'Elitist, Woke and Idiotic Fanatics'

A Content Analysis of the Media Rhetoric about Just Stop Oil

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Abstract

Current research on environmental politics in the UK suggests that there is a growing populist backlash against the climate agenda. This research has focused on the ways in which populist actors have attempted to dismantle and discredit climate policy as an elite project that is against the interests of the British people. This dissertation assesses whether a similar populist backlash has also impacted the climate activist movement, using a case study of the organisation Just Stop Oil. Just Stop Oil emerged in 2022, around the same time as the populist backlash, and thus it provides an ideal case for measuring if the backlash affects the climate movement.

Using a content analysis of opinion articles in four right-wing newspapers, as well as the tweets of commentators on X, this project found that the right-wing media used a high degree of populist rhetoric to frame Just Stop Oil. Just Stop Oil activists were framed in various ways as an out-of-touch elite that was cruelly inconveniencing ordinary people. However, unlike the literature, which argues that this populist backlash is simply sceptical of climate policy, this study found that the othering of Just Stop Oil activists also resulted in narratives of climate scepticism and denial.

Overall, this populist media hostility to Just Stop Oil is concerning as it suggests that the organisation, rather than acting simply as a positive force for progressing the climate agenda, has provided a vehicle for the media to enact an even more extreme and popular version of populist hostility to the climate agenda

Table of Contents

Abstract	3
Table of Contents	4
Abbreviations and Figures	5
Chapter 1: Introduction/	6
Chapter 2: Literature Review	10
Populism	10
Climate Populism	11
Just Stop Oil	13
Chapter 3: Methodology	15
Media	15
Data Collection	16
Content Analysis	19
Chapter 4: Results	21
Chapter 5: Discussion	28
People vs Elites	28
Climate Change	35
Chapter 6: Conclusion	41
Bibliography	44

Abbreviations

JSO – Just Stop Oil

Figures

Figure 1 – Word Cloud: 'Middle-Class Protestors'

Figure 2 – Word Cloud: 'Self-Righteous Protestors'

Figure 3 - Word Cloud: 'Ordinary People'

Figure 4 - Word Cloud: 'Public Disruption'

Figure 5 - Word Cloud: 'Weak Policing'

Figure 6 - Word Cloud: 'Fanatic Protestors'

Figure 7 - Word Cloud: 'Hysterical Protestors'

Figure 8 – Word Cloud: 'Lunatic Protestors'

Chapter 1: Introduction

Climate change is 'the greatest threat the world has ever faced' (United Nations, 2022), and combatting climate disaster requires a 'collective social effort' (Schulz-Tomančok and Woschnagg, 2024; 2). Despite this urgency, there is a growing consensus in the literature that in the United Kingdom, since around 2021, there has been an increasing populist backlash towards the climate agenda (Atkins, 2022; Paterson, Wilshire and Tobin, 2024). This backlash has been primarily organised by a small number of backbenchers in the Conservative Party who founded the 'Net Zero Scrutiny Group' (Paterson et al, 2024; 3). Their campaign has also been bolstered by the growth of Reform UK, which calls for an end to all Net Zero policies (Reform UK, 2024) as well as through grassroots opposition around specific local issues such as the Ultra Low Emission Zone in London or Low Traffic Neighbourhoods (Paterson et al, 2024; 3). This backlash represents a concerning shift, as the UK has generally been seen as a relative leader in climate policy (Tobin, 2017; 37).

These organised actors have used explicitly populist language to reframe climate policies as an elite, out-of-touch project that is against the interests of the British people. Throughout this dissertation, I refer to this phenomenon as 'climate populism', building on Atkins' (2022) term 'Net-Zero populism'. Although the group organising this backlash remains small, it has had a significant impact on the climate policy of both the Conservative and Labour parties, who have both watered down their climate commitments in the name of helping 'the people' (Paterson et al, 2024; 4). It has also resonated with the public particularly well due to the ongoing cost of living crisis in the UK (Atkins, 2022; 3). In April 2025, polling showed that 29% of the public believed that environmental spending should be reduced, compared to just 10% in 2020 (YouGov, 2025). Furthermore, while polling on public attitudes shows that the majority of the UK population remains concerned about climate change, there is a growing

minority of people who are becoming more apathetic. Polling in July 2023 showed that 23% of people were 'not concerned about climate change', up from 15% the year earlier (Ipsos, 2023). Climate policy requires significant public support (Bernauer and McGrath, 2016; 680), and so this growing lack of concern is worrying.

The academic literature on climate populism in the UK has generally focused on the impact of the populist backlash on UK government policy (Paterson, Wilshire and Tobin, 2024; Atkins, 2022). However, this means it has overlooked other areas that may be crucial for a strong climate agenda. Climate movements are a critical way that governments are pushed to enact an ambitious climate agenda (Stammen and Meissner, 2024; 19). However, the literature has not assessed whether the populist backlash has also targeted the climate movement. Therefore, this dissertation fills this gap in the literature by assessing whether the populist backlash has also targeted the climate movement, using a study of the organisation Just Stop Oil (JSO).

Just Stop Oil is a radical climate activist organisation that used dramatic acts of civil disobedience between February 2022 and April 2025 to pressure the UK government to stop new oil and gas licences (Just Stop Oil, no date). The organisation's emergence in early 2022 coincided with the development of the populist backlash to the climate agenda in the UK. Therefore, it provides a useful case study to assess whether this populist backlash also impacted the climate movement. Moreover, polling shows that 64% of the public have an unfavourable opinion of Just Stop Oil, in comparison to just 17% who have a favourable opinion (YouGov, 2023). This is concerning, as winning public support is key for activist movements to enact social change (Wouters 2018; 403). Therefore, it is important to

understand how the organisation is being framed, to assess whether a populist backlash has undermined their public support.

In their campaign of direct action, Just Stop Oil targeted sporting events, such as the Ashes and the British Grand Prix; cultural events, such as plays and musicals; targeted artworks including Van Gogh's *Sunflowers*; and blockaded major roads (Davison, 2025). These dramatic protests aimed to garner significant media attention for the organisation to achieve its goal (Just Stop Oil, no date). Therefore, in this study, I assess their framing in the media, using both newspapers and posts on X (formerly Twitter). While academic research indicates that climate populist narratives have strong support in the UK right-wing media (Paterson, Wilshire and Tobin, 2024; 333), this has not been assessed further in the literature. Therefore, this study contributes to the literature by assessing the extent to which this is true, and beyond this, whether the media itself uses populist rhetoric. My research question thus asks: 'To what extent does the UK right-wing media use populist rhetoric to frame Just Stop Oil?'

Drawing both on the literature on climate populism, as well as literature on populism more broadly, my research found that the media used a high degree of populist rhetoric to frame Just Stop Oil. The populist rhetoric reflected the finding of earlier literature that the climate agenda has been framed as elitist and against the interests of the people, with JSO activists described as an elite attacking the ordinary people. However, going beyond the previous literature on climate populism, my study found that the significant othering of Just Stop Oil activists also led to a climate denialist framing, whereby the urgency of the climate crisis was undermined. Both elements may have concerning implications for broader public attitudes to the climate agenda.

