Climate changes and its discourse on HuffPost Brazil: emphasis on "make feel" or "make know"?

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Abstract

One of the aspects of the online digital journalistic narrative is that the argumentative construction of emotional appeal (to make feel, to captivate, to raise interest) has more influence in the public sphere than objective facts (produce a discourse in order to make know, to inform). By proposing to analyze how does the treatment of News about climate change happens on the pure player newspaper *HuffPost Brazil*, this article establishes as primary objectives: to verify the predominant discourses and, to analyze the content treatment produced by different social actors (journalists, bloggers and institutions). The departure point is the following key-question: Are the news about climate change focused on "making you feel" (emotions) or "making you know" (knowledge/information)? The data collection was made using the cross-methodology (mining software and text analysis and Google news). The main theoretical framework is linked to the discursive types proposed by Charaudeau (2006) and the characteristics of internet journalism discussed by Del Vecchio de Lima et al (2017). It is concluded that, although the coverage on climate change on the website in question is very low, the theme is not generally treated with "drama" (in order to thrill), as usually happens in several news vehicles.

Introduction

The article has, as pillars of discussion, two contemporary global phenomena: the disruptions provoked by the technologies in the journalism field since the end of the last century, which have led to the emergence of webjournalism in its many modalities, especially the pure players, such as *The Huff Post*. And, the phenomenon of climate change observed by scientists since the 1980s in the still restricted scope of laboratories and congresses, but made visible worldwide, by the media, since the Rio-92 Conference.

According to the Brazilian National Plan on Climate Change (PNBMC, 2008), the climate change is the result of an increasing process of greenhouse gases (GHG) accumulation in the atmosphere, which has been underway since the Industrial Revolution. In 2007, with the publication of the document Climate Change - based on the IV Report of the Intergovernmental Panel of Specialists on Climate Change and validated by the member countries of the World Meteorological Organization (WMO) and by the United

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Nations Environment Program (Unep) – it was precisely evinced the relation between the elevation of the temperatures in the whole planet (global warming), and the so-called greenhouse gases (GHGs) coming from agro-industrial activities, and profusely generated by the hegemonic production model and by a social lifestyle based on hyperconsumption (Lipovetsky, 2007).

In this article, we adopted as its guiding light, the understanding that the treatment of content related to climate change by the national and international press, involving institutions and actors of civil society, reveals the emergency for advances in the public debate regarding the implications and damages to the environment, which encompass political, economic and social spheres.

By assuming that the huge social impact agenda developed by the media may work as ways of social-environmental awareness and mobilization for political actions and socio-environmental movements, then the "journalism must be considered a protagonist in the global efforts to confront the challenges stated by the climate change agenda" (Andi, 2010, p.17). It is with this understanding that this article proposes to answer the following key question, based on two argumentative instances set out by Charaudeau (2006): Are the news on climate change focused on "making you feel" or "letting you know"? Does journalistic content on climate change seek, through argumentative construction, to raise emotions and feelings in the reader regarding climate change in order to sensitize him? Or does the text makes use of arguments built for the reader, helping him to acquire knowledge about the subject and thus, becoming able to deal with it within his sociocultural context?

The empirical framework encompasses the web content on climate change of the pure player website HuffPost Brasil, study object of international research on the new journalistic practices. Thus, from a small qualitative sampling, collected in the period from January to July of 2017, it is intended: 1) to verify in which of the two prioritized instances the predominant discourses fit; 2) to analyze the content treatment produced by different social actors (journalists, bloggers and institutions).

Regarding the methodology, data collection was performed in two stages. In the first one, the material was captured by a software of data mining and text analysis developed by researchers from the area of Informatics, Sociology and Communication that integrate the international research group which the authors are a part of. After performing an automatic news tracking, made by programming specific tags about climate change, the data was analyzed by the researchers, and in some cases, new keywords related to the theme were attributed to the texts. As it was performed with a beta version of the tool – still in phase of improvement and tests to enhance data search - we opted in a second stage for the collection of data with Google news, using the following keywords: *HuffPost Brasil*, climate change, greenhouse gases and global warming.

The analysis and interpretation of the collected texts was based on the application of the theoretical categories of "making feel" and "making know" (Charaudeau, 2006), this allowed to verify, at least in the analyzed period, that the news which focused on making feel (emotions, interests) discursive instances were produced, in its majority, by journalists, while the category focused on making-known (information, knowledge) includes journalists enunciators, but also, external agents to HuffPost Brazil, such as business associations and bloggers/citizens.

