



# IAMCR 2017

## Environment, Science and Risk Communication Working Group

Abstracts of papers presented at  
the annual conference of the  
**International Association for Media and Communication Research<sup>1</sup>**

**IAMCR**

**Cartagena, Colombia**  
**16-20 July 2017**

Report any problems with this document to [support2017@iamcr.org](mailto:support2017@iamcr.org)

Version: 14/07/17

To prevent abuse by spammers, all email address in this document have had the @ replaced with a string of letters such as -xyz-. Replace -xyz- with @ and you will be able to contact the author.

---

<sup>1</sup> We have endeavoured to ensure that these are the abstracts of the papers actually presented in Cartagena. Nevertheless, due to cancellations, additions and other factors, abstracts may be included here that were not presented and abstracts that were presented may not be included. Email addresses have been intentionally altered to prevent harvesting by spammers.

**Id:** 14683

**Title:** La marea roja, los salmones y el impacto ambiental: un conflicto socio-ambiental en Chile (2016).

**Session Type:** Individual submission

**Authors:**

Name: Claudio Broitman  
Email: claudio.broitman-xyz-usach.cl  
Country: CL (Chile)  
Affiliation: Universidad de Santiago

Name: René Jara  
Email: rene.jara-xyz-usach.cl  
Country: CL (Chile)  
Affiliation: Universidad de Santiago

**Abstract:** La región de Los Lagos, situada en el sur de Chile, experimentó una crisis socio-ambiental a principios de 2016. Los efectos de una fuerte marea roja (Cabello y Godfrey, 2016) movilizaron a 2000 pescadores que exigieron subsidios ante la carencia de otro medio de subsistencia. La marea roja es un fenómeno natural, presente en las costas de Chile hace 800 años (Suarez y Clement, 2016). Se trata de una floración de micro-algas nocivas que son consumidas por especies marinas, produciendo efectos diversos sobre estas poblaciones, como parálisis, varamientos o muerte. Asimismo, si estas especies son consumidas por los humanos arriesgan cuadros severos de intoxicación o incluso sus vidas por paro respiratorio (Ministerio de Salud, 2016).

Paralelamente, la industria acuícola del salmón, fuertemente presente en la región y la segunda más grande del mundo después de Noruega (Salgado, 2005), fue también un actor del conflicto.

Habitantes, científicos y colectivos ligados a causas ecologistas responsabilizaron a la industria como causante de la crisis sanitaria exigiendo compensaciones materiales y una regulación más estricta de su actividad en términos ambientales (Fortt, 2007 ; Buschmann et al., 2006 ; Buschmann et Fortt, 2005). Los habitantes, empleados en gran medida por las salmoneras, adoptaron posturas heterogéneas frente a los riesgos de la industria (Mazur y Curtis, 2006). Los productores acuícolas se defendieron por su parte argumentando que la marea roja es un fenómeno natural acentuado por la corriente de El niño. Agrupaciones científicas validaron públicamente esta hipótesis (Colegio de biólogos marinos de Chile, 2016). Finalmente, aun cuando otro grupo de académicos coincidió en la vinculación de la marea roja con la corriente de El niño, pusieron el acento en el potencial impacto que puede tener la intervención de los océanos en la salud humana (Fleming et. al., 2006), y en los límites de dicha actividad en términos de sustentabilidad (Xu et. al, 2015; Broitman et. al, 2017).

Más allá de la investigación sobre las causas del fenómeno, nos interesamos en el vínculo entre los lanzadores de alerta (Chateauraynaud, 2013), la marea roja y la industria del salmón. Distintas racionalidades se enfrentan en este conflicto, movilizando una heterogeneidad de experticias (Collins y Evans, 2002), paradigmas (Kuhn, 1962) y nociones de objetividad (Daston y Galison, 2007). En este marco, trabajamos sobre la hipótesis que la precariedad institucional en un régimen donde cohabitan las extracciones intensivas y de subsistencia de los recursos naturales favorece la circulación discursiva (Jeanneret, 2014) y la hibridación de los argumentos de los actores del conflicto (Broitman, forthcoming).

Proponemos analizar cómo las voces se responden, tomando elementos dispersos para elaborar nuevas propuestas que integran tanto lo científico como lo social. Para este fin, implementaremos un análisis discursivo de unidades no tópicas (Maingueneau, 2011; Krieg-Planque, 2007) en medios

de comunicación (dos diarios de circulación nacional, un diario de circulación local y un medio de televisión) y en redes sociales (hashtags en Twitter y fanpages en Facebook) para identificar elementos en el discurso que nos permitan comprobar nuestra hipótesis.

**Id:** 14732

**Title:** News coverage of water contamination: The missing scientific and engineering perspective in crisis communication

**Session Type:** Individual submission

**Authors:**

Name: Mandar M Dewoolkar  
Email: mandar-xyz-cems.uvm.edu  
Country: US (United States)  
Affiliation: University of Vermont, Burlington, Vermont

Name: Shakuntala Rao  
Email: raos-xyz-plattsburgh.edu  
Country: US (United States)  
Affiliation: State University of New York, Plattsburgh, New York

**Abstract:** There is now a growing body of research on crisis and risk communication as they relate to environmental disasters. Significant research exists on the changing nature of environmental risks and crises and how they impact day-to-day management and communication of such crises. However, according to Seeger (2012) there remains a need to develop and assess best practices in crisis communication as nations face increasing threats due to climate change, global warming, droughts, and earthquakes. Crisis communication usually has a variety of goals but one universal goal is to disseminate information to those affected as quickly as possible. During any such crisis, the news media plays an especially critical role as they are most likely venues where public would go to get facts.

Environmental crises and disasters and associated risks are strongly tied to science and engineering. The relationship between science and the public—or, more specifically, that between science and the media—has been historically characterized by metaphors and terms such as “distance”, “gap”, “barrier”, “fence”, “oil and water”, and “creative tension” (Peters, 2012). While science-media interface is slowly improving, this paper will focus on the representations of engineers and scientists in news media, especially in cases of environmental crises and disasters. By undertaking an extensive news content analysis of the Flint, Michigan, water contamination case, widely and extensively covered in the national and regional media in United States, this paper will address two questions: (a) To what extent are engineers or scientists or engineering or scientific knowledge portrayed in news media as they relate to environmental disasters such as massive water contamination?; and (b) Do the news media miss opportunities related to engineering and scientific subjects, in environmental disasters and, subsequently, exclude engineering and scientist as experts who can provide valuable perspective? The Flint, Michigan crises received significant local, national and international attention, providing a rich case study to examine these questions and arrive at some representative results.

The analysis included both national and regional television news and newspaper media coverage of the case study. The analysis identified content that included or could have included scientific and engineering content and experts. In the instances where scientific/engineering concepts and experts appeared, numerical scores were assigned on the scale of 1 to 3 (poor, fair and good) on the level and the explanation of scientific detail provided. When scientific/engineering concepts could have been included, but were not, those instances were identified as the missed opportunities and were assigned scores on the scale of 1 to 3 (small, medium and significant) on the extent of the missed

opportunity. The numerical scores would help in making a quantitative determination of the presence/absence of science/engineering in the media coverage and provide an indication of the extent to which science/engineering is portrayed in the media coverage of environmental crises and disasters.

**Id:** 14956

**Title:** EBOLA FEAR AND PANIC: CONTEXTUALISING VANGUARD'S COVERAGE OF THE 2014 EBOLA OUTBREAK IN NIGERIA WITHIN A MORAL PANIC FRAMEWORK.

**Session Type:** Individual submission

**Authors:**

Name: Olutobi Akingbade  
Email: akingbadeolutobi-xyz-gmail.com  
Country: ZA (South Africa)  
Affiliation: Rhodes University.

**Abstract:** This paper posits that an in-depth understanding of the nuances that characterised the 2014 Ebola Virus Disease (EVD) outbreak and the central place of the media while the epidemic lasted can be further brought to the fore using the theory of moral panic as an explanatory framework for analysing the palpable fear, heightened anxiety and panic that characterised the outbreak. The rationale for this paper stems from relevant literature which reveals that while the 2014 EVD outbreak lasted in Nigeria, sensationalist news reports and images which depicted EVD's high infection rate and speed in causing gruesome deaths created the tendency for infected people to avoid surveillance thereby increasing the rate of rumour, anxiety and horror which spread faster than the virus (Chan, 2014; Umeora et al., 2014). Chigbu & Ntiador's (2014) assertion that a social science outlook on EVD is important for a broader understanding of the epidemic and its effects on the society coupled with the assertion that the mass media in most communities and countries over the years has been referred to as an important carrier, prime mover and producer of fear and panic (Cohen, 1972; Sindall, 1990) further provide a rationale to explore the EVD outbreak in Nigeria.

Using Vanguard, rated as one of the ten largest newspapers in Nigeria, as a case-oriented approach embedded within the qualitative research design, this paper contributes to the growing body of trans disciplinary research work on EVD by analysing the coverage of the epidemic in Nigeria being the first country the epidemic will spread to through air travel (Fasina et al., 2014; Shuaib et al., 2014; Chan, 2014). This paper using the moral panic framework as a theoretical foundation and thematic content analysis and interview as methods provides a nuanced understanding of both the inherent anxieties, tensions, fears and panics that accompanies outbreaks of infectious diseases such as EVD and brings to the fore the propensity of the mass media to either heighten or lessen such fears and panics. This paper, therefore contributes to effective mitigation efforts that can be drawn on in the eventuality of resurgence or newly recorded outbreak of EVD or any other viral disease in any community or country.

