

The Making of **Ynyslas**:

**Weaving hard scientific evidence
into an understandable narrative.**

John S. Mason



image: part of the famous Submerged Forest



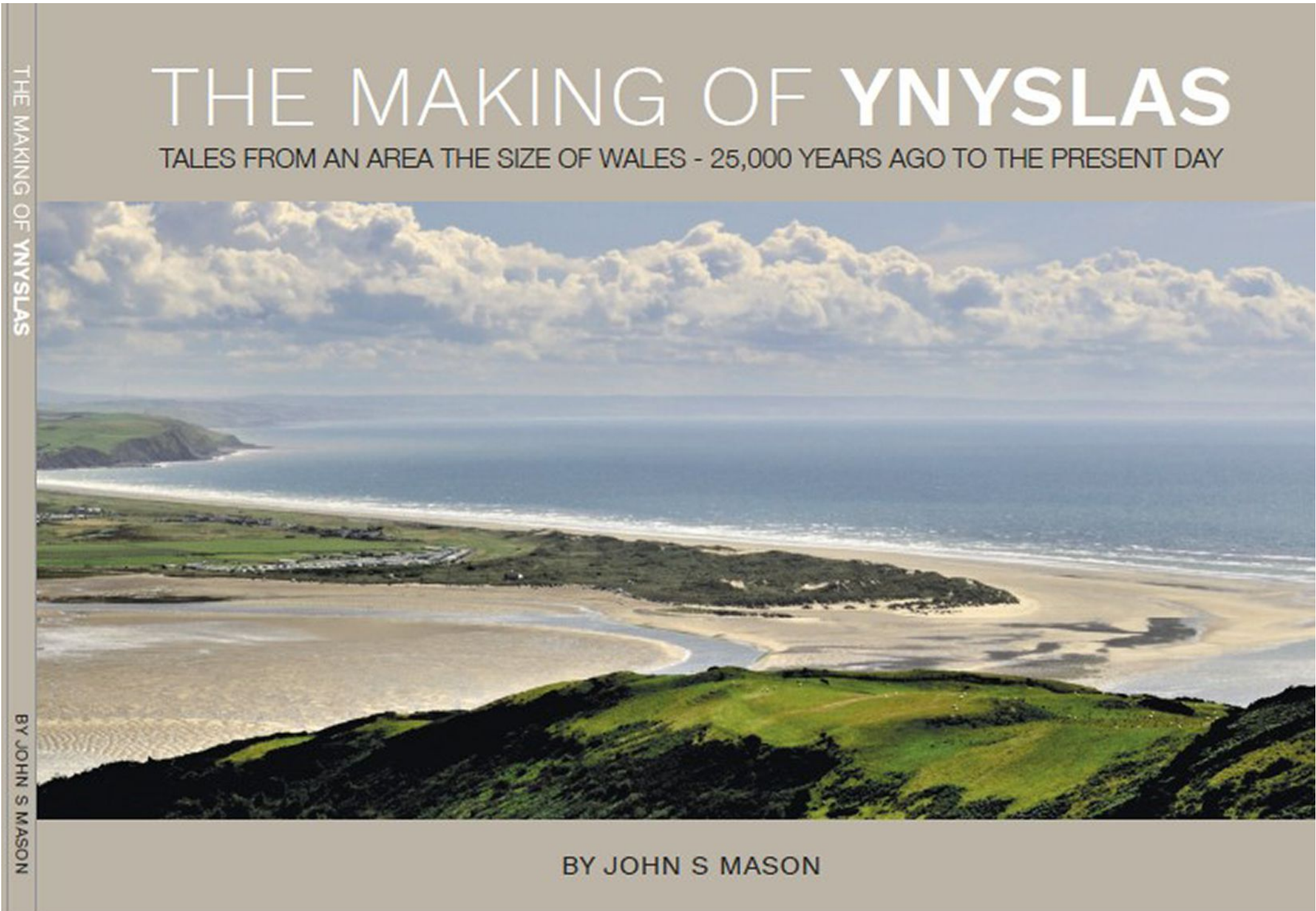
**Skeptical
Science**

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This is the book. It combines:

- * sense of place (250,000+ visitors/year)
- * narrative (people like a good story)
- * climate science: climate change created it



