

Title:

Green Movement: A media driven phenomenon

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Abstract

My research investigates the effect that the media has had on the environmental social movement we know today as the green movement. I make a comparison to past social movements such as the civil rights movement, which was also heavily impacted by media attention. I also use a textual analysis of two different media productions, the reality television show America's Next Top Model and Al Gore's documentary An Inconvenient Truth, to investigate the message sent by them, how that message furthers the green movement, and the effect that the message has on its audience. I then compare the two in terms of differences and effectiveness.