



BE THE CHANGE

Global warming is a gradual increase (= hausse) in the Earth's temperature caused by gases in the air (such as carbone dioxide) which prevent heat from escaping into space (greenhouse effect= l'effet de serre).



First document :

This document is an ad. It belongs to a WWF (World Wildlife Fund) campaign to protect the environment. The scene takes place in a narrow street. The atmosphere is dull, the colours are dark and the street appears to be abandoned/deserted. It is dirty, there is rubbish scattered (=dispersés) on the pavement and in the street. Some elements are in colour such as some trash containers and a sign in the top right hand corner where

we can read "You can help, Stop Global warming". The greenish colours convey an impression of sickness but green is also the colour of nature and a symbol of hope.

What is striking on this poster is the **homeless** polar bear sitting on the pavement in the foreground. It seems to be sad, alone and desperate in a hostile environment. It is **begging for** food and probably asking for help.

Polar bears are becoming **homeless** as a result of the destruction of their natural **habitat**. Due to Global warming and climate change, the Polar ice caps are melting and this is **a threat** (=une menace) for the Arctic wildlife (=faune).

WWF activists are convinced that polar bears are **under threat / endangered / and could become extinct**, that's why they're trying **to raise people's awareness**. They would like people to feel concerned about the dangers of global warming. By saying " You can help ", **they urge people** (=pousser les gens à) **to get involved** (= s'impliquer) in the protection of the environment.

The message of this ad is clear: we must **take action** to protect the environment and stop Global warming. **Reversing the effects** of Global warming may be **the greatest challenge** of our time. I think this ad is thought-provoking and very effective.



Good to know: **Earth Day** is an annual event devoted to **celebrating the planet Earth and raising public awareness about environmental issues such as climate change and pollution**. It emphasizes the need to protect natural resources for future generations. It is celebrated on **April 22 every year** (since 1970) in almost 200 countries all around the world.



Forests and woods cover about **30 percent of the world's land area**. They soak up (=absorb) 30 percent of emissions from industry and fossil fuels.

Every year 10 million hectares of forest disappear. Between 1990 and 2022 the world lost more than 1.6 square kilometres of forest, an area larger than South Africa. About 17 percent of the Amazonian rainforest has been destroyed over the past 50 years.

The consequences of deforestation are highly preoccupying: **climate change, destruction of the ecosystem, species extinction, wildfires, food insecurity...**

To fight against this threatening phenomenon, more than **100 world leaders** have promised to end and reverse deforestation by 2030 at the COP26 UN Climate Change Conference.



2nd document :

This document is an ad for an advertising campaign by UNEP (The United Nations Environment Programme) **to raise awareness** about deforestation. In the bottom right hand corner we can read the catchphrase "Nature cries out" which sends a strong distress message. This ad is shocking and **aims at** catching people's attention.

It shows a forest being destroyed by construction works. **The picture can be divided into 2 parts:** on the left is a sunny, bright and colourful landscape picturing wildlife and nature and on the right is a darker part showing burnt down trees and the destruction of the environment by human activity. Construction machines and a big crane can be seen in the background of the picture. **What strikes us** is the yellow tape with the word "Caution" on the left part which **makes us think of** the yellow police tape used on crime scenes.

Our attention is drawn to the big gorilla sitting in the middle of the picture. **It looks** very sad and angry as it has been chased from its natural habitat along with other animals (birds, chameleon...) without anything left to survive.

This **emphasizes** (= accentue) the effect that deforestation has on the ecosystem. Not only are the plants destroyed, but the animals are often killed during the process of deforestation or soon after due to their homes being completely destroyed. Experts claim **we lose over 50,000 (fifty thousand) plant, animal, and insect species every year.** The ad is used to prove that nothing can be done in the forest without consequences. The destruction of the rainforest is contributing to Global warming.

By **consuming less, avoiding single-use packaging, eating sustainable food, and choosing recycled products**, we can all be part of the movement to protect forests.



Animals around the world are losing their habitats due to climate change. By choosing a hybrid or fuel efficient car, you can help prevent this. Take action right now. WWW.WWF.FI

