

FYSM 1000-04: science & environmental communication



University of Colorado-Boulder

Fall 2017

Thursday, October 26th

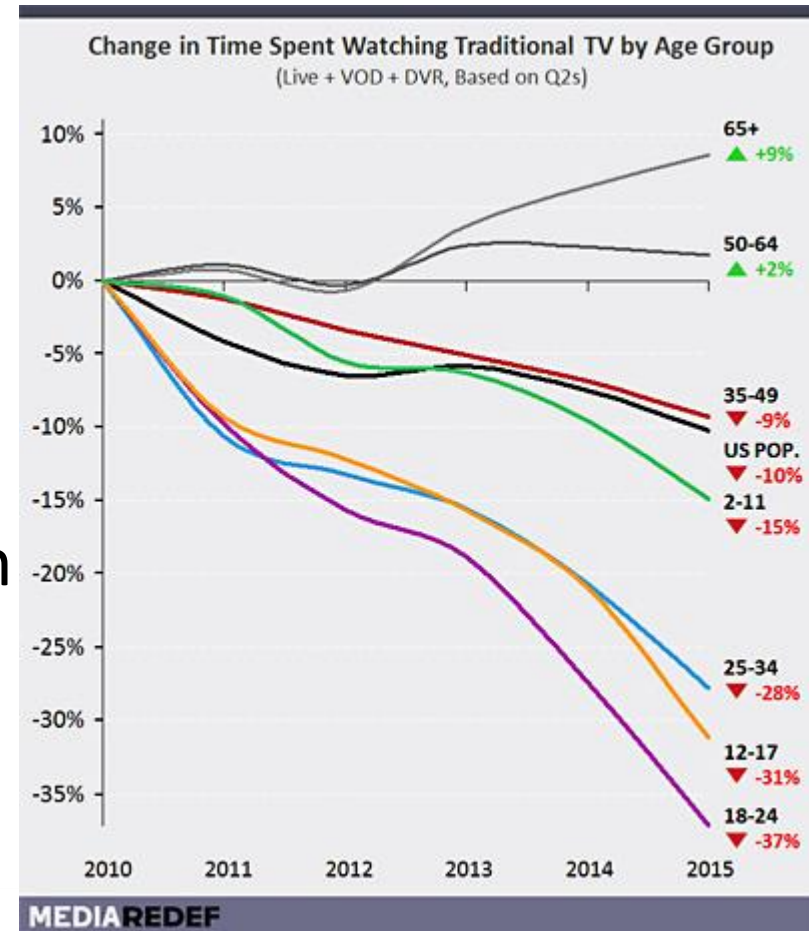
today's class



- (1) housekeeping & announcements**
- (2) a short backgrounder**
- (3) composition #2 in-class work time**
- (4) co-facilitation #7 (Ryan & Lucas)**

media (n. pl)

- (1) means of public communication reaching a large audience
- (2) publishers, editors, journalists, and others who produce, represent, interpret and disseminate information, through newspapers, magazines, television, film, (digital) radio, mobile phones and the Internet



changing media landscapes



“Few things are as much a part of our lives ...a[n] instant historical record of the pace, progress, problems, and hopes of society.” ~ W. Lance Bennett (2002)