Climate Changes and Journalism in Cyberspace

According to Mendonça, Deschamps and Lima (2013, p. 129), climate change "has always been part of the planet's natural dynamics" and, alongside with other variables, over the centuries, "have conditioned

and determined, in many cases, the biological evolution, the conditions of biodiversity, the demographic density of a region, the application and use of the soil by the human being." The term, which has become one of the most used expressions in recent years amongst scientific circles and the media, refers to "a possible acceleration of these changes in the last century with an indication of an increase in global warming from predominantly anthropogenic causes" (Mendonça et al., 2013, p. 129), unlike other time periods, when these changes had natural causes.

The current alterations of the Earth's climate, unlike previous ones, have come to be defined scientifically as of anthropogenic origin, leaving aside the possible climate change denial view adopted by a few scientists and by representatives of economic and political interests from countries and international segments. The phenomenon points to a scenario, in the very near future, of environmental, economic and social disarray in all countries, with worsening problems for those of the Third World. Faced with this complex social and environmental problem, the recent announcement of the US exit from the Paris Agreement in 2017 - an international treaty proposing to reduce global temperature increase - sets a red alert for global initiatives focused at reducing the impact on the environment and its repercussions in the media, since the US is the country responsible for the highest percentage of carbon dioxide emissions on the planet.

The Brazilian situation is not much better. According to data from the Climate Observatory (2018), in a synthesis document of GHG emissions analysis in Brazil, "the gross emissions of greenhouse gases per capita remained higher in Brazil than the global average since 1990, being also in some of those years, almost the triple of the global average." The same source points out that "agricultural activity is the main source of greenhouse gases, accounting for 74% of emissions, an increase compared to 2015, when this activity represented 69% of emissions" (Climate Observatory, 2018) and the "amazonic states follow with very high emissions per capita due to deforestation". In 2016, for example, every citizen of the state of Rondônia emitted 74 tons of CO_2 - 3.7 times more than the emission of an average American, 2.5 times more than an Australian and 7.4 times more than a Japanese." (Climate Observatory, 2018), which indicates that the country will not meet its 2020 climate goal by taking into account gross emissions if they remain at the level observed between 2010 and 2016.

When quoting the main results of the IPCC report (2007), Oliveira, Irving and Coutinho (2013) state that some Brazilian regions will be badly stricken by the effects of climate change, highlighting the Amazon, the north-eastern semi-arid region and the coastal areas. "The increase in temperature, changes in the rainfall regime, as well as the rise in sea level, are amongst the risk factors for the regions mentioned," (p.34) according to these authors. They also remark that the report was forthright when declaring, with more than 90% of certainty, that human activities are contributing in a historically unprecedented way to raise the temperature of the planet.

As the Pew Research report (2015) indicates, there is a global consensus that climate change is a significant challenge. Of the 40 nations where interviews were conducted on the issue, 54% of them consider it a very serious problem. On the other hand, there are important regional differences in the perception of the problems set by global warming. It is the case of China and the US - responsible for the largest annual CO_2 emissions - that are amongst the least concerned, due to economic and political interests that overlap with the so-called "environmental rationality" (Leff, 2006).

Amidst the government initiatives to reduce global warming gases, such as the United Nations Framework Convention on Climate Change - UNFCCC (1992), the Kyoto Protocol (1997) and the Paris Agreement (2015), what is to be seen nowadays is an ambivalent and wrong scenario. The US exit from

the Climate Agreement after just two years of existence reveals the disregard of one of the world's greatest powers in relation to the emergency for united international actions for the environment.

According to the research presented by the News Agency for the Rights of the Child (Andi), in partnership with the British Embassy in Brazil, communicators, by focusing on some aspects of a topic and highlighting them in the news, help to build the way the public will interpret the content broadcasted. This way, media vehicles gain prominence in discussions about climate change, and can contribute significantly to the public debate by raising issues related to the theme in the local-global, social, political and economic spheres. "The media are central actors in the formulation, reproduction and transformation of the meaning of this complex problem and a fundamental arena for legitimizing and/or criticizing political and economic options" (Carvalho, Pereira, Rodrigues, & Silveira, 2011) .

