



Movie

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Encouragement on Global Warming Problem Awareness

Movie is one of the interesting media which is basically a source of entertainment and mirroring our cultures, lifestyle. Besides, movie has for a long time been expressed our beliefs and developed our comprehension and knowledge. Movie is considered a highly influential tool for audience, or called as soft power, for example, as we can see how Korean entertainment media industry powerfully has an influence on teenager in Thailand. In addition, movies are able to express our imagination, especially science fiction (Sci-Fi Movie), which is film genre involving scientific-based story, like movies related to global warming issue. These types of movie genres are prescribes as Cli-Fi Movies (Climate fiction Movies) that tell a story about climate change,

the story shows how severity of climate change and its impact can bring a damage to people's life and property. It helps us to see which circumstances are more likely going to happen in the future whether it's a story about event that may happen soon, in decades, or centuries Over 70 Cli-Fi Movies have been released all over the world so far. The purpose of moviemakers is to raise the awareness of likely effects of global warming problem through a thrilling story based on scientific evidence and natural phenomena occurred up to now. By an early era, the story of movies mainly presented environmental impacts inspired by books or literature regarding the environmental conservation. For instance, Silent Spring (1962) is an environmental

book which is the beginning of awakening of humanity to the potential harm of chemical pesticides, The Population Bomb (1968), or The Limits to Growth (1970), etc. If we will categorize Cli-Fi Movies based on era, we can divide it into three period of time, starting from **initial era, in the 1970s**, there were 4 movies including Our Man Flint (1966), No Blade of Grass (1970), Soylent Green (1973), and Day of the Animals (1977). For Soylent Green (1973), it was a universally acclaimed movie. The story depicts the future of New York in the year 2022, New York City has rapidly become overpopulated which leads to environmental problem and food shortage. **The second era, 1990-1999** was the year of thriving era of watching movies in cinema and an increase in Cli-Fi Movies production consisting of Water world (1995), Twister (1996), and The American President (1995) which is a romantic comedy movie. It tells the story regarding the widowed president of the United States who are running for the second term of

Cli-Fi Movies of Climate Fiction Movies that tell a story about climate change

United States presidential election, and then he fell in love with Environmental lobbyists. For **third era, 2000 to present**, 60 Cli-Fi Movies have been produced and it was the time people have become more aware of global warming problem. However, The Day After Tomorrow (2004) has been publicly acclaimed to be the best movie which tells the story about catastrophic natural disaster on earth caused by climate change.



Lists of Cli-Fi Movies (1970s-Present)



1970-1989

- ▶ Our Man Flint (1966)
- ▶ Soylent Green (1973)
- ▶ No Blade of Grass (1970)
- ▶ Day of the Animals (1977)

1990-1999

- ▶ FernGully (1992)
- ▶ Water world (1995)
- ▶ Split Second (1992)
- ▶ The Arrival (1996)
- ▶ The Fire Next Time (1993)
- ▶ Twister (1996)
- ▶ The American President (1995)

2000 - Present

Disaster Movie

- ▶ The Storm (2009)
- ▶ Storm Cell (2008)
- ▶ Category 8 (2013)
- ▶ NYC Tornado Terror (2008)
- ▶ Category 6 (2004)
- ▶ 500 MPH Storm (2013)
- ▶ F4 Vortex (2010)
- ▶ Category 7 (2005)
- ▶ Geostorm (2017)
- ▶ Christmas Twister (2012)
- ▶ Flood (2007)
- ▶ Seattle Superstorm (2012)
- ▶ Beasts of Southern Wild (2012)
- ▶ Into the Storm (2014)
- ▶ Hurricane Heist (2018)

Dystopias

- ▶ Road (2009)
- ▶ Rover (2014)
- ▶ AI (2001)
- ▶ Young Ones (2014)
- ▶ Lost City Raiders (2008)
- ▶ Colony (2013)
- ▶ The Last Survivors (2014)
- ▶ Snowpiercer (2014)
- ▶ Mad Max: Fury Road (2015)

Aliens & Superheroes

- ▶ The Day Earth Stood Still (2008)
- ▶ The Predator (2018)
- ▶ Tomorrowland (2015)
- ▶ Kingsman (2015)
- ▶ Venom (2018)
- ▶ Avengers: Infinity War (2018)
- ▶ Avengers: Endgame (2019)
- ▶ Godzilla: King of Monsters (2019)
- ▶ Spiderman: Far from Home (2019)
- ▶ MFKZ (2018)
- ▶ Hobbs & Shaw (2019)

Apocalypses

- ▶ Noah (2014)
- ▶ The Day After Tomorrow (2004)
- ▶ Interstellar (2014)
- ▶ Absolute Zero (2006)
- ▶ Arctic Blast (2010)
- ▶ Ice Age 2012 (2011)
- ▶ Ice 2020 (2011)
- ▶ Last Winter (2006)
- ▶ 100 Below Zero (2013)
- ▶ The Thaw (2009)

