

Fiche analytique – Mémoire de Master MUSE

A rendre au secrétariat lors de l'inscription à la soutenance du mémoire

* champs obligatoires

AUTEUR*	NOM : Fuchs		PRENOM : Kathrin	
TITRE MEMOIRE*	What's behind <i>social sustainability</i> ? A content analysis of the Swiss newspaper <i>Tages-Anzeiger</i> within the agricultural context			
NUMERO MEMOIRE	(à remplir par le secrétariat)			
DATE SOUTENANCE	14. März 2019	Salle: ETH Zürich		Heure: 16.00 Heure
THEMATIQUE* (AFFILIATION)	Durabilité sociale (dans le contexte agricole)			
VOLEE MUSE*	Climatologie, Impacts et Gouvernance			
TITRE ACADEMIQUE* (par ex.: licencié en biologie)	Baccalauréas arts en recherche sur les médias et la communication Master : MSc Science en sciences de l'environnement			
DIRECTION* / EVALUATION	Directeur de mémoire* Pius Krütli (ETH)	Co-directeur de mémoire* Dr. Pauline Plagnat-Cantoreggi (UniGE)	Nom(s) du ou des juré(s)* Judith Janker (PhD candidate at UniBE Research group Socioeconomics at Agroscope)	
STAGE (éventuel)	Organisme d'accueil		Maître de stage	
Projet de l'ISE (éventuel) auquel le mémoire est rattaché				
Bourse (éventuelle) reçue par l'étudiant				
COLLATION*	Nb de pages* 123	Nb de figures* 10	Nb de tableaux* 12	
TERRAIN D'ETUDE OU D'APPLICATION	Durabilité, Agriculture			
MOTS-CLES* (entre 5 et 10)	Durabilité, sociale, agriculture, agriculteur/trice, analyse des médias, méthode d'analyse du contenu (d'ordre qualitative)			
RESUME* (max 1500 car)				
SUMMARY* (en anglais)	<p>The term sustainability is an abstract and fuzzy term. Dogmatism or vague assumptions lacking rational justification are part of the understandings of what is supposed to be sustained. Indeed, not greater clarity of what the concept should entail exists for its social dimension. Even though the entire concept of sustainability represents an anthropocentric concept, only few attempts have been made to define social sustainability as an independent dimension of sustainability. Given the lack of clarity of the theoretical concepts of sustainability and social sustainability, a common understanding of what sustainability should encompass is still lacking.</p> <p>Similar to the concept of sustainability, the term sustainability in agriculture is also interpreted in numerous ways and little agreement on the meaning and goals of sustainable agriculture exists. Most definitions on sustainable agriculture focus rather narrowly on the environment, resource conservation and farm profitability and neglect the social dimension of sustainability. With help of a qualitative content analysis of articles of the Swiss newspaper <i>Tages-Anzeiger</i>, the sustainability</p>			

	<p>discourse within the agricultural context is analysed according to the reporting of thematic areas including social aspect. A medium is analysed due to the reason that print media reflect the social mainstream and perceptions and create public opinions. Furthermore, a quantitative analysis is applied to show the distribution of the mentioned themes over the analysed timespan of 1997 to 2018.</p> <p>The words social and sustainability are rarely used in combination in the journalistic articles, although social aspects are described within the sustainability discourse. The results show that a wide variety of thematic areas are mentioned, referring to the social dimension of sustainability within the agricultural context, namely the most commonly-mentioned themes of living conditions, international cooperation and work. The thematic areas mainly focus on two demographic contexts, namely Switzerland and the international context, with a special focus on developing countries. The results further show that the themes are widely distributed over the timespan. The results are not statistically representative, however, they contribute to an enhanced understanding of which social issues are perceived to be important to be published by a newspaper within the sustainability discourse in the agricultural context.</p>
REMARQUES	