Following this introduction, Chapter Two situates my research within the broader literature on populism. Chapter Three illustrates my methodology, then in Chapter Four I display my findings. In Chapter Five, I discuss these results, and the extent to which populist rhetoric was used.

Chapter 2: Literature Review

Populism

Populism has received significant levels of academic attention in recent years, particularly following both the Brexit referendum in the UK and the election of Donald Trump in the USA in 2016. In fact, Bobba et al (2025; 181) note that it has become a 'pervasive concept' in academic literature. However, it is commonly suggested that populism is a contested idea (Akkerman, Mudde, Zaslove, 2014; 1396). Cas Mudde's 2004 paper *The Populist Zeitgeist* contributed to somewhat 'unifying' the field (Hunger and Paxton, 2021; 619). Mudde (2004; 543) defined populism as a 'thin-centred ideology' that divides society into 'pure people' and a 'corrupt elite' and suggested that politics exists to protect the 'general will of the people'. Both of the key elements of Mudde's definition of populism, 'people centrism' and 'antielitism', are understood flexibly in the wider literature. The 'people' could refer to a nation, the 'ordinary' people, or an ethnically distinct people (Brubaker, 2017; 359), while the 'elites' could be defined in political, cultural or economic terms (Rooduijn, 2014; 727). However, it is generally understood that central to populism is the 'moral antagonism' between these two groups, whereby the elites are actively presented as evil (Hunger, 2024; 4, Mudde, 2004; 544)

While this minimal understanding of populism has become influential, it has received several important critiques. Some scholars argue that populism requires the othering of an outgroup, and critique Mudde's definition for focusing purely on the people versus the elites (Brubaker, 2017; 362, Albertazzi and McDonnell, 2008: 3). This is particularly important as research suggests that the populist message is most effective when it involves outgroup discrimination (Hameleers and Schmuck, 2017; 1438). Furthermore, the understanding of populism as an 'ideology' has also been challenged for its narrow applicability to electoral politics (Aslanidis, 2016; 96). In response to this limitation, other scholars have used different

frameworks, including populism as a political strategy (Weyland, 2001; 12), or as a discourse (Aslanidis, 2016; 96). In this dissertation, I draw on Mudde's definition of populism, though I also recognise the othering of outgroups as a core element. I also take populism to be a style of communication rather than an ideology (Jagers and Walgrave, 2007; 321) and use the term 'populist rhetoric', following Bos and Brants (2014; 706). This term captures the flexibility of populism and highlights that populist rhetoric is often used opportunistically to mobilise public support, rather than due to a genuine belief in its truth (Choi, 2025; 3).

Climate Populism

Populist actors have been found to impact many areas, including immigration policy (Akkerman, 2012; 511) and liberal democracy (Huber and Schimpf, 2016; 886). However, there is now a growing consensus in the literature that populist actors are also often hostile to the climate agenda (Lockwood, 2018; Forchtner, 2019; Huber, 2020; Böhmelt, 2021). This connection was first theorised by Matthew Lockwood (2018) who traced the connection between right wing populist parties and climate scepticism. Lockwood theorised that an ideological account, which emphasises hostility towards a cosmopolitan elite and the complexity of climate change, was the most compelling explanation of this connection (Lockwood, 2018; 713). Lockwood's theory has since been developed by the literature, and scholars similarly argue that because climate policy tends to be 'technical, abstract, and elitedriven', it presents an ideal target for populists (Huber, Fesenfeld and Bernauer 2020; 374).

Until more recently, scholars have not focused attention on climate populism in the UK. This is because UK has traditionally been viewed as a 'relative leader' in climate policy (Tobin, 2017; 37), and opposition to the climate agenda has remained marginal (Paterson, Wilshire and Tobin, 2024; 332). However, there is an emerging literature that argues that there is

evidence of growing populist hostility to climate policy in the UK. This literature has looked at the link between populist attitudes and climate scepticism on the individual level (Huber, 2020), but more often on the impact of populist rhetoric on government policy, especially the UK's Net Zero policy plan (Atkins, 2022; Paterson, Wilshire and Tobin, 2024). Scholars note that Net Zero has been constructed by populist actors as against the interests of ordinary British people, an argument which has resonated particularly well due to the ongoing cost-of-living crisis in the UK (Atkins, 2022; 3). The literature generally emphasises that this populist backlash represents a form of scepticism around climate policies, rather than outright denial of the existence of climate change (Nadal, 2024; 1187).

Despite these insights, two important areas remain unexplored. First, the narrow focus of the majority of this literature on government policy has meant that other areas that are important for the climate agenda have been neglected. Social movements are a vital way that governments are pushed to enact strong climate policy (Stammen and Meissner, 2024; 19). However, the impact of the growing populist hostility to the climate agenda has not been explored in regard to its impact on climate activist movements. Occasionally, studies of climate populism in Europe have noted in passing that the wave of climate activism in 2019 increased the saliency of the climate change issue for populist actors (Schwörer and Fernández-García, 2024; 1185). However, the existence of explicit populist rhetoric against the climate movement has not been assessed. Given the increasing populist hostility to the climate agenda in the UK, an understanding of whether this also creates hostility towards the climate movement is essential. Therefore, this dissertation adds to the literature by assessing the extent of populist hostility towards the climate activist group Just Stop Oil.

Second, while Paterson, Wilshire and Tobin (2024; 333) assert that climate populist narratives have strong support in the conservative media, this is not subject to further scrutiny. This is a significant oversight, as Mazzoleni (2003; 2) suggests that without studying media communication, it is impossible to gain a full understanding of populism. This is especially pertinent as evidence suggests that attitudes on climate change are shaped by the media, rather than the research of climate scientists (Ridanpää, 2022; 2). Furthermore, the scholars merely suggest that the right-wing media 'supports' climate populist narratives, reflecting the broader consensus in the literature that the media often provides a supportive platform for populist figures (Krämer, 2014; 42, Mudde, 2004; 554). However, this study moves beyond this perspective by examining whether the media actively employs populist rhetoric itself, what Bos and Brants (2014; 707) term 'populism by the media.' This area remains underexplored in the study of populism (Hameleers, Vos and de Vreese, 2017; 1146).

Therefore, this dissertation aims to fill these gaps in the literature by assessing the use of populist rhetoric in the media framing of Just Stop Oil.

Just Stop Oil

Just Stop Oil has been the most prominent climate activist movement in the UK since its inception in 2022. However, there has been a very limited academic literature about the organisation, and it has been generally focused solely on Just Stop Oil's protests on art. Both Lopez and Davis (2024) and Collins and Chevrette (2024) engaged with the legitimacy of climate protests on art, while Niceforo (2024) assessed social media hate speech following the Just Stop Oil protest on Van Gogh's *Sunflowers*. These papers made interesting contributions in assessing protests on art, but Just Stop Oil have used many more methods of civil disobedience than just attacks on art. Their campaign has included significant blockades of major roads, as well as disruption of cultural events such as West-End plays and sporting

events including the Ashes and the British Grand Prix (Davison, 2025). Therefore, the narrow focus of these papers on just the Sunflower protest represents a significant limitation.