Psychological Dramas

- ▶ Half-Life (2008)
- ▶ Take Shelter (2011)
- ▶ Future Weather (2012)
- ▶ Beasts of Southern Wild (2012)
- ▶ Night Moves (2013)
- ▶ The East (2013)
- ▶ Chloe & Theo (2015)
- ▶ First Reformed (2017)
- ▶ Mother (2017)
- ▶ Parasite (2019)

Animated Children's Movies

- ▶ Ice Age: Meltdown (2006)
- ▶ The Simpsons Movie (2007)
- ▶ Cloudy with a Chance of Meatballs (2009)
- ▶ Happy Feet 2 (2011)
- ▶ Frozen II (2019)
- ▶ Arctic Dogs (2019)

Source: MICHAEL SVOBODA, 2020

Comedies

- ▶ American President (1995)
- ▶ A Glaring Emission (2011)
- ▶ Long Shot (2019)
- ▶ Sharknado 2 (2014)
- ▶ Downsizing (2017)



According to the survey of Mental Floss, American online media, it reveals the names of 10 Cli-Fi Movies and acknowledged by environmental experts and sorted by years of creation consisting of 1) Soylent Green (1973) 2) Waterworld (1995) 3) AI Artificial Intelligence (2001) 4) The Day After Tomorrow (2004) 5) WALL-E (2008) 6) Beasts of the Southern Wild (2012) 7) Snowpiercer (2013) 8) Interstellar (2014) 9) Mad Max Fury Road (2015) , and 10) Geostorm (2017).

10 Cli-Fi Movies

are acknowledged by environmental specialist



1973

Soylent Green

A story depicts the future of New York in the year 2022. Earth is overpopulated with 40 million people. The population encounter with pollution crisis and food and water shortage. Soylent Corporation is established as residential area and world's population survives by food production of Soylent Corporation, with the unknown sources of food.



1995

Waterworld

The story shows a future where the polar ice-caps have been melted and Earth is almost entirely submerged. Survivors have to adapt to the new world and to live in the deteriorated ship.



2001

AI Artificial Intelligence

The story takes place in the future where natural resources become scarce, yet the technology has become futuristic. Human races keep advancing to the point at creating realistic robot to use.



2004

The Day After Tomorrow

Natural disasters are caused by greenhouse effect and global warming.



2008

WALL-E

In the distant future, the world has covered with trash piles. WALL-E, a garbage collecting robot, has been left alone on the planet to clean up the mess while other tubby wasted-collecting robots have been evacuated earth to luxury spaceship.



2012

Beasts of the Southern Wild

The a 6-year-old girl and her father live in countryside surrounded by swamp in Louisiana. Unexpectedly, 100-year storm raged and caused a flash flood while father is sick The house is going to submerge. The girl has to be courageous to overcome obstacles.



2013

Snowpiercer

The story of the train named Snowpiercer that travels around the world and the survivors left on the train after facing natural disasters resulting from the effort of controlling global warming resulted in the New Ice Age.



2014

Interstellar

Interstellar tells the story when the world is struggle with food and crops shortage, people are suffering desperate circumstance. A group of people establishes an operation based on scientific theory, travelling through a wormhole in space in an attempt to ensure humanity's survival when the world comes to an end.



2015

Mad Max Fury Road

Mad Max Fury Road shows the future world which is in a stark desert landscape where water and vegetation thus become highly valuable resources for the people with their prerogative.



2017

Geostorm

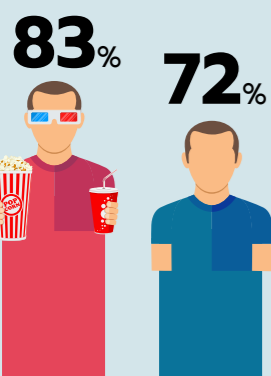
The thermosphere satellite designed to control the global climate is interfered by terrorists who changes it to the catastrophic weapon of mass destruction on earth.



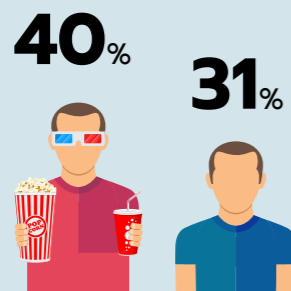


It has been come to the point whether Cli-Fi Movies successful influence on audiences in creating awareness of global warming. Yale Program on Climate Change Communication has revealed a survey resulted of Americans' opinion who have seen The Day After Tomorrow compared with people who have not in terms of awareness and concern about global warming issues as well as behavioral changes of people. Survey results indicate that the audiences who have seen the movie are more concerned about global warming issues than people who have not seen it. The impacts that respondents are mostly concerned severe storm, flood, food shortage, and deterioration of quality of life, respectively. For behavioral changes, it was found that audiences who have seen the Day After Tomorrow have a tendency in changing behavior to be more environmentally friendly than people who have not seen it in term of saving fuel consumption, convincing family to tackle global warming problem, getting involve with organization to promote global warming management as well as giving a discussion with politicians. The survey results show that Cli-Fi Movies play a significant role to improve the awareness on the global warming issue.