But there are other understandings about the role of the media, such as those of Jean-Baptiste Comby (2015). The author, when researching French general media, concluded that its content on the climatic issue imposes a depoliticized view of the problem by claiming "that the media, by symbolically enhancing climate change (a subject which the author considers at first to have a potential for radical criticism), promotes a 'depoliticization' of the problem, leading to an impasse and cosmetic measures (*la toilettage de la question climatique*), and not being able to deal with it" (Lima, 2017, pp. 272-273). Comby's (2015) argument leads us to reflect on how the capitalist model resists in an inexorable way, by appropriating the idea of a sustainable development linked to the market and the marketing, generating then a new eco-business discourse (Lima, 2017).

In the face of such reflections, the question is: How does a media as *The HuffPost*, with countless international "affiliates", discloses the content about climate change, considered one of the most worrying contemporary themes for humankind, and also the one which we have been the least active about despite the already evidenced catastrophism of the media?

It is worth a note that *The HuffPost* - quoted by the Reuters Institute of Journalism report, from the University of Oxford (2018), amongst the media companies seen as reliable by the population - is considered together with other independent news websites (*TechCrunch*, *Mediapart*, *Rue89* etc.) an inspiration for the future journalism: "(...) technological, political, and hyperlocal news websites have been the first to find success by starting small and concentrating on very specific topics" (Briggs, 2014, p. 7,). In the case of the Brazilian version of The HuffPost, although the vehicle focus concentrates in its majority on the Women, LGBT, Behavior, Food and Entertainment editorials, the interest in understanding from a heuristic premise how discourses on climate change are treated by the national pure player is justified by the relevance of a theme that reaches global dimensions, with strong national and local repercussions.

The Andi (2010) study about the main characteristics of editorial treatment dedicated to climate change in the Brazilian press, verified that the presence of the theme on the local vehicles has been reduced, being more present at the media of national circulation. It was also identified that the media preference has always been focused on the specialists and the governmental sources. "Greater plurality in the choice of sources could favor a richer approach to the subject, capable of broadening the diversity of ideas and mobilizing the attention of other sectors of society" (Andi, 2010).

This same report points out that climate change is still treated as an exclusively environmental problem by a large part of the Brazilian press and, suggests the need to turn the debate into something transversal: "It is necessary for the theme to show up not only in the specialized pages but to assume a transversal

character, contemplating not only the technical aspects related to the phenomenon, but also bringing to the heart of the discussion issues related to politics, economics and behavior " (Andi, 2010).

The affirmations that the agenda on climate change get more visibility in the media when related to global/national events and international agreements (Carvalho et al., 2011), is one of the aspects related to the intrinsic characteristics of journalism, its routines and productions, that will not be worked in this text. However, we highlight some aspects of journalistic production of the *HuffPost Brazil*. Although its executive editor, Diego Iraheta (2015), does not refer only to climate change content, he claims to want to value international agenda: "(...) from this day on, we will be connected to a global newsroom, present in more than 15 countries. Aside from the news out there, with singular looks from those who live the reality abroad, getting faster over here, the reports and blogs of our website will be increasingly translated into the *HuffPost* network " (Iraheta, 2015).

The executive editor also highlights the collaboration of bloggers as one of the trademarks of the news website, having its language and modes of operation structured exclusively on the internet. "In the Brazilian branch, Iraheta (2015) confirms the importance of bloggers, being the collaborative practice one of the pillars of *HuffPost*. On average, there are 700 collaborators, who can write about the most varied topics (...)" (Dias, 2018, p.154). This emphasizes Jenkins (2009, p.19) statement on new communicators within the phenomenon of interactivity in a convergence scenario: "If the work of media consumers was once silent and invisible, the new consumers are now noisy and public". It is worth pointing out that convergence is both a top-down corporate process and a bottom-up consumer process. "Media companies are learning how to accelerate the flow of media content across delivery channels to expand revenue opportunities, broaden markets, and reinforce viewer commitments" (Jenkins, 2009, p.18).

To Longhi (2010) the figure of the consumer is reconceptualized with convergence, since he is also a creator of content: "media organizations guide their ways of producing, making available and disseminating news and this, is one of the impacts of convergence on the news product" (2010, p. 2). Given this context of convergence and new stimuli in digital environment, stands out the concept of "informational Darwinism", proposed by David Jeong (2013), of which Oliveira (2017: 159) alludes: "by cognitive selection, we have given preference to the information that is: new, simple, visual and good humoured".