Furthermore, while Niceforo (2024) assessed media hostility towards JSO by analysing hate speech on X, the focus of this on the Sunflowers protest meant that the scope of her analysis of hostility was limited. The level of intense hostility that Just Stop Oil has faced has been significant across their entire campaign of civil disobedience, so it cannot be explained simply by public hostility to the destruction of art. Therefore, this dissertation provides an original contribution to the literature by systematically assessing how the media has framed Just Stop Oil's actions across a period of almost three years. By applying the literature on climate populism to the media rhetoric about Just Stop Oil, this project aims to develop a broader understanding of climate populism, including its use in the media and in relation to the climate movement.

Chapter 3: Methodology

Media

This study assessed the extent to which the media used populist rhetoric in their coverage of Just Stop Oil. Analysing the content of the media was important for this study because, as Koopmans (2004; 368) observes, the public most often encounter activist movements through the media, rather than in their own lives. This is particularly true of Just Stop Oil, as the organisation explicitly aimed for their protests to gain media attention (Just Stop Oil, no date). In their analysis of Just Stop Oil's *Sunflowers* protest, Lopez and Davis (2024) similarly argue for the importance of studying the media framing of JSO. The authors argue persuasively that the public 'did not smell the soup' that was thrown over the painting, but instead witnessed a 'mediated event', reliant on the information of newspapers and social media to form their understanding of the action (Lopez and Davis, 2024; 1). Many of Just Stop Oil's actions have been far more disruptive to the public than the Sunflowers protest, such as their blockade of the M25 which caused 'nearly 51,000 hours of driver delay' (Symonds, 2024). However, I argue that these protests are also 'mediated events' as the vast majority of the British public still only witnessed this event through its coverage in the media.

In order to assess the media rhetoric about Just Stop Oil, I analysed content from both newspapers and tweets on X. While newspapers are declining in circulation, they remain a key platform for framing issues and debates to the wider public (Heslehurst et al, 2022; 2). I focused on newspaper editorials and opinion articles, following Hameleers, Vos and de Vreese (2019; 1159) who found that this form of journalism was most likely to reveal populist rhetoric due to the interpretative ability of the journalist to reframe issues. In addition, op-eds are specifically designed to influence public attitudes, and evidence suggests that they are effective at doing so (Coppock, Ekins and Kirby, 2018; 82). Therefore, this

meant that the interpretations in these articles could have a significant impact on public attitudes.

Alongside my newspaper data, it was also important to study how the protests were framed by commentators on social media. This is because evidence suggests that climate sceptics are more likely to reject mainstream newspapers and use social media (Andi, 2020; 55), and therefore assessing social media meant that their hostility could be revealed. X was chosen as the site for this, as it is a social media platform that is used primarily for sharing and discussing news (Fownes, Yu and Margolin, 2018; 2). X was also used because evidence suggests that debates on X tend to be highly polarised (Williams et al, 2015; 127), and therefore it was likely to reveal populist hostility to Just Stop Oil.

Data Collection

My data was sampled in a time period from February 2022, when Just Stop Oil was founded, to December 2024. This extensive time period of almost three years allowed me to assess the rhetoric about the organisation throughout almost their entire campaign of civil disobedience. This meant that I could analyse the long-term patterns in rhetoric and I could note any changes in reporting. This is in contrast to previous studies (Niceforo, 2024; Lopez and Davis, 2024) which focused on single protest events that could be outliers in the framing of the group.

My newspaper data was sourced from four newspapers: *The Telegraph, The Times, The Daily Mail* and *The Sun*. Ofcom data shows that as of 2023, these were the most highly read right-wing national newspapers in the UK, including both digital and print (Ofcom, 2023). Only right-wing newspapers were chosen for this project, which was somewhat limited, as hostility

to JSO may be found across the ideological spectrum. However, evidence suggests that it is only right-wing populist actors that project climate populist narratives (Lockwood, 2018; 714). Therefore, for the scope of this dissertation, I only focused on the right. Furthermore, these newspapers still reflect a variety of ideological viewpoints, with for example, *The Times* closer to the centre, and *The Telegraph* further to the right (Ponsford, 2024). Moreover, these newspapers represented both broadsheets (*The Telegraph, The Times*) and tabloids (*The Daily Mail, The Sun*), which also provided a balanced and interesting comparison.

I used Factiva to access these newspapers. In order to sample data from such a large dataset, I began by sourcing all the op-ed pieces of each newspaper that were explicitly focused on Just Stop Oil. Initially, I restricted my selection by only including articles with 'Just Stop Oil' in the title. However, having reflected on my research, I also accepted articles that used more flexible synonyms for the group in the title (such as 'climate-militants' or 'eco-zealots'). This method was somewhat limited as I could not account for articles that discussed the organisation using less common or more indirect terms in the title. However, the use of key search terms meant that the articles maintained an explicit focus on the organisation. This sampling gave me a total of 16 editorials. Secondly, I made a random sample of seven opinion writers for each newspaper. They were screened to ensure that each writer had written about Just Stop Oil at least once. Using seven randomly sampled writers from each newspaper gave me a manageable but diverse sample size for within each newspaper, allowing me to account for similarities and differences in their narratives, but also giving me enough scope for detailed analysis. I collected all their articles about the group, which amounted to 56 opinion pieces. In total, I analysed 72 newspaper articles.

On X, I analysed the tweets of 15 right-wing commentators. Using social media data for academic research is widely understood to have ethical complications, as the line between public and private data is blurred (Mason and Singh, 2022; 94). However, I only wanted to use public commentators on X who could be assumed to want to reach as wide an audience as possible. Therefore, I screened each individual to make sure they had at least 100,000 followers in order to ensure this. This meant that the data could be assumed to be in the public domain and thus negated potential ethical issues (Townsend and Wallace, 2016; 10). I also ensured that each individual had tweeted about JSO a minimum of 3 times. This meant that I could identify consistent themes in the framing, as if someone had only referenced the organisation once, their comment could be an outlier. In total, I collected 128 tweets from 15 commentators. The higher number of tweets reflects the fact that tweets are shorter in length than news articles and thus required more to analyse a similar quantity of content.

In order to source my X data, I began by creating a new account. I then first searched the name of one of my newspaper opinion writers. Using X's advanced search function, I used this name alongside 'Just Stop Oil' to source all their tweets about the group. I collected all of their tweets about the organisation within the same time frame as my newspaper articles, although I excluded any tweets which simply reported the information about protests without an opinion given. To collect this data from an extensive group of commentators, I used X's algorithm of suggestions of 'who to follow' to collect a group of 15 commentators. The explanation X gives for its 'who to follow' algorithm is relatively opaque, which somewhat limits this methodology. However, there is a number of criteria that it is based on. First, the suggestions are based on your contacts, email or phone number (X Help Center, no date). To avoid my previous connections interfering with my results, I created a new X account and turned off 'discoverability and contacts'.

