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The Fight Against Greed on Behalf of the Environment

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Merciless is how many would describe the effects of climate change over recent years. The global community is beginning to acknowledge the change in our planet, and some are organizing in masses to prevent any additional damage from occurring, moving forwards. Greenpeace is an organization that educates and encourages others to assist in making their communities a thriving place. They house multiple environmentally-focused campaigns (who have their own websites) on their main website. One of the campaigns focuses on the United States and calls out the fossil fuel industry for having a stronghold in what rules get put out into the nation with regards to environmental policy. Those involved in the campaign have demanded President Joe Biden to implement policies that prevent the fossil fuel industry from benefiting out of the perilous extraction of fossil fuels. With the vocal support of U.S citizens, they will be able to have their concerns acknowledged about how the fossil fuel industry is unjustly impacting the environment and citizens' daily lives. One of the campaigns supported by Greenpeace is in the form of a website called *WhichSide.Org*, which has a campaign titled, "Tell President Biden to Tackle Fossil Fuels Everywhere They Show Up. From Day One." It uses logos and optimistic diction to convince Americans to voice such problem, although, the presence of logical fallacy and color scheme of the website allows it to come off as accusatory.

The usage of external links by the author(s) of this section on the website makes the urgent message they are trying to spread effective. Throughout the website, one can see as they scroll that they are provided with two distinct informational boxes with supporting information.

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In the first box, there are subsections available for one to view that describe multiple reasons as to why the fossil fuel industry is grim. Within some of these subsections, there are “read more” links provided that a reader can click on if they want to get a more factorial background and understanding about the reason. Furthermore, mentioned in the subsection titled “What is Fossil Fuel Racism?” of this section of the website is, “...Communities of color are forced to endure a disproportionate burden of toxic pollution...” If the reader wants to further analyze this claim, they can open the “read more” link that opens a new webpage and find information on terms that are related to the topic, what they mean, and how it ties to the topic. There are personal statements/blogs, research articles/reports, and news stories provided as well for an even deeper comprehension. The reader is then able to determine if the information they have been supplied with is convincing enough (to their personal standards) for them to support the cause of the website. The inclusion of the “read more” links in the subsections supply a stable footing to the website and as a result, the reader will be prone to partake in the protest of the struggle.

Moreover, words such as “justice,” “fighting,” and “can” are used throughout the website to construct the reader’s confidence. With such comprehension of the words, they will feel capable of accomplishing the goal of experiencing an admirable tomorrow. The last section of the website titled, “Talk About It,” states, “We need to make sure that President Biden hears our demands for climate and racial justice loud and clear!” In this sentence, the word “justice” is used to create resilience and determination in the reader so they can demonstrate their own concern for the future of the world and humankind. This attempt at reaching the viewer through optimism is useful in going against the current danger the Fossil Fuel industry possesses to the environment, which indirectly affects the lives of those within it. The usage of the word “can,”

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throughout several different sections, attempts to affirm the reader that the goal is achievable; it can be done if the reader decides to join in the fight. The heading of the section “Yes to A Green New Deal” reads, “What we can have in a world beyond fossil fuels.” It deliberately points out the possibilities that would be available if people take it upon themselves to fight against fossil fuel manufacturers. Usage of strategic wording will increase the reader’s likelihood of engaging in the fight by providing a boost of confidence in their chances of producing effective change.

Although the campaign’s website applied the usage of evidence, some logical fallacies remain. Disregarding the policymaking process as to who funds such policies is an example of one. The campaign's main title calls on one individual, President Biden, to overlook policies that support the fossil fuel industry and instead incorporate ones that benefit both the environment and people. A single individual does not solely enact policies, but instead includes multiple others in the process. Once more, under the section, “Demand Climate Justice,” those in charge of the campaign express their belief that the President should base his approach to environmentally impacting policy not only on scientific research but also on the request of the people. One can then infer that they are focused on one person only, because in the case that no difference is made, there is room to blame someone for the lack of change. Those familiar with the three branches of government in the U.S can argue that Congress must be willing to fund the policies before they can be put into motion. An argument like this would highlight the incompetence of the claim as it fails to identify the crucial role congress plays when it comes to making such policies a functioning reality. In turn, support for the cause in part of the reader is likely to decrease since fundamental information was excluded, which makes the campaign sound desperate for a scapegoat if there is a lack of participation.

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Additionally, the colors chosen for each section of the website outline the distinctions between the Green New Deal and the Fossil Fuel Industry's destructive effects; one where dark color reflects condemnation and light reflects approval. Every section that mentions the fossil fuel industry has a navy-blue background with red fillings. Colors like these are usually associated with seriousness and danger. The color scheme indirectly suggests that one should be critical of fossil fuels and that any attempts to argue on behalf of the industry would make the person equally responsible for today's environmental circumstances. Meanwhile, the colors turquoise and light green are used as backgrounds whenever a call to action is made. In a way, the website attempts to pit the colors against each other so that each pair of colors (navy-blue and red vs turquoise and green) are connoted to the idea of "good and bad." It implies the thought for one to "look at all the bad" and then follows up with "but this is what is right and what must be done" in reference to the reader and what they decide to do. One must decide whether to swallow the red or blue pill. Again, making it seem that if the audience does not attempt to change the course of action in confronting fossil fuels, then they too are as guilty as the fossil fuel industry for not caring about the environment and its effects on the impending future.

All things considered, the insertion of supplementary relevant information and high hopes for the future permits those browsing the campaign to get a clear grasp on what the intentions of the organization are. It reinforces the notion of duty Joe Biden has in supporting and implementing policies that align with the Green New Deal to gradually extinguish the power the fossil fuel industry has in distinct areas of society. If one were to truly observe the deteriorating condition of their setting, they would begin to question the damage human ignorance has caused. The virtue of greed has taken a toll on how earth, the planet everyone tends to call home, is

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treated. Rapidly progressing is the repayment of the selfish act. On the condition the masses fail to work against the root causes (fossil fuels being one of them) of climate change, they will have to come to terms with the doomed state that humanity will face in the upcoming years.

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Works Cited

“Tell President Biden to Tackle Fossil Fuels Everywhere They Show up.” *WhichSide.org*, 1

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