

# 2 Disciplines / Key Terminology

## Lesson 01: Phenomena & Key Terminology

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**ZMML**  
Zentrum für Multimedia in Lehre



## Where are we?

### **Episode/Lesson 1.1: Phenomena & Key Terminology**

Episode/Lesson 1.2: Science Communication / Risk Communication

Episode/Lesson 1.3: Environmental and Sustainability Studies /  
Environmental Communication

Episode/Lesson 1.4: CSR / CSR Communication



## Learning outcomes

### Learning outcome 1:

**Describe** the diverse nature of contemporary practices of sustainability communication on an individual, organizational and societal level, the relationship of strategic communication practices to other public communication practices, the role of stakeholders and publics and the communication practitioners in and outside of organizations (corporate, NGO, political and educational institutions etc.)

### Learning outcome 2:

**Develop** comprehensive and well-founded knowledge in sustainability communication as field of study, an understanding of how other disciplines relate to the field and an international perspective on the field.

### Learning outcome 3:

**Understand** the key elements of communication theories, strategies and tactics, and, thus, the character and operationalization of best practice sustainability communication planning frameworks.

### Learning outcome 4:

**Advance** your understanding of social and civic responsibility and develop an appreciation of the philosophical and social context of sustainability communication. Advance your knowledge and respect of ethics and ethical standards in relation to communication of, about and for sustainability.

### Learning outcome 5:

**Anticipate and Interpret** current issues and challenges of a world in transformation and social change. Develop a deep understanding of and skills to create change, develop advocacy, leadership and authorship in and for sustainability communication.



# Overview

## A. Current developments

- Crises
- Inter- / transdisciplinary responses needed

## B. Where is Sustainability communicated?

- Political Communication
- Corporate Communication
- Individual Communicators (sustainability influencers)

## C. Communication phenomena on three levels:

- Macro level
- Meso level
- Micro level



## A. Current developments



Source: Photo by Milo Miloezger on Unsplash



## A. Current developments

Source: Photo by Matt Howard on Unsplash





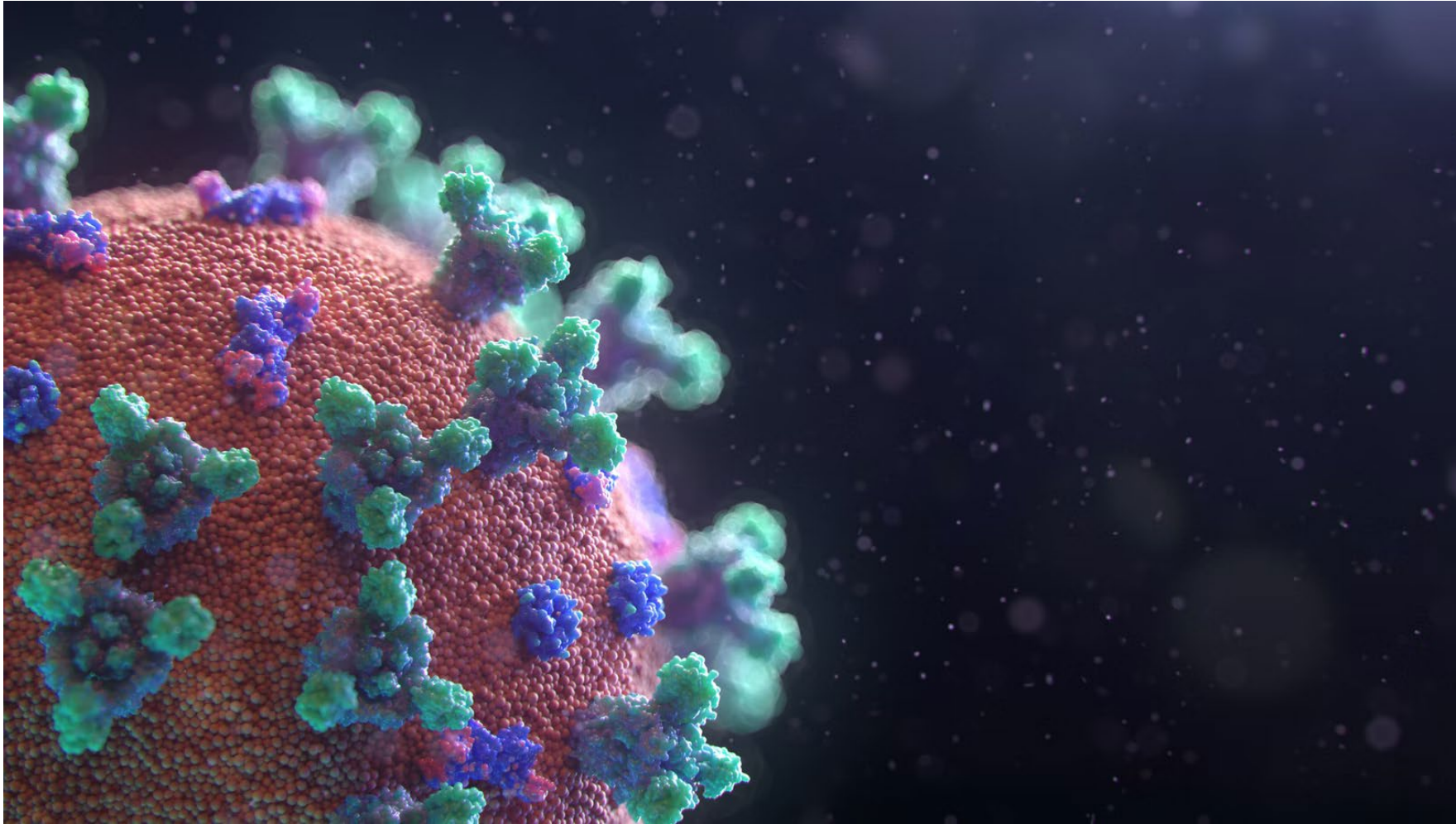
## A. Current developