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## ■ AN ECOLINGUISTIC APPROACH TO THE FRAMING OF KING CHARLES III'S CLIMATE CHANGE-RELATED ACTIVITIES BY THE LEADING AMERICAN AND BRITISH MEDIA

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Oslanjajući se na ekolingvistički pristup medijskom uokviravanju klimatskih promena (Norton/Hulme 2019), članak predstavlja rezultate studije kojom autor nastoji da identifikuje, analizira i tumači način na koji mejnstrim američki i britanski masovni mediji predstavljaju aktivnosti u vezi sa klimatskim promenama kralja Čarlsa III, vladajućeg britanskog monarha, poznatog po svom aktivnom stavu o klimatskim pitanjima. Pored ekolingvističkog okvira, metodologija u studiji se zasniva na interpretaciji uokviravanja medijskog diskursa. Rad nastoji da (i) identifikuje medijske okvire u izveštavanju američkih i britanskih medija o aktivnostima kralja Čarlsa III u vezi sa klimatskim promenama i (ii) da razmotri te okvire kroz prizmu ekolingvističkog pristupa koji postuliraju Norton i Hulme (2019). Rezultati analize pokazuju da su vodeći američki i britanski masovni mediji uokvirili aktivnosti kralja Čarlsa III u vezi sa klimatskim promenama kroz sličan skup okvira, poput sledećih (i) zagovornik ublažavanja klimatskih promena, (ii) izazov da budemo neutralni po pitanju klimatskih promena, (iii) akcija u vezi sa klimatskim promenama, (iv) novac za borbu protiv klimatskih promena, (v) obnovljiva energija i (vi) održivost.

Ključne reči: diskurs o klimatskoj promeni, ekolingvistika, uokviravanje, kralj Čarls III, mediji i komunikacija.

### 1. INTRODUCTION

The way mass media frame the issue of climate change is of critical importance to the general public (Boykoff/Rajan 2007; Gavin *et al.* 2011; Gillings/Dayrell 2024) and a variety of stakeholders, for instance, policymakers, scientists, celebrities, and royalty (Kapranov 2015a, 2015b; Weathers/Kendall 2016; Robbins 2018). As far as the representatives of the British royal family are concerned, King Charles III, the current reigning monarch in the United Kingdom, is known for his active stance on the issue of

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climate change (Hale 2024). In particular, King Charles III has gained a reputation of an ardent public speaker on the issues of climate change and environmental sustainability (Kapranov 2024). Whilst King Charles III's leadership in addressing the issue of climate change is unquestionable (Stickel 2020), currently, however, there are no published studies on how the leading mass media in the UK and the United States of America frame his climate change-related activities. Furthermore, there are no current analyses of the media framing of King Charles III's climate change-related activities through an ecolinguistic prism. In this regard, it should be specified that the lack of prior studies on his climate change-related activities looks surprising, given that the UK has shown leadership in climate change amelioration and mitigation by conducting scientific research activities on climate change and developing climate change-related policy initiatives (Hulme/Turnpenny 2004: 105). Moreover, the lack of relevant research on King Charles III's climate change-related activities seems to be in stark contrast to the burgeoning literature on celebrities and climate change activists (for example, Greta Thunberg), whose climate change-related efforts appear to be profusely elucidated (Kalajžić *et al.* 2022; Kapranov 2022; Wright/Nyberg 2022).

In light of the aforementioned research gap, the present article introduces and discusses a study whose aims are to (i) identify how King Charles III's climate change-related activities are framed by the leading mass media in the UK and USA and (ii) analyse the to-be-identified frames through the lens of an ecolinguistic approach. The first aim of the study is anchored in Entman's (1993, 2010) approach to framing in mass media discourse. It should be specified that Entman (1993: 52) regards framing in the language of mass media as a purposeful selection of an aspect of the news item and its communication in such a manner that it becomes salient and promotes a specific definition of the problem covered in the news item, its interpretation and moral evaluation, and possible ways the problem could be resolved. The second aim of the study is grounded in the ecolinguistic approach to the framing of climate change discourse that is proposed and developed by Norton and Hulme (2019). Their ecolinguistic approach will be further dwelt upon in detail in section 3 of the article.

The literature on discourse and mass communication contends that unpacking the way a climate change-related news item is framed may provide a deeper insight into the issue of climate change and, concurrently, increase public awareness of the issue (Boykoff/Rajan 2007; Weathers/Kendall 2016). Arguably, a qualitative framing analysis of how the leading American and British mass media frame King Charles III's climate change-related activities may foster the public's at large understanding of his climate change agenda as the reigning British monarch. Taking the aforementioned contention into account, the study seeks to answer the following research question (RQ):

**RQ:** How do American and British mass media frame King Charles III's climate change-related activities?

Further, this article is organised as follows. First, in section 2, a review of the literature is provided. The review section is comprised of research studies on the framing of climate change discourse by the leading American and British mass media outlets. Second, in section 3, an ecolinguistic approach to mass media discourse on climate change is

outlined. Third, in section 4 of the article, the present study is introduced and discussed in detail. Finally, in section 5, the conclusions of the study are presented.