The second key aspect it is based on is your 'activity on X', including posts and individuals that you interact with or view (X Help Center, no date). This was helpful, as it meant that once I had viewed one of my opinion writers' tweets, the algorithm then continued to suggest that I follow an interconnected group of commentators. It was important that the commentators I chose were connected as I wanted to analyse the patterns in their framing of Just Stop Oil. This method was also useful as it reflects how X creates echo chambers, by suggesting accounts that reinforce the user's beliefs. This was interesting as research suggests that echo chambers on social media often move the entire group to more extreme positions (Cinelli et al, 2020; 1). This meant that my X data could show a more extreme rhetoric than the newspapers.

Content Analysis

Following my data collection, I analysed my data using content analysis. Content analysis is a research technique that aims to make 'replicable and valid inferences from texts' (Krippendorff, 2013; 24). It does not refer simply to counting specific words on a page but instead undertaking a detailed analysis of language to classify it into categories with similar meanings (Weber, 1990; 71). Content analysis is a widely used methodology for studying the presence of populism in the media (Rooduijn, 2014; Rooduijn and Pauwels, 2011; Hameleers, Vos and de Vreese, 2019). Therefore, this made it the most appropriate method for this study. Content analysis was also used due to its 'unique' flexibility in being able to use both inductive and deductive codes (Cho and Lee, 2014; 4). Initially, I began with certain deductive populist frames I was looking for. Following Rooduijn and Pauwels' (2011) content analysis of populism in political parties, I used two central deductive codes: 'people centrism' and 'anti-elitism'. However, I also remained open to other potential codes that would emerge inductively so that I would not overlook themes which had not already been established.

Although this was limited as it relied on coder subjectivity and therefore was less replicable (Semetko and Valkenberg, 2000; 94), it was necessary due to the lack of literature on this subject area. Having coded the data, I then grouped this into larger content categories and quantified these categories. The results are presented in the following chapter.

Chapter 4: Results

In this chapter, I present the results of my content analysis of tweets and newspaper articles. Data is displayed both quantitatively and qualitatively, following Shoemaker and Reese (1996; 32) who note that reducing detailed texts into purely quantitative data can remove nuances and thus may not convey the full meaning of the text. Therefore, alongside the quantitative number that the frames were used, I illustrate the theme with several exemplary quotations. Where appropriate for the data, word clouds were used to visually highlight the frequency of individual words, with larger words indicating a higher frequency.

Privileged Protestors

The privileged identity of the Just Stop Oil protestors was discussed in 19% of the articles and tweets. They were most commonly referred to as 'middle-class', but also as 'privileged' and as having attended private school. Some also mentioned their names: 'Cressidas and Phoebes' (Chesterton, 2024a); 'Jaspers and Emilys' (Leckie, 2023). The depiction of protestors as privileged often took on a derogatory tone: 'Entitled, arty-farty, privileged, overeducated halfwits' (Daubney, 2022a); 'spoiled, upper middle-class brats' (Farage, 2022b).

Alongside being presented as privileged and middle-class, the activists were described as 'woke' and were connected to other left-wing causes: 'Eco-activists and woke culture warriors have run riot' (Hume, 2022); 'the public are heartily sick of these woke, progressive disruptors inflicting the extremism of their myriad causes upon us' (Moir, 2024a). This was noted in 13% of the data sources.

The middle-class, privileged identity of the protesters was also often linked to the protestors acting in a performative way: 'these protests are every bit as much a middle-class rite of

passage as a gap year in Thailand' (Leckie, 2023), or as being self-entitled: 'sanctimonious self-entitled prats' (Habib, 2024). It was also often suggested that the activists thought that they were morally superior by taking part in civil disobedience: 'they are pure performance, staged to demonstrate the player's ethical superiority.' (Hume, 2023). This framing of protestors as 'self-righteous' 'performative' or 'sanctimonious' occurred in 23% of the articles.

The protestors' privileged identity was also linked to them being described as hypocritical: 'These middle-class hypocrites want us all to suffer, while they all go on expensive holidays.' (Harris, 2023h); 'How committed are they to their cause, I wonder, when it comes to multiple holidays abroad, a Range Rover on the drive and an Aga in the second kitchen?' (Hume, 2023). This hypocrisy frame was used in 9% of the data sources.

The association with being privileged was also connected by some sources to Just Stop Oil's funding by the Climate Emergency Fund, which was described as an organisation of 'millionaire luvvies' (The Sun, 2024g). This was noted in 5% of the sources.





Figure 1 Figure 2

Impact of Protests

26% of articles and tweets noted the impact of Just Stop Oil's civil disobedience on the public. When referring to the people impacted by civil disobedience, the terms 'ordinary', 'working-class' or 'hard-working' people were used most often. Some commentators also set up an explicit divide between the protestors' privileged status and the individuals who were impacted by them: 'rich hooligans bullying the working class just trying to get by' (Corcoran, 2023d); 'The haves putting their boots to the necks of the have-nots' (Daubney, 2023a).

Commentators also noted specific aspects of disruption to the public. Protests were noted to have stopped people getting to funerals (Woods, 2024b), stopping ambulances getting by (The Times, 2024b) and making people miss their cancer appointments (Rose, 2022b).

Alongside blocking specific events, protestors were simply portrayed as causing general unhappiness to the public: 'Just Stop Oil...are causing widespread misery' (Young, 2022e); 'harassing, provoking and inconveniencing the ordinary citizen' (Long, 2024b).

Commentators also noted the impact of the protests by noting the cost to the taxpayer of policing them. For example, one commentator suggested that the protests had 'used up 23,500 police officer shifts and cost the taxpayer £7.7 million' (Harris, 2023g). This cost was noted in 5% of the data sources.

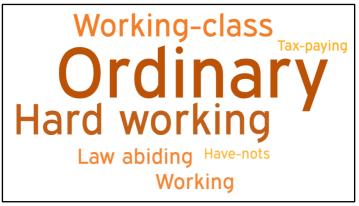




Figure 3 Figure 4

Weak Policing

19% of the data sources suggested that the policing of Just Stop Oil protests was weak and not harsh enough to the protestors. For example, one commentator suggested that the 'futile lack of action around groups like Just Stop Oil shows just how toothless our policing has become.' (Wootton, 2022). Other commentators broadened their criticism to the wider establishment: 'Most judges, lawyers and police are criminally soft on them' (Hume, 2023). In fact, often the commentators suggested that the police were actively supporting the activists: 'UK police serve as their personal bodyguards' (Wide Awake Media, 2024b); 'police are pandering to middle-class militants' (Woods, 2023a).