Silva (2008, p.85) reflects that, even in the internet age, the concept of agenda-setting in journalism remains valid and current, but "with the lack of some interventions". The author suggests the existence of another kind of agenda-setting, a so-called reverse-agenda phenomenon, under the assumption that citizens also have their own agenda and wish to have them met by the media. "It can then be said that the reverse-agenda of a theme can be part of a social mobilization; part of a plan to confront a problem, corporate or collective" (Silva, 2008, p.85). In this same logic, in an interview with Jurgen Habermas (2018), the German philosopher and sociologist states that just as the invention of books turned people into potential readers, the internet has turned them into potential authors, opening millions of subcultural niches, in which there are reliable exchanges of information and opinions.

Awad (1995) recalls that journalistic techniques and their editing features contain in itself intrinsic sensationalism, which can be understood as part of Maingueneau's so-called journalistic ethos (2015). Taking this into account, Del Vecchio de Lima, Fort, Ávila, Gern and Fiebig (2017) affirm that the journalism practiced by the new medias (digital journalism) amplifies in the news and other contents this element of the sensational:

By taking these characteristics into the field of online journalism, we have seen, during two years of research with different versions of The HuffPost, that the use of multimedia resources, such as the increasing insertion of pictures, videos, social media posts and audios, evidences these emphatic appeals in such a way that they seem to scream in the context of the news, in other words, by the technique, the acceleration of the sensationalist motor in the scope of the event and the information already occurs. (Del Vecchio de Lima et al., 2017, p.7).

This characteristic of appealing to the emotion established by the sensational element contained in the journalistic ethos and unfolded, in discrete or emphatic doses, in its language, depending on some variables such as editorial line of the journalistic media or the reading public, amongst others, leads us to reflect on the argumentative constructions that permeate texts about climate change in the vehicle under study, those that appeal more to a rational information for the construction of knowledge (making known) or those that seek to sensitize through affections and emotions (making feel), instances taken here from Charaudeau (2006).

The analysis of the discourse model of Charaudeau

The methodology of this research takes into account the discourse analysis based on the model of Patrick Charaudeau (2006), considering the categories called **"discursive modes".** These correspond to the specificity of each situation of media communication: 1) **reported event (**ER) - report of some event in public space; 2) **Commented event** (EC) - the why and how of the event considering analyzes, experts arguments and justifications for their positions; 3) **event provoked** (EP) - confrontation of ideas using different devices, such as tribunes of opinion, interviews or debates in order to contribute to social criticism/reflection (Charaudeau, 2006).

Regarding the characteristics of the provoked event, Charaudeau (2006, p.89) states that the summoned speeches must be external to the media (they do not emanate from journalists), must be motivated by the choice of a current theme, justified by the identity of those who speak, that is, journalistic sources, traditional collaborators or bloggers, and finally, presented by a media representative in appropriate spaces (interviews, chats, debates or, digitally, blogs). This research with a focus on digital press has considered the concept of public as the space made available by the *HuffPost Brasil* news website to other agents of the public sphere, such as experts from the governmental or private sector (technicians, scientists and researchers) and environmental institutions which gather representatives of the market and civil society.

The author points out that this opening to other representatives of society is a way of recognizing that the media is not the sole owner of the word and that other actors in social life have opinion and something to say, as witnesses, analysts and scholars from different areas of knowledge, but considers that the media has an ambivalent relationship with these agents of public life:

When constantly requested, they exhibit themselves as champions of a 'direct democracy' - in an attempt to replace the political arena - but at the same time they use this procedure as an alibi for their own legitimation. In fact, these representatives are only called because of the speech they produce, a speech that confirms from the outside that what is at the center of the present-day and the social debate is exactly what the media frames (Charaudeau, 2006).

The universe of media information is therefore, according to Charaudeau (2006, p.151), the result of a construction, since information is never transmitted in its raw state. Before being transmitted, it goes through a critical selection of facts and sources, by categories of understanding, as well as by the choice of visibility modes: "(...) the mediatic instance imposes on the citizen a previously articulated worldview, being such a vision presented as if it were the natural view of the world".