**Id:** 15019

**Title:** From Limits to El Buen Vivir: Environmentalism, Social Movements and the Media

**Session Type:** Individual submission

**Authors:**

Name: Patrick D Murphy  
Email: murphy.p-xyz-temple.edu  
Country: US (United States)  
Affiliation: Temple University

**Abstract:** Historically there have been numerous discourses that have shaped how the environment has been talked about within the public sphere (Dryzek, 2015). These discourses have played a huge role in shaping how societies, communities and citizens have been positioned to respond to ecological challenges, and in whose interests. In the West, from the Bible and colonialism to westward expansion and the Industrial Revolution, the dominant discourses have generally articulated ethnocentric and anthropocentric visions of ecological stewardship that define nature as resource and/or object. In the age of neoliberal globalization, commercial media networks have extended this logic by celebrating the capacity of the free market to produce growth while tackling ecological issues through innovation and technological change. However, while powerful, the hegemonic status of these discourses has also faced challenges from alterative discourses that put into question their market-driven assumptions. These alternatives have ranged from the jeremiadic voices of 1960s-70s environmentalism in the US and Europe that asserted the Earth's biological limits to the more recent ecocentric conceptualizations of environmental rights emerging out of the Global South and from indigenous communities around the world.

This paper explores the discursive trajectories of these alterative environmental discourses and social movements that have championed them. Of particular interest are the links and disjunctures between how the limits to growth, environmental justice, ecofeminism, and el Buen Vivir ("good living") frame questions of scarcity, ecocentric responsibility, human rights and environmental justice in contrast to the status quo discourses. The paper examines these frames through a review of how the more radical and potentially paradigm-shifting discourses have gained traction through different social movement's utilization of popular entertainment, new media and media events.

**Id:** 15086

**Title:** Environmental Activism, Journalism and the 'New War'

**Session Type:** Individual submission

**Authors:**

Name: Libby Lester

Email: Libby.Lester-xyz-utas.edu.au

Country: AU (Australia)

Affiliation: University of Tasmania

**Abstract:** Under a banner 'We find the facts, we uncover the story, we change the system', international environmental and human rights group Global Witness reports that 116 environmental activists across 17 countries were killed in 2014. The press freedom organisation, Reporters Without Borders, notes that the gathering and dissemination of information that raises environmental concerns 'complicates' development plans, with environmental communicators seen as 'an unwanted menace and even as enemies to be physically eliminated'. The report continues: 'In many countries ... journalists who specialise in the environment are on the front line of a new war. The violence to which they are subjected concerns us all. It reflects the new issues that have assumed an enormous political and geostrategic importance.' This paper attempts to connect the seemingly distant fronts of this new war. Drawing on research conducted in Australia, Japan and Malaysia on controversial timber trading and associated land grabs, the paper focuses firstly on the activism that increasingly follows transnational trade of natural resources. This activism often takes the form of revelatory, investigative information, alleging human rights violations or unsustainable environmental practices. The paper then focuses on the information suppliers and carriers. Activists carry out transnational investigations to uncover information, with international NGOs providing resources and global networks. Meanwhile, traditional boundaries around 'professional journalism' continue to dissolve. Overall, I ask if and how the dissolution of the distinction between journalism and activism, within the context of transnational flows of trade and information, might increase the risk of violence against the two groups and contribute to the 'new war'.

**Id:** 15121

**Title:** Environmental news vs. climate change news: political contestation in developed and developing countries

**Session Type:** Individual submission

**Authors:**

Name: Mikkel Eskjær

Email: Eskjaer-xyz-hum.aau.dk

Country: DK (Denmark)

Affiliation: Aalborg University, Copenhagen

**Abstract:** The aim of this paper is to examine levels of political contestation in environmental news and climate change news in developed and developing countries. It involves two somewhat under-researched areas of environmental communication:

1. comparative studies of environmental communication in developed and developing countries has traditionally been scarce although a few multi-nation surveys provide valuable information.
2. news on the environment and on climate change tend to be treated as separate research fields; Environmental news often concerns locale risks, national legislation and environmental justices whereas climate change is a global issue concerning questions of mitigation and adaptation. However, the dynamics between the two has rarely been investigated.  
The existing literature nevertheless contains an abundance of examples of how both climate change and environmental news are marked by conflicts and contestation, especially in developed countries. That raises two questions:
  - Are there any differences in form and substance of political contestation in relation to environmental and climate change news?
  - Are there differences between developed and developing nations regarding the level of political contestation in climate change and environmental news?

#### Data and research design

The study is based on a comparative research design employing a case study methodology. It looks at Bangladesh and Denmark as examples of developing and developed countries. Data is drawn from two national newspapers in each country using a purposive sampling focusing on climate change reporting and news coverage of specific environmental issues (nuclear waste deposit in Denmark, tanneries in Bangladesh).

As Denmark and Bangladesh are to some extent outliers in international rankings, there are limits to the study's external validity. It nevertheless illustrates different dynamics of political contestation in developed and developing countries.

#### Analysis

Preliminary findings suggest that levels of contestation regarding environmental and climate change news depends on whether news topics concern actual problems (e.g. environmental pollution; adaptation to climate change) or long-term, potential risks and solutions (e.g. ecological modernization; climate change mitigation).

In Denmark questions of environmental pollution and climate change adaptation are marked by a high degree of political consensus. Since these problems are scientifically well-documented it leaves little room for political contestation within a highly rationalized political discourse. In contrast questions of climate change mitigation and how to address future environmental risks are

subject to a high level of ideological disagreement mostly centered on questions of economic growth.

In Bangladesh, the picture is somewhat different. Generally, there is less political contestation particularly on an ideological level. Most political actors agree that the industrialized world is responsible for long term climate change solutions, and that contemporary environmental problems are a necessary price of development, which can be solved in the future. Disagreement mainly serves as means to attack the government, and rarely reflects ideological differences.

Thus, data suggests that climate change and environmental news not only provides information, but also function as vehicles for political contestations although on a different level and with different intentions in developed and developing countries.

**Id:** 15181

**Title:** Should journalists practise journalism of attachment when reporting the climate change war'

**Session Type:** Individual submission

**Authors:**

Name: Mariana Alves Campos

Email: macjornal-xyz-gmail.com

Country: BR (Brazil)

Affiliation: Aarhus University / City University London

**Abstract:** Over the last few decades, climate change news has gained prominence worldwide. Catastrophic events like hurricane Katrina, publications of Intergovernmental Panel on Climate Change (IPCC) reports and politicians such as former United States Vice-President Al Gore calling for action contributed to the popularization of the subject. When reporting on climate change, however, journalists often face a series of challenges related to traditional Western journalistic norms such as balance and neutrality. Moreover, the attribution of uncertainty to scientific research is also seen as problematic for news organizations.

Many are the studies investigating the way the media cover climate change (Antilla 2010; Boykoff 2011; Boyce and Lewis 2009; Carvalho 2008; Doyle 2011). According to more than 800 scientists who contributed to IPCC reports, global warming is an anthropogenic phenomenon (IPCC 2007; 2014). However, several of these researches show that the media understates the strength of the consensus view on climate science. Newsrooms normally do that by giving climate sceptics' opinions and scientific facts the same weight. As a result, a wide range of dissonant voices forming a complex and divided narrative is seen. Some academics and scientists call this "false balance" (Robin 2014; Vidal 2014).

In this paper, I investigate whether journalistic narratives for climate change should use the phenomenon of "journalism of attachment", coined by former war correspondent Martin Bell. This form of journalism allows journalists to be participants in the conflicts they report rather than neutral observers. As a starting point for the discussion, I explore the definitions and uses of this type of practice. Then, I look at French philosopher Bruno Latour's concept of "war of the worlds". He suggests that two different groups in the world are in a dispute that must be officially declared, so that we can better deal with the ecological crisis. I bring Bell's and Latour's suggestions together in order to promote a discussion.

My investigation suggests that adherence to the conventional understanding of balance and neutrality seems to be incompatible with the current ecological framework. Given the sense of urgency climate change imposes on society and the highly polarized debate involving conflict of interests, the notion of neutral reporting is becoming more contested – especially when there are moral imperatives involved. Therefore approaches better suited to the socio-political scenario of the Anthropocene are needed. In this context, although it presents several limitations, the journalism of attachment practice could be useful to identify the real, science-based facts stories.

**Id:** 15185

**Title:** Discursive damage control and the Chernobyl disaster. A discourse-theoretical analysis of the Belgian newspaper coverage

**Session Type:** Individual submission

**Authors:**

Name: Karel Deneckere  
Email: karel.deneckere-xyz-vub.ac.be  
Country: BE (Belgium)  
Affiliation: Vrije Universiteit Brussel

**Abstract:** In environmental debates nuclear power is often regarded as the elephant in the room. Representations vary from unavoidable climate change mitigating technology to the epitome of techno-scientific arrogance. Moments of crisis, in particular, foreground the irreconcilability of the competing positions in the societal debate. More than once, large-scale nuclear accidents have given momentum to the debate, forcing nuclear advocates in the defense and increasing the public's receptiveness for critique. In Belgium, however, nuclear actors have succeeded time and again in containing such critiques, thus avoiding radical change in the country's energy regime.

This paper focuses on the Chernobyl nuclear disaster (Ukraine, 1986), which still counts as the most severe accident in the history of the nuclear power industry (International Atomic Energy Agency, 2015). Caused by the peculiar safety features of the Soviet RMBK-reactor design, the actions of the operators, and the general safety and regulatory framework (International Atomic Energy Agency, 1992), the accident has had far-reaching consequences. Through its wide public appeal, the disaster had a strong impact on the Belgian nuclear controversy. The nuclear industry was urged to attach meaning to a phenomenon whose occurrence it had always denied. For critics, the disaster provided a powerful rhetorical tool in their attempt to denounce the nuclear industry.