For some, the reason for the weak police response was that the police were 'woke' and biased towards left-wing protestors: 'biased, woke policing' (Atherton, 2023a); 'they never deal robustly with Left-wing activists' (Walden, 2022). More commonly, commentators suggested that the weak police response was because the protestors were middle-class: 'If working class lads in football tops repeatedly broke the law, vandalised, you would be glad to see them jailed - it's classism' (Corcoran, 2024g)'; 'If they were working-class folk on the tracks protesting instead against illegal migration, they'd have been in the clink. Laws selectively applied!' (Grimes, 2023e).

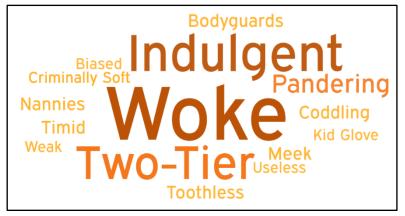


Figure 5

Punitive Rhetoric

Following the suggestion that police had failed to adequately tackle JSO protestors, some commentators declared that the public should step in: 'If the police don't do it, after all, the public will' (Deacon, 2022). When members of the public did attempt to remove activists, this was celebrated: 'Scaffolder Louis Grieves acted for millions when he leapt from his van to clear Just Stop Oil's apocalypse fantasists' (The Sun, 2024h); 'A member of the public chucks water over Just Stop Oil protestors and calls them a bunch of arseholes. Give this man a knighthood' (Harris, 2023).

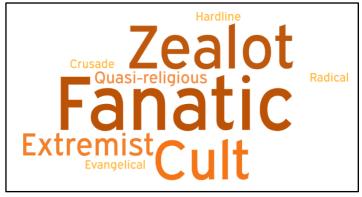
In addition to this celebration, a common theme was commentators calling for significant jail sentences for the activists: 'Every single one involved in blocking roads should be flung into jail.' (Oakeshott, 2022a); 'Lock up the sanctimonious self-entitled prats and throw away the key' (Habib, 2024). When the activists did get imprisoned, this was celebrated as a victory for the people: 'GOOD NEWS Five Just Stop Oil members - including one of its co-founders - have been jailed for between four and five years' (Corcoran, 2024c). This punitive rhetoric was used in 10% of the data sources.

Extreme Activists

The most common frame of the activists was that they were too extreme about the issue of climate change. Activists were described as 'fanatics', 'zealots', and 'extremists' in 32% of all tweets and articles. Some commentators also emphasised the threat of this fanaticism: 'deranged eco-terrorist cult' (Wootton, 2022). The protestors' extreme nature was often contrasted with the moderate nature of the public: 'The protesters are fanatical and unreasoning in a way that is alien to our experience' (Glover, 2022).

The activists were also portrayed as too fearful about climate change. They were described as 'hysterical' and 'doom-mongers' in 9% of the sources. One editorial described the protestors as: 'unscientific, hyperbolic doom-mongering...shrieking about "genocide" and Earth being "on fire"' (The Sun, 2023a), while another noted the 'hysterical, environmentalist alarmism' (Young, 2023f).

Alongside being described as hysterical, Just Stop Oil activists were also more broadly depicted as 'idiots' or 'lunatics'. This was noted in 20% of all sources. For example, one editorial wrote 'Where does this lunatic outfit find so many Grade-A imbeciles?' (The Sun, 2024g). In a similar vein, another framing was that the activists were acting like children. They were described as 'spoilt overgrown children' (Deacon, 2022b); and their civil disobedience was depicted as a 'temper tantrum' (Grant, 2023). This frame was used in 5% of the sources.



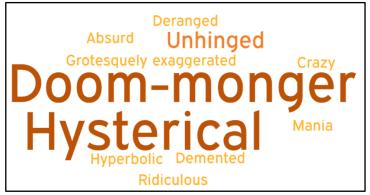


Figure 6 _____ Figure 7

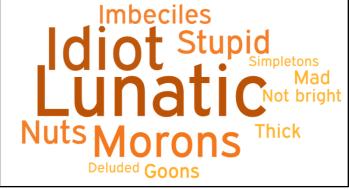


Figure 8

Climate Change

Few of the commentators engaged with JSO's arguments about the climate, but when they did, they frequently downplayed the danger of climate change. 11% of the data sources minimised the urgency of climate change in some way. In some examples, this was extreme. For example, one commentator referred to the '#ClimateScam' (Wide Awake Media, 2023a) and another criticised that politicians have 'bowed down to the great climate cult of our time.' (Murray, 2023a).

Other commentators referred to climate science as a 'belief' rather than a fact: 'apocalyptic religious beliefs' (Wide Awake Media, 2024d); 'the strength and sincerity of our beliefs doesn't give us the right to sabotage the lives of others' (Glover, 2023). Some sources mocked experts: 'Why should their apocalyptic vision appear mad to authorities, when no less a figure than UN secretary-general Antonio Guterres proclaims that humanity is on a 'highway to climate hell'?' (Hume, 2022).

9% of the data sources also criticised the organisation for protesting in Britain. They generally noted that it was wrong for the activists to protest in Britain, as it is a global leader in reducing emissions: 'Britain has led the global charge to decarbonise' (The Sun, 2024c). Instead, they noted that protestors should target a larger polluter, with 4% mentioning China as a more logical place for protesting. Some commentators noted that Britain was a global leader even though they did not agree with this goal: 'these eco-extremists are wilfully blind to the fact the UK is leading the G7 in reducing our carbon emissions in what I believe is a deranged march to Net Zero' (Wootton, 2022).

Chapter 5: Discussion

In this chapter, I analyse my results. The discussion is presented in two sections: in the first, I discuss how the media used the populist rhetoric of the 'elites versus the people' to depict Just Stop Oil activists as an elite that was out-of-touch with the people. In the second section, I explore the framing of climate change itself and find that the 'othering' of Just Stop Oil activists as extremists served to downplay the urgency of the climate crisis.

Section 1: The Elites vs The People

In this section, I demonstrate how the media coverage of Just Stop Oil used various frames to reinforce the idea that the protestors were elites who were in fundamental opposition to the ordinary people. I first highlight how the activists were portrayed as privileged and out-of-touch, as opposed to the hard-working, ordinary people they were inconveniencing. Then I suggest that the depiction of protestors as hypocritical and inauthentic reinforced their position as elite actors that were against the interests of the people. Finally, I demonstrate that the accusation of two-tier policing reinforced this core populist antagonism.

Elite vs. Ordinary People

My data showed a clear difference in how the protestors and the people impacted by protests were described. The JSO activists were generally depicted as 'middle-class' and 'privileged', and aspects of individual activists' privileged identity were emphasised, such as attending private school, or their posh names. They were also connected to other left-wing movements, such as trans rights or other 'woke', liberal causes. In contrast, the people they were disrupting were most commonly described as 'hard-working people' or 'ordinary people'. In some ways, this antagonism was different from the traditional antagonism of populism. The division between the protestors and those impacted seemed relatively class based: middle-

class protestors versus ordinary, hard-working people, something Mudde may suggest was not populist, as he argues that class is 'at best secondary' in populism (Mudde, 2017; 29).

