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Question three: Referring to the idea of storytelling within a discipline, refer to at least THREE practitioners within any field of academic study and critically explore the way their work has aided the creation of a dominant view of how we see society today.

How Elon Musk, Greta Thunberg and Sir David Attenborough have aided the creation of a dominant view of how we see society today.

Both Elon Musk, Greta Thunberg and Sir David Attenborough all have one notion in common, which is to battle the rise of Greenhouse gases and generally address the climate crisis as it is 'the critical question of our time' (Thunberg, 2019, p. 5). Their goal is to find solutions to combat this crisis, which will benefit the planet, give it a brighter future, allow humans to live sustainably and not put other species on this planet in danger.

In today's society Musk, Thunberg and Attenborough have had a huge impact on the way people view the world, taking different approaches to encourage people to live sustainably. Through social media they have been able to target different generations, although Attenborough is part of the older generation he still relates to a wide spectrum of people and is able to get his message across. He has recently

begun using social media; In his first ever video message on Instagram Attenborough (2020) stated; "I am making this move... because, as we all know, the world is in trouble," by using this platform he can reach out to and influence younger generations so they can carry on promoting his environmental message for years to come. Attenborough (2020) continued to comment "Saving our planet is now a communications challenge," hence the reason he has embarked on using Social Media. Whereas Musk, a scientist, created Tesla which is a very influential and current brand which, has encouraged the uptake in use of electric cars, the popularity of his cars has spread through social media, this has encouraged more people to make the change to electric vehicles. Alternatively, Thunberg has grown up in a world of social media which is where she can encourage younger generations to take notice of the important issue of climate change.

Greta Thunberg's story is one of a passion to improve, halt or reverse climate change, which has had a huge impact on younger generations. She encourages them to use their voices so their future and many more generations will benefit from a healthy planet. Her storytelling is shown through her speeches, protests and 'school strikes' unlike the 'empty words' (Thunberg, 2019, p. 6) from politicians that promise a brighter future but offer limited changes in time scales which are too long to make any impact on environmental issues which are already devastating the planet, like forest fires and melting ice caps. Some politicians have even looked down on Thunberg and did not acknowledge the good and positive impact she was having on the world but instead 'ridiculed' (Thunberg, 2019, p. 6) her and made her feel belittled for example Trump (2019) who tweeted 'So ridiculous. Greta must work on her Anger Management problem, then go to a good old fashioned movie with a friend! Chill Greta, Chill!' her passion is coming across as anger and hurt as her and

her generation were not being recognised and the importance of her issue was and is still not being put to the top of many governments agendas. The Paris agreement was implemented to put measures in place to limit the increase in global temperature and impose penalties for noncompliance, some countries still have not signed up to this agreement, mainly oil producing countries, which rely on the income from oil sales. The agreement states they had 'at most three years to reverse the growth of greenhouse-gas' (Thunberg, 2019, p. 5)

It has been over a year and the climate is not improving in-fact it is getting worse. This is why Thunberg's passion is so important because she is creating awareness of a real threat to our planet which is happening now, where politicians have been slow to react, this young girl's story has made a huge impact all over the world when politicians and world leaders have failed. Her words are also reinforced through her actions, she travelled to the 2019 UN Climate Action Summit in New York by making a carbon neutral transatlantic crossing, sending a message to world to change our behaviour.

Her voice has been heard louder and more extensively through her involvement in the extinction rebellion campaigns. She encourages people to see the issues because 'Every single person count's' (Thunberg, 2019, p. 6). Extinction rebellion encourages people to look deeper into what impact they have caused to the environment; 'we are in the midst of the sixth mass extinction, with about 200 species going extinct every single day' (Thunberg, 2019, p. 9) and 'we already have all the facts and solutions'(Thunberg, 2019, p. 10) but they are not being acted on quickly enough causing the climate to worsen everyday making the future of the planet harder to see for younger generations. 'We use 100 million barrels of oil every day' (Thunberg, 2019, p. 10) the government have no regulations to stop this or

reduce the number so it will only continue to rise, 'the rules need to be changed' (Thunberg, 2019, p. 10) in order for society to continue. Thunberg is looking ahead to see what needs to be done to create one, sadly at the rate climate change is escalating there will not be one. She is already creating a different present, by changing the views of a younger society so they can protect their world where many of the older generations are stuck in their ways and unwilling to adapt. This is such a necessity as we struggle to get people to understand the issue of climate change and how much of a negative impact it is having. Thunberg (2019) stated 'The bigger your carbon footprint – the bigger your moral duty' everyone must make this change for a more 'hopeful' future.