Our discourse-theoretical analysis-framework (DTA) (Carpentier & De Cleen, 2007) combines theoretical concepts of Laclau and Mouffe's (1985) discourse theory with methodological guidelines from critical discourse analysis (e.g. Wodak & Meyer, 2009) and qualitative content analysis (Wester, 2006). DTA allows the conceptualization of the Belgian nuclear controversy as a struggle between a hegemonic nuclear discourse and rivaling discourses of resistance. Laclau's concept of dislocation (1990) refers to the destabilization of the hegemonic discourse due to its inability to integrate the disaster in its meaning-structure. In other words, the disaster not only threatened the legitimacy of the nuclear discourse, but also offered ample opportunities to opponents to challenge nuclear discourse's hegemonic status and to develop alternative discourses.

In particular, the analysis looks at the discursive struggle on two levels: On a so-called rhetorical level, it aims to identify social actors' rhetorical strategies to legitimize and de-legitimize views. The ideological level-analysis aims to reconstruct the broader sociotechnical imaginaries (Jasanoff & Kim, 2013) which social actors invoke to (de)naturalize their normative assumptions. The Belgian newspaper coverage is considered as (but) one arena where the discursive struggle takes place. The empirical data consists of the coverage of four Belgian broadsheets (De Standaard, De Morgen, Le Soir and La Libre Belgique). As the discursive struggle on nuclear power continues, much can still be learnt today from discursive dynamics in the Chernobyl case. Preliminary findings suggest that the Belgian nuclear discourse successfully integrated the disaster in its discursive structure, preventing a dislocating de-naturalization of normative model.

**Id:** 15299

**Title:** Real Estate Expansion, Environment and Journalism

**Session Type:** Individual submission

**Authors:**

Name: Isaltina Maria de Azevedo Mello Gomes

Email: isaltina-xyz-gmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal de Pernambuco (UFPE)

Name: Luciana Pereira da Silva

Email: lu06pereira-xyz-gmail.com

Country: BR (Brazil)

Affiliation: Instituto Federal de Pernambuco (IFPE)

**Abstract:** The article discusses the coverage given by Pernambuco's print media on the rise in demand for real estate attributed to the activities of Suape's Industrial Port Complex; but this same media ignores impacts on the environment related to this industrial development. The construction of the Industrial Port Complex of Suape (located in the State of Pernambuco, Brazil) generated significant impacts in the municipalities of Cabo de Santo Agostinho and Ipojuca. The growing demand for housing for the workers who sought to live near their job, the increases in the circulation of vehicles, the production of solid waste, the consumption of water, the migration of workers from other states, and the consequent rises in prostitution and urban violence, are all significant factors which can contribute to intensifying environmental impacts. The main understanding is that print media has a significant role as a disseminator and (re)signifier of social practices, contributing to the construction of reality. In this article, therefore, we discuss how media content can contribute to construct a certain reality; and if environmental questions favorable to the construction of a better reality can become a "happening" in the local print media, taking into consideration the impacts cited above. The corpus of this work reunites news published on sites of the newspapers Diario de Pernambuco, Folha de Pernambuco and Jornal do Commercio, in the period from November 2013 to January 2014. The theoretical-methodological foundation mainly comes from authors like Fairclough (2001) (from the Critical Analysis of Discourse); Cox (2010), Corbett (2006), and Dryzek (2013), who work environmental questions, Meditsch (2010) and Rodrigo Alsina (2009) (from the Theory on Journalism). The analysis of the corpus revealed that the discourse produced in the press associates the increase of this real estate expansion to 'growth' and 'development', favoring the will to spread a good image for the projects - highlighting qualities, hiding possible problems and avoiding debate. We come to conclude that, in the period, environmental problems have not become a "happening" due to social and discursive practice's characterizing the investments that the enterprise have been bringing to the local area as a "great source of employment and wealth." This recurring discourse can lead the reader to understand how environmental problems are less weighty, particularly in relation to financial investment.

**Id:** 15325

**Title:** Is Biotechnology Medialized in Iran' Framing Analysis of Iranian TV programs

**Session Type:** Individual submission

**Authors:**

Name: Zarrin Zardar

Email: zarrinzardar88-xyz-gmail.com

Country: IR (Iran, Islamic Republic Of)

Affiliation: Allameh Tabataba'i University

**Abstract:** Medialization plays crucial role in increasing general attention and engagement in science and technology (S&T). This research aimed at identifying the Status of medicalization and representation of biotechnology in Iran. There is some evidence of a problem in the process of medicalization of S&T in Iran which makes it inevitable to scrutinize medicalization level of S&T includes extensiveness, diversity and controversy.

To achieve this goal a corpus of biotechnology – based television texts- TV series, documentaries and news programs of five main national channel which focused on biotechnology (2008-2015) were considered and two TV series, eight documentaries and 27 news were selected by none random purposive sampling and analyzed by qualitative framing method using thematic analysis and semiotics. The main questions were: Is biotechnology translated for general public? Is there a heavy coverage of biotechnology on TV programs? (Extensiveness) How key role players (in this research, public, scienc journalists and scientists) in S&T represented in TV programs? What frames are used to represent S&T in Iran? (Diversity) and Is there any controversy on S&t on TV programs? (Controversy)

Analysis of Television texts indicated incomplete medicalization of biotechnology. Extensiveness has not been happening because of failing to convey science to layman's language although Biotechnology received high media attention. Findings showed that six main frames represented Biotechnology includes: conspiracy, ideological-spiritual values, scientific progress, ethics, economy and independence. It means that media frames have been diversified but status of key actors didn't tend to equalize; Compared with other actors, scientists received much more TV Coverage; Science journalists depicted passive and insignificant and public vastly ignored on TV programs. Also, there is no evidence of controversy about biotech in television. Meanwhile, no criticism of biotechnology was addressed on television. Results discussed according to dominant discourse of S&T in Iran.

**Keywords:** Science communications, Medialization of science and technology, Biotechnology, Framing, Thematic analysis

**Id:** 15334

**Title:** Actores clave no visibilizados en la prevención de enfermedades transmitidas por el Aedes aegypti

**Session Type:** Individual submission

**Authors:**

Name: Patricia Lima Pereira

Email: patricialimap-xyz-gmail.com

Country: PY (Paraguay)

Affiliation: Centro para el Desarrollo de la Investigación Científica -CEDIC

**Abstract:** Los sucesivos brotes de dengue, y la reciente introducción del chikungunya y Zika en la región de las Américas han dejado en evidencia la necesidad de contar con herramientas de prevención y control vectorial más efectivas (Teixeira et al., 2013; Dantes, Farfan-Ale, Sarti, 2014; Weaver, 2014; Villar et al., 2015; Faria et al., 2016).

La comunicación juega un rol fundamental de la Estrategia de Control Integrada (San Martin, Brathwaite-Dick, 2007). No obstante, la efectividad de las estrategias en el cambio de conducta de la población en riesgo es baja y sus costos son altos (Stahl et al., 2013; Amaku et al., 2015). Se ha encontrado que el conocimiento no está directamente asociado a prácticas de prevención (Espinoza, Hernández y Coll, 2001; Hairi et al., 2003; Shuaib, 2010). La comunicación para el cambio de comportamiento, desde un modelo conductista, ha sugerido considerar la percepción subjetiva de cada público sobre los beneficios de una conducta particular y sobre la gravedad del problema (Green, 1970; Green y Kreuter, 2005).

No obstante, este enfoque limita la comunicación del riesgo al plano individual, sin analizar críticamente la determinación de factores socioculturales y materiales (Breilh, 1977; Laurell, 1982, Almeida-Filho N, 1989). Un análisis desde el modelo del Metabolismo Social (Toledo, 2013) -que divide el proceso de flujo de materia y energía en tres etapas: ingreso, interacción interna (transformación, la circulación y el consumo) y egreso (excreción de residuos)- permitiría transformar el discurso y los medios de la comunicación del riesgo, al identificar actores relevantes para el problema, actualmente invisibles.

**MÉTODO.** Se realizó un análisis secundario de fuentes existentes y entrevistas a profundidad para identificar brechas y oportunidades para la comunicación de riesgo sobre enfermedades transmitidas por el Aedes aegypti, en el contexto de una ciudad capital, endémica para dengue y con circulación confirmada de Chikungunya y Zika.

**RESULTADOS.** Los criaderos más frecuentes en Asunción, Paraguay, son residuos sólidos de gran tamaño que no son recolectados en forma rutinaria. Los objetos en desuso representan el 76,1% de los criaderos potenciales, frente al 15,1% de los criaderos útiles, y el 8,79% de los criaderos naturales (SENEPA, 2014; 2016). Anualmente, se importan más de 1 millón de unidades de electrodomésticos de gran porte (refrigeradores, hornos, aires acondicionados), que equivalen a 30.000 toneladas. La vida útil de estos bienes promedia los 10 años, pero ninguna ciudad del país cuenta con un sistema rutinario de recolección de residuos especiales, ni una legislación que contemple el pago por la disposición final para los que introducen estos productos al país. El costo social se transfiere al usuario, quien almacena estos potenciales criaderos.

**CONCLUSIÓN.** Importadores, recolectores informales y formales, industrias recicadoras son actores que actualmente no participan en la discusión de las estrategias de prevención del dengue. Los comportamientos preventivos trascienden las decisiones individuales y son mediados por condiciones materiales externas. La comunicación podría jugar un rol político clave en posicionar estos temas y actores en la discusión pública.

