

An analysis of media coverage during the 2018 heat wave in South Korea

Yi Hyun Kang(kang.yi-hyun@tum.de)

Technical University of Munich

Abstract

This study analyzes how the media in South Korea has covered the heat wave in 2019 in order to understand social responses towards extreme weather events and climate change adaptation options. The analysis is based on the theoretical assumption that the framing of media affects social discourses, and consequently policy-making process (Hajer 1995; Schön and Rein 1995). Public acceptance of different policy options could be also influenced by frames in relation to the cause of heat waves, responsible actors and possible solutions to heat waves. Thematic and content analysis methods were used for investigating media coverage between June-September 2018 when record-breaking heat waves hit South Korea. Six mainstream newspapers and broadcasting media were selected for the analysis and keywords such as 'heat wave', 'electricity', 'shade', 'measures' and 'policy' were used for selecting and categorizing news articles. When narrowed down to solution suggested in the media, electricity charges and actions at individual were highlighted whereas green infrastructure and systematic measures were less dealt with. Different frames among the media were also found during the analysis. This study could contribute to the discussion on climate change adaptation policy by reviewing how heat waves are communicated in society.

Keywords: *heat wave, media analysis, frame analysis, heat wave policy, climate change adaptation*

References

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Biography

Yi hyun Kang is a Ph.D. candidate at the Bavarian School of Public Policy, Technical University of Munich. Before the doctoral programme, she studied at the University of Sussex (MSc in Development and Climate Change) and the Yonsei University (BA in Political Science). With her background in journalism and research experience at the Korea Environmental Institute, she is currently focusing on analyzing the climate change adaptation policies of South Korea and Germany.