## 2. THE FRAMING OF CLIMATE CHANGE BY MASS MEDIA IN THE UK AND THE USA: A PREVIEW OF THE LITERATURE

Framing as a research methodology seems to be rather generously employed in research on climate change discourse (Coleman *et al.* 2024; Kapranov 2023). In this regard, Fløttum, Gasper and Clair (2016: 118) note that, indeed, "within the increased scholarly research focused on climate change discourse much work now has considered the framing of studies". Whereas there is a growing acceptance of framing methodology in the studies on climate change discourse, the readers should be informed that a number of linguists warn against over-reliance on framing methodology, which, as they argue, may result in inconclusive results associated with the classification of the frames (Žagar 2010, 2017; Carta/Wodak 2015).

Presently, there is a copious amount of literature on the framing of the issue of climate change by the leading mass media outlets in the UK and the USA (Weathers/Kendall 2016). The literature indicates that the leading media in these two Anglophone countries report on the issue of climate change rather regularly (Lorenzoni *et al.* 2006; Boykoff/Rajan 2007; Good 2008; Kapranov 2017, 2018b; Gillings/Dayrell 2024; Scheuch *et al.* 2024; Steel *et al.* 2024; Strauss *et al.* 2024). The regularity of media coverages on the issue of climate change, however, does not presuppose a uniformed approach to the framing in the UK and the USA, respectively (Good 2008). In particular, Good (2008) argues that the printed mainstream media in the USA refer to the issue of climate change as *global warming*, whereas their British counterparts normally write about the issue as *climate change*. In addition, Good (2008) notes that *climate change* and *global warming* are often employed interchangeably as synonyms by the mainstream mass media in the USA. Notwithstanding the seemingly frivolous use of *climate change* and *global warming* as synonyms, the mainstream media in the USA appear to frame the issue of climate change as a science-based matter (Good 2008).

In contrast to the framing of climate change by mass media in the USA, Carvalho (2007) and Boykoff and Rajan (2007) are unanimous in contending that the British media coverages of climate change in the 2000s are framed by scepticism. Specifically, both Carvalho (2007) and Boykoff and Rajan (2007) posit that the British printed media seem to employ a sceptical tonality in their framing of climate change. Their scepticism is manifested by news coverages that feature the opponents of environmental science, who question the realness, scope and magnitude of climate change (Boykoff/Rajan 2007). Furthermore, Boykoff and Rajan (2007) demonstrate that the sceptical framing of climate change by the media in the UK is not fortuitous, but seems to be accounted by either the lack of sufficient data that lend support to climate change theories or the journalists' conflation of facts with impressionistic judgements on the topic. According to Boykoff and Rajam (2007), this leads to a contradictory framing of the issue that foregrounds the contrarian attitudes toward the science-based approach to climate change.

Whilst the comparison of Boykoff and Rajan's (2007) and Good's (2008) studies is suggestive of different approaches to the framing of climate change in the UK on the one

hand and the USA on the other hand, Lorenzoni, Leiserowitz, de Franca Doria, Poortinga, and Pidgeon (2006) indicate that climate change in these two countries is framed as a phenomenon that poses significant risks to their respective societies. At the same time, however, the media outlets both in the UK and the USA frame the issue of climate change as a rather distant threat (Lorenzoni *et al.* 2008). Partially, this framing is explained by the general public's perceptions of climate change as a topic of limited personal importance, i.e. a problem that is normally outside the purview of one's immediate quotidian concerns (*ibid.*). Perceived as such by the public both in the UK and the USA, the framing of climate change as a distant and not-so-personal topic seeps through the media lens, which frames it accordingly (Lorenzoni *et al.* 2006; Kapranov 2017).

It should be noted that the framing of climate change as a distant problem (Lorenzoni *et al.* 2006), which is shrouded in scepticism (Boykoff/Rajan 2007), is increasingly framed by the British mass media as a pressing issue associated with a score of environmental and climate change-related protest groups (e.g., Just Stop Oil) and movements (e.g., Fridays For Future) that demand action to stop and mitigate the current climate crisis (Kapranov 2022, 2023). On this note, Scheuch, Ortiz, Shreedhar, and Thomas-Walters (2024) report that the framing of climate protest movements by the media in the UK is reflective of political allegiances of the British media actors. Specifically, it has been established that conservative-leaning mass media outlets frame climate change protest actions rather unfavourably (Scheuch *et al.* 2024). This finding echoes the results of the framing analysis by Kapranov (2023), who has found that the conservative media outlets in the UK frame climate change protest actions through the prism of legal action and punishment to the climate change protesters. Concurrently with the framing that foregrounds punishment, however, Kapranov (2023) has uncovered that there exists a neutral framing of climate change protest actions by the non-conservative mass media outlets in the UK.

Summarising the literature, it seems reasonable to argue that the framing of climate change by the mainstream mass media in the UK and the USA exhibits several overlapping as well as divergent foci. The overlap is evident from the media coverages of climate change as a risk to society. The divergent focus of the media framing of the issue is manifested by the foregrounding of science-based coverages of climate change in the USA, whereas in the UK it is overshadowed by the sceptical tonality in breaking climate change-related news. Finally, it should be summarised that the framing of climate change by the leading mass media in the UK has undergone a change from a predominantly sceptical tonality associated with a certain distrust of climate science in the 2000s to the current focus on climate change protest movements in the early 2020s.