When the relations between the field of production and reception are discussed, the author affirms that it is "the media communication contract that generates a public space of information and it is in its own framework that the public opinion is constructed" (2006, p.115). According to Charaudeau (2006), the purpose of this contract has two aspects, each one with a particular logic: the purpose of *making know* - with the intention of informing the citizen from a logic of credibility - and the purpose of *making feel* - which proposes to capture the attention of the public from a commercial logic through emotions or feelings, invoking a dramatic language.

In the tension between the credibility and capture poles, the more the media tends towards the first, whose demands are those of rationalising austerity, the less they touch the general public; the more they tend to the capture, whose demands are those of the dramatizing imagination, the less credible they will be. The media do not ignore this, and their game consists in navigating between these two poles according to their ideology and the nature of events (Charaudeau, 2006).

In other words, the media information contract is characterized by contradiction. When it has the purpose of making know, it is necessary to fulfill the principle of the seriousness and the credibility, far from any type of spectacularization. On the other hand, in the purpose of making feel, strategic choices directed to the staging of the information must satisfy the principle of emotion, producing effects of dramatization (Charaudeau, 2006).

Although Charaudeau (2006) suggests a model of discourse analysis based on the functioning of the communication act - exchange between the instances of production and reception - the present study focuses on the production analysis in order to identify the predominant discourses related to climate change, out of the understanding that "(...) an event only becomes news from the moment it is brought to the knowledge of someone" (Charaudeau, 2006, 132).

HuffPost Brazil and climate change: making feel x making known

The qualitative analysis of the 22 texts on climate change collected during the period between 01/31 and 2017/07/05 showed that 45% of them are produced by journalists from *HuffPost Brasil* and *HuffPost US*. It was observed that national publications refer to climate change as a secondary theme, while international content refers predominantly to US President Trump and his decision to withdraw the US from the Climate Agreement. This kind of personalization of the issue by *HuffPost US* had already been noticed in an article about the United Nations Conference on Climate Change (COP 21) in Paris, 2015, at the occasion with the personalization revolving around the former President Barack Obama (Del Vecchio de Lima et al., 2017).

The reduced coverage of the theme in the Brazilian edition of *HuffPost* demonstrates the low relevance attributed to the environmental thematic. When issues related to climate change and its derivations

(global warming, greenhouse effect, carbon emissions etc) are named, they are mentioned superficially, only as a supportive role for other matters considered priority by the portal, inserted, for example, in the Food section. In the news "Eating is a political act: Do you really know what you are consuming?" (2017/04/07), it is stated: "With the integration of agriculture, livestock and forest, besides the adequate nutrition of the animals, it was possible to reduce the emission of greenhouse gases by 43% in relation to the Brazilian average". Although the subject refers to the initiatives on conscious consumption of food, this is the only moment in which the subject is mentioned, without further deepening.

Although the theme is mentioned secondarily in other publications, it is important to highlight that the direct reference to climate change, discussions and reflections about its developments as a central theme occur in half of the texts analyzed, 11 of them, therefore, being evident the previously mentioned emphasis on the international issues, in particular the Paris Agreement. In the news "Macron criticizes US exit from climate agreement and records a message to Trump: 'Make the planet great again'" (June 2, 2012), stands out the video published by the French president in which he condemned the decision of Trump to take the US out of the Paris Agreement. In another publication on the same subject, "9 moments in which Donald Trump has revealed that he does not understand the climate agreement he has just abandoned" (2017/06/02), the president's omission to report climate scientific data has been questioned while exemplifying one by one the misconceptions of his speech. A more scientific focus can be seen in the example of the news "In today's rhythm, global warming should cause many sleepless nights by 2099, says study" (2017/06/09) that reports how rising temperatures can affect our sleep quality and even a country's economy, quoting researches and testimonials from experts on the subject.

It is also relevant to note that although almost half of the texts are produced by *HuffPost* journalists (45%), only 5% of the content was produced by nonprofit environmental institutions. Whereas the space offered to citizens/bloggers (18%) is moderately smaller than the one dedicated to associations with a business focus (27%).

Although both civil society agents (citizens) and market agents (companies) produce reports, research and inquiries about climate change and its impacts on the political, economic and social sectors, their motivations are driven by different interests. While citizen/bloggers are interested in having a "place of speech" in the media to make accusations and bring testimonies, to the business representatives the theme "climate change" is suited as a device to refer to other projects related to the environmental thematic (Verena Project, Rede ONE2030, Slow Food, Reducetariana Foundation, Boat Hacker Project, amongst others).

