

'Sensitive media drives good policy'

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The newspaper was able to get 2,20,000 persons to sign a petition urging the two organisations to disinvest from the fossil fuel companies. Swaminathan said a rise in average temperature of 2 to 4 degrees Celsius would lead to enormous crop losses, since the duration of cultivation would be shortened.

TOPICS mass media news media human interest Politicians need public discussion to act on climate change: Alan Rusbridger. Politicians would not be able to make hard choices on an issue such as climate change, if the media fails to build public opinion on this extraordinarily important challenge facing the world, said Alan Rusbridger, former Editor-in-Chief of Guardian News and Media on Tuesday. Climate change is an issue on which politicians find it difficult

to make decisions and journalism has to step in with even a campaign to make people consider it, he said, delivering a lecture on "Climate change: Has journalism failed?" organised by The Hindu Centre for Politics and Public Policy here. Taking as an example his own decision in the last five months of his editorship of The Guardian to aggressively pursue climate change, Mr. Rusbridger said the newspaper launched a campaign to persuade investors in fossil fuel companies extracting resources such as oil and coal to "keep it in the ground."The media even in advanced countries such as the United States and the U.

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