### 3. THEORETICAL CONSIDERATIONS: AN ECOLINGUISTIC APPROACH TO THE FRAMING OF CLIMATE CHANGE IN THE BRITISH MASS MEDIA

There is a growing bulk of ecolinguistic literature that examines the way mass media frame the issue of climate change (LeVasseur 2015; Döring 2017; Kapranov 2018a; Penz/Fill 2022; Kwaśniewska 2024). Whereas there is a plethora of publications on ecolinguistics, the present study, which is introduced in section 4 of the article, is informed by a fairly recent ecolinguistic approach to the framing of mass media's

coverages of climate change that is formulated by Norton and Hulme (2019). The relevance of Norton and Hulme's (2019) approach to the present study is accounted by the fact that they applied an ecolinguistic lens to cast light onto the framing of climate change by the mainstream British mass media. Given that the aim of our investigation is to provide insight into British and American mass media's framing of climate change-related activities by King Charles III, the choice of the ecolinguistic approach to the framing of the issue of climate change by the British mass media that is formulated by Norton and Hulme (2019) seems relevant.

It should be emphasised that Norton and Hulme's (2019) ecolinguistic approach to the framing of climate change by the mainstream British mass media incorporates an array of elements that stem from Critical Discourse Analysis (CDA), framing theory, and metaphor theory. Furthermore, the cornerstone of Norton and Hulme's (2019) approach to the framing of climate change by the British media is grounded in Stibbe's (2004, 2014) ecolinguistic framework. That is why prior to continuing our discussion of the theoretical premises of Norton and Hulme's (2019) ecolinguistic approach, it appears logical to outline Stibbe's (2004, 2014, 2015, 2021) views on ecolinguistics.

The underpinnings of Stibbe's (2014, 2015) ecolinguistic paradigm involve the following aspects: (i) ideology, (ii) evaluation, (iii) erasure, (iv) salience, (v) identity, (vi) framing, and (vii) metaphor. In particular, ideology in Stibbe's (2014, 2015) ecolinguistic paradigm is seen as a belief system that is linguistically encoded and shared by the members of a societal group (Stibbe 2014). According to Stibbe (2014, 2015), evaluation is a facet of the narrative that manifests an appraisal pattern (for instance, "worst", "dismal", "decline"), which adds an evaluative colouring to the narrative. Following Stibbe (2014, 2015), erasure is a pragmatic act of backgrounding, excluding, i.e. erasing a certain element in the narrative. In this regard, Stibbe (2015) argues that nowadays the notions of nature and ecological well-being get routinely erased from human narratives. Salience, as stated by Stibbe (2014, 2015), is found in people's narratives as a device that points to the most important aspect of the narrative. In Stibbe's (2004, 2014, 2015) ecolinguistic approach, identity is a form of a story about the self, which is understood as a story that people narrate about themselves to others about who they are (Ma/Stibbe 2022). Framing, in Stibbe's (2014, 2015) view, encapsulates a selection of events, characters, places, and a particular sequence of events that get either foregrounded or erased in the story (Ma/Stibbe 2022). Finally, Stibbe's (2015, 2021) understanding of metaphors resembles framing in the sense that he regards them as a type of framing characterised by two specific and completely different domains.

Having outlined Stibbe's (2004, 2014, 2015, 2021) ecolinguistic paradigm, let us elucidate the ecolinguistic approach by Norton and Hulme (2019), which, largely, incorporates Stibbe's views. Similarly to Stibbe (2014, 2015), Norton and Hulme's (2019) approach is based upon such elements, as ideology, evaluation, identity, etc. (see above). However, Norton and Hulme (2019) employ them as tools in their analysis of media texts in the following manner. Ideology as "a story about how the world was, is and should be in the minds of members of a group" (Norton/Hulme 2019: 116) is used to identify the types of discourses that are common to the group members. Both framing and metaphor are employed in order to identify "trigger words that bring a particular source frame to mind" (Norton/Hulme 2019: 116). Evaluation is applied in order to

look for possible “appraisal patterns i.e. patterns of language, which represent things positively or negatively” (Norton/Hulme 2019: 116). Identity is put to use by Norton and Hulme (2019: 116) to search for the forms of language that characterise people, whereas erasure is utilised in order to identify patterns of language that erase or diminish certain phenomena. Salience is adopted by Norton and Hulme (2019: 116) to single out patterns of language that foreground a certain area of life. Finally, Norton and Hulme (2019) add one more tool to their analysis, namely conviction. It is seen as a story that sheds light onto whether or not a particular description is true, certain, uncertain and/or false. Conviction is employed by Norton and Hulme (2019: 116) to examine “linguistic patterns that represent a description as true, uncertain or false”. The aforementioned tools are further used by Norton and Hulme (2019) in the coding of media texts, which is executed in NVIVO, a computer-aided qualitative software package. The corpus of media texts that is examined by Norton and Hulme (2019) involves 173 editorials that deal with the issue of climate change. Norton and Hulme (2019) indicate that the analysis of their corpus has yielded four qualitatively different types of climate change narratives, which are argued to permeate the discursive space of the mainstream mass media in the UK. These narratives are labelled as (i) Lukewarmer, (ii) Ecoactivist, (iii) Smart Growth Reformer, and (iv) Ecomodernist. The description of the narratives is summarised in Table 1 below.

#	Narrative	Explanation
1	Lukewarmer	The narrative is characterised by the acceptance of climate change as a real issue, which, however, does not pose immediate risks. The Lukewarmer narrative involves metaphoric comparisons of climate change scientists and their supporters with religious zealots, evangelists, and fanatics, who operate with flawed scientific evidence (Norton/Hulme 2019: 118).
2	Ecoactivist	The narrative is characterised by the contention that people destroy the natural world, which leads to an imminent catastrophe. The Ecoactivist narrative contends that climate change increases environmental risks associated with extreme weather events (Norton/Hulme 2019: 119).
3	Smart Growth Reformer	The narrative is characterised by the position that the impact of humankind on the Earth's ecosystems needs to be curtailed. The Smart Growth Reformer narrative promotes a contention that the use of market mechanisms is the most effective way of creating a low-carbon economy and preventing the negative consequences of climate change (Norton/Hulme 2019: 119).



