

# Rhetorical Analysis of Climate Change Data Visualization by WHO

Shweta Shekhar

## 1 Introduction

This report analyzes the World Health Organization's (WHO) climate change and health visualization, which highlights health risks and advocates global action. The analysis focuses on its narrative structure, persuasive techniques, visual elements, effectiveness, and ethical concerns.

## 2 Narrative Structure and Persuasive Techniques

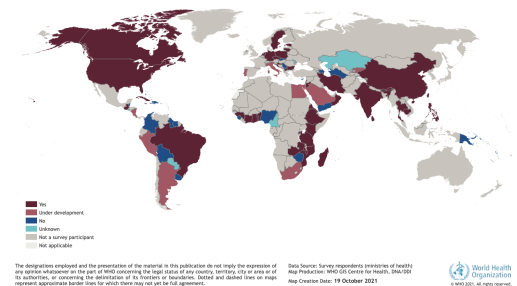
The WHO visualization uses a problem-solution structure, showing health risks like respiratory diseases due to climate change, followed by a call for action to reduce these risks.

Persuasive techniques include:

- **Logos:** Links scientific data to health risks, justifying the need for action.
- **Pathos:** Highlights vulnerable groups like children, evoking urgency.

Fifty-one per cent of surveyed countries (48 out of 95) have conducted at least one climate change and health V&A assessment. Another 17% of countries (16 out of 95) are currently undertaking an assessment.

FIGURE 2 Map of countries and areas that have conducted a climate change and health V&A assessment (95 country respondents)



figureMap of countries conducting health assessments. Source: WHO, "2021 Health and Climate Change Global Survey Report."

## 3 How Visual Elements Support the Message

- **Color Coding:** Red highlights countries with completed assessments; green/blue shows pending ones.
- **Maps and Graphs:** The map conveys global health risks and disparities in assessments.

## 4 Effectiveness of the Call to Action

The call to action, "*Act Now to Save Lives*", effectively contrasts countries that have acted with those that haven't, emphasizing the urgency.

## 5 Ethical Considerations

- **Oversimplification:** Lacks details on assessment quality, which may mislead viewers.
- **Accessibility:** Assumes visual literacy and internet access, limiting inclusivity.

## 6 Conclusion

The WHO visualization effectively advocates urgent action by combining logic and emotion. However, it must address concerns like oversimplification and accessibility. Overall, it raises awareness and inspires action against climate-related health risks.