

## **Framing renewables: Brazilian newspapers on wind power and solar energy**

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Brazil's path to low-carbon transition foresees a massive expansion of renewable energy infrastructure, which in turn will imply significant changes in the access to and use of land. Based on a media framing analysis on wind power and solar energy expansion, this research explores the discursive range between geographical potentials for green technologies and the invisibility of social and ecological impacts in Brazilian news coverage. It highlights how economic growth, business opportunities, and technological innovation constitute the framing of renewable energy production and successfully undermine issues of land claim and ownership, environmental regulation, and procedural participation. Media frames not only influence the public perception of renewables and legitimacy of new land acquisitions through sustainability narratives. They also marginalize voices of traditional communities and weaken efforts of social movements by sidelining associated land conflicts.