4	Ecomodernist	The narrative is characterised by the contention that human activities need to be decoupled from nature in order to avoid economic and ecological collapse. The Ecomodernist narrative relies on technological innovations and modernisation to mitigate climate change problems (Norton/Hulme 2019: 119).
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**Table 1.** British mass media's narratives of climate change according to Norton and Hulme (2019)

The aforementioned ecological narratives by Norton and Hulme (2019) are used in the present study as a discursive lens through which I discuss the way the leading mass media in the UK and the USA frame King Charles III's climate change-related activities.

#### 4. THE PRESENT STUDY

As previously mentioned, the present study is entrenched in (i) an ecolinguistic approach postulated by Norton and Hulme (2019) and (ii) the view of media framing formulated by Entman (1993). Whilst Entman's seminal publications on framing are widely known and amply cited in the fields of mass communication and discourse studies (Kapranov 2017; Fløttum 2019), it seems relevant to reiterate that he encapsulates the construal of media framing as selection and salience. Specifically, Entman (1993: 52) argues that to frame means "to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation".

Informed by Entman's (1993) approach to framing, the study aimed (i) to identify and analyse the way King Charles III's climate change-related activities were framed by the leading mass media outlets in the UK and the USA, as well as (ii) to juxtapose the to-be-identified frames in the UK with those in the USA. Guided by the aforementioned considerations and the RQ (see introduction), the study sought to collect a corpus of media coverages by the leading mass media outlets in the UK and the USA that covered King Charles III's climate change-related activities.

The corpus collection was garnered on the websites of the leading mass media outlets in the UK and the USA by means of using the following keywords: *British monarch, Charles III, King Charles III, King Charles, anthropogenic climate change, climate change, climate change adaptation, climate change demonstration, climate change event, climate change mass media coverage, climate change mitigation, climate change policy, climate change protest, climate risk/risks, CO2 absorption, CO2 capture and storage, CO2 emission/emissions, CO2 emission reduction/reductions, extreme weather event/events, extreme drought, extreme rain/rainfall, global warming, green energy, greenhouse gasses/GHG, green technology, net zero, rise in sea level/levels, wind energy, wind farm, the consequences of climate change, and (the) health effects of climate change*. The choice of the keywords was motivated by their use in a number of prior studies on climate change discourse (Koteyko/Atanasova 2016; Fløttum/Gjerstad 2017; Kapranov 2017, 2018a, 2018b; Nerlich/Jaspal 2024). The timeframe of the corpus involved the period of

time from 8 September 2022 (the day the late Queen Elizabeth II died and the throne was passed immediately and without ceremony to King Charles III) to 8 September 2024 (i.e., two years). Following the computer search, the corpus was comprised of 24 news coverages (the total number of words = 26 601, mean words = 1108.4, standard deviation = 574.5) by the leading mass media outlets in the UK and the USA. The description of the corpus was further presented in Table 2 below, which outlined the media outlet and its affiliation, the title of the news coverage, the date the coverage was published online, and the total number (N) of words per each individual coverage.

#	Mass Media	Coverage Title	Date	N words
1	ABC (the USA)	This Is Why Charles III Will Be Known As the 1st Climate King	02.05.2023	2535
2	Associated Press (the USA)	King Charles III Shows His Reign Will Be More about Evolution Than Revolution after Year on the Job	07.09.2023	1012
3	Bloomberg (the USA)	King Charles Urges Action to Slow World's Descent into Danger	01.12.2023	294
4	CBS News (the USA)	What to Know about King Charles III, Britain's New Monarch	06.05.2023	1200
5	CNN (the USA)	Is Charles' Climate Fight over Now He's King?	07.10.2022	1088
6	CNN (the USA)	King Charles Says World Heading for "Dangerous Uncharted Territory" at Global Leaders Summit	01.12.2023	818
7	Fox News (the USA)	King Charles III: A Climate Change of Mind? Not So Quick, Royal Expert Says	04.10.2022	631
8	Fox News (the USA)	King Charles III Launches Climate Clock That Tells Us What to Do and by When	29.07.2023	507
9	Los Angeles Times (the USA)	President Biden and King Charles Zero in on Climate Change in Windsor Castle Meeting	10.07.2023	1117
10	Newsweek (the USA)	How King Charles III Has Become a Target for Climate Change Protesters	27.07.2023	1254
11	PBS (the USA)	Biden and King Charles Meet for Climate Discussion during London Visit	10.07.2023	1077
12	Reuters (the UK)	Britain's King Charles Urges Rapid Environmental Repair in COP28 Speech	01.12.2023	386