**Id:** 15344

**Title:** Participation and the politics of place: Networked resistance to coal seam gas mining in Australia

**Session Type:** Individual submission

**Authors:**

Name: Alana Margaret Mann

Email: alana.mann-xyz-sydney.edu.au

Country: AU (Australia)

Affiliation: University of Sydney

**Abstract:** The challenge for governments grappling to meet globally defined emission reduction targets necessitates translating climate science within national political networks. Public support is necessary for the domestication of effective policies, including the adoption of alternative ‘clean’ energy sources. Framed by the powerful oil and gas lobby as a viable transition to a cleaner energy future, hydraulic fracturing or ‘fracking’ to extract coal seam gas (CSG) has emerged as a contentious issue in Australian politics.

Framing is recognized as a critical variable in energy policy emergence and evolution, constituting “storylines or narratives about the problem of energy system change; how it has arisen, why it matters, and what to do about it” (Butler, 2015, p.667). In politics and policy, frames compete as opposing actors deploy them in highlighting specific aspects of an issue. This paper presents a comparative analysis of how the fossil fuel coalition uses framing as a discursive political strategy and how anti-CSG activists create and deploy oppositional or counterframes, and with what impact. It reveals how the digital media practices of activists unite them in “networked publics” that are simultaneously “spaces constructed through networked technologies” and “imagined collective[s] that emerge as a result of the intersection of people, technology and practice” (boyd, 2010, p.39). Framing extractive industries as a threat to national food security and rural life, these publics have emerged as real challengers to mining companies, in some cases thwarting their efforts to acquire social license to operate (Lacey & Lamont, 2014).

One example is the Lock the Gate Alliance (LTGA) of Australia and New Zealand, a national grassroots movement of over 250 local groups. LTGA has allegedly united “cockies, blockies, croppers and greenies” (Hutton, 2012) in non-cooperation campaigns against mining with the aim of protecting water systems, agricultural land, bushlands, wetlands and wildlife, health, and indigenous cultural heritage since 2010. Effective information-sharing, mobilization of members and a high degree of interconnectedness with a wide range of advocacy groups through digital media platforms has contributed to the impact of direct actions, raised the CSG issue in the mainstream media, and created a groundswell of resistance against the transformation of rural space. LTGA is lauded for a pragmatic approach to coalition building that accommodates unusual alliances between farmers, conservationists, urban activists and Indigenous Australians, the traditional custodians of the land. However discursive constraints in framing opposition to fracking affect the agency of particular groups, such as the Indigenous, reinforcing historically unequal relationship of power and perpetuating marginalization. Accordingly the study also explores the challenges for networked publics in creating stable and enduring frames that accommodate the heterogeneous views and agendas of diverse stakeholders, and in facilitating participation as well as representation in digital media practices.

**Id:** 15366

**Title:** When science encounters pop culture: TV programs as a trial to improve science communication

**Session Type:** Individual submission

**Authors:**

Name: Chun Ju Huang

Email: cjhuang-xyz-ccu.edu.tw

Country: TW (Taiwan)

Affiliation: National Chung Cheng University

Name: Miao-Ju Jian

Email: telmjj-xyz-ccu.edu.tw

Country: TW (Taiwan)

Affiliation: National Chung Cheng University

**Abstract:** Science popularization in Taiwan has been promoted for many years, but there continues to be speculation as to what images of science has really been rooted in one's daily life. Modern science stems from Western culture, and with Western science and technology being the front-runner, most Asian countries, including Taiwan, do rely on such overseas imported science to shape their own science culture. It would appear to be a very different picture of what image of science is being blended into the local culture.

This study will take popular culture elements such as complied science news, mainstream music as background, and focus on TV programs as the analysis target of science communication in Taiwan, with a two-dimensional framework of 'good/bad science' and 'narrative/expository text', to depict the representative pattern of when science encounters pop culture.

The results show that, with the textual analysis method, there will be three types of TV programs being categorized: general drama series, drama series related to science, and the general science TV programs. The analysis will demonstrate how the different types of video are located in the framework, and will discuss as to how the situation affects the public's understanding towards a technological society.

Merging science into people's everyday lives will always be the central concern for science communication. Based on pop culture examples and discussions, this study would like to rethink the relationship between science and the public, and furthermore, to propose new approaches to improve science communication. We believe that when science goes into laypeople's local culture, such as pop culture, therefore forming a society that will have their own science culture.

**Id:** 15374

**Title:** The influence of news consumption on energy technology acceptance in Germany

**Session Type:** Individual submission

**Authors:**

Name: Christoph Adrian  
Email: christoph.adrian-xyz-fau.de  
Country: DE (Germany)  
Affiliation: University Erlangen-Nürnberg

Name: Reimar Zeh  
Email: reimar.zeh-xyz-fau.de  
Country: DE (Germany)  
Affiliation: University Erlangen-Nürnberg

**Abstract:** Germany's decision to fade out the use of nuclear energy while adhering to the reduction of carbon dioxide emissions put pressure on the development of renewable energy sources. Although German citizens on a broad level generally support the implementation of new energy technologies and infrastructures, especially those (potentially) directly affected often do not like to see power lines or wind generators near their backyards. This paradox is often described as the NIMBY (Not In My BackYard) problem of technology acceptance.

Therefore, in the context of the implementation of energy technologies and infrastructure, issues of acceptance among the citizens play a crucial role in the success of Germany's energy policy. Apart from the development of suitable technologies, these technologies have to be accepted by the affected citizens. The technology acceptance literature still widely neglects the role of media in the acceptance process. This paper argues, that media plays a pivotal role in the technology acceptance process providing the individual with information about individual and global risks and benefits of technology.

The individual acceptance decision can be modelled through the technology acceptance framework introduced by Huijts, Molin, and Steg (2012). The framework is based on several different psychological theories (e.g. Theory of Planned Behaviour (Ajzen, 1991), Norm Activation Model (Schwartz, 1977). It does not only account for factors that are presumed to influence acceptance directly (attitudes, norms, behavioural control) but furthermore includes context factors (trust, justice, knowledge, experience) that have an effect on the key factors. Based on an online survey of the German population ( $n = 1975$ ) this study integrates media use in the technology acceptance framework.

According to the threshold cutoffs introduced by Hu and Bentler (1999) the final model has a good fit ( $SRMR = 0.035$ ,  $TLI = 0.94$ ,  $CFI = 0.95$ ). The model identifies attitudes as key factor influencing acceptance. While news consumption has no significant effect on acceptance, it influences trust in stakeholders, technology euphoria and attitudes towards technology. Furthermore, TV news media consumption significantly determines news media consumption with focus on energy. Therefore, news media consumption indirectly influences crucial factors in the acceptance process and should be integrated in future acceptance research.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. doi:10.1016/0749-5978(91)90020-T

Chin, W. W. (1998). Issues and opinion on structural equation modeling. *MIS Quarterly*, 22.

Hu, L. t., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1-55. doi:10.1080/10705519909540118

Huijts, N. M. A., Molin, E. J. E., & Steg, L. (2012). Psychological factors influencing sustainable energy technology acceptance: A review-based comprehensive framework. *Renewable and Sustainable Energy Reviews*, 16(1), 525-531. doi:10.1016/j.rser.2011.08.018

Schwartz, S. H. (1977). Normative influences on altruism. In B. Leonard (Ed.), *Advances in Experimental Social Psychology* (Vol. 10, pp. 221-279): Academic Press.

**Id:** 15492

**Title:** El papel de la comunicación en la gobernanza ambiental local: Evolución del discurso público y corporativo desde una perspectiva municipalista

**Session Type:** Individual submission

**Authors:**

Name: Joana Diaz-Pont

Email: joana.diaz-xyz-uab.cat

Country: ES (Spain)

Affiliation: Autonomous University of Barcelona

**Abstract:** El artículo aborda la caracterización del discurso ambiental a nivel público y corporativo en una ciudad europea a lo largo de diez años para poner en evidencia la adaptación y politización de la comunicación ambiental y los retos pendientes de ésta en la gobernanza local para la sostenibilidad desde un enfoque municipalista. Para ello se ha contrastado el discurso corporativo y el discurso público sobre cambio climático en relación a la movilidad sostenible a lo largo del tiempo en una misma ciudad con el objetivo de identificar rasgos de las estrategias de comunicación ambiental que condicen el debate democrático sobre medio ambiente así como los cambios en la gobernanza ambiental local. Este análisis integra por un lado los estudios sobre el papel efectivo de la responsabilidad social corporativa (RSC) auto-regulada en la gobernanza para la sostenibilidad (Windsor 2013), y por otro parte los estudios sobre politización de la comunicación ambiental (Pepermans y Maeseele 2014). Se efectúa una evaluación crítica de la comunicación ambiental desde la perspectiva municipalista, es decir, desde el enfoque según el cual la gestión de lo común pasa necesariamente por lo local, lo público, lo deliberativo y lo participativo como alternativa a la gestión política centralizada (Betsill et al 2006, Subirats 2016).

Se caracteriza la comunicación ambiental canalizada como estrategias de RSC en el ámbito corporativo y como campañas de sensibilización en el ámbito institucional. Tomando la ciudad de Barcelona como referencia para el estudio de la gestión y la comunicación pública y privada, se ha analizado el discurso ambiental de 5 empresas y 3 gobiernos en distintos momentos entre 2005 y 2015. El análisis se ha centrado en la comunicación sobre cambio climático en relación a la movilidad sostenible en dicha ciudad. A nivel corporativo, se ha trabajado con memorias de RSC y entrevistas a responsables de empresas con impacto local a nivel de movilidad (sectores alimentación, logística, consumo, energía y agua). A nivel institucional, se ha trabajado con materiales de difusión y entrevistas a responsables políticos durante las campañas anuales de movilidad sostenible inscritas en la Semana Europea de la Movilidad.