traditional/legacy media

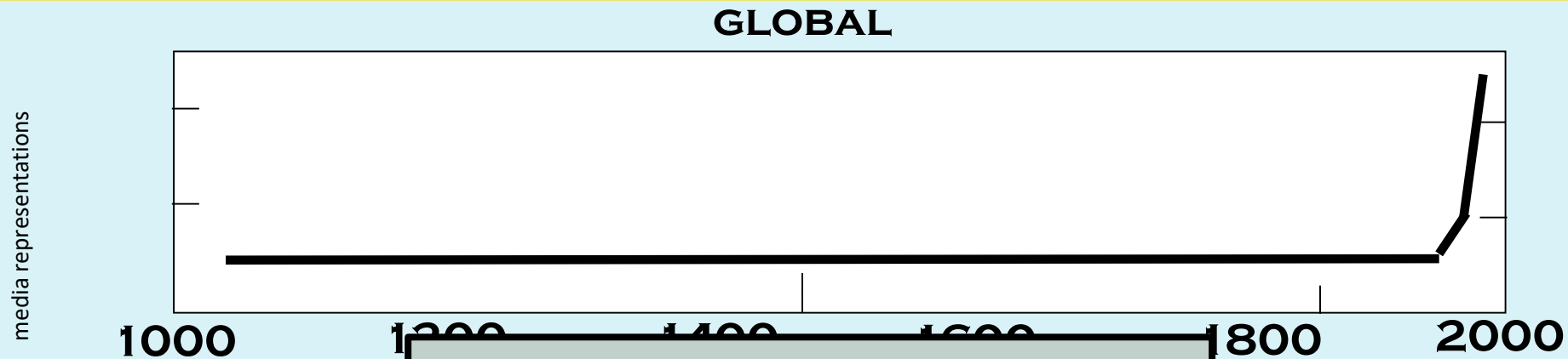
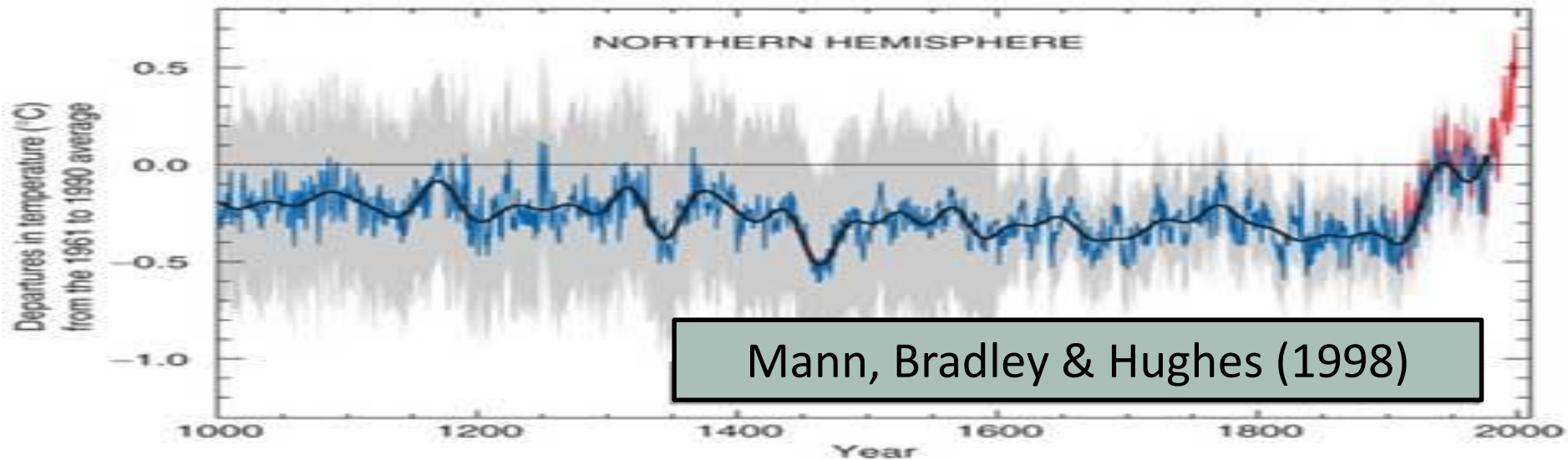
- (1) ‘one-to-many’ (often one-way) communications
- (2) centralized ‘broadcast’ communication → gatekeeping
- (3) influential content production → dominant communication through television

digital/new/social media

- (1) fundamental shift to ‘many to many’ interactive webs of communications
- (2) promotes interaction thru user-led decentralized communication
- (3) democratized content production → blogs, Twitter, Tumblr, Reddit, Kapost etc.



media attention to climate change over time



RESONANT THEMES [external]:

