**Climate Change; Greta Thunberg Movement and Social Media**

In Sound engineering: Toward a theory of multimodal soundness” by Jody Shipka, she gives insight into the different uses of new technology her students use to incorporate new technologies with written composition to create projects combining concepts of sound, soundness, visual and audio new technology. Moreover, In today's modern technology disseminating important and controversial messages through social media such as Twitter, Instagram, Facebook, YouTube and a myriad of other social media sites can be done within minutes. Greta Thunberg’s message was able to reach a vast audience of supporters due to the use of new technology. Youtube, Twitter, online news media and a myriad of other new technological forms created a vast platform for her climate change advocacy. Shipka quotes Csikszentmihalyi who stated,

“Wisdom does not lie in becoming mesmerized by that glimpse of reality our culture proclaims to be ultimate, but in the discovery that we can create various realities by alternating between different goal structures. [...] Play can only exist when there is awareness of alternatives: of two sets of goals and rules, one operating here and now, one that applies outside the given activity. [...] If we could not conceive of acting by a set of rules that are different from those to which we have learned to adapt, we could not play. (Csikszentmihalyi, 1981, pp. 18–19)” (Shipka 365).

According to what Shipka states, Greta Thunberg in her speech gave a glimpse of two different realities. One that could be obtained by not taking action which would prove devastation and catastrophic for the world. The other reality was the one where the earth survives and is lush and beautiful with breathable air because emissions have been reduced which have saved the earth and humanity. She was aware of the two alternatives and the end result which could be achieved and through social media she was able to advocate for the alternative she chose and advocated for, “climate change.”

Many of you may have heard about Greta Thunberg on the news but for those that have not; I hope to enlighten you for the purpose of recognizing who she is and her remarkable contribution in advocating for climate change which has resulted in countries making changes to reduce C02 emissions. Climate change is a major issue today and Swedish climate activist Greta Thunberg’s address to the United Nations was a result of “her and fifteen other children filing a complaint with the United Nation alleging that five of the world's leading economies have violated their human rights…” (CNN). Her voice has become the voice of advocacy for youth of today and her speech on the issue of climate change has had a global impact. In “Sound engineering: Toward a theory of multimodal soundness,” Shipka states, “Throughout the entire voice recording, the composer/author’s voice portrays certain feelings... It is this double sense of sound/soundness that I will explore here through the examination of two texts that feature sound and demonstrate a kind of conceptual, material, and rhetorical soundness resulting from their producers thinking carefully and critically about the impact of the various choices they made throughout the process of composing.” (Shipka 356). This is relevant in delivering rhetorical speeches like the one that Thunberg delivered. This is what Greta Thunberg did in her speech to the United Nations she changed her tone, rising and falling in certain places in the speech and in others her tone is angry, upset and carries a mixture of disbelief and conviction. Sound/Soundess, and tone is essential to performance in rhetorical speech. Thunberg’s use of sound in delivery lent credibility to the purpose of filing the complaint which resulted in the invitation to give her speech.

Moreover, Thunberg and fifteen other students filed a complaint with the United Nations Argentina, Brazil, France, Germany, and Turkey, “accusing five countries of inaction on combatting so-called climate change.” (Brietbart). As a result of the complaint Thunberg was invited to speak at the United Nations. Her speech and accusation against countries that know the science of climate change but refuse to act because they are more interested in financial economics than saving the planet for humanity, was a scathing speech which elicited praise or controversy and criticism from world leaders and some individuals on Twitter. Criticism and disparaging remarks were made by President Trump and veiled threats by Aaron Banks on their Twitter feeds. Many in society viewed these Twitter feeds as two grown men with no shame, picking on a teenager. Thunberg had an innumerable number of supporters who replied to these Twitter feeds in her support.

How did the Greta Thunberg movement begin? It did not start at the United Nations, it began when, Greta Thunberg, an environmental activist sat alone in front of Sweden’s parliament holding a sign which said, “Strike for climate.” Doing this is comparable to one of the objectives that Shipka give her students. Shipka states, “The product(s) they will formulate in response to a given task; depending on what a student aims to accomplish, the product might take the form of a printed text” (Shipka 258). Without the benefit of having been in a classroom with Shipka, Thunberg utilized a form that Shipka advocates in work when she made her “Strike for climate” sign. It was also a written form of rhetoric; Thunberg said a lot without saying anything as she stood alone hold her sign. According to Shipka, “the point that rhetorical and material soundness is not about producing the perfect text (i.e., one that works equally well for every audience or in every context), but about being willing and ﬂexible enough to think beyond, or to think in addition to, the repertoire of choices one eventually commits to…” (Shipka 359). Thunberg is a young high school student and her speeches about climate change may have contained some flaws but as Shipka states, “rhetorical and material soundness is not about producing perfect text” but the ability to be flexible. Thunberg had to adapt from the written text to a social media platform and communicative arenas she was not accustomed to but she was fluid and flexible adapting to the changes as gracefully which may have accounted for the success of her climate change movement.

In addition, by the time a year had passed, her rhetorical “Strike for climate” sign had evolved and became front news in social media and garnered a lot of attention from news media around the globe. A year later, according to the Guardian, on Friday, September 27, 2019 “Six million people have taken to the streets over the past week, uniting across time zones, cultures and generations to demand urgent action on the escalating ecological emergency. A fresh wave of climate strikes swept around the globe on Friday with an estimated 2 million people walking out of schools and workplaces.” (The Guardian).  The movement was called “The Greta Effect” and was supported by teachers who allowed their students to walk out on Fridays to join in the protest. This was able to happen because climate change is an important issue that affects people worldwide and people around the globe rallied to her cry for world leaders to act on climate change. Notable supporters included Kamala Harris, Beto O’Rourke, Bernie Sanders and Angela Merkel. France 24, a live news source that airs in Berlin, reported that, "German Chancellor Angela Merkel conceded Friday that her government was driven to act faster on climate change by young activists like teenaged Greta Thunberg.” (France 24 NPR). However, Thunberg also received criticism from some world leaders and the public including what sounded like a veiled threat by Arron Banks whose Twitter post said, “freak yachting accidents do happen in August.” Putin said Thunberg was being manipulated by others and after Thunberg received the Times Magazine Peron of the Year for 2019, President Trump posted in Twitter “So ridiculous,” “Greta must work on her anger management problem, then go to a good old-fashioned movie with and friend! Chill Greta Chill!” (Twitter).

The Times Magazine named Thunberg person of the year for 2019.  This is a recognition coveted by Trump who was probably upset because he did not receive this recognition. In addition, Thunberg was also nominated several times for the Nobel Peace unlike Trump who has asked to be nominated, Thunberg did not seek the nominations she received, and being the narcissistic autocrat that he is may have been motivating factor for his critical comments because she was getting the attention he craves. More disturbing is the fact that she is being attacked by Trump and other rightwing adults who are middle aged white men who disregard that climate change is reaching a tipping point and disregard the fact that Thunberg is a 16-year-old teenager.  Nevertheless, at the age of 16 she has accomplished bringing climate change to the forefront of the worldwide public sphere and her movement “strike for climate change,” is the catalyst for worldwide sociopolitical change in climate change.

To hear Greta Thunberg’s moving speech at the United Nations hit this link: <https://www.youtube.com/watch?v=F7NEcbPSak4>

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