



## SHIFTING DISCOURSES OF CLIMATE ACTION: A CRITICAL DISCOURSE ANALYSIS OF BILL GATES' PIVOT FROM 'CLIMATE DISASTER' TO 'HUMAN WELFARE'

**Yohanes Tresno Kurnianto**

Balis Business School International

E-mail: Yohaneskurnianto@gmail.com

### Abstract

This study employs Critical Discourse Analysis to examine the discursive shift in Bill Gates' climate change communication, tracing his transition from the 2021 book *How to Avoid a Climate Disaster* to a 2025 strategic pivot emphasizing "human welfare" over urgent climate action. This research addresses a critical gap in understanding how elite actors reframe environmental priorities in public discourse, potentially shaping perception and policy. Drawing on Fairclough's three-dimensional framework and van Dijk's socio-cognitive approach, the analysis investigates how lexical choices, modality, agency attribution, and argumentative structures construct and legitimize a retreat from climate urgency rhetoric. The study focuses on news reports from CNBC (October 2025) documenting Gates' position change, selected as representative of mainstream media framing of elite climate narratives. Findings reveal systematic use of hedging language, economic rationality discourse, and redistribution of blame, which collectively recast climate action as economically burdensome rather than existentially imperative. These discursive strategies illustrate how symbolic power operates to reshape public understanding of climate priorities, potentially influencing policy directions and collective action. By situating Gates' discourse within broader socio-political contexts, including corporate interests and ideological resistance to regulation, this study contributes to critical scholarship on elite influence in climate communication and underscores the need for careful scrutiny of public narratives that may undermine urgent environmental action.

**Keywords:** critical discourse analysis, climate change discourse, media discourse, power relations, ideological shift, elite communication.

### INTRODUCTION

Climate change discourse occupies a contested terrain where scientific consensus confronts political economy, where existential warnings encounter economic calculations, and where competing visions of social priorities struggle for hegemonic dominance. The ways in which climate change is discussed, framed, and constructed through language are not neutral representations of objective reality but actively shape public understanding, policy formation, and collective action. As Fairclough (1989) demonstrates, discourse constitutes a form of social practice that both reflects and constructs power relations, making the critical analysis of climate discourse essential for understanding how responses to the climate crisis are enabled or constrained.

Within climate discourse, elites—particularly wealthy individuals, corporate leaders, and influential public figures—exercise disproportionate symbolic power to frame issues, set agendas, and legitimate particular courses of action or inaction. Their communications receive extensive media amplification and are positioned as authoritative interpretations of complex issues. When such figures shift their discursive positions on climate change, these

transformations warrant critical scrutiny not merely as individual opinion changes but as exercises of symbolic power with potentially significant social consequences.

In October 2025, Bill Gates—Microsoft co-founder, billionaire philanthropist, and author of the 2021 book *How to Avoid a Climate Disaster*—publicly articulated a significant shift in his climate change position. In a widely reported letter, Gates argued that countries and leaders should pivot away from what he termed a 'doomsday view' of climate change and redirect resources from climate action toward issues like welfare and poverty. This discursive transformation is particularly striking given Gates' previous positioning as a climate advocate and the substantial influence his communications exert on public discourse and potentially on policy formation.

News media coverage of Gates' position, particularly CNBC's reporting, provides a rich site for critical discourse analysis. Media discourse does not simply transmit information but actively constructs social reality through linguistic choices, framing decisions, and ideological positioning. As van Dijk (1988) argues, news discourse plays a crucial role in reproducing and legitimizing dominant ideologies and power relations. The ways in which Gates' climate pivot is reported, the voices included or excluded, the explanations offered, and the implications suggested all constitute discursive practices worthy of systematic analysis.

This research addresses several interconnected questions: How is Gates' discursive shift linguistically constructed in news discourse? What ideological assumptions underpin the framing of climate action as potentially diverting resources from human welfare? How are agency and responsibility distributed in discussions of climate policy priorities? What power relations are revealed and potentially reinforced through this discourse? By addressing these questions through critical discourse analysis, this study contributes to understanding how elite discourse shapes climate politics during a critical period when scientific assessments indicate narrowing windows for effective action.

The study employs Fairclough's (1995) three-dimensional framework—analyzing text, discursive practice, and social practice—alongside van Dijk's (2001) socio-cognitive approach that attends to how discourse mediates between social structures and mental representations. This methodological integration enables analysis of both the linguistic features of the text and their relationship to broader socio-political contexts and ideological formations. The research aims to demonstrate how critical discourse analysis can illuminate the subtle ways powerful actors reshape public understanding of urgent social issues.