Amidst the institutions related to the environmental issue, the one that has most publications is the Coalition Brazil Climate, Forests and Agriculture, a movement composed of "companies, business associations from various sectors, research centers and civil society organizations, which proposes actions and influence public politics for the development of a low carbon economy based on land use". It is clear, therefore, that although the news produced by business organizations emphasizes the "pro environment" bias, emotional and propagandist discourse prevails in some cases, as can be seen below:

We are in love with people and their communities. However, understanding that we live a critical moment and quite sensitive in the History of the humanity, we decided to act. From this effort and commitment, the ONE2030 network is born with the mission of strengthening the means of

implementation and revitalizing the global partnership for sustainable development (...). To participate and learn more, visit the ONE2030 website (Foster, 2017)[3].

Regarding the participation of citizens/bloggers, it is interesting to notice the diversity of "voices" present: a university professor, biologist and PhD in Zoology; a poet and Mexican environmentalist; a BA in international relations; an internationalist, with a master's degree in Military Sciences and an historian with doctorate in Sustainable Development. The common points between them culminate in two complementary areas of formation: environment and international relations, which reflects that the discussions about the changes of the climate go particularly through these specialties, raised by actors with professional experience and/or studies focused on the theme.

Another point to be emphasized is that there is always, at the end of the texts produced by actors external to the website, messages saying that the respective texts do not represent HuffPost's institutional opinion. This leads to believe that the news website has contradictions in its approaches. Although it does not have the environmental theme as an editorial approach, it creates spaces for the issue to be debated by other social agents (citizens and market representatives who claim to be acting for the environment), but on the other hand, it does not assume a position on complaints about climate change and its repercussions on life in society, when it exempts itself and reaffirms that such positions do not represent the opinion of the communication vehicle.

Considering the outbreak of the post-truth phenomenon (D'Ancona, 2018), in which the most disseminated information is not the most reliable, but the one that arouses more emotions, it was verified, in this study, that there are few climate change texts in the making-feel category (27%). Far away from determinisms, but emphasizing the heuristic rigor on the subject, this result indicates that content on climate change does not have a range as wide as other replicated and shared contents in the media, despite the fact that it is acknowledged that only a study focused on the acceptance of these news can in fact confirm such an assertion. It is also interesting to notice that, instead of what other studies say, the theme is not treated with "drama" or in an "alarmist" tone in the Brazilian version (Del Vecchio de Lima et al., 2017; Oliveira et al. 2013), although it is recognized that this inclination may not have been precisely verified since there was no specific catastrophe related to climate change in the analyzed period.

Regarding the elements of the texts focused on making-feel (27%), there is a greater use of audiovisual resources, such as photos and publications links from users of social networks, such as Pinterest, for example, intercalated throughout the text. This leads to believe that the news that provoke emotions are the most sensorial ones, which show the content not in a linear (textual) way, but in a more visual, establishing an interaction with the user.

In the article "A weir in Ceará is turning into an animal cemetery" (2017/02/07), the university professor, biologist and TV presenter, Hugo Fernandes says: "Four hundred and thirty-nine dead tortoises. This is a very sad scene indeed. (...) But the actual ecological impact represents something much more than the simple sadness of the fact". The article begins with this short introductory paragraph followed by a video with direct access to YouTube, narrated by the author of the text:

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[3] "Uma comunidade global pelo Desenvolvimento Sustentável". Disponível em:
http://www.huffpostbrasil.com/lucasfoster/uma-comunidade-global-pelo-desenvolvimento-
sustentavel_a_21874769/. Acesso em: 11 jul. 2018

[...] Our challenge now will be monitoring the growth of these and other species from the Cedar weir as it fills up. This is way too little of a measure next to the complex problem that is the drought in the Brazilian Northeast, a region that is plagued not only by the lack of rainfall, but mainly by the lack of public management for centuries (Fernandes, 2017).

The speech given by the author of the text is about denunciation and testimony, he was there and he saw the death of the tortoises: "My students from the State University of Ceará called my attention to the immense quantity of dead tortoises in the place and, arriving there, we decided that we should urgently start a research to evaluate the problem". Another example of content to make-feel is the text "Satire makes appeal to Trump: America in 1st place, Brazil in 2nd" (2017/02/12), produced by the HuffPost Brasil publisher, Grasielle Castro, put together with humorous videos that satirize the US government's decisions on global warming. Although the audiovisual resources mobilizes reflection as well, this one is triggered by laughter, by the first provoked feeling: "Here it is very hot and it is getting hotter every day even though we know that the concept of global warming is a Chinese creation". The predominant discourse is satirical, but also of denunciation, through irony.