Thunberg (2019) also stated; 'The real power belongs to the people' she is creating a new movement where every voice matters. In society today changing the course of our behaviour will impact the world for everyone, which is mostly received positively however some people may disagree as the protests she encourages can be disruptive but she will not 'beg world leaders to care' as they 'have ignored us in the past and will ignore us again' (Thunberg, 2019, p. 12) that is why the disruption is necessary as if it effects the politicians and world leaders day to day lives, maybe they will listen and make a necessary change to benefit the world because they are 'not doing enough' (Thunberg, 2019, p. 13).

Sir David Attenborough is taking a different approach to the climate crisis his story stems from a passion for animals, he 'spanned nearly seven decades' (Attenborough, Hughes, 2020, p. 3) of his life teaching people about the beauty in the world and what it has to offer. He is encouraging people to save our planet so the animals and their habitat will survive for future generations. He is a dominate force in his field and he uses his profile positively to promote ways of living a more

sustainable way of life by reducing our carbon footprint which we in turn help in the reduction of the rise in temperature of the planet. He wants to encourage future generations to continue with his ethos once he is no longer here.

He started working with the 'BBC' and eventually worked his way up to the controller of 'BBC2' however he had such a passion for the world he returned 'to documentary making and writing' where he became 'the world's leading natural history programme maker' (Attenborough, Hughes, 2020, p. 3) Where he had several 'BBC' series which taught people all about the wonders of the world and allowed people to see what 'Our Planet' has to offer. Attenborough stated (2020) 'I have had the most extraordinary life' because he got to see so much of the world, he spent his life exploring more than most people ever will he has 'experienced the living world first-hand in all its variety and wonder' (Attenborough, Hughes, 2020, p. 11) this is where Attenborough's love for the planet comes from and why he is so dedicated to saving it.

Attenborough's storytelling through his documentaries only shows the beauty of the world and what needs protecting because without people even knowing or ever seeing these creatures with their own eye's they are killing them with the rise of greenhouse gases. 'In 2011 the world was 0.8°C warmer' (Attenborough, Hughes, 2020, p. 76). Since Attenborough was born that number continues to rise and still the world continues to get warmer 'Countries like Sweden and the UK need to start reducing emissions by at least 15 per cent every year, to stay below a 2°C warming target' (Thunberg, 2019, p. 9). During Attenborough's travels he has visited the Arctic many times and in '2011' noticed 'summers were lengthening' and where he and his team expected to see 'expanses of sea ice found open water' (Attenborough, Hughes, 2020, p. 76). Satellite images show that the 'sea ice in the arctic had shrunk

by 30 per cent in 30 years' (Attenborough, Hughes, 2020, p. 76) This research was found almost 10 years ago, and it has taken so long for people to act on it.

Since 1937 the world population has more than tripled but the wilderness has almost halved with the remaining wilderness being '35 per cent' (Attenborough, Hughes, 2020, p. 80) in 2020 that figure will continue to lower, and the human population will continue to expand we will continue to cause destruction that is why it is imperative action needs to be taken before it becomes irreversible.

Through all of his documentary's and his life Attenborough has been educating people about the wonders of the world but now his focus has changed because the possibility of the planet having a future is getting smaller 'according to the IPCC, we are less than eleven years away from not being able to undo our mistakes' (Thunberg, 2019, p. 15). His focus has changed from showcasing how amazing the world is to what can you do to help this 'extraordinary' planet because 'Our impact is now truly global' (Attenborough, Hughes, 2020, p. 80) we are impacting every part of the world from the Arctic to the rainforest and the oceans 'Almost all the large oceanic fish have been removed' which has 'reduced 30 per cent of fish stocks to critical levels' (Attenborough, Hughes, 2020, p. 80). The damage we cause travels across the world 'There are currently 1.8 trillion plastic fragments in the northern pacific' (Attenborough, Hughes, 2020, p. 80) causing a 'monstrous' garbage patch. Attenborough has a 'fear for those who will bear witness to the next 90 years' (Attenborough, Hughes, 2020, p. 86) if we as a society do not make a huge change. This is having such a dominant impact on society with huge amounts of reusable plastics being used people are now a lot more focused on recycling and reducing the amount of meat and fish consumed to benefit the planet.