However, in this case, despite not being a traditional elite as part of the political establishment, the rhetorical depiction of activists as liberal and privileged still constructed them as an elite. First, this was because their privileged identity reinforced their detachment from their interests of ordinary people. However, more importantly, their middle-class, privileged status was also used more symbolically by the media to emphasise the culturally elite nature of the activists, as cosmopolitan, liberal and connected to the climate agenda. This cultural element of the construction of the Just Stop Oil as the elite reflects Lockwood's ideological account of climate populism, which he interprets as an articulation of contempt towards the liberal cosmopolitan elite (Lockwood, 2018; 723). The fact that 'middle-class' was used in a pejorative way to describe the activists even in traditional broadsheets such as the Telegraph, which has one of the highest proportions of AB social class readers of UK newspapers (Duffy and Rowden, 2005; 21), underscores its flexible usage as a rhetorical device to establish the activists as an out-of-touch elite.

By emphasising the different characteristics of activists and the public, the media reinforced the core antagonism of populism. The people impacted, as hard-working, ordinary people were 'pure, good and virtuous' (Hunger, 2024; 4), simply trying to get to work. In contrast, the climate activists were disconnected and out-of-touch. This antagonism was further reinforced by the media focus on the specific costs to the taxpayer of the policing of these protests. This narrative emphasised the out-of-touch, privileged status of the activists as they were presented as not caring that they were putting undue costs on the public. This reflects the literature on climate populism, where those pursuing the Net-Zero target were presented

as an elite simply trying to make 'ordinary people' poorer (Atkins, 2022; 3). The fact that the urgency of the climate crisis was rarely mentioned in coverage of JSO further emphasised that the costs to the people were for nothing. This was similarly reflected in studies on Net-Zero populism, where the legitimate reasons for the Net-Zero goal were often entirely left out of the narrative, with it simply presented as a vague and technical policy (Paterson, Wilshire and Tobin, 2024; 338)

The antagonism between the protestors and ordinary people also often took on a classically populist Manichean distinction, whereby the elite protestors were not just people with different values, but were actively presented as evil (Mudde, 2004; 544). The supposedly evil nature of the elite activists was shown by the media coverage emphasising serious and emotive costs of the protests to the people. The primary way this was invoked was by noting specific events that people might have missed because of the protests, such as attending funerals, hospital appointments or cancer treatment. By emphasising the disruption to these extreme, emotional cases, the activists were presented as actively cruel and evil. Again, the fact that the climate crisis was rarely mentioned in the coverage of the disruption emphasised the cruel nature of the activists, as it was for no genuine reason.

Furthermore, alongside the depiction of protestors as a liberal, privileged elite, in some cases, the media also adopted traditional conceptions of an elite by emphasising the organisation's connection to the Climate Emergency Fund. The Climate Emergency Fund is a US organisation that funds climate activists, relying primarily on donations from wealthy individuals (Schwartz, 2019). It was started by Aileen Getty, the granddaughter of J. Paul Getty, who founded the Getty Oil company (Buckley, 2022). Although Just Stop Oil have stated that between March and August 2023, only 2% of their funding came from the Climate

Emergency Fund, while the majority came from public donations (Moench, 2023), the framing of their connection to 'millionaire donors' reinforced their positioning as an elite group. Regardless of the reality of the Climate Emergency Fund's connection to the group, this association reinforced the populist narrative of a wealthy, liberal global elite funding activism that disrupts the lives of the 'ordinary people'. Furthermore, the fact that the funding came from an oil heiress presented a contradiction for which the media could exploit as hypocritical, reinforcing the idea that elites were attacking the people while benefitting from the industry that they criticised.

Inauthenticity

The portrayal of the organisation as hypocritical was also extended to the activists themselves. Protestors were depicted as hypocritical for engaging in environmentally harmful behaviour while demanding that the people change their own actions. They were also commonly described as self-righteous or performative, suggesting that they were not genuine about the cause of climate change, but instead just wanted to preach from their elite position. These narratives suggested that the activists were inauthentic. These findings are consistent with previous literature on climate activism. For example, Gunster et al (2018; 4) observe that accusations of hypocrisy and inauthenticity are often used to undermine the credibility of politicians who attempt to promote environmental policies.

However, the scholars did not link the accusations of hypocrisy to a broader populist rhetoric about climate change. This is a limitation, as the accusation of the activists' inauthenticity in fact reflects another element of the populist antagonism between the people and the elites. For Mudde (2017; 30), the supposedly 'corrupt' nature of elites is because they are acting in an inauthentic way. This reinforces the antagonism between 'the people' who are always

presented as pure and genuinely authentic (Mudde, 2017; 30). This is echoed by Gill (2024; 111), who emphasises that accusations of hypocrisy are a distinctly populist tool. The scholar argues that in populist media discourses, the claim of hypocrisy works as a 'tactical rhetorical weapon' to delegitimise sources of authority. For example, he notes one way the media does this is by suggesting that individuals are 'moralizing' - telling people who are worse off to do something difficult from a position of privilege (Gill, 2024; 104). This was often reflected in the coverage of JSO through the suggestion that activists were sanctimoniously preaching to ordinary people from a privileged, out-of-touch position. This both reinforced Just Stop Oil's elite position and emphasised its corrupt nature.

However, Gill's focus was solely on British tabloid media. He suggested that tabloids' confrontational style provides the perfect environment for this kind of populist rhetoric (Gill, 2024; 101). This is a common perspective in much of the literature, as scholars highlight that broadsheets generally have a stronger tie to the political establishment and thus are less likely to critique them as the elite (Hameleers, Vos and de Vreese, 2019; 1149). However, my research shows that this kind of rhetoric was also present in both the traditional broadsheets, the *Telegraph* and the *Times*, as well as on X. This may be because in my study, the elites under attack were not the political establishment, but privileged climate protestors. Therefore, broadsheets were more freely able to criticise them as they were not genuinely connected to the elite. Nevertheless, the level of populist rhetoric was still striking, particularly given that broadsheets are generally understood to be less biased than tabloids (Bos and Brees, 2014; 707). Therefore, this finding challenges the notion that populist rhetoric is solely a feature of tabloids' sensationalist style. This shows that it has also permeated into the wider media landscape, influencing public opinion beyond Gill's account.

Two-Tier Policing

Another way that the people versus elites antagonism was framed in the media was by the construction of the idea of a two-tier police system. Commentators suggested that protests were unfairly pandered to by the police, because the activists were left-wing, and/or because they were middle-class. This reinforced the idea that the protestors were part of the elite, because the police and wider establishment were working in their interests. The idea of a two-tier policing system gained momentum in July 2024, during the series of far-right riots after the Southport attacks (Bland and Dodd, 2024). The concept claims that protestors that are progressive or ethnic minorities are treated better by the police than white, right-wing protestors (Higgens and Chouliaraki, 2024; 1).