Analyzing the texts focused on making-known (73%), it can be seen that most of them exhibit little web resources, only text and static photos. Most of the content emphasizes aspects of political-economic order, as it is possible to notice in the texts: "Trump will sign an order revoking Obama's climate laws" (2017/03/28), "Found an alternative to Trump's wall capable of generating jobs "(2017/03/30) and "The climate between Trump and Temer" (2017/06/02). In the quoted examples, the texts subtitles: "The intention is to relaunch the US carbon industry and create thousands of jobs", "A barrier made of solar panels would create jobs for immigrant candidates and promote a climate of civility among nations" and "Forest protection and climate security are of interest to Brazil and the world ", respectively, reinforce the political-economic discourse and its national and international repercussions on the theme. It was also identified the predominance of initiative and mobilization discourses in favor of the environment, although the market bias is implicit in the contents, as shown in the article "How planting trees can turn into a big business" (2017/02/21) which highlights the results of a project that suggests the implementation of a program that "(...) will promote, in short term, an improvement in the business environment for reforestation with native trees (less risk to the investor, with prospects of increased productivity and consequently, greater economic return)".

Regarding the discursive modes, it was verified that the **provoked event** constituted 50% of the research corpus. These are argumentative texts that presented questions and reflections produced by actors outside the media (business associations and citizens/bloggers), mostly with the purpose of making-known. As an example, we can quote the article "Politics of the here and now: 'The future in our hands'" (2017/05/24) in which the author of the text, Bruno Paulino, bachelor in International Relations, remarks: "If, like me, you are missing out many moments of your life because your mind is over-occupied with memories or catastrophic projections, know that we are not alone." The tone of speech brings personality to the theme, instigating the reflection and a feeling of closeness, of something that affects us all. The text "Low carbon logistics is a smart solution for agriculture" (2017/05/03) prepared in collaboration by representatives of the Brazil Coalition, besides presenting research results on global food production, also serves as space of commercial dissemination about the work carried out by the institution itself: "That is the goal of the Low Carbon Logistics Working Group of Brazil Climate, Forests and Agriculture Coalition: to focus on the cargo transport logistics of the country's forestry and agricultural activities (...)" In another text of the same discursive category, "How to take a walk helps to combat global warming?" (2017/06/08), produced by Semeia, a nonprofit civil society organization, the focus of the article is directed to the declaration of "Protected Areas and Climate Change" - signed in 2015 by eighteen Latin

American countries - which recognizes national protected area systems "as one of the most effective strategies to prevent deforestation and ecosystem degradation. By doing so, they contribute to stabilizing the concentration greenhouse gases in the atmosphere".

The texts "Satire makes allusion to Trump: America in 1st place, Brazil in 2nd" (2017/02/12) and "26 videos, movies and documentaries for you to rethink your relationship with food" (2017/05/09) are examples that fits into the **commented event** discursive mode (27%). Both present videos intercalated with texts that instigate emotion followed by reflection, either through humour or through indications of other content that serve as a provocation to the reader. In both cases, the act of thinking goes through the act of feeling. It is interesting to notice that all the texts that compose this discursive category were produced by the journalists themselves on the news website, which demonstrates, in this particular case, a greater freedom on the part of these professionals in the construction of the journalistic narrative, making use of audiovisual elements.

Concerning the **reported event** discursive mode - equivalent to 23% of the analyzed content – the texts follow, in its majority, the news traditional format (inverted pyramid). It was observed that the content produced by the journalists of the Brazilian and American editions of HuffPost and Ansa Brasil (Italian news agency) refers specifically to punctual events, based on occurred facts such as the departure of Trump from the Paris Agreement, for example. Only in the text "In Pará, project 'hacks' rivers to bring information and technology to the riverside people" (2017/05/15) it is observed that the news could be divulged by any time, framed as not factual story.