13	Sky News (the UK)	King Charles Faces a Tough Test If He Wants to Keep His Personal Climate Fight Alive	13.09.2022	946
14	The Guardian (the UK)	"A Real Pioneer": King Charles Seeks to Embody Green Values in Royal Estate	27.07.2024	1024
15	The Guardian	Cop28: King Charles Warns of "Vast, Frightening Experiment" on Natural World	01.12.2023	1350
16	The Independent (the UK)	Olivia Colman, Idris Elba and Stars Read King's Speeches for New Climate YouTube Channel	26.06.2023	604
17	The Independent (the UK)	King Charles Tells Cop28 Summit "Hope of the World" Rests on Dubai Climate Talks	01.12.2023	1241
18	The New Yorker (the USA)	The Self-Justifying Philosophy of King Charles	29.04.2023	2701
19	The New York Times (the USA)	Promise of a Changed U.K. Comes Wrapped in Royal Tradition	17.07.2024	1206
20	The New York Times (the USA)	King Charles III, Climate Advocate, Delivers Speech at Odds with His Beliefs	07.11.2023	1567
21	The Telegraph (the UK)	King and Queen in France: Charles Calls for Action to Step up Fight against Climate Change	21.09.2023	381
22	The Washington Post (the USA)	How King Charles Can Make Himself Relevant	1.05.2023	1303
23	Time (the USA)	Climate Change Could Strain Relations Between King Charles III and U.K. Prime Minister Liz Truss	12.09.2022	1560
24	Voice of America (the USA)	The Green King: Charles the Environmentalist	11.09.2022	799

**Table 2.** The Corpus of the Study

Following the collection of the corpus, the study proceeded with the analysis, which was based upon the approach to the identification of media framing proposed by Entman (1993, 2010). In line with Entman's (1993) definition of framing, each news item represented in Table 2 was examined for the presence of a climate change-related activity/activities in which King Charles III was engaged in. Furthermore, each of the aforementioned news items (see Table 2) was analysed for (i) the explicit and/or implicit cause/causes of the climate change-related activity/activities King Charles III was engaged

in, (ii) a moral interpretation of his climate change-related activity/activities, and (iii) a possible solution that was associated with his climate change-related activity/activities. Following Entman (1993, 2010), the analysis of the corpus factored in a possibility of the co-presence of qualitatively different frames in each news item. It should be noted that the labelling of the frames in corpus was based upon the recurrent keywords and phrases (Kapranov 2016, 2018c).

Once the identification of the frames in the corpus was completed, they were analysed for their potential fits with Norton and Hulme's (2019) ecolinguistic narratives (i.e., Lukewarmer, Ecoactivist, Smart Growth Reformer, and Ecomodernist). It should be emphasised that the procedure of establishing potential connections with Norton and Hulme's ecological narratives involved the frames that were identified not only in the leading mass media in the UK, as was done in the study by Norton and Hulme (2019), but also in the frames by their counterparts in the USA. Importantly, it should be observed that Norton and Hulme's (2019) ecological narratives were not equated with frames in the present study, given that a frame and a narrative would not be considered identical in the context of climate change discourse (Fløttum/Gjerstad 2017). Rather, the ecological narratives in the sense as postulated by Norton and Hulme (2019) were treated in the study as a superordinate category against which the identified frames could be interpreted. The results of the analysis were given in subsection 4.1 below.

#### 4.1. RESULTS AND DISCUSSION

The qualitative examination of the corpus has yielded nine frames in total that are presented in Table 3 below.

#	Frames	British Media	American Media
1	An Advocate for Climate Change Mitigation	Sky News, The Independent	Associated Press, CBS, CNN, Los Angeles Times, Newsweek, PBS, The New York Times, The New Yorker, The Washington Post, The Newsweek, Time, Voice of America
2	A Challenge to Be Neutral on Climate Change	Sky News	Associated Press, CNN, Fox News, Newsweek, The New York Times, The Washington Post, Time, Voice of America
3	A Climate Change-Related Action	Reuters, The Independent, The Telegraph	Bloomberg, Fox News, Newsweek, Time
4	A Diplomatic Role in Influencing Climate Change	–	Associate Press, Time
5	King's Climate Change Actions Criticised	–	Newsweek, The Washington Post

6	Money to Tackle Climate Change	The Independent	Bloomberg, CNN
7	Green Technology	The Guardian	-
8	Renewable Energy	The Guardian, Reuters	PBS Voice of America
9	Sustainability	The Guardian, The Independent, Sky News	ABC, CBS, The New Yorker, The Washington Post, Time

**Table 3.** The Frames in the Corpus

Let us discuss the findings that are presented in Table 3 by addressing the differences and similarities in the framing and, afterwards, consider how the findings relate to the ecological narratives postulated by Norton and Hulme (2019). As far as the differences and similarities in the framing of King Charles III's climate change-related activities are concerned, it is evident from Table 3 that the leading mass media in the UK and the USA frame them in a fairly similar manner. Specifically, the following frames have been identified both in the American and British news coverages in the corpus: (i) An Advocate for Climate Change Mitigation, (ii) A Challenge to Be Neutral on Climate Change, (iii) A Climate Change-Related Action, (iv) Money to Tackle Climate Change, (v) Renewable Energy, and (vi) Sustainability. Concurrently with these findings, however, it is seen in Table 3 that the framing of King Charles III's climate change-related activities by the leading mass media in the UK and the USA exhibits a country-specific dimension. Namely, the frame Green Technology is found only in the news coverages by the media in the UK (e.g., The Guardian), whereas the frames A Diplomatic Role in Influencing Climate Change and King's Climate Change Actions Criticised are present exclusively in the coverages by their American counterparts.

