

3. SOCIAL ACCEPTABILITY AND THE ROLE OF MEDIA

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Media analysis

Newspaper articles and op-ed pieces focusing on aquaculture.

1304 articles read across the years 2012, 2013 and 2014, in 9 Norwegian newspapers.

Analytical tools

Rhetorical measures:
metaphors, cliches,
analogies, historical
references etc.



Storyline: the
narrative –
defines the
problem,
distributes
blame and
responsibilities,
establishes
positions and
roles

Discourse alliances:
Who writes within the same
narrative and by using the
same rhetorical measures?

Alliances	Actors	Rhetorical concepts	Storyline
'Environment-and conspiracy' alliance	Journalists, private individuals, sports anglers, NGOs, and a few political parties	Sewage, poison, stinking hazardous waste, underwater prison, conspiracy	'A billion dollar industry which by the aid of corrupt politicians is allowed to destroy our fjords'.

Alliances	Actors	Rhetorical concepts	Storyline
'Industry and food production' alliance	Ministers, industry and lawyers, most political parties, and the largest environmental NGOs (Bellona and WWF)	Hungry global population, local jobs, local communities, growth potential, an acceptable footprint, innovation, environmental challenges	'Aquaculture saves the global population, and all human activity leaves a footprint. The government takes environmental challenges seriously'.

A polarized debate about aquaculture

- **Complex subject:** there is a need to reduce complexity
- **An environmental and value based debate**



More?

Olsen, M.S. og T. Osmundsen 2017. Media framing of aquaculture. *Marine Policy*, 76, 19-27.

Osmundsen, T. og M.S. Olsen 2017. The imperishable controversy over aquaculture. *Marine Policy*, 76, 136-142.