



Framing Environmental Concerns Politically: Exploring the Mahsa Amini Movement in Iran

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Abstract

In an era where environmental issues intersect with complex political dynamics, this research employs a discourse analysis framework to explore the intricate interplay between these domains. Focusing on the case study of the Asian cheetah cub Pirouz's death in Iran, we delve into the divergent framing strategies employed by government-affiliated and opposition media. Through a comprehensive examination of discourse strategies, this study uncovers contrasting narratives that reflect diverse agendas and perspectives. Opposition media strategically harnesses emotive language and multifaceted arguments, framing Pirouz's death as symbolic not only of environmental negligence but also of broader socio-political concerns. In contrast, government-affiliated media deploys a discourse that centers on medical and ecological narratives, emphasizing the event's accidental nature and its implications for conservation. Moreover, our analysis extends to the strategic utilization of Pirouz's symbolism within the Mahsa Amini social movement, revealing its role in amplifying broader political concerns beyond the realm of environmental issues. By synthesizing these perspectives, our research offers a nuanced understanding of how media framing shapes the complex interplay between environmental discourse and political realities in Iran. This contribution enriches the landscape of environmental political scholarship and advances our comprehension of the intricate connections between media representation, political context, and public perceptions.

Keywords: Asiatic Cheetah Conservation; Discourse Analysis; Environmental Politics; Media Framing; Social Movement