El actual marco auto-regulado de la RSC en el ámbito corporativo y la politización de la comunicación ambiental en el ámbito público dibujan un escenario que limita la participación de otros actores en la gobernanza efectiva para la sostenibilidad y la garantía de un debate genuinamente democrático. El artículo plantea que la comunicación ambiental se enfrenta a serios retos si aspira a ser eje de la gobernanza ambiental local ya que es percibida por los actores sociales como politizada y orientada al marketing y no como base para un debate democrático y cívico hacia el desarrollo sostenible.

**Id:** 15504

**Title:** Evaluating Journalists Perceptions of Environment and Conservation: a case in Guinea-Bissau, West Africa

**Session Type:** Individual submission

**Authors:**

Name: Susana Sampaio-Dias  
Email: susana.sampaio-dias-xyz-port.ac.uk  
Country: GB (United Kingdom)  
Affiliation: University of Portsmouth

Name: Tania Minhós Rodrigues  
Email: taniarodrigues-xyz-fcsh.unl.pt  
Country: PT (Portugal)  
Affiliation: Universidade Nova de Lisboa

Name: Maria Ferreira da Silva  
Email: FerreiraDaSilvaMJ-xyz-cardiff.ac.uk  
Country:  
Affiliation: Cardiff University

**Abstract:** Guinea-Bissau is a world recognized hotspot of biodiversity. Yet, the country's extreme poverty and dependence on natural resources are threatening it. Poaching of endangered species, deforestation causing habitat fragmentation and loss, overexploitation of natural resources and pollution levels are escalating the effects of climate change. Understanding that the media are critical for engaging with communities effectively, the aim of this research is to assess the perceptions of national and local journalists on conservation issues. Data was collected from a workshop and focus group discussions that gathered journalism, biology, anthropology and primatology researchers with a group of fourteen journalists from print, broadcast and community media. This interdisciplinary paper suggests that Bissau-Guinean journalists are overall interested in raising awareness and they are conscious of their power in alerting for environmental problems. Ostentatiously proud of the country's biodiversity, journalists recognize that there is, however, scarce environmental coverage. This is due to an acute lack of financial resources and insufficient specialized training from uninterested and impartial institutions, self-censorship and also due to conflicting cultural understandings of the meaning of environmental problems.

Working in a scenario of state-controlled media, most journalists admitted practicing self-censorship when acknowledging that certain reports may cause tensions with authorities. Some professionals who work for both national and international media, defended that they write differently for different audiences. National audiences, journalists defend, are more receptive to positive coverage and news that highlight national biodiversity treasures rather than to reports that contradict longstanding traditions and habits. Recognizing the unpopularity of negative environmental news and fearing the authorities' intimidation, journalists admitted that news pieces about illegal wildlife trafficking, illegal primate bushmeat hunting for trade and consumption, deforestation of protected areas, illegal timber logging and poor environmental policies are written for international media only.

The research conducted in this paper is part of a wider multidisciplinary and international project that aims to encourage greater awareness of environmental and conservation issues. The assessment

of these perceptions is essential for determining and designing any strategic dissemination of scientific research evidence to journalists as means to communicate more effectively with wider publics.

**Id:** 15834

**Title:** Medios y ambiente: un análisis de discursos periodísticos en medios digitales argentinos.

**Session Type:** Individual submission

**Authors:**

Name: María Emilia Garro Vidal

Email: emiliagarro-xyz-yahoo.com.ar

Country: AR (Argentina)

Affiliation: Fundación Ambiente Recursos Naturales

**Abstract:** El objetivo de la presente investigación es indagar cómo los principales medios periodísticos digitales de la República Argentina comunican problemáticas ambientales contribuyendo a la reproducción de intereses económicos y políticos determinados y a la continuidad de una práctica discursiva sesgada que sesga el tratamiento multidimensional de los temas en cuestión.

El análisis parte de la definición más amplia del discurso como “el uso real del lenguaje por locutores reales en situaciones reales” (Van Dijk, 1985). Si lo anclamos en el discurso de los medios de comunicación se considera “una forma particular de la práctica social, institucional” (Ibíd., 1990: 250) que se encuentra en una relación dialéctica con lo social y lo político, en la medida que un discurso se ve moldeado a partir de estos campos de práctica discursiva y, a la vez, las constituyen. El discurso, entonces, será entendido como una articulación de un texto y un lugar social cuyo dispositivo enunciativo corresponde a la vez a lo verbal y a lo institucional (Maingueneau, 1999: 65).

La metodología de trabajo consiste en un análisis discurso multidimensional que integra una dimensión ideológica, lingüística, semiótica, argumentativa, contextual y política. El proceso de análisis o, como lo define Elvira Narvaja de Arnoux la “práctica interpretativa” (Narvaja de Arnoux, 2006: 19) es sistematizada a través de sobre cuatro pares de categorías temáticas: minería-glaciares, energías renovables-energías no renovables, agricultura-deforestación, consumo-residuos.

Los medios periodísticos digitales son seleccionados en función a tres parámetros: la cobertura de sus contenidos, las secciones internas y cantidad de visitantes a través de dispositivos móviles. Luego de cruzar estas variables los cuatro diarios digitales que conforman la muestra de análisis son los siguientes: Diario Clarín, Diario La Nación, InfoBae y Página 12. Por su parte, la muestra está constituida por 160 unidades de análisis, veinte por cada par de categoría temática, y representadas por tres sub-géneros periodísticos: noticias, editoriales y notas de opinión publicadas y relevadas durante el año 2016. Como herramienta de sistematización los datos serán volcados en una matriz de doble entrada que permita ponderar y cruzar la información obtenida en cada dimensión analizada.

En los resultados subyace una racionalidad económica del ambiente en la relación gobierno-medios de comunicación – periodistas. Racionalidad que mantiene su hegemonía en países que buscan industrializarse y abrir mercados. Asimismo aparecen actores sociales que buscan incidir en estos medios con miradas alternativas: las organizaciones no gubernamentales.

**Id:** 15857

**Title:** What is lived, local and 'everyday" Old concepts, new discourses in environmental communication

**Session Type:** Individual submission

**Authors:**

Name: Aneta Podkalicka

Email: aneta.podkalicka-xyz-monash.edu

Country: AU (Australia)

Affiliation: Monash University

Name: Deb Anderson

Email: deb.anderson-xyz-monash.edu

Country: AU (Australia)

Affiliation: Monash University

**Abstract:** Issues of environmental risk, disaster and sustainability have prompted significant growth in cross-disciplinary scholarship that explores their governance, economics, morality and lived experience. In the growing and distinctive field of environmental communication, valuable research has shed light on (shifting) power structures in a diversifying media landscape – from analyses of 'environmental news' values to studies of peer-to-peer exchanges powered by social media; from the greening of popular culture to the political economy of environmental media. There remains much to learn, however, of how the media are experienced – as object, subject and agent – in the communication of environmental issues, in the cultural context of everyday life.

This paper explores the ways we might better understand human interaction, experience and agency in environmental communication by embracing more integrated, culturally and historically informed approaches to research. It brings together two Australian empirical studies that necessarily locate the media within the complex and diverse terrain of environmental communication but also seek to ground them in their real social contexts, within specific discourses, cultures, places, economies and histories.

The first study examines the mediated understanding of climatic risk through the lens of oral histories on weather extremes. Drawing on in-depth interviews conducted with rural and regional Australians on the millennium drought (2003-08) and tropical cyclones Yasi and Larry (2011 and 2006), this study illuminates public perceptions of media agency and influence in environmental communication. In the local formation of knowledge on global environmental risk, what do members of the public make of the media?

The second, collaborative study explores the integration of media (traditional TV and new media) in home renovation projects in Australia, and the lessons it presents for public engagement with ideas of environmental sustainability in domestic spaces. Here, we frame popular media as a site for cultural translation, and also reveal the 'unmediated' contexts where pro-environmental knowledge and support are embraced.

Dialogical reflection between these two studies allows us to discuss some of the epistemological and methodological concerns pertinent to environment communication research, not least the importance of taking an empirically grounded approach to understanding the media, and how they

figure into the ways people think and act in relation to the environment, in their most intimate domestic and local communal contexts.

**Id:** 15871

**Title:** Ecovilla "Proyecto Gaia", prácticas de comunicación para un desarrollo sustentable

**Session Type:** Individual submission

**Authors:**

Name: María Victoria de la Morena

Email: viquimo-xyz@yahoo.es

Country: CO (Colombia)

Affiliation: Universidad Minuto de Dios

**Abstract:** La Villa Ecológica creada por el Colectivo ambiental “Proyecto Gaia” en el departamento de Boyacá, Colombia, forma parte de una red de asentamientos sustentables o comunidades intencionales, que constituye tanto a nivel local como global, un actor social emergente, desde el cual se promueve una transición hacia una vida más armónica con la naturaleza. La Villa tiene un gran potencial para aportar al cambio de paradigma del modelo de desarrollo economicista a partir de su experiencia en la vida cotidiana, con la que pone en práctica de manera radical su visión de la relación entre el hombre y la naturaleza frente a otro tipo de activismo ambiental, que históricamente se ha posicionado más desde el discurso que desde el hacer; sin embargo, apenas existen investigaciones que aborden el aporte de estas experiencias desde la comunicación.