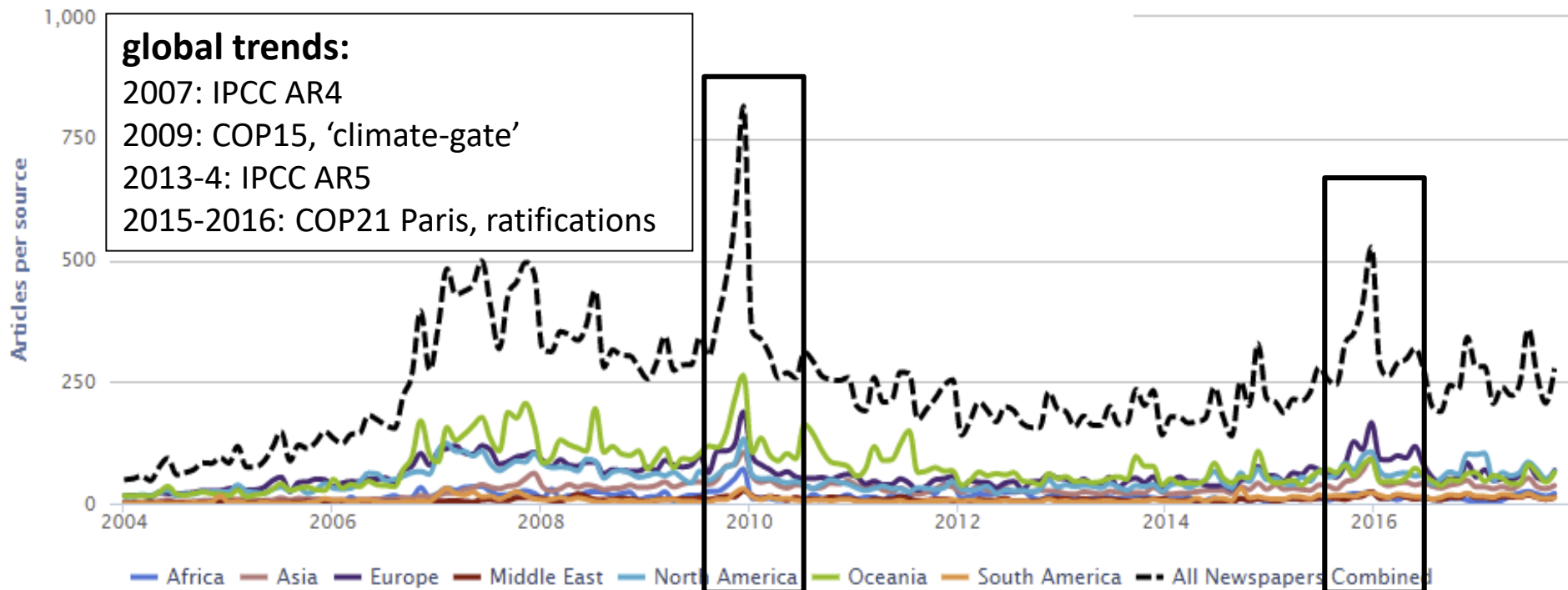
- ecological/meteorological events and issues
- scientific events and issues
- cultural events and issues
- political events and issues

examining media representational practices

Media & Climate Change Observatory (MeCCO)



2004-2017 World Newspaper Coverage of Climate Change or Global Warming



CIRES Center for Science and Technology Policy Research, University of Colorado Boulder, http://sciencepolicy.colorado.edu/media_coverage