Finally, regarding the distribution of content on the website, the absence of texts in the "Politics" section indicates that the topic of climate change is not yet seen in the digital press as a priority agenda of public policies. On the other hand, its appearance in various sections, especially in "Opinion" (36%) reveals the opening of HuffPost Brazil to agents of the society who have something relevant to say or contribute to the discussions about the theme.

Graphic 1: Distribution of content on climate change by sections
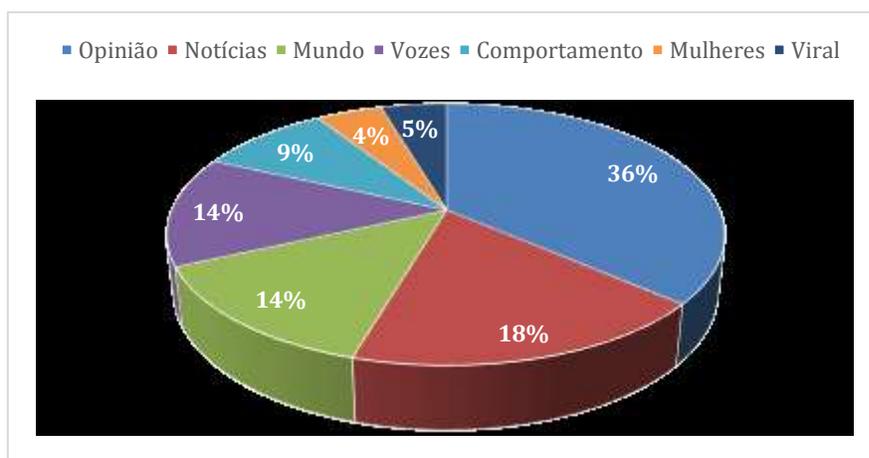
Source: The authors

It should be noted, however, that the predominance of associations linked to market movements and the derisive presence of non-profit institutions and/or of the third sector reveals a lack of plural "voices" covering different angles related to climate change and its unfolding in the public sphere.

Conclusion

This research aims to contribute to the discussions about the treatment of contents related to climate change and its derivations in the digital environment. Despite the fact that the coverage of the topic on the *HuffPost Brasil* website was very short during the selected period, the qualitative analysis revealed that most of the texts fit the category of making-known (73%), having as main objective to inform. Unlike the results verified in other studies on the subject, the contents related to climatic changes were not treated with dramatism by the pure player in its Brazilian version. This leads us to believe that although the theme does not mobilize emotions in its majority, the fact that is subjected to the dynamics of the digital journalism era requires a greater effort of the media by practicing a making-known that it is accessible to the internet culture.

From the theoretical framework proposed by Charaudeau (2006), the provoked event was confirmed as a dominant discourse mode in climate change contents, with the predominance of texts produced by business associations related to environmental issues and bloggers with an "authority" to position themselves on the subject, due to their specialties with focus on the environmental area and international relations.

Even though the collected and discussed data are the result of an analysis of a reduced corpus of study, in general, initiative discourses for environment were identified, although many of them linked to market interests, as well as speeches of denunciation and testimony, which reveals that the Huffpost Brasil content treatment aims not only to inform (make-known), but also to mobilize the public by making people think, not only by journalists, but by other protagonists of the public sphere.

In this context, we conclude that the emphasis on the discursive mode to "make-know" verified in the period under study can be changed to the discursive mode "to make feel" if the researched space is expanded, an emphasis that has already been verified in works on the same theme when covering specific events (Del Vecchio de Lima et al., 2017). In any case, the increased possibility of bloggers' interference as new voices in the process is positive, if these voices are effectively diversified, representing different segments of society and not just corporatist, even pro-environmental, interests.

It is important to emphasize, as Charaudeau (2006, p. 29) points out, that "in the media, appearances take shape as objective information, democracy, social deliberation, denunciation of evil and lies, explanation of the facts and discovery of truth". Thus, regarding a topic as politically and economically manipulated as climate change is (since they are at the heart of discussions about the need to change the current, and therefore capitalist, model of production), it is well known that appearance games may predominate, practiced by journalists themselves as well as by new broadcasters, such as media outlets, bloggers, and recipients who comment, appropriate, and recirculate information.

At last, in this text there is basically the idea of understanding the phenomena in question and setting out some interpretations about them, in order to contribute to improve the understanding about the production of a social meaning about climate change by digital media, in this case the strict corpus of *The HuffPost Brazil*, in a temporal cut also restricted, which can be extended.

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