Awareness on the global warming after watching The day After Tomorrow Movie

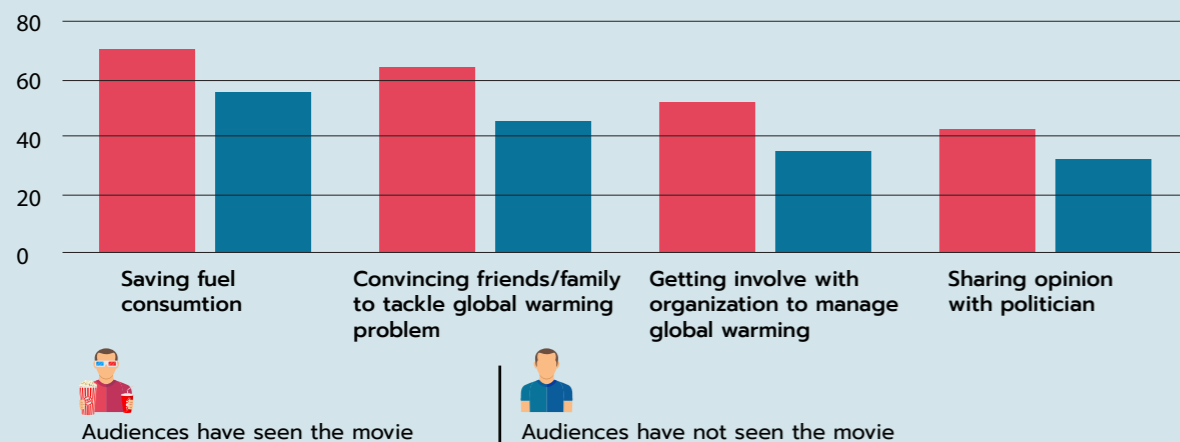


Concern for the global warming after watching The day After Tomorrow Movie



According to Yale University surveys show that Cli-Fi Movies play a significant role to increase the awareness on global warming issues

A tendency of behavioral change of audiences who have seen and not seen the movie



Sources: Yale Program on Climate Change Communication, 2004

Financial support for the production of natural and environmental films which is another way of the social activities (CSR) supported by the private sector

In Thailand, it seems that the movie concerning the impact of global warming problem has not been directly displayed in the Thai movie industry. Only one Thai movie relates to natural disasters such as Taloompuk (2002). Nevertheless, a group of people pays an attention to the impacts of climatic change crisis, initially established Changing Climate, Changing Lives Film Festival (CCCL Film Festival). In the film festival, the group of youths and general public can create their own artwork through short films involving impacts of climate change on humans and community. In 2022, 3 non-documentary short films were awarded **TEMPERATURE**, the story showed how people had been unaware of greenhouse gas emission in their daily life for several years leading to climate change problem. Thus, responsibility and awareness were approaches to the solution of what people done. **LICHENS** was the movie telling about the relationship between mother and son who had been in distress due to chronic disease caused by air pollution in Chiang Mai province for the past few years. **THE PERFECT LI(F)E** was the movie that showed how climate change had a significant impacts on people's way of living, the story came to the conclusion that climate change issue was obviously relevant to human being, so people should be seriously aware of and paid attention to it.

The reason why Cli-Fi Movies are not greatly produced in Thailand. It may be partly because of the lack of funding for movie production and the need to make anticipated profits for filmmakers from the movie production. Therefore, the contents of the movie are often created to meet the audiences' favor and interest, or filmmakers produce comedy, fighting and action. If we want to watch Cli-Fi Movies or movies with saving the planet produced by Thai filmmakers, public sector can assist by providing funds promoting because Cli-Fi Movie genres may not be highly profitable business. Private sector could play a vital role for providing funds for movie production. Currently, private companies start to pay high attention to natural resources and environmental conservation. There are more Corporate Social Responsibility activities (CSR) related to the environment such as waste reduction and recycling campaign, reforestation, water conservation, and wildlife protection. It would be advantageous if the private sector funds the production of natural and environmental conservation films together with enhancing knowledge and understanding for public about climate change, which is another way of social activities supported by private sectors.

Cli-Fi Movies, are not only media for entertainment, but also play a great significant role to increase awareness and knowledge on impacts of climate change. If you decide to watch next movie whether in cinemas or through online platforms, the author hopes that Cli-Fi Movie will be one of your consideration. You will receive not only an exciting experience, but also knowledge leading to behavior adaptation according to the relevant situation to cope with climate change problems. ■

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