updated monthly at http://sciencepolicy.colorado.edu/media_coverage/

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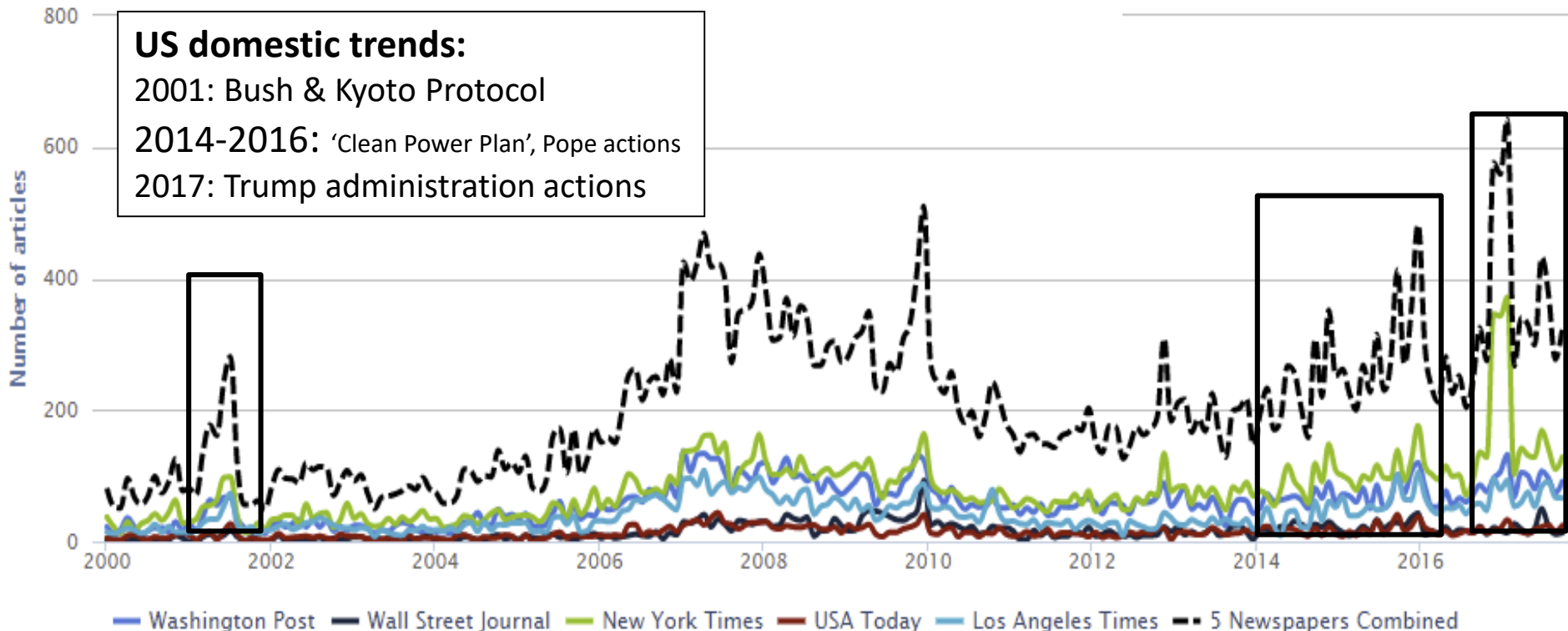


US domestic trends:

2001: Bush & Kyoto Protocol

2014–2016: 'Clean Power Plan', Pope actions

2017: Trump administration actions



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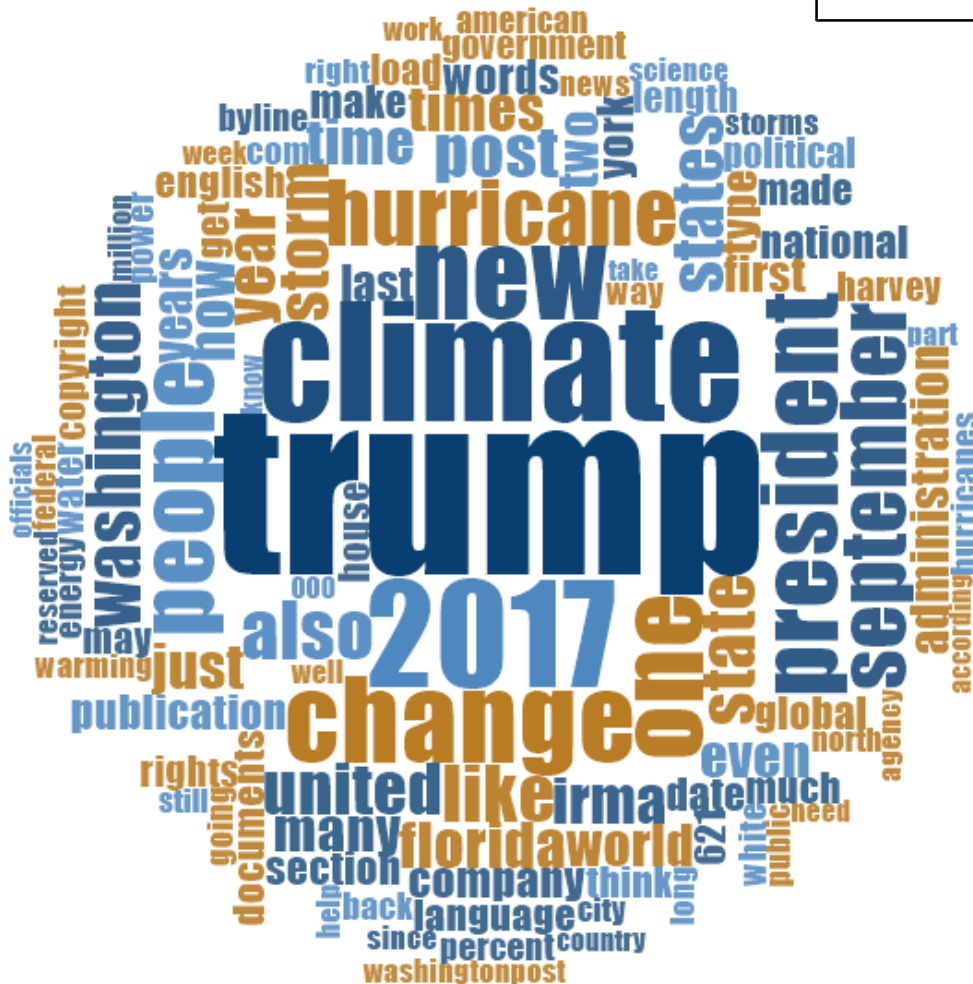
examining media representational practices