Continuing the discussion of the similarities in the framing of King Charles III's climate-change related activities by the leading American and British media, it should be pointed out that the qualitatively similar manner of the framing of the issue at hand is far from being uniformly represented by the media in the UK and the USA. In particular, the frame An Advocate for Climate Action is found only in the news coverages by The Independent and Sky News (the UK), whilst it is present in the coverages by a substantial number of American mass media outlets (see Table 3). The frame An Advocate for Climate Action is further illustrated by excerpt (1), which is taken from The New York Times.

- (1) Climate change — a cause close to the king's heart for decades. King Charles made his first major speech about the environment in 1970, at age 21, and in recent years has been an increasingly vocal advocate for climate action. In a speech in France in September, he urged the world to "strive together to protect the world from our most existential challenge of all: that of global warming, climate change and the catastrophic destruction of nature." (Castle 2023)

One important observation should be made in the discussion section as far as the frame An Advocate for Climate Action is concerned. In the course of the corpus analysis,

it has been noted that whilst the frame foregrounds the idea that King Charles III has a reputation of an ardent campaigner for climate change awareness, the American media, in this respect, use the noun phrase “global warming” interchangeably as the synonym for “climate change”. Whereas the use of “global warming” concurrently with “climate change” does not seem to diminish the fact that King Charles III has been campaigning on the issue for several decades, it has, nonetheless, uncovered a USA-specific media spin that involves reporting on the rise of the global temperatures as the result of anthropogenic climate change, which is seen as “global warming”. This finding lends direct support to Good (2008), whose research indicates that the mainstream media in the USA either prefer to use “global warming” in their news coverages on the issue or do so as a synonym of “climate change”.

Just as An Advocate for Climate Action, the frame A Challenge to Be Neutral on Climate Change is present in the British and American media alike. However, this frame is employed, predominantly, in the news coverages by the leading mass media outlets in the USA, particularly, Associated Press, CNN, Fox News, Newsweek, The New York Times, The Washington Post, Time, and Voice of America. This frame is further exemplified by excerpt (2) below.

- (2) His vocal stances on issues including the environment have prompted some criticism that he is departing from constitutional norms which see the royal family remain politically neutral at all times. Charles has repeatedly vowed to remain true to constitutional practices, as recently as this week when he ascended to the throne. But he may not see environmental and conservation causes as overtly political. “He would be very sensitive as a head of state,” predicted Ward. “He must be very careful about being seen to act in a way that might be seen as putting pressure on the government. But I don’t expect him not to speak at all.” (Voice of America 2022)

It should be noted that the frame A Challenge to Be Neutral on Climate Change is not mentioned in the prior studies (Lorenzoni *et al.* 2006; Boykoff/Rajan 2007; Kapranov 2017, 2022, 2023; Gillings/Dayrell 2024; Scheuch *et al.* 2024; Steel *et al.* 2024; Strauss *et al.* 2024). In contrast to his predecessor, Queen Elizabeth II, who was renowned for being neutral on the issue of climate change, King Charles III is widely known to the British public as an outspoken climate change champion (Kapranov 2024). Presumably, the British public at large does not need to be reminded by the media of the challenges associated with King Charles III’s new position as a crowned king, who constitutionally should remain neutral on the issue (Kapranov 2024). Hence, the frame A Challenge to Be Neutral on Climate Change has been found only in the news coverage by Sky News (the UK) in contrast to a number of American media that inform their audiences of the aforementioned specific situation.

In addition to A Challenge to Be Neutral on Climate Change and An Advocate for Climate Action, the findings in Table 3 point to the following frames that are present in the news coverages by the American and British media outlets, namely A Climate Change-Related Action, Money to Tackle Climate Change, Renewable Energy, and Sustainability. In particular, the frame A Climate Change Action, which is found in the coverages by Reuters, The Independent, and The Telegraph in the UK and Bloomberg, Fox News,

Newsweek, and Time on the other side of the Atlantic in the USA, foregrounds (i) King Charles III's climate actions in general, as well as (ii) his appeal to other political leaders to be engaged in climate change-related action, as seen in excerpt (3), which is taken from Reuters.

- (3) In an opening address to the COP28 U.N. climate summit, King Charles told world leaders the dangers of climate change were no longer a distant risk, and urged them to take more action. "I pray with all my heart that COP28 will be another critical turning point towards genuine transformational action," he said, in reference to the 2015 summit held in France. (Cornwell 2023)

Whilst in (3) climate change-related actions are presented in rather general terms, a more specific aspect of King Charles III's climate change-related activities comes to the fore in the frame Money to Tackle Climate Change. The frame is exemplified by excerpt (4) taken from Bloomberg and excerpt (5) from The Independent.

- (4) King Charles III made an impassioned plea for more climate action at the COP28 summit in Dubai, asserting British commitment to combating global warming amid doubts about Prime Minister Rishi Sunak's own green agenda. In a speech that made his long- and strongly held views on climate change plain, the British monarch got specific, especially on finance. Charles called for partnership between public and private sectors and talked about the role the insurance industry can play in mitigating investment risks. (Kennedy 2023)
- (5) The King said that trillions of dollars will be needed to drive the transformation across all facets of society required to tackle the climate crisis and that public finance alone "will never be sufficient". That will mean bringing together the "public, private, philanthropic and the NGO [non-governmental organisation] sectors ever more effectively". (Mishra 2023)

The frame Money to Tackle Climate Change, as illustrated above in (4) and (5), is reflective of the financial aspect that is required in climate change mitigation, as well as other climate change-related actions. This is not a novel frame in the context of climate change discourses in the Anglophone world. In particular, similar framing has been reported in the literature on climate change discourse in the UK (Lorenzoni *et al.* 2006; Boykoff/Rajan 2007; Kapranov 2018a, 2018b, 2023; Gillings/Dayrell 2024; ).