El presente artículo pretende dar cuenta de los resultados de investigación de la tesis de la Maestría en Comunicación, Desarrollo y Cambio Social de la Universidad Minuto de Dios. Tesis que se encuentra en este momento en la última etapa de análisis de la información recopilada. El objetivo general de la misma es comprender las prácticas de comunicación que realiza el Colectivo Proyecto Gaia en torno al desarrollo sustentable, en la vida cotidiana de la Villa Ecológica. Ello a partir del análisis de los referentes del desarrollo sustentable desde los que construyen la Villa, la caracterización de las estrategias de comunicación que ponen en marcha, la descripción de los diferentes escenarios donde se produce la comunicación, y la identificación de las diversas herramientas de comunicación que utilizan.

La metodología aplicada es un estudio de caso del Colectivo Proyecto Gaia dentro de la Villa Ecológica combinándolo con aspectos del método etnográfico con observación participante. Las técnicas de investigación utilizadas en el trabajo de campo que ha durado desde agosto de 2015 hasta enero de 2017, son:

Un diario de campo realizado a partir de las 8 visitas a la Villa que sumaron un total de 35 días de residencia en la misma; 10 entrevistas en profundidad a diversos actores relacionados con la Villa como son, los fundadores, habitantes permanentes, voluntarios-aprendices,y campesinos vecinos; dos talleres grupales con los habitantes de la Ecovilla sobre la memoria colectiva de su proceso de asentamiento, y sobre su mapa de los grupos de interés con los que tienen relación; por último recolección documental de fotografías, productos comunicativos hechos por la propia Villa, su manual de convivencia, y la revisión de las plataformas online de las que dispone la Villa .

Se espera aprender de esta experiencia y apoyar a la Villa Ecológica en su sueño de poder replicar este “modelo de sustentabilidad”, como ellos mismos lo denominan, en otros territorios, así como aportar al movimiento de iniciativas de transición desde la perspectiva de América Latina.

**Id:** 16091

**Title:** Geothermal energy in Chilean mass media: the energy black sheep

**Session Type:** Individual submission

**Authors:**

Name: Sofia Angeles Vargas- Payera

Email: sofiavargas-xyz-fcfm.uchile.cl

Country: CL (Chile)

Affiliation: Universidad de Chile

**Abstract:** The energy context is problematic in Chile. On one hand, there is an urgent demand for including renewable energy resources due to the dependency of oil imports and a severe drought has affected Chilean territory for the last seven years. On the other hand, there is an increasing number of social resistance movements, which highlight the social part of energy technology and production and the challenge of integrating national energy needs with the local community interests.

As part of the global trend to diversify energy matrix, Chile has invested in boosting renewable energies uses, while the solar has followed the international tendency of being the most social acceptable, there are others that still remain in the obscurantism. This is the case of geothermal energy.

Taking into account that social acceptance is a crucial for any project development and public attention is influenced by media attention and media coverage shapes perceptions and opinions, this research aims to explore how the most influenced newspapers coverage geothermal energy in Chile, a country belonging to the Ring of Fire and with a high geothermal potential (estimation from 3000 to 16.000 Mwe) but with zero high enthalpy geothermal production. In this context, from a risk communication and environmental social justice framework, this paper explores the relationship between level of social acceptance of this resource and how mass media covers the benefits and the risks of this energy resource. This work has a qualitative and quantitative approach, including media context analysis and semi-structured interviews to journalists and editors.

This study analyzes three particular events that drew mass media attention in the past years in Chile: a) El Tatio exploration (2009) when an uncontrolled steam discharged in el Tatio geyser, area characterized by great geothermal potential but also for being a tourist attraction and indigenous territory b) Tolhuaca exploration (2012) which in 2012, was the largest geothermal exploration in South America with a potential of 12 MWe and c) Cerro Pabellon plant (2016), which specialists estimate that will be the first active plant in Latin America. The results of this research confirm that geothermal energy in Chile has followed the global trend of receiving little public attention compared with other renewable energy sources, such as solar and wind power, reproducing Chilean local policies associated to energy. It also confirms the lack of understanding about geothermal energy among journalists and editors. This scenario has prompted scholars to recognize and examine the role of mass media in a risk communication context, as symbolic construction, and how Chilean mass media perpetuates a linear risk communication approach and a lack of public engagement related to geothermal energy.

**Id:** 16119

**Title:** Global sushi, global environmental threat': media struggles for the oceans

**Session Type:** Individual submission

**Authors:**

Name: Gareth Huw Stanton

Email: g.stanton-xyz-gold.ac.uk

Country: GB (United Kingdom)

Affiliation: Department of Media and Communications, Goldsmiths, University of London, New Cross, London

**Abstract:** Often discussion of the ‘digital’ gives the impression of a world which has left the ‘material’ behind. We journey in cyberspace, seemingly weightless, leaving no imprint on the Earth. Media theorists are now waking to the fact that far from treading lightly, our environmental footprint is in fact heavier and, potentially, even more profound than ever (see Maxwell and Miller 2012, Cubitt 2017)). Much recent work makes it clear that we should situate our contemporary digital age in the ‘anthropocene’ (see, Zylinska 2014). When it comes to the oceans, however, our environmental footprint has long been obscured, from the earliest days of deep ocean cables, human intervention in the seas has been hidden from sight and, as Phillip Steinberg (2001) has observed, the material ocean has been ignored. This material reality is part of the background to the digital world and important ocean-based technical developments such as containerisation lie behind much of modern existence (see, George 2014, Levinson 2008). The work of Allan Sekula (1995) is an early testament to this, but writers such as Rob Nixon (2011) utilising the concept of ‘environmentalism of the poor’ and Timothy Morton’s beguiling notion of ‘hyperobjects’ show us how difficult it is to track these relations and reveal them in a graspable form- a useful lesson when applied to attempts to understand media’s grappling with oceans. Another important aspect of our engagement with contemporary oceans is how we consume them (see Probyn 2016, and my own recent account, Stanton 2017). Sushi has often been invoked as the perfect diet for a weightless modern world but such a diet on a global scale comes with massive implications for the material ocean in terms of species depletion and overfishing. This paper will focus on the global ‘sushi economy’ (Booth 2010, Issenberg 2007) and try and trace the economic reach of commodity markets in fish developed out of nodal spaces in the world economy such as Tsukiji, Tokyo’s major fish-market (see, Bestor 2004). Ultimately, the question posed will be one of how so-called ‘healthy living’ choices to eat sushi, when globalised, impoverish the material oceans (see Mark Hall’s 2012 documentary, Sushi: the Global Catch). Where such lifestyles come with national branding a backlash can potentially run the danger of being further framed as a form of ‘gastro-orientalism’.

References:

Bestor, Theodore (2004) Tsukiji

Booth, Michael (2010) Sushi and Beyond

Cubitt, Sean (2017) Finite Media

George, Rose (2014) Ninety Percent of Everything

Issenberg, Sasha (2007) The Sushi Economy

Levinson, Marc (2008) The Box

Maxwell, Richard and Miller, Toby (2012) Greening the Media

Morton, Timothy (2012) The Ecological Thought

Nixon, Rob (2011) Slow Violence and the Environmentalism of the Poor

Probyn, Elspeth (2016) Eating the Ocean

Sekula, Allan (1995) Fish Story

Steinberg, Philip (2001) The Social Construction of the Ocean

Stanton, Gareth (2017) ‘Mediating the “Deep”: A Partial Genealogy of Media Work with Oceans and Seas’, in Nick Holm and Sy Taffel (eds.), *Ecological Entanglements in the Anthropocene*  
Zylinska, Joanna (2014) *Minimal Ethics for the Anthropocene*

**Id:** 16137

**Title:** COMUNICACIÓN Y MEDIO AMBIENTE. CAMBIO DE PERSPECTIVA EN LOS ESTUDIOS LATINOAMERICANOS

**Session Type:** Individual submission

**Authors:**

Name: Maria Isabel Noreña Wiswell

Email: mmorena-xyz-uniminuto.edu

Country: CO (Colombia)

Affiliation: UNIMINUTO

Name: María Victoria Rugeles Gelvez

Email: maria.rugeles-xyz-uniminuto.edu

Country: CO (Colombia)

Affiliation:

**Abstract:** La investigación Experiencias de comunicación y desarrollo sobre medio ambiente en Colombia (2008 – 2013) proceso de trabajo interinstitucional con siete años de producción conjunta, donde han interactuado la Universidad Nacional Abierta y a Distancia (UNAD), la Universidad Santo Tomás – (USTA), la Universidad del Norte (UniNorte) y la Corporación Universitaria Minuto de Dios; proyecto que inicia con un estudio macro social, para determinar los casos que en esta Región se enmarcan en el tema comunicación y medio ambiente; para pasar a una fase de estudios de caso en la cual se profundiza en las prácticas de 21 experiencias, analizando el abordaje de la relación comunicación –desarrollo y medio ambiente en las regiones geográficas de Colombia: Andina, Pacífica, Orinoquía, Amazónica, Caribe e Insular anclados a la pregunta sobre ¿Cómo se entiende la relación comunicación-desarrollo desde experiencias que buscan la gestión y transformación social de problemáticas relacionadas con el medioambiente en Colombia?, cuya respuesta permitió comprender los agenciamientos de las comunidades locales que se organizan entorno al tema ambiental, sus problemáticas y soluciones basadas en procesos de comunicación.

El equipo de investigadores de UNIMINUTO, continua la investigación en este tema a partir del proyecto “Comunicación y medio ambiente: una mirada geopolítica de la producción en un campo de investigación”, realizada en el 2015, que permite “Construir el mapa del pensamiento e investigación constituido sobre la investigación y medio ambiente en Latinoamérica”, con ejes como tendencias teóricas, metodologías de investigación y fenómenos de indagación; donde se evidencia en países como Argentina, Colombia, Cuba y México el enfoque preponderante de comunicación participativa, pero también en otras latitudes se mantiene vigente la comunicación vertical, situación que conduce a reflexiones varias que surgen de la mano de autores como Boaventura de Sousa Santos con su planteamiento de la ecología de saberes que sólo puede darse en las primeras experiencias mencionadas; además de la diversidad de abordajes conceptuales y metodológicos que reflejan los usos y construcciones conceptuales que no necesariamente entran en diálogo con las experiencias locales.