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A CAUTION : FOSSILS AMONG US

MORE ATTENTION ≠ MORE PUBLIC UNDERSTANDING/CLARITY



updated monthly at http://sciencepolicy.colorado.edu/media_coverage/

CARBON ECONOMIES

- carbon-based energy generation is central (e.g. coal, oil, natural gas)
- incentive schemes support carbon-based economies (e.g. subsidies, tax relief)
- associated effects of anthropogenic climate change, pollution, oil geopolitics

'NEW' CARBON ECONOMIES

- decarbonization of industry and society (e.g. greater efficiencies; mode-switching to renewable energy generation)
- incentive schemes (e.g. taxation, net metering, feed-in tariffs, cap-and-trade)
- diminished contributions to anthropogenic climate change, air pollution etc.
- introduction of multi-scale agreements to promote policy cooperation

Q SEARCH

The New York Times

ECONOMY

The Challenge of Cutting Coal Dependence

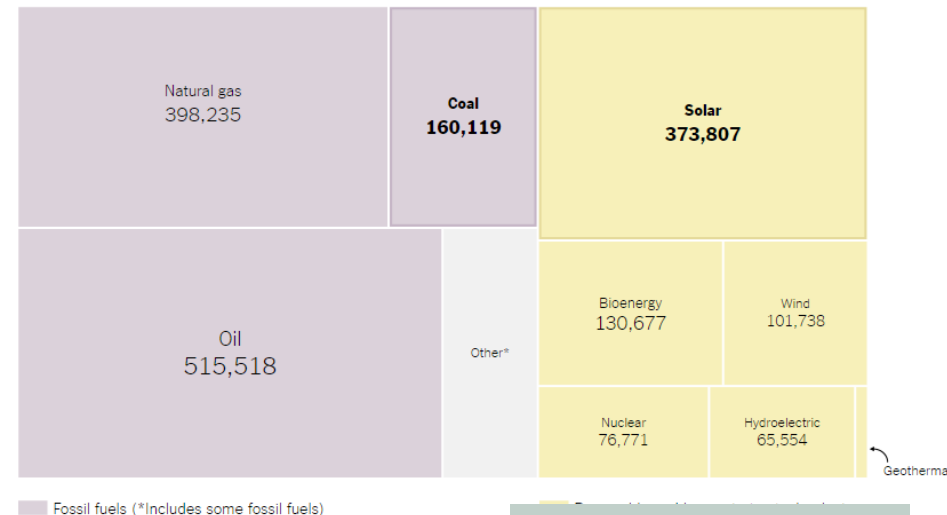


Eduardo Porter

ECONOMIC SCENE AUG. 30, 2016

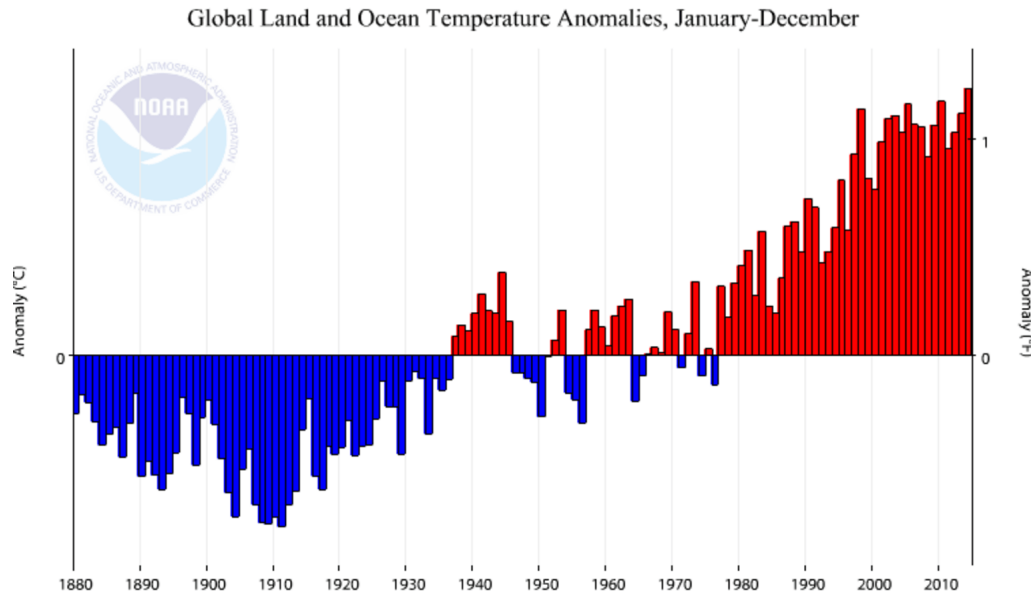


Power creation jobs in 2016
1.9 million



Popovich (2017)

meeting people 'where they are' on climate change



Top 12 warmest years (NOAA)
(1880–2016)

Rank ↕	Year ↕	Anomaly °C ↕	Anomaly °F ↕
1	2016	0.94	1.69
2	2015	0.90	1.62
3	2014	0.74	1.33
4	2010	0.70	1.26
5	2013	0.66	1.19
6	2005	0.65	1.17
7	2009	0.64	1.15
8	1998	0.63	1.13
9	2012	0.62	1.12
10 (tie)	2003	0.61	1.10
10 (tie)	2006	0.61	1.10
10 (tie)	2007	0.61	1.10

“We...must stop viewing global change as yet another opportunity to apply our existing tool kit. We must view the problems of global change as an opportunity to better recognize the limitations of current tools, and as a test bed in which to develop new formulations and analysis methods” ~ **Mike Hulme** (2009, p. 279)