Analogously to Money to Tackle Climate Change, the frame Renewable Energy is found both in American and British news coverages on King Charles III's climate change-related activities. The frame is emblematised by excerpt (6) taken from The Guardian:

- (6) But news that King Charles is converting his chauffeur-driven luxury vehicles to run on biofuels was this week billed as a small step in a bigger plan to reduce emissions – perhaps the equivalent of lesser mortals separating paper from plastic in the weekly rubbish. "The two existing state Bentleys will undergo refurbishment in the coming year to enable them to run on biofuel," said Sir

Michael Stevens, the keeper of the privy purse, adding that it was an interim measure in advance of “the next generation of state vehicles being fully electrified” and part of a “wider plan to make a significant impact on our carbon emissions in the years ahead”. (Sherwood 2024)

Just like the frame Money to Tackle Climate Change, Renewable Energy has been reported in the prior studies, which indicate that it is typical of the British mass media (Lorenzoni *et al.* 2006; Boykoff/Rajan 2007; Kapranov 2017, 2018a, 2018b; Scheuch *et al.* 2024; Gillings/Dayrell 2024; Steel *et al.* 2024; Strauss *et al.* 2024). It should be noted that the framing of King Charles III's climate change-related activities is also seen by the media through the lens of a rather cognate frame to Renewable Energy, namely Sustainability. This frame is exemplified by excerpt (7) taken from ABS.

- (7) King Charles III has been vocal about his passion for sustainability for decades. King Charles III wants to protect the planet for future generations -- a passion he highlighted during the six decades he spent as monarch-in-waiting. Now it is abundantly clear what Charles wishes to accomplish during his time as monarch, experts say. (Jacobco 2023)

In terms of the relation of Sustainability to the literature, it should be borne in mind that the framing of climate change through the prism of sustainable development, education for sustainable development, and corporate responsibility is sufficiently elucidated in a number of prior studies (Kapranov 2022; Scheuch *et al.* 2024; Steel *et al.* 2024). In conjunction with the frame Sustainability, as well as Renewable Energy, we may argue that they form a rather recurrent dyad of frames that are employed by the Anglophone mass media as far as their coverages of the issue of climate change are concerned.

In contrast to the aforementioned frames, however, the frame King's Climate Change Actions Criticised is novel, since its presence has not so far been reported in the published studies. Another novel aspect of this finding involves the fact that the frame King's Climate Change Actions Criticised is not found in the coverages by the British mass media. However, the American media, specifically, The Washington Post (see excerpt (8)) and Newsweek (see excerpt (9)) report that King Charles III's climate change-related actions are thought to be insufficient and hypocritical:

- (8) He has also been criticized for what his detractors call a double standard, living a life of wealth and privilege, flying on private planes while opining on the need to cut down on carbon emissions. He has refused to allow wind turbines in the Duchy of Cornwall, calling them a “horrendous blot on the landscape.” (Quinn 2023).
- (9) In October 2022, one month after taking the throne following the death of Queen Elizabeth, Charles' waxwork model at Madame Tussauds, a London visitor attraction, was targeted by protesters from the Just Stop Oil group. Two members of the group stepped over barriers where Charles' waxwork was on



display with other members of the royal family and pushed cake into its face before condemning the U.K. government's stance on the oil industry. (Crawford-Smith 2023)

It follows both from (8) and (9) that the American mass media foreground the negative reaction to King Charles III's climate change-related activities by the British climate activists, who not only point to his double standards as in (8), but also protest against his tacit approval of international fossil fuel corporations as in (9). It should be noted that the British mainstream mass media actually cover climate change protest movements regularly (Scheuch *et al.* 2024), typically assigning a negative tonality to such environmental groups, as Just Stop Oil. However, we do not observe any negative coverages by the mainstream British media as far as King Charles III's climate change activities are concerned.

In addition to the USA-specific frame King's Climate Change Actions Criticised, one more frame is found exclusively in the American mass media, namely A Diplomatic Role in Influencing Climate Change. This frame is illustrated by excerpt (10) taken from Time:

- (10) There are two key areas where King Charles III may use his role to fight for the climate. First, he will play a key diplomatic role. Since few business and government leaders will refuse an invitation to Buckingham Palace, he will be able to convene – as he has already done as Prince – powerful players in the energy transition. He will also play a key role in the hosting of state visits for foreign leaders. In theory, that gives him the opportunity to at least try to find common ground on the environment in conversation with foreign dignitaries. (Nugent 2022)

Presumably, the absence of the frame A Diplomatic Role in Influencing Climate Change in the coverages by the British media is explained by the British general public's awareness of King Charles III role as a monarch, who partakes in numerous international meetings, attends international venues, and travels abroad in order to represent the UK on the diplomatic level.

Having illustrated the frames summarised in Table 3, as well as having discussed their relationship with the existing body of literature, let us examine them from the vantage point of the ecolinguistic approach proposed by Norton and Hulme (2019). To reiterate, there are four climate change narratives according to Norton and Hulme (2019), namely (i) Lukewarmer, (ii) Ecoactivist, (iii) Smart Growth Reformer, and (iv) Ecomodernist. Based upon Norton and Hulme (2019), it can be posited that neither British nor America mass media outlets frame King Charles III's climate change-related activities via the Lukewarmer narrative. Indeed, the corpus does not show any explicit references to King Charles III as a climate change denier, or a person who casts doubt on the anthropogenic nature of climate change. On the contrary, both the American and British mass media in the corpus seem to share a common framing of King Charles III as a royal figure who is deeply passionate about the environment and climate change mitigation.