En ese sentido, la propuesta es por la urgencia de un cambio de perspectiva, es decir, de mirada, de enfoque e incluso la revisión de conceptos como ambiente, naturaleza y desarrollo y su relación con la comunicación; por esta razón, actualmente trabajamos en la segunda fase del proyecto mencionado, con el objetivo de integrar los conocimientos de los actores clave de la producción

académica y los sujetos ambientales en los territorios de estudio, generando un espacio de discusión permanente sobre el campo de la comunicación y el medio ambiente en Latinoamérica.

Esta ponencia se plantea con el interés de continuar este diálogo entre los diversos actores que intervienen e investigan en Comunicación y medio ambiente, presentando las conclusiones de los proyectos mencionados y la necesidad de revisar los ejes de trabajo en esta temática para generar estrategias que aporten a la crisis civilizatoria que se vive en la actualidad.

**Id:** 16143

**Title:** Environmental Security in the Case of Greece. Q Methodology and Public Engagement

**Session Type:** Individual submission

**Authors:**

Name: Charis Gerosideris  
Email: c.gerosideris-xyz-keele.ac.uk  
Country: GB (United Kingdom)  
Affiliation: Keele University

**Abstract:** Contemporary researches indicated that the climate change should be understood focusing both on its social and political dimension as well as the cultural dimension. Resource scarcity, environmental migration, land use and natural disasters, are only some of the examples which indicate the multi-dimensional effects of climate change and its impact on socio-political structures as well as on the everyday life and practices.

This study focuses on the on-going discussion on climate change as a security issue, which indicates that climate change should be understood as unsolved and threaten matter that seeks immediate and specific solutions. The examination of the issue developed focusing on the case of Greece, which is not only an indicative example of the north EU countries, but at the same time is an interesting example as regards to the effects of the global recession on the issue as well. The paper develops an insight on the issue of climate change in Greece, pointing out the linkage to security/insecurity issues and its contemporary connections between environmental security, energy security, national and human security, in the global recession context. Main consideration is given to the absence of approaching climate change as a security threat in Greece, not only in an institutional (state) level, but in a scientific level too.

Applying 'Q' methodology, the study examined four different actors/groups (Greek policy-makers, national NGOs, energy industry leaders, public/citizens) and their perceptions/opinions on the issue of climate change and its linkage to security. Then, the study critically examined the nonexistence of national climate change-policy and energy security-policy. This study points out the necessity of an innovative approach and strategy against climate change, which, especially focusing on the Greek and the global recession context, should be understood as a security issue.

**Id:** 16417

**Title:** COMUNICACIÓN DE RIESGOS Y PARTICIPACIÓN DE COMUNIDADES TRADICIONALES EN PROCESOS DE TOMA DE DECISIÓN EN EL RÍO SAN FRANCISCO/ BRASIL

**Session Type:** Individual submission

**Authors:**

Name: Michele Amorim Becker

Email: micheleab-xyz-gmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal de Sergipe

**Abstract:** El objetivo de este trabajo es pensar en el uso de la comunicación de riesgos como un instrumento para ampliar el acceso a la información y a la calidad de la participación de comunidades tradicionales en la toma de decisión sobre proyectos de riesgo socio-ambiental en el río San Francisco, considerado el mayor río nacional brasileño. Con esa finalidad, el trabajo se dividirá en tres períodos distintos. En un primer momento, serán tratados los conceptos de comunicación de riesgos y participación social. Se entiende la comunicación de riesgos como un proceso “interactivo” (NRC, 1989) que permite el “intercambio de información” (COVELLO, 1989; LEISS, 1989) y la “participación” (AVEN y RENN, 2010) de todos los que integran la arena social en el proceso de decisión sobre qué riesgos deben ser asumidos o refutados por la sociedad. Y la participación social es entendida como una necesidad fundamental del ser humano, pues es a través de ella que el hombre interactúa con otros hombres, expresa su tendencia innata a hacer cosas y a afirmarse a sí mismo y al mundo (BORDENAVE, 2013). En un segundo momento, se discutirá la importancia de la inclusión efectiva de las comunidades tradicionales en los procesos de toma de decisión en aquellos proyectos ambientales que las afecten, directamente o indirectamente, a la luz del Convenio 169 de la Organización Internacional del Trabajo (OIT, 1989). En un tercer momento, se presentarán los resultados de la investigación que se está llevado a cabo con las comunidades tradicionales del Bajo San Francisco, en Sergipe, en particular, la Comunidad Indígena Xokó y la Comunidad Quilombola da Resina (BECKER, 2016). Este trabajo hace uso de la investigación participante, con sesgo etnográfico, por entender que esta metodología enfatiza el compromiso del investigador en relación al derecho que tienen las personas a pensar, producir y utilizar sus conocimientos para sí mismos; fortalece los debates de cuño socio-ambiental en espacios públicos (SANTOS, 2005); demuestra que el conocimiento es el resultado de la acción de una colectividad humana sobre su entorno a lo largo del tiempo (BESSETTE y RAJASUNDERAM, 1996); y estimula procesos más participativos (PERUZZO, 1995). Los resultados de esta investigación muestran que en los procesos de comunicación de riesgos socio-ambientales en el río San Francisco las comunidades tradicionales observadas tuvieron restringido su derecho a participar. Ellas afirman que el acceso a la información fue mínimo, y que la única manera de comunicarse con los demás miembros de la sociedad fue a través de manifestaciones populares, organizadas por movimientos sociales. Por último, se entiende que pensar la comunicación de riesgos en la perspectiva del derecho a la información y la participación es, esencialmente, defender un ideal democrático de la gobernanza socio-ambiental.

**Palabras clave:** Comunicación de riesgos, participación social, comunidades tradicionales, río San Francisco, riesgos socio-ambientales.

**Id:** 16695

**Title:** Neoliberal Culture, Discourse and the Natural World: Views from the Global South

**Session Type:** Individual submission

**Authors:**

Name: Maitreyee Mishra

Email: maitreyee.mishra-xyz-manipal.edu

Country: DE (Germany)

Affiliation: Heidelberg University

**Abstract:** Crush's definition of the discourse of development as the "forms in which development makes its arguments and establishes its authority, the manner in which it constructs the world" as "self-evident" and "unavoidable" (1995) can be extended to neoliberalism. Neoliberalism has carried on from the development discourse that itself created the "Third World" (see Escobar, 1995), placing the market above all else. Neoliberalism's hold on most of the global south has impacted everything from the economy, politics, culture and society as well as caused irreparable damage to the natural environment. Free market principles have been swept into our social experiences, shaping how we see ourselves, how we see others and how we run our daily lives. Neoliberal culture sees wellbeing as tied to an individual's ability "to make market principles the guiding values of their lives, to see themselves as products to create, sell, and optimize" (Ventura, 2016: 2). It does also entail a false sense of freedom, a freedom that is not exactly a right as a citizen but the right to own consumer choices and lifestyles (Ventura, 2016: 4). Wilson (2007) has argued that neoliberalism radically inverts the idea of "human agency," its context is privatised not publicised with focus shifting away from the collective to the self, hence placing the "responsibility for social risk (unemployment, poverty)" on the individual. Peters (2001) refers to neoliberalism as a meta-narrative that heightens and renews modernity.

Neoliberalism's political and economic meta narrative places the natural world within the marketplace. In the global South neoliberal policies have strained natural resources/environments, giving (multinational) corporations more power to use these environments to their advantage and absolving them of any responsibilities and risks. This has resulted in degraded natural environments, killed and displaced animals, and impacted the livelihoods and wellbeing of many of the world's poor (peasants, indigenous people) who depend on these resources/environments for their survival. Since neoliberalism's essence rests on the marketplace and on competition, the individual is left to fend for themselves. Ramchandra Guha (2006) has argued that neoliberalism has led to "anti-green backlash" in India where environmentalists (who defend the natural environment) have often been seen as an impediment to growth. In the rest of the global South, this picture seems to repeat itself. Global Witness's report in 2016 recorded that 185 environmental activists had been killed in 16 countries in 2015 (42 of these deaths were related to anti-mining protests), with Brazil topping the list with 50 deaths. Despite such events, neoliberalism continues to garner widespread support, with many seeing it as unavoidable and necessary.

This paper, through a conceptual approach, examines and redefines the discourse of neoliberalism within the context of the rapidly changing physical and cultural/social environments (including the media) of the global south, largely drawing from ethnographic research in India. It argues that neoliberalism (not entirely a western import but appropriated locally) has greatly altered social reality and culture, which has in turn impacted action (or lack of) on environmental justice.

**Id:** 16727

**Title:** Water issues in media: The scenario of today's discourses about nature

**Session Type:** Individual submission

**Authors:**

Name: Juliana Gil Gutiérrez  
Email: juliana.gil-xyz-upb.edu.co  
Country: CO (Colombia)  
Affiliation: Universidad Pontificia Bolivariana

Name: Denisse Roca Servat  
Email: denisse.roca-xyz-upb.edu.co  
Country:  
Affiliation: Universidad Pontificia Bolivariana

Name: Jaime Alberto Quintero Arias  
Email: jaime.quinteroar-xyz-upb.edu.co  
Country:  
Affiliation: Universidad Pontificia Bolivariana

**Abstract:** This study conducts a critical review on how two major media outlets approach topics related to water in Colombia. As an important biodiversity hub, Colombia is at the heart of the environmental debate since it contains thousands of water basins, but at the same time it is a the crossroads of major natural resource extraction “development” projects.