However, its usage in the context of Just Stop Oil demonstrates that it is a more flexible term than the previous literature suggests, as in this case, the accusation of two-tier policing was applied to privileged, left-wing protestors, who were assumed to be treated better than working-class, right-wing protestors. In this case, the 'two-tier' accusation displayed elements of the populist logic of the people versus the elites, particularly because the claim was often broadened to the wider establishment pandering to the activists ('courts'; 'judges'; 'officialdom'). Furthermore, this claim that the establishment pandered to the activists was explicitly for the purpose of reinforcing the idea of their elite status, as it purposefully ignores the fact that several JSO protestors have faced the longest prison sentences for non-violent civil disobedience in British history (Gayle, 2024). Therefore, it is clear that this rhetoric was used to reinforce the populist conception of the activists as elites.

This sense of injustice led some of the commentators to use aggressive rhetoric. For example, they suggested that the public should attack the protestors themselves and celebrated when

they did. Similarly, commentators often called for the activists to face significant and exaggerated prison sentences. This punitive, vigilante-style rhetoric reflected a form of populist language which Rhodes-Purdy (2021; 8) has termed 'punitive aggression'. This rhetoric reflects a populist discourse where actors call for harsh retribution against those positioned as threats to the people. Furthermore, this language also often reinforced the people versus elites divide. For example, one commentator wrote that a 'scaffolder acted for millions' by pulling an activist off the road. By mentioning the individual's traditional manual job, this reinforced the opposition between the elite protestors and the ordinary people.

Conclusion

Overall, this section has showed that the media rhetoric about Just Stop Oil emphasised the organisation as a group of out-of-touch elites in various different ways. This reflects the broader characterisation of the climate agenda by populist actors that earlier literature on climate populism has found, though the various ways that the populist rhetoric was operationalised were more multifaceted. However, in contrast to previous studies on climate populism which suggest that this agenda is pushed by a small, organised group who 'remain broadly disconnected from genuine popular movements' (Paterson Wilshire and Tobin, 2024; 337), the populist hostility toward Just Stop Oil enjoys substantial public support. YouGov polling in 2023 showed that 64% of the public had an unfavourable opinion of Just Stop Oil, in comparison to just 17% who had a favourable opinion (YouGov, 2023). This widespread hostility suggests that the media's climate populist narrative may resonate significantly more when directed towards Just Stop Oil. Therefore, it has more potential to reinforce broader scepticism towards the climate agenda as an elitist project.

Section 2: Climate Change

In this section, I argue that the media's populist rhetoric about Just Stop Oil served to diminish climate change as a legitimate threat. First, I demonstrate how the media rhetoric othered activists as hysterical or extreme to undermine their credibility. While previous literature has identified the othering of climate activists, I expand this analysis by connecting it to a broader populist rhetorical strategy. Second, I demonstrate how this rhetoric, alongside media comments about climate change science, displayed a form of populist climate denial.

Othering Activists

My data showed a significant level of rhetoric that depicted activists as 'hysterical', 'fanatic' and 'alarmists'. This language reflected an othering strategy, by which Just Stop Oil were constructed as an irrational and emotionally unstable minority, detached from the presumed rationality of the public. In some ways, this othering language followed the traditional populist rhetoric of a 'dangerous Other' (Albertazzi and McDonnell, 2008; 3), by depicting the activists as a public threat due to their fanatic alarmism. For example, some commentators used exaggerated rhetoric such as 'eco-terrorists' to describe the supposedly dangerous extremism of the activists.

However, the othering was more commonly cloaked in ridicule and mockery: describing activists as hysterical and lunatics served to make the activists look like a silly and weird outgroup, rather than a legitimate threat. This was reinforced by the framing that JSO were acting like children having tantrums, rather than a significant threat to the people. Despite often being humorous, this did not make this othering rhetoric less significant. As Sakki and Martikainen (2021; 612) argue, the deployment of humour in populist othering can serve to mainstream the collective hatred of an outgroup. Therefore, by othering Just Stop Oil

activists in this humorous way, the media served to mainstream public anger at the organisation.

A key method of this ridiculing othering was by describing the activists as 'fanatical' about climate change. This made the activists appear extreme and reinforced the idea that they belonged to a fringe minority rather than representing legitimate concerns about the climate grounded in scientific evidence. The media often used religious language to reinforce this narrative, with terms such as 'cult' or 'zealot' evoking a sense that the activists were acting based on a blind faith to an ideology, rather than legitimate scientific evidence. It also reinforced that the activists were irrational, in comparison to the assumed common-sense rationality of the people.

This finding fits with longer-term trends in the literature on climate activism, particularly in literature on Greta Thunberg (Vowles and Hultman, 2021; Kyyrö, Aystö and Hjelm, 2023). Kyyrö, Aystö and Hjelm (2023) analysed how religious discourse was used in the Finnish media to other the climate activist Greta Thunberg. Similar to my own findings, the scholars found that there was a significant use of religious discourse in the media, particularly in reference to Thunberg's followers as a 'cult', and they found that the activists' warnings about climate disaster were framed as apocalyptic and exaggerated (Kyyrö, Aystö and Hjelm, 2023; 134). This language worked to other Thunberg and climate activists as a weird and irrational outgroup.

Notably, the scholars acknowledge that climate activists often use apocalyptic language themselves, connoting a possible end of the world if climate policy is not enacted (Kyyrö, Aystö and Hjelm, 2023; 140). This is similarly true of Just Stop Oil, who note in their

demands for example that without more urgent climate policy, 'hundreds of millions will face starvation and ultimately death' (Just Stop Oil, no date). However, as the scholars argue, this use of apocalyptic language by the activists themselves is based on legitimate climate science. In contrast, the media's use of religious language was used to undermine the activists and diminish the climate crisis. However, while Kyyrö, Aystö and Hjelm made a compelling argument for the othering of the climate activists, they did not connect this othering to part of a wider media discourse. In the case of Just Stop Oil, my research showed that this othering was not an isolated incident, but in fact represented one element of a broader populist rhetorical strategy.

Climate Denial

This populist othering served not only to other the activists as an out-group, but also to undermine the legitimacy of climate science more broadly. This reflects what many scholars identify as a new form of climate denial. Instead of explicit denial of climate science, anticlimate actors have moved to a more subtle form of climate delay, of which one method is to downplay the urgency of the crisis (Atanasova and Koteyko, 2017; 460). By describing Just Stop Oil as an alarmist and hysterical outgroup, the commentators positioned their acceptance of the urgency of climate action as an extreme position. This discussion reflects a classic populist strategy. By suggesting that the protestors were extreme and crazy, the commentators implicitly contrasted this with the 'common sense', sane opinions of the people (Ereaut and Segnit, 2006; 7). In populism, the idea of the 'common sense' of the people is framed as the foundation of all good politics (Mudde, 2004; 547).