In light of Norton and Hulme's (2019) definition, we may argue that the Ecoactivist ecological narrative corresponds, partially, to the frames (i) An Advocate for Climate

Change Mitigation, (ii) A Challenge to Be Neutral on Climate Change, and (iii) A Climate Change-Related Action, which are present both in the American and British mainstream media. Moreover, the frame A Diplomatic Role in Influencing Climate Change, which has been identified exclusively in the American mass media (cf., *Associate Press* and *Time*), also bears the mark of the Ecoactivist ecological narrative. On this point, it should be emphasised that the correlation of the aforementioned frames with the Ecoactivist narrative takes into account King Charles III's statements, excerpts of his speeches, as well as the journalists' comments, which indicate that King Charles III as an ecoactivist is deeply concerned with an ever-increasing consumerism that exacerbates the already precarious situation with climate change. His concerns, according to the mainstream American and British media, are reflected in his public speeches on climate change, in which he warns the public of the catastrophic proportions of climate change. Arguably, the frame King's Climate Change Actions Criticised, which is found in the news coverages by the American media *Newsweek* and *The Washington Post*, can also be subsumed under the aegis of the Ecoactivist narrative, given that the frame involves a focus on climate change activism and points out that the level of activism is either insufficient or that the activism itself is dubious and hypocritical.

Whilst King Charles III's climate change-related activities can be described in terms of the frames that pertain to the Ecoactivist narrative, there are several frames, in particular, Money to Tackle Climate Change, Green Technology, Renewable Energy, and Sustainability, which allow us to draw parallels between them and the ecological narrative Smart Growth Reformer. These frames and, first of all, Money to Tackle Climate Change subscribe to the Smart Growth Reformer's focus on the market mechanisms in mitigating the negative consequences of climate change. In addition, the frames Green Technology, Renewable Energy, and Sustainability seem to be congenial to the Smart Growth Reformer's positive outlook on the involvement of green technology and clean energy that are associated with a low-carbon economy. Furthermore, it follows from the frame Sustainability that King Charles III's climate change-related activities are framed in unison with the Smart Growth Reformer's ethos of market regulations that facilitate a sustainable low-carbon economy.

## 5. CONCLUSIONS

The article introduced and discussed a qualitative study on the framing of King Charles III's climate change-related activities by the leading mass media in the UK and the USA. The study revealed several frames that reflected, to an extent, a country-specific dimension of the framing of his climate change-related activities. In particular, it was found that the frames A Diplomatic Role in Influencing Climate Change and King's Climate Change Actions Criticised were employed by the American mass media, whereas the frame Green Technology was used exclusively by only one British mass media outlet.

Furthermore, the frames in the study were analysed through the prism of Norton and Hulme's (2019) ecological narratives. It was established that the frames (i) An Advocate for Climate Change Mitigation, (ii) A Challenge to Be Neutral on Climate Change, (iii) A Climate Change-Related Action, and (iv) King's Climate Change Actions Criticised correlated with the Ecoactivist ecological narrative (Norton/Hulme 2019), whilst the

frames (v) Money to Tackle Climate Change, (vi) Green Technology, (vii) Renewable Energy, and (viii) Sustainability were shown to fit with the ecological narrative Smart Growth Reformer. The findings could be argued to represent the way the mainstream mass media in the UK and the USA framed King Charles III's climate change-related activities, which in the broad sense of Norton and Hulme's (2019) ecological narrative could be described as an ecoactivist's climate change agenda, which was coupled with a market-driven reformist approach.

In addition to uncovering how King Charles III's climate change-activities were framed and how they corresponded to a broader picture afforded by Norton and Hulme's (2019) narratives, the study brought to the surface a rather common media space of American and British coverages of King Charles III's climate change activities, which could be argued to form a strikingly similar set of frames on the issue.

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## SUMMARY

### AN ECOLINGUISTIC APPROACH TO THE FRAMING OF KING CHARLES III'S CLIMATE CHANGE-RELATED ACTIVITIES BY THE LEADING AMERICAN AND BRITISH MEDIA

Building upon an ecolinguistic approach to climate change (Norton/Hulme 2019), the article presents a study that seeks to identify and analyse the way mainstream American and British mass media frame climate change-related activities by King Charles III, the current reigning British monarch, who is known for his active stance on the issue of climate change. In addition to the ecolinguistic framework, the methodology in the study was based upon the construal of framing in media discourse. The study sought to (i) identify the media frames in American and British media coverages of King Charles III's climate change-related activities and (ii) discuss the frames through the lens of an ecolinguistic approach postulated by Norton and Hulme (2019). The study established that the leading American and British mass media framed King Charles III's climate change-related activities via a similar set of frames, such (i) An Advocate for Climate Change Mitigation, (ii) A Challenge to Be Neutral on Climate Change, (iii) A Climate Change-Related Action, (iv) Money to Tackle Climate Change, (v) Renewable Energy, and (vi) Sustainability. The findings were further interpreted in the article through the prism of Norton and Hulme's (2019) ecolinguistic approach.

**KEYWORDS:** climate change discourse, ecolinguistics, framing, King Charles III, media and communication.

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