The current environmental crisis is portrayed in the news every day and media is the scenario in which water discourses are discussed in light of various representations and conflict of interest. Moreover, water issues are central to environmental conflicts since they permeate all aspects of society and are integrated to the territory and the economic system of a country. Water means many things, for some it is related to marketing, for others to exploitation, or conservation, nature, or even a human right. These are just some of the perspectives that we found in our media review during our investigation, and every point of view depends of who is talking about it .

By conducting a discourse analysis on the newspapers El Tiempo and El Colombiano during the first six months of 2016 we studied the contents related to water issues. The results of this research point to the critical analysis of 50 contents related to water in both media outlets. Based on the theoretical perspective of political ecology (Swyngedouw, 2009; Budds, 2013) and discourse analysis (Charaudeau, 2003) we found a contested field in which media and journalists fight for hegemonic representations.

Conclusions speaks for themselves. Media expose environmental conflicts, but they don't use to take into account the perspectives of the communities involved in the territories, who are the principal victims of the lake of water. Furthermore, they lived in contexts where the nature is exploited because of mining and hydroelectricity. At the end, we found media as a crucial actor in social conflicts because Journalism is the opportunity of multiply a discourse of water and create social consciousness about nature.

**Id:** 16760

**Title:** El cine: arte y parte. Relato de un caso de co creación en el diseño de soluciones a problemáticas socio-ambientales en la Ciénaga de la Virgen

**Session Type:** Individual submission

**Authors:**

Name: Diego Felipe Rueda Pérez

Email: diegof.ruedap-xyz-utadeo.edu.co

Country: CO (Colombia)

Affiliation: None

**Abstract:** La Ciénaga de la Virgen, situada en Cartagena - Colombia, cuenta con más de 22 kilómetros de extensión en la zona suroriental de la ciudad, bordeando así unos 50 barrios que se benefician no solo del oxígeno que produce la siembra del manglar, sino también de la riqueza animal del mismo que en la mayoría de casos es fuente directa de ingresos familiares, además de que impacta algunas de las actividades económicas comunitarias de mayor relevancia en la región. Sin embargo, algunas prácticas y costumbres de la misma comunidad, sumadas al desarrollo turístico indiscriminado, la sobreexplotación de los recursos naturales, la tala del mangle, el manejo inadecuado de desechos sólidos, agroquímicos y basuras ordinarias, plantean un problema de degradación de la Ciénaga y de los canales que la componen.

La contaminación en los cuerpos de agua preocupa a la comunidad, quienes superados por tradiciones, condiciones de clase, pobreza e inequidad social, no tienen la suficiencia para resolver ellos mismos aquellas problemáticas que apuntan a un colapso ambiental y social. Algunos líderes de estas comunidades, conscientes de ello y con la ayuda de organizaciones locales y nacionales, han determinado cuáles son las problemáticas más inquietantes para el futuro próximo de la Ciénaga, teniendo en cuenta sobre todo que los manglares cumplen una importante función en el proceso de captura de los gases de efecto invernadero que causan el calentamiento global. Es entonces, en medio de un proceso de investigación, participación ciudadana, comunitaria y académica, que se establecen varios retos para mitigar de alguna forma aquellas amenazas plenamente identificadas; se pretende hablar de una de ellas, que parte del diálogo con la comunidad que escribe literalmente así: co-crear estrategias de apropiación y reconocimiento de las comunidades locales y de los habitantes de Cartagena sobre la importancia del ecosistema ante las inminentes consecuencias que trae consigo las actuales y futuras variaciones climáticas.

Esta ponencia entonces intenta narrar, desde la observación participativa y desde la realización documental en la cual se adentró un semillero de creación y desarrollo audiovisual compuesto por estudiantes de Tecnología en Producción de Radio y Televisión y el trabajo arduo y consciente de algunos líderes de la Unidad Comunera de Gobierno número 6 de Cartagena, la forma en que se construyó y desarrolló una propuesta de co creación para realizar un proceso de educación y concientización en torno a la importancia del manglar y el ecosistema de la Ciénaga de la Virgen y Juan Polo, a través de jornadas de sensibilización en la comunidad infantil y adolescente de al menos 300 jóvenes mediante ‘Galas medioambientales’ de cine y televisión que evidencian o muestran distintas problemáticas relacionadas con las realidades propias del ecosistema local a la vez que se graba un documental del proceso mismo.

**Id:** 16808

**Title:** Use of information visualisations in climate change news: an analysis of image-text relations in data journalism

**Session Type:** Individual submission

**Authors:**

Name: Eugenia Lee

Email: eugenia.lee-xyz-sydney.edu.au

Country: AU (Australia)

Affiliation: University of Sydney

**Abstract:** In journalism, methods of information visualisation have fast become a meaningful way to communicate specialist knowledge, transforming complex and often multivariate data into stories of social value for everyday people. Beyond acknowledging this value, journalists and science communicators rarely consider how they can add qualitative meaning to both the profession and to the public knowledge of climate change. One of the defining problems around the use of information visualisation is its ability to make arguments in graphical form (Drucker, 2014). Through emotive or aesthetic value, particular claims to truth can be made. The ad hoc convergence of data journalism and information visualisation can therefore enhance but also obfuscate our understanding of climate change. This ability calls for a critical study of visual epistemology, particularly in the area of science communication, and a deeper exploration of how information visualisation operates in news. While there have been attempts to understand the convergence of these practices, most have come from computer sciences where the literature treats them as singular normative entities rather than as an interdisciplinary practice. By drawing from social semiotic theories of multimodality and current scholarship in journalism studies on intersemiosis, this research aims to explore how information visualisations are being used to impart qualitative meaning in journalism, and to what extent the visuality of climate change plays a role in the greater news story. Specifically, it analyses the image-text relations by using both Caple (2014; 2015) and Segel and Heer's (2010) categorisations to evaluate the different functions visualisations play in news and the news values that are invoked within these uses. In other words, what purposes do these visualisations have? And to what extent do these images impart value, credibility, and evidence? 715 climate change visualisations were collected from 2015, leading up to The 2015 United Nations Climate Change Conference in Paris. These were taken from seven Western generalist news publications online: The ABC, The BBC, Chicago Tribune, The Guardian, The Financial Times, Los Angeles Times, and The New York Times. These publications are known for their excellence in data journalism, and were thus selected on the basis that they would be most influential in the development of the practice. Both the image of the visualisation and the screenshot of the news story were logged and analysed using File Maker Pro and NVivo. While the research is limited to the small sample set of 'best practice' visualisations, it reveals data journalism as a system of signs where communication operates through a multiplicity of modes and its interactions. It offers a critique of how knowledge is conveyed in the visual through its functions and image-text relations, and further suggests that despite the literature, information visualisation is culturally situated and that it may be used to reinforce journalistic authority.

**Id:** 16963

**Title:** The social and discursive construction of climate change denial discourse in the present and future: Intertextual maps and disruptive tactics

**Session Type:** Individual submission

**Authors:**

Name: Jeffrey Alan Hoffmann

Email: jhoffmann-xyz-unm.edu

Country: US (United States)

Affiliation: University of New Mexico, USA

**Abstract:** To this date, there is a dearth of research coming from CDA approaches that look at climate change denial discourse, with a few exceptions (e.g. Lack, 2013; Ponton, 2014; Swaffield, 2012). This study takes a critical discourse analysis (CDA) (Fairclough, 1992; Wodak & Fairclough, 2004; Tracy, et al, 2011) approach to illuminating, critiquing and making substantive suggestions for disrupting the discursive construction of the denial of the existence and amplitude of anthropogenic climate change. The present study uses CDA to map the exceedingly complex intertextuality (Allen, 2011) of climate change denial and its construction as an alternative reality upon which people act and vote. The study analyzes seven key texts widely read among proponents of climate change denial including U.S. James Inhofe's (2012) book *The Greatest Hoax: How the Global Warming Conspiracy Threatens Your Future*, Solomon's (2008) *The Deniers*, and Goreham's *The Mad, Mad, Mad, World of Climatism* among others, thousands of online reader reviews on amazon.com, several prominent climate change denial blogs, and several U.S. Congressperson's speeches to U.S. Congress. The study demonstrates how the construction of climate change denial simultaneously enacts discourses of idyllic storytelling of the "American Dream," of an ethos of the U.S. as moral ground zero and victim of global bullying, Christianity, and necessarily renders invisible or distorts unequal and inequitable political, economic, international relations of power between fossil fuel corporations, democratic government, citizens. The study also uncovers uses CDA to uncover a false consciousness manifested in hybrid discourse that is at once anti-intellectual and generative of pseudo-intellectual practice. Finally, the present study offers several conclusions concerning the future of U.S. climate discourse under the Trump administration as well as several discursive and direct action tactics for disrupting climate change denial in the specific social contexts of social media and education.

**References**

- Allen, G. (2011). *Intertextuality*. Routledge.
- Lack, M. (2013). The denial of science: analysing climate change scepticism in the UK. AuthorHouse.
- Ponton, D. M. (2014). Global warming and the role of language in social transformation. *Language and Text*, 1(2), 76-90.
- Swaffield, J. C. (2012). Climate champions and discourses of climate change: an analysis of the communication of climate change in large corporations.
- Tracy, K., Inez-Guillem, S. M., Robles, J. S., & C'asteline, K. E. (2011). Critical discourse analysis and US communication scholarship. *Communication yearbook*, 3, 241-186.
- Wodak, R., & Fairclough, N. (2004). *Critical discourse analysis* (pp. 197-213). Sage, London.



