of climate-change skeptics, many of them sitting members of the United States Congress, who doubt the existence of human influence on the climate and ridicule international efforts to deal with it.</i></p>	<p>Climate-change skeptics:</p> <ul style="list-style-type: none"> doubt the existence of human influence on the climate and ridicule international efforts to deal with it 	<ul style="list-style-type: none"> denial of anthropogenic global warming remedy "no action should be taken" is endorsed
<p><i>But scientists warn that this squabbling serves only to delay actions that must be taken to reduce climate-altering emissions and to improve vulnerable nations’ ability to respond to the changes they say are surely coming.</i></p>	<p>Scientists:</p> <ul style="list-style-type: none"> warn that squabbling delays actions that must be taken to reduce climate-altering emissions and to improve vulnerable nations’ ability to respond to the changes 	<ul style="list-style-type: none"> remedy "reducing greenhouse gas emissions" is endorsed
<p><i>“I feel we are losing completely the scientific rationale for action,” said Rajendra K. Pachauri, director of the Intergovernmental Panel on Climate Change, the global body of scientists and statisticians that provides the technical underpinning of the United Nations talks. He noted that the group had recently released a detailed assessment of the increasing frequency of extreme climate events like droughts, floods and cyclones, and of the necessity of moving quickly to take steps to reduce emissions and adapt to the inevitable damage.</i></p> <p><i>“All of these indicate that inaction in dealing with climate change and delays would only expose human society and all living species to risk that could become serious,” Dr. Pachauri wrote in an e-mail. He said he was afraid the conference would “only focus on short-term political considerations. [...]”</i></p>	<p>Rajendra K. Pachauri:</p> <ul style="list-style-type: none"> loosing scientific rationale for action increasing frequency of extreme climate events like droughts, floods, and cyclones necessary to quickly take steps to reduce emissions and adapt to inevitable damage inaction would expose human society to serious risks afraid the conference would only focus on short-term political considerations 	<ul style="list-style-type: none"> consequence of "extreme weather events" is mentioned remedy "reducing greenhouse gas emissions" is endorsed remedy "no action should be taken" is rejected

¹ “At Meeting on Climate Change, Urgent Issues but Low Expectations”, *The New York Times*, p. A8, November 27th, 2011. This article was selected for coder training purposes because it contained a number of actor-statements and frame elements to be coded.

Table 2 Coding example for narrative elements²

Text of news item	Narrative elements
<p><i>“As Wang Youde stands perched atop a hill, a sea of sand is all he can see in every direction. Shielding his eyes from the blazing western China sun and the sandy desert winds of the Gobi, Wang points to the edge of an abandoned grassland in the distance. He says, he can recall when growing up in this remote corner in China’s far west a time when farming and grazing still provided a livelihood to the local population. Now, all that is left of a once-thriving community is three abandoned villages and miles of wasteland.”</i></p> <p>[...]</p> <p><i>“A bigger concern for Ms Hsu is a lack of transparency in China.”</i></p>	<p>Narrativity:</p> <ul style="list-style-type: none"> • Dramatization: article does not start with most important information (as inverted pyramid style would do), continues with memories of character (<i>“he can recall when growing up”</i>) • Emotion: <i>“concern”</i> mentioned as emotion of Ms Hsu • Fictionalization: predictions about future events (<i>“life here will get worse and worse”</i>)
<p>[...]</p> <p><i>“If we don’t pay more attention to the ecosystem, life here will get worse and worse.”, warns Wang:</i></p> <p>[...]</p> <p><i>“Initially, Wang’s efforts received little support from the local government, which, like elsewhere in China, tailored its policies with the sole aim of achieving maximum growth, with little regard for environmental concerns.”</i></p>	<p>Narrative genre:</p> <ul style="list-style-type: none"> • Overall theme: triumph over adversity as Mr. Wang’s story is one of success (<i>“SFA recently announced [...] to support eco-forestry development”</i>) • Tone: rather optimistic since there is some successful action against desertification processes (<i>“the increasing attention on forestry has given him more support”</i>) <ul style="list-style-type: none"> • Narrative personalization: story of Mr. Wang Youde as the central character who takes action • Outcome: conflict (at least partly) fixed since there are serious efforts made to solve the problem

² “China’s climate change battle“, *The Hindu*, December 3rd 2010. This article appeared in the op-ed section on page 15. Besides the exemplary story of Wang Youde the article contains news information on the progress of the negotiations on forestry issues at COP 16 in Cancun. The article was used for coder training purposes because it conspicuously combines news from the climate change conference with overt narrative elements.



[...]

“But the increasing attention on forestry has given him [Wang] more support. The SFA [State Forestry Administration] recently announced it had agreed to boost central funding by 20 billion yuan to support eco-forestry development in Ningxia. [...].”

Narrative characters:

- **Hero:** Wang Youde who stands up against Chinese government to stop desertification, promoting reforestation
 - **Villain:** local government that did not care for environmental problems, concentrating on economic growth instead
 - **Victim:** local population that faces desertification of their farmland (*“all that is left of a once-thriving community is three abandoned villages and miles of wasteland”*)
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Table 3 Coding examples for visual analysis³

News visual	Level of visual frame analysis
 <p data-bbox="225 611 635 645"><small>Climate activists carry an urgent message in a giant bottle on the shores of a beach in Cancun this week. Mexico is hosting UN climate</small></p>	<p data-bbox="801 336 1375 369">Denotative level:</p> <ul data-bbox="821 380 1375 654" style="list-style-type: none">• environmental activists• engaging in "symbolic activity/PR stunt"• at "beach/coast" in Durban, South Africa• "logo of international institution" (Oxfam) visible
 <p data-bbox="225 902 635 936"><small>At a meeting on climate change, urgent issues but low expectations</small></p>	<p data-bbox="801 663 1375 696">Stylistic-semiotic level:</p> <ul data-bbox="821 707 1375 786" style="list-style-type: none">• high-angle shot• wide/long shot

³ News photographs illustrating articles “Leaders gather in Cancun to discuss action as ice melts”, *The Star*, November 30th, 2010 (above) and “At Meeting on Climate Change, Urgent Issues but Low Expectations”, *The New York Times*, p. A8, November 27th, 2011 (below), respectively. Both news visuals were used in coder training.

