**Climate Politics and the Media Coverage of Margaret Atwood’s *The Year of the Flood***

The Year of the Flood is a dystopian novel about the aftermath of a man-made pandemic, in a world in the midst of an environmental collapse.

The Year of the Flood is yet another apocalyptic novel from Atwood, this time surrounding a cult of eco-freaks, the God’s Gardeners.

This research followed a mixed-methods approach, it began with an extensive search of the Canadian print media coverage of "The Year of the Flood" and "Atwood," pulled from the database of the Canadian Print Media Coverage and yielded some 400 results. The majority of these were results from the Canadian print media. This research examines the ways in which dominant stories were constructed in the media, and contributes to a broader conversation of the cultural politics of climate change, and the limits of the cultural imagination in regards to climate futures.

**Call to Action**

Call to Action articles make up 14% of the total number of articles examined. There are significant overlaps with Realism, Religion and Climate Change, where as Community only makes up 6% of the Call to Action articles and there are no Call to Action articles that are also coded for Religious.

**Death Vs Survival**

15% of the articles were coded primarily stories of survival whereas 85% were primarily stories of death. There was an overlap of 10% between the two codes, with 2 articles telling only a survival story, and 42 articles (35% of the total) being coded only as Death.

<table>
<thead>
<tr>
<th>Description</th>
<th>Explanation</th>
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<tbody>
<tr>
<td>Religious</td>
<td>Articles include a passing mention of the content of the novel (e.g. a single sentence description)</td>
</tr>
<tr>
<td>Primary Survival</td>
<td>Article includes a more detailed description of the content of the novel (e.g. a paragraph, a full article)</td>
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<tr>
<td>Primary Death</td>
<td>Article is based on the death of the novel</td>
</tr>
<tr>
<td>Primary Death</td>
<td>Article is based on the survival of the novel</td>
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**Climate Change**

Climate Change articles make up 29% of the total articles. 52% of the Climate Change articles were coded for Religious, and 85% were coded for Religious. 69% told a Death primary storyline where as 30% told a survival story, which makes up 50% of all the Primary survival articles.

**Disposal**

Disposal articles only make up 9% of all of the articles. Primary Death, Climate Change and Religious codes each make up 7% of Disposal articles, while a slight majority are also coded for Environmental Collapse.

**Environmental Collapse**

Environmental Collapse stories were also coded Religious. 6% of the Religious coded articles were also coded for Religious. 7% of the Community centered articles are coded Religious as well.

**Social Network Analysis**

This analysis was conducted using the licentia and Netdraw software. This software maps the relationships between the themes, connected by their mentions in articles, and visually represents the articles, and an interconnected map of the thematic analysis of the media coverage of the novel. Each theme is represented as a node, labeled and defined in the codebook. The thematic of the lines connecting the themes is representative of the number of articles which contain both, which is visible in number form over the connecting the line size of the nodes varies based on the nodal degree, which represents the number of other nodes which it is connected. Nodes connected to each other by mentions in common in only four articles or fewer have been eliminated from the visualisation. The final analysis was supplemented by a qualitative examination of the articles.

**REFERENCES**


"A Word After A Word After A Word is Power" - Margaret Atwood, "Spelling"

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