## METHOD

### Research Design and Data

This study employs qualitative critical discourse analysis focused on a single case that exemplifies broader patterns in elite climate discourse. The primary data consists of CNBC's news article published October 28, 2025, titled 'Bill Gates softens Climate Disaster approach,' which reports Gates' stated pivot from climate urgency to prioritizing 'human welfare.' This text was selected because: (1) it reports a significant discursive shift by a highly influential public figure; (2) CNBC represents mainstream business media with substantial audience reach; (3) the timing coincides with critical climate policy negotiations leading to COP30; and (4) the discourse exemplifies tensions between climate action and economic priorities that warrant critical examination.

Supplementary data includes references to Gates' 2021 book *How to Avoid a Climate Disaster*, reported staffing cuts at Gates' Breakthrough Energy investment fund, and contextual information about ongoing climate policy debates. This supplementary material provides necessary background for understanding the social and institutional contexts of the primary text.

## Analytical Procedures

Analysis follows Fairclough's three-dimensional framework, examining:

1. Textual Analysis. Systematic examination of vocabulary, grammar, and textual organization. Specific focus includes: lexical choices and semantic fields; modality and hedging; transitivity patterns and agency attribution; nominalization and abstraction; metaphor and framing; intertextuality and presupposition.
2. Discursive Practice Analysis. Investigation of text production and consumption contexts, including: journalistic practices and source selection; genre conventions of business news; intended audience and discourse community; interdiscursivity and relationships to other texts.
3. Social Practice Analysis. Situating discourse within broader contexts: economic interests in fossil fuel infrastructure; ideological resistance to climate regulation; power relations between elite discourse producers and public; potential impacts on climate policy and public understanding.

Analysis was conducted iteratively, moving between close textual analysis and consideration of broader contexts, following CDA's interpretive methodology. The researcher maintained reflexivity about positionality, acknowledging commitments to climate justice and critical examination of elite power while striving for systematic, evidence-based analysis.

## Validity and Limitations

Validity in CDA derives from systematic application of analytical frameworks, detailed attention to textual evidence, and plausible connections between micro-level linguistic features and macro-level social processes. The analysis is transparent about interpretive reasoning, enabling readers to assess claims. Limitations include analysis of a single news article rather than multiple texts, focus on English-language discourse, and inability to access audience reception data. Despite these limitations, the case provides valuable insights into elite climate discourse dynamics with implications beyond the specific text analyzed.

## RESULTS AND DISCUSSION

### Lexical Choices and Semantic Framing

The lexical architecture of the discourse reveals systematic framing that reconstructs climate action as economically problematic rather than existentially necessary. The article reports Gates calling for a 'strategic pivot' away from climate focus—military-strategic vocabulary that positions the shift as rational planning rather than retreat from commitment. The term 'pivot' implies flexible adaptation rather than abandonment, softening what could be characterized as reversal of previous advocacy.

Gates criticizes what he terms the 'doomsday view' of climate change. This lexical choice is ideologically loaded, associating climate urgency with irrational apocalypticism rather than scientifically grounded risk assessment. The modifier 'doomsday' evokes religious fatalism and sensationalism, delegitimizing scientific warnings about climate tipping points and cascading impacts. This framing constructs a binary opposition between supposedly hysterical catastrophism and Gates' positioned reasonable pragmatism, obscuring the scientific consensus on severe climate risks.

The discourse employs economic rationality vocabulary pervasively: 'resources,' 'welfare,' 'poverty,' 'strategic,' 'impact.' This semantic field naturalizes cost-benefit calculation as the appropriate framework for evaluating climate response, backgrounding ethical considerations, intergenerational justice, and ecological integrity. The statement that 'too many resources are

going toward climate change instead of issues like welfare and poverty' constructs a zero-sum competition between climate action and social welfare. This framing obscures how climate change disproportionately harms poor and marginalized populations, how climate investment creates employment, and how climate inaction generates massive economic costs.

### Modality and Epistemic Positioning

Modality analysis reveals how certainty and authority are distributed in the discourse. Gates' statements employ high modality when criticizing climate focus—'too many resources,' 'need to shift,' 'must make a strategic pivot.' These linguistic choices position his assessment as certain, objective, and requiring action. Conversely, climate impacts and urgency are backgrounded or hedged, receiving less emphatic treatment.

The journalistic voice adopts neutral stance through reporting verbs like 'says,' 'called out,' 'pointed out.' However, this apparent neutrality serves ideological functions by treating Gates' framing as one legitimate perspective worthy of uncritical transmission rather than as a contestable position requiring critical scrutiny. The article provides Gates extensive space to articulate his position without including voices from climate scientists, activists, or communities disproportionately affected by climate change who might challenge his framing.

