



The volcano in the room: The narrative power of volcanos for mass media intervention for social engagement with climate change

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A good volcano has the power for societal change, they can effortlessly clear the skies of aeroplanes as easy as sunlight. They connect us to the earth's primordial past and nature's unsympathetic whip. Yet, most societies romanticise these dormant beasts without thought or consequence.

This paper looks at the narrative potential for societal change and the empowerment of individual agency in the developed world of today. How can we utilise the volcano's narrative potential to connect us to the changing climate, the fragility of human life, mortality and ultimately to ourselves.

We begin by reflecting on the languages used to navigate the sociopolitical narratives of volcanic landscapes through the arts and sciences. An audio investigation into how multiple disciplines create a visual coherence through their observations. These reflections have been formulated from a series of interviews and observations conducted by an artist and filmmaker during and after the UNRESP (<https://unresp.wordpress.com/>) expedition to the Masaya Volcano in Nicaragua during December 2017. It draws from conversations with specialists in volcanology, anthropology, history, computer science, medicine, the visual arts and interactions with local communities and national agencies.

After deconstructing the landscape and a multidisciplinary comprehension of volcanoes, we address our human relationship to the visual image and data in contemporary media and society. Understanding this relationship we propose a series of visual images which can be projected directly onto the volcanic plume using video mapping techniques. The role of this paper is to invite ideas and spark debate from the scientific community about the narrative power of volcanoes to disseminate meaningful, social messages and ask 'What would a good volcano say to global societies about climate change?'

The volcanic video mapping projections are a continuation of organic cloud mapping research for social change.