









Home ► All Journals ► Communication Studies ► Environmental Communication ► List of Issues ▶ Volume 11, Issue 5 ▶ Fort McMurray and the Canadian Oil Sands

Environmental Communication >

Volume 11, 2017 - <u>Issue 5</u>

643 7 0 Views CrossRef citations to date Altmetric

Research Articles

Fort McMurray and the Canadian Oil Sands: Local Coverage of National Importance

Jacob W. Papineau 🕩 & Leith Deacon 🔀

Pages 593-608 | Received 30 Nov 2015, Accepted 20 Dec 2016, Published online: 02 Mar 2017

66 Cite this article

▶ https://doi.org/10.1080/17524032.2017.1289107

















Read this article



ABSTRACT

Understanding resource-based communities (RBCs) as potential casualties of Canada's economic proclivity towards resource extraction projects may help us to generate political support for these communities at both local and national scales. The media has a critical role to play in promoting the development of this type of political discourse. This study examines how traditional print media coverage affects Canadians' perceptions of the Athabasca oil sands. A quantitative media analysis examines scope and thematic content of articles appearing in major Canadian newspapers between 2003 and 2013. We find that most coverage concerning the Athabasca oil sands over this period appears predominantly in western Canadian newspapers, with coverage primarily focusing on specific events. We argue that this geographic disparity in coverage does not provide Canadians with the adequate coverage necessary to

develop an informed opinion on what the implications of ongoing oil sands development are at both a local and a national scale.

KEYWORDS:

Disclosure statement

No potential conflict of interest was reported by the authors.

ORCID

Jacob W. Papineau http://orcid.org/0000-0001-6344-8118

Notes

- 1. We use the more benign term "oil sands" rather than the politically charged "tar sands."
- 2. Tailings ponds consist of a layer of toxic top water overlying a viscous layer of sludge containing toxic interstitial water as well as particles of unprocessed bitumen and clay fines (Nix & Martin, 1992).

Related research 1

People also read Recommended articles Cited by

Planning for growth in a natural resource boomtown: challenges for urban planners in Fort McMurray, Alberta >

Information for

Authors

Overview

R&D professionals

Open journals

Open access

Editors

Open Select

Librarians

Dove Medical Press

Societies

F1000Research

Opportunities

Help and information

Reprints and e-prints

Help and contact

Advertising solutions

Newsroom

Accelerated publication

All journals

Corporate access solutions

Books

Keep up to date

Register to receive personalised research and resources by email



Sign me up











Accessibility



Terms & conditions Copyright © 2025 Informa UK Limited Privacy policy Cookies



Registered in England & Wales No. 01072954 5 Howick Place | London | SW1P 1WG