### Agency, Responsibility, and Actor Representation

Transitivity analysis illuminates how agency and responsibility are constructed. Gates is positioned as active agent throughout: he 'says,' 'wrote,' 'called out,' 'points out.' This linguistic agency construction positions him as authoritative analyst and appropriate arbiter of climate policy priorities. His high visibility and active representation contrast with backgrounded or absent representation of other actors—climate scientists, vulnerable communities, climate activists—whose perspectives might challenge his framing.

Climate change itself receives abstract, nominalized representation: 'climate change,' 'climate focus,' 'climate strategy.' This grammatical abstraction backgrounds the material processes generating climate change—fossil fuel extraction and combustion, industrial agriculture, deforestation—and the corporate and governmental actors responsible. By discussing 'resources going toward climate change' rather than fossil fuel subsidies or regulatory capture by polluting industries, the discourse obscures systemic causes and corporate responsibility.

The reference to Breakthrough Energy cutting staff merits critical attention. This institutional action is presented factually ('reportedly cut dozens of staffers') without analysis of what it signals about Gates' material commitment to climate investment beyond rhetorical positioning. The passive construction ('were cut') backgrounds agency: Gates' organization made these decisions, yet grammatical choices minimize his responsibility.

### Argumentative Strategies and Justification

The discourse deploys several argumentative strategies to legitimate the pivot away from climate urgency. First, it employs false dichotomy between climate action and human welfare, constructing these as competing priorities rather than interconnected challenges. This binary obscures scientific evidence that climate change devastates human welfare and that climate action, properly designed, advances equity and wellbeing.

Second, the discourse appeals to pragmatism and realism, positioning Gates' stance as mature recognition of tradeoffs rather than as potentially self-interested rationalization. The

'strategic pivot' framing invokes business management discourse, naturalizing market logic as appropriate for evaluating existential threats. This argumentation strategy aligns with neoliberal ideology that subordinates all social goods to economic calculation and market rationality.

Third, the discourse employs what van Dijk identifies as positive self-presentation coupled with negative other-presentation. Gates positions himself as concerned with 'human welfare,' 'helping people,' and having 'greatest impact'—morally valenced terms that construct his position as ethical and humanitarian. Implicitly, those maintaining climate urgency are positioned as insufficiently concerned with immediate human needs, despite evidence that climate impacts disproportionately harm vulnerable populations.

### Intertextuality and Discursive Shift

The article's reference to Gates' 2021 book *How to Avoid a Climate Disaster* is crucially important intertextually. This earlier text positioned climate change as existential threat requiring urgent, comprehensive action—the very 'doomsday view' Gates now criticizes. The discursive shift from 2021 to 2025 remains unexplained in the article. No account is offered for why climate urgency was appropriate four years ago but supposedly excessive now, particularly as scientific assessments have consistently indicated narrowing windows for effective action.

This unexplained reversal invites critical questioning. What changed? Not the science, which if anything has grown more alarming. Not the impacts, which are intensifying globally. The shift suggests potential influence of economic interests, political calculation, or ideological realignment that the discourse does not acknowledge. The absence of explanation or justification for such a significant reversal itself constitutes a discursive strategy—treating the shift as natural and requiring no defense rather than as a reversal demanding justification.

### Power Relations and Ideological Functions

This discourse exemplifies elite exercise of symbolic power—the power to shape public understanding and legitimate particular social arrangements through control over public discourse. Gates' wealth, his previous positioning as climate advocate, and his access to major media platforms enable him to articulate positions that receive wide dissemination and are treated as authoritative despite potentially serving elite economic interests.

The ideological function of this discourse aligns with what Fairclough terms 'naturalization'—making contingent, contestable arrangements appear inevitable and commonsensical. By framing climate action as economically burdensome competition with welfare, the discourse naturalizes economic constraints that are themselves politically constructed. Massive public investment in fossil fuel subsidies, military spending, and tax cuts for the wealthy are not presented as diverting resources from human welfare, but climate investment is. This selective concern about resource allocation serves to defend existing distributions of wealth and power that climate action might challenge.

The discourse also serves legitimization function, providing apparently reasonable justification for reduced climate ambition. As wealthy nations and corporations face pressure to increase climate finance and accelerate decarbonization, discourse that questions climate investment's priority serves defensive function. By articulating this position through humanitarian framing ('caring about people,' 'welfare,' 'poverty'), the discourse cloaks what might be self-interested opposition to climate action in morally appealing language.

## Socio-Political Context and Material Interests

Situating this discourse within broader socio-political contexts illuminates additional dimensions. Gates and other billionaires have substantial investments in existing economic infrastructure, including fossil fuel-dependent systems. Climate transformation threatening these investments creates material incentives for questioning climate action urgency. Additionally, the discourse emerges amid intensifying ideological conflict over climate policy, with conservative and neoliberal forces mobilizing against climate regulation, carbon pricing, and green industrial policy. Gates' pivot aligns him, whether intentionally or not, with political forces opposing comprehensive climate action.