the hatchet & the seed: engagements in the 21st century



“...if things are *made* rather than found, then the possibility exists for them to be *unmade*, or *made differently*.”

~ Stephanie Rutherford

- carefully consider audience
- emphasize solutions
- bring climate impacts ‘home’
- tell meaningful stories
- approach contrarianism carefully
- make behavior change easy

integrate lessons from research insights on what works, what doesn't work, how, why, when and in what contexts

CHALLENGES

- (1) smartening up, not 'dumbing down' climate change conversations
 - (2) climate change communicators are talking more than listening
- "Paradoxically, there's an urgent need to slow down – and think"**
(Philip Smith and Nicolas Howe, 2015: 207)

OPPORTUNITIES

- (1) there is more recognition now regarding the importance of communication research in various contexts
- (2) there is high participation from young scholars/people

A. watch the LOCC post.

B. create your post

Items to cover in your post:

1. introduce yourselves (name, hometown, major (if you've declared something))
2. tell the LOCC group what the communication topic is for your composition
3. tell the LOCC group what the communication goal/objective is for your composition

storyboarding



Project Title _____ Scene _____

A large empty rectangular box with a blue border, intended for drawing the first storyboard panel.

Action: _____

Narration: _____

Music: _____

SFX: _____

Duration: _____

A large empty rectangular box with a blue border, intended for drawing the second storyboard panel.

Action: _____

Narration: _____

Music: _____

SFX: _____