Attenborough has seen first-hand how the actions of mankind are devastating the planet, he has recently joined Instagram to use his profile to reach out to younger generations because he knows they are the best hope for a brighter future, and knows it is their future his generation has and will affect. Attenborough (2020) believes 'there is hope and together, we can inspire change.' To date Attenborough has 6.2 million followers on Instagram and 'he claimed the record for the fastest time to reach one million followers on Instagram.' (Punt, 2020) Proving how dominant and influential he is in his field.

'50 per cent of humanity's impact on the living world is attributable to the richest 16 per cent of the human population' (Attenborough, Hughes, 2020, p. 103). As a group we have such a large impact every person 'can help us wake up our leaders – and let them know our house is on fire' (Thunberg, 2019, p. 26). Thunberg is supporting the people and encouraging them to make changes and get their voices heard, Attenborough is showing the impact we have as a society on the environment. Whereas Elon Musk has been targeting the richer percentile of people with his company 'Tesla' creating electric cars that are more sustainable which in the long term will enable people to live more sustainably. He is creating solutions which will enable the use of less fossil fuels, which means less green-house gases will be produced, lowering the rise of the climate change as we need 'a reduction of our co2 emissions by at least 50 per cent' (Thunberg, 2019, p. 15) to protect and benefit the planet.

Musk is also creating alternative solutions to travel; he created an idea for his cars 'Tesla' to travel in tunnels under ground on a system to reduce congestion. He also has 'Space X' where he hopes there could be a future on a different planet if we cannot look after this one and 'Humankind has yet to mature' (Attenborough,

Hughes, 2020, p. 107). Musk is creating an innovative future trying to create solutions from a scientific point of view.

His brand has become very popular as there has been a huge realisation of how much we need to do something to stop and lower climate change, the popularity of his brand has grown through social media people almost seeing it as a trend to have one of his cars. It is not a harmful trend because it benefits the planet. As social media influencers are swapping their sports cars to 'Tesla' which are also extremely quick cars but yet benefit the planet. However, these cars may target the richer percentile which means that they are not accessible to the masses due to the price point, Musk stated (2018) 'The whole point of tesla is to accelerate the event of the electric vehicles' (Musk, E and Stahl, L, 2018) his main mission is to benefit the environment, the patterns for 'Tesla' are also available for free to anyone to use because 'If somebody comes and makes a better electric car then Tesla and it is so much better than ours then it is still a good thing for the world' (Musk, E and Stahl, L, 2018). This shows Musk's passion for the issue. Musk is definitely one of the leading innovators of this generation trying to make a brighter future and acknowledging the issues the world faces through his creation of 'Tesla' he holds a very dominant role in society as no one has managed to match his product and create a sustainable brand not just with in cars but in future exploration.

These three academics have three different ways of telling the same story, one of climate change and protecting the future of our planet. All three target different areas within the issue; Musk has a scientific point of view, targeting global warming by revolutionising the way we travel. Attenborough wants to create a greener planet through his love of wildlife and their habitat and Thunberg wants to create a more sustainable way of life to protect the planet for generations to come.

They all want there to be a better brighter future because ‘nothing in life is black or white’ (Thunberg, 2019, p. 16) there either is or there isn’t, ‘Either we choose to go on as a civilisation or we don’t (Thunberg, 2019, p. 16) that is how real this issue is. ‘Our lives are in your hands’ (Thunberg, 2019, p. 7) with hundreds of species going extinct every day because of the human race, there is no reason why we would not be next, we are the victims of our own progression, if we continue on our current trajectory we will destroy planet to a point where it is ‘irreversible’. These three people are showing ways to prevent this ‘irreversible’ change ‘All we need to do is wake up and change’ (Thunberg, 2019, p. 10). This is one of the biggest issues we as a species must face and Thunberg, Attenborough and Musk have such a dominant influence on society and showing society ways to improve and ways to get their stories heard.



Clive Russell, Extinction rebellion



Zoo Quest



BBC

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