The construction of climate activists as alarmists is consistent with Nadal (2024; 1197), who similarly found that activists were described in this way, in a study of climate misinformation on YouTube. However, he did not take this as a form of populist climate denial. In contrast, I

take this kind of 'alarmist' rhetoric seriously. Depicting Just Stop Oil activists as hysterically exaggerating the risks of climate change goes directly against the scientific consensus, which is clear about the urgent necessity of climate action (Orlove et al, 2020; 284). It is even more important to take this framing seriously, as it aligns with what Levantesi (2023) argues has been a much longer-term process of othering climate scientists. This framework, Levantesi argues, can be traced back to the climate denial campaigns of oil companies in the late 1990s. For example, in an American Petroleum Institute 1998 action plan to promote uncertainty about climate science, scientists who discussed climate change were depicted as 'out of touch with reality' (Levantesi, 2023). By connecting climate science with irrationality, climate denial seemed more legitimate. This long-term use of this climate denial frame demonstrates that it is important to take it seriously, even though it is cloaked in humour.

Alongside depicting Just Stop Oil's acceptance of climate change as alarmist, the media sources further undermined the credibility of climate science by suggesting that the activists' acceptance of the science was a 'belief', rather than knowledge of a fact. This was a rhetorical tactic which served to sow doubt about the factual legitimacy of climate change science. This represents a rejection of climate science, as far from a belief, there is an overwhelming scientific consensus on anthropogenic global warming (Cook, 2016; 1). Suggesting that climate science was a belief, and a belief of a crazy minority of elites at that, meant that this rhetoric worked to delegitimise climate change as a serious issue for the rational citizen.

Another form of climate denial that the media took on in their framing of JSO was 'whataboutism'. Whataboutism refers to the idea that other countries have more emissions, and so they have a bigger responsibility for cutting them first (Lamb, 2020; 3). Sources often

used this frame by suggesting that the activists should focus their attacks on other countries, particularly noting China or Russia. This argument also reflected elements of nationalism, where commentators emphasised that Britain was a global leader in reducing emissions. Strikingly, this was mentioned even when the commentators themselves disagreed with this goal. Ridanpää (2022; 431) found that this kind of comparison of national responsibility has been common since the conception of the Paris Agreement and underscored its nationalistic sentiment. This nationalist element fits with populist literature more broadly, which demonstrates that populist actors often embrace nationalism (Böhmelt, 2021; 98).

While the media predominantly employed these newer forms of climate denial, traditional climate denialist strategies also appeared, albeit less frequently. For instance, several commentators targeted the UN Secretary-General, a recognized expert in climate science. Küppers (2022) identifies such attacks on experts as a key populist climate denial strategy. Additionally, one X commentator used the hashtag '#ClimateScam' explicitly signalling outright climate denial. These instances of traditional denial, alongside the newer forms I have discussed, challenge the prevailing literature which largely contends that climate denial has been entirely replaced by scepticism toward policy processes (Atkins, 2022; 2; Paterson, Wilshire and Tobin, 2024; 337).

Conclusion

Overall, the media frame of Just Stop Oil activists as a crazy and extreme outgroup served to undermine the credibility of the activists and thus in turn the credibility of climate science.

The rhetoric of the commentators reflected multiple populist elements: othering, rejection of science and nationalism. The consistency and emphasis on these delay and denial strategies challenges the existing literature, which largely argues that climate denial has been replaced

by scepticism toward elite policy processes. Their persistence raises concerns about the potential for more overt forms of climate denial to gain increasing support. It was through the othering of Just Stop Oil that these denialist strategies came through the media, which underscores the importance of studying climate activist movements when analysing climate populism.

Chapter 6: Conclusion

This dissertation assessed the extent to which the media used populist rhetoric in its framing of Just Stop Oil, with the aim of analysing whether the ongoing populist backlash against climate policy has also impacted the climate activist movement. My results showed that the media did use a high degree of populist rhetoric to portray Just Stop Oil. I found that JSO activists were presented as an elite who were in a fundamental opposition to the people, reflecting the core antagonism of populism: the people versus the elites. This result indicates that the populist backlash towards climate policy is applied in a similar way to the climate movement. However, rather than portraying climate policy as the imposition of an elite, the media instead framed the activists as the elite actors, whose actions were targeting the ordinary people.

Beyond this core populist antagonism, by assessing the populist rhetoric about the climate movement, rather than simply government policy, this dissertation revealed more elements of climate populist rhetoric were present than in previous literature. I found that the populist othering of JSO activists as hysterical and extreme served to undermine the urgency of the climate crisis. This finding challenges the prevailing literature, which suggests that climate populist actors are sceptical of climate policy, rather than of the existence of climate change. This indicates that populist narratives pose an even greater risk to environmental policy than has previously been accounted for. The fact that these narratives were able to be targeted at the climate movement suggests that rather than acting simply as a positive force for advancing the climate agenda, Just Stop Oil may have provided a palatable target for increasing climate denial.

Furthermore, by assessing rhetoric in the media rather than by populist politicians, this study showed that the right-wing media utilises populist rhetoric itself. This finding goes beyond claims by the literature that climate populist narratives simply have support in the right-wing media. What's more, my results showed that populist rhetoric was used not only in tabloids, but also mainstream broadsheets, as well as on X. This has the concerning implication that the actors responsible for the climate populist backlash go far beyond organised individuals in the Conservative Party and Reform UK, as the literature has generally assumed.

These findings highlight the importance of future research on climate populism beyond the confines of government policy. While my study confirmed that populist rhetoric was used in the media, it was limited in that it did not examine the impact this had on public opinion.

Future research could assess the impact of media hostility towards climate activists on public attitudes, which would be an important step in understanding the significance of my results. Additionally, the new findings of my research suggest that future studies should focus on the media rhetoric about climate change more broadly, perhaps focusing on the prevalence of climate scepticism.

Following over three years of disruptive civil disobedience, on 27 March 2025, Just Stop Oil announced that they would no longer be continuing their direct action campaign (Vaugan, 2025). The official explanation for ending the campaign was that the organisation had achieved its demand of stopping new oil and gas licenses (Just Stop Oil, 2025). However, the hostile populist rhetoric about the group may have also had some role in the decision. While their campaign has ended, the significant level of hostility generated against the movement is unlikely to simply fade away. As I have noted, the hostility towards JSO was widespread: 64% of the public have an unfavourable opinion of Just Stop Oil (YouGov, 2023). This

suggests that the climate populist rhetoric used against the organisation may have resonated more with the public when directed at JSO, than when aimed at climate policy. However, the rhetoric about JSO did not reflect isolated arguments about the organisation, but a broader rhetoric about the climate crisis.

The fact that the media used explicit populist rhetoric both to position the climate movement as out-of-touch with the people, and undermine the urgency of the climate crisis, demonstrates an increasingly uncertain future for the climate agenda in the UK. The framing of activists as hysterical and extreme could discourage future environmental action, thus reducing pressure for the government to act on the climate crisis. Moreover, given that climate policy requires significant public support, a growing scepticism around the urgency of climate action, alongside a perception that it is an elitist project, means that ambitious climate action may become increasingly politically unviable.

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