The timing is particularly significant, occurring as countries prepare updated climate commitments leading to COP30 and as debates intensify over climate finance for developing nations. Discourse questioning whether 'too many resources' go to climate action potentially undermines pressure on wealthy nations to increase climate finance, weakens political will for domestic climate investment, and provides talking points for climate policy opponents. Even if Gates' subjective intention is benign humanitarian concern, the objective effect of this discourse may be to slow climate action during a critical period.

## CONCLUSION

This critical discourse analysis demonstrates how Bill Gates' publicly articulated shift from climate urgency to prioritizing 'human welfare' over climate action is constructed through systematic linguistic choices, argumentative strategies, and ideological positioning that serve to legitimate reduced climate ambition. The discourse employs economic rationality framing, false dichotomies between climate and welfare, delegitimizing language toward climate urgency ('doomsday view'), and backgrounding of agency and systemic causes. These discursive strategies naturalize the pivot as rational pragmatism while obscuring potential self-interest and material consequences.

The analysis reveals how elite actors exercise symbolic power to reshape public understanding of urgent issues through privileged access to media platforms and presumed expertise. Gates' discourse receives uncritical transmission in mainstream business media, treated as legitimate perspective worthy of serious consideration rather than as potentially self-serving position requiring critical scrutiny. This dynamic exemplifies broader patterns in which elite discourse disproportionately shapes public debate while marginalized voices—particularly those most affected by climate change—remain excluded.

Several implications emerge from this analysis. First, critical vigilance toward elite climate discourse is essential, particularly when wealthy individuals with substantial material interests in existing economic arrangements question climate action priorities. Second, media practices that uncritically amplify elite voices without including diverse perspectives reproduce power imbalances and constrain democratic deliberation. Third, the framing of climate action as competing with human welfare rather than essential to it must be challenged, as this false dichotomy obscures the devastating human costs of climate inaction and the potential for climate action to advance equity and wellbeing.

This study has several limitations. Analysis of a single article provides depth but limited breadth; examination of multiple texts covering Gates' position would strengthen findings. The research cannot access audience reception or trace actual policy impacts of this discourse. Additionally, the analysis cannot definitively determine Gates' motivations, only analyze the discursive strategies employed and their potential functions and effects.

Future research should: (1) analyze the broader corpus of media coverage of Gates' climate pivot to identify systematic patterns; (2) examine audience reception and interpretation

of this discourse across different demographic groups; (3) investigate relationships between elite climate discourse shifts and concrete policy outcomes; (4) compare coverage across different media outlets with varying ideological orientations; and (5) analyze how alternative voices—climate scientists, activists, affected communities—respond to and contest elite framing. Such research would contribute to understanding how climate discourse is shaped by power relations and how more democratic, justice-oriented climate communication might be fostered. As the climate crisis intensifies, critical analysis of how powerful actors shape public understanding becomes increasingly urgent for enabling the transformative action required.

## REFERENCES

Fairclough, N. (1989). *Language and power*. London: Longman.

Fairclough, N. (1995). *Critical discourse analysis: The critical study of language*. London: Longman.

Fairclough, N. (2001). *Language and power* (2nd ed.). London: Longman.

Fairclough, N. (2003). *Analysing discourse: Textual analysis for social research*. London: Routledge.

Fairclough, N., & Wodak, R. (1997). Critical discourse analysis. In T. A. van Dijk (Ed.), *Discourse studies: A multidisciplinary introduction* (Vol. 2, pp. 258-284). London: Sage.

van Dijk, T. A. (1988). *News as discourse*. Hillsdale, NJ: Erlbaum.

van Dijk, T. A. (1993). Principles of critical discourse analysis. *Discourse & Society*, 4(2), 249-283.

van Dijk, T. A. (1998). *Ideology: A multidisciplinary approach*. London: Sage.

van Dijk, T. A. (2001). Critical discourse analysis. In D. Schiffrin, D. Tannen, & H. E. Hamilton (Eds.), *The handbook of discourse analysis* (pp. 352-371). Oxford: Blackwell.

van Dijk, T. A. (2008). *Discourse and power*. Basingstoke: Palgrave Macmillan.

Wodak, R. (2001). What CDA is about—A summary of its history, important concepts and its developments. In R. Wodak & M. Meyer (Eds.), *Methods of critical discourse analysis* (pp. 1-13). London: Sage.

Wodak, R., & Meyer, M. (Eds.). (2009). *Methods of critical discourse analysis* (2nd ed.). London: Sage.