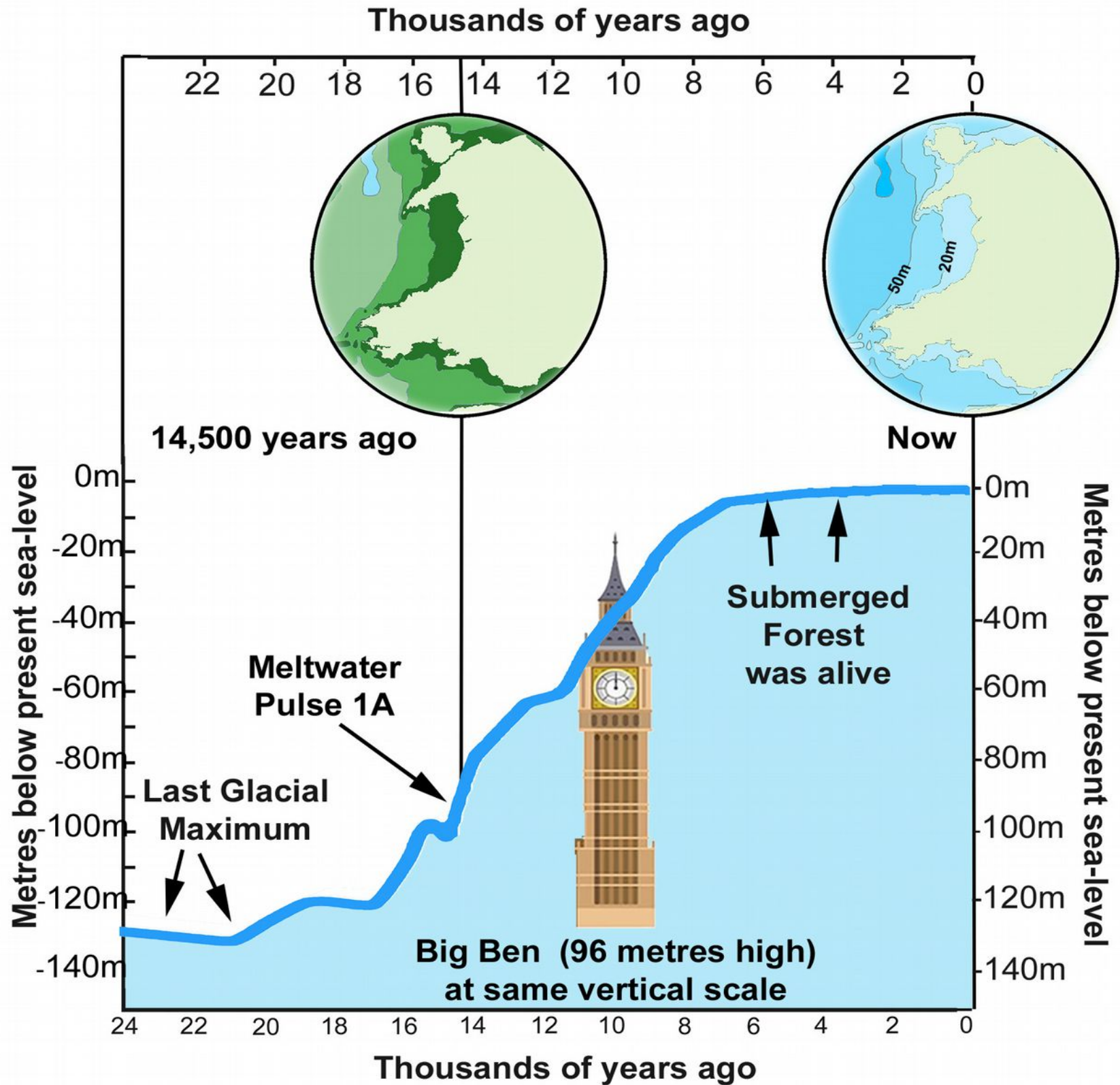
Ynyslas essentials:

- * situated on the Cardigan Bay coast of Mid-Wales, it is a popular National Nature Reserve
- * consists of a long shingle-spit defending a dune-complex with estuarine/salt-marsh hinterland
- * is a direct product of the ~120 metre post-glacial eustatic sea level rise that progressively drowned a wooded plain, now Cardigan Bay
- * includes a submerged forest, visible at low tide
- * similar but older forests intersected in some offshore boreholes beneath up to 20m of water
- * the above ingredients allow the assembly of a narrative of what actually happens when the climate changes

The tale can be told with illustrations such as maps – the before-and-after effect. After is something they can see with their own eyes.



Graphs work when annotated: you simply need to explain that the blue curve represents rising sea levels. Addition of an iconic tall building (to scale) emphasises the drastic nature of the change.



The narrative helps because:

- * It frames climate change as highly tangible reality: people can see what has happened for themselves and that evidence cannot be denied.
- * 'All' you need to do is tell them how it happened using the scientific literature: this is the storyteller's key task – the art of translation.
- * Talking to people who have read the book indicates that it has strongly raised awareness of how drastic climate change may be.
- * And finally... the eustatic nature of that sea level rise means there must be hundreds of Ynyslas-like places worldwide, just waiting for the tale of their making to be told.

Why not give it a go?

There may not be a single magic bullet in climate science communication - but if something works, use it!



<https://skepticalscience.com/ynyslas.html>



THE MAKING OF YNYSLAS

TALKS FROM AN AREA THE SIZE OF WALES - 25,000 YEARS AGO TO THE PRESENT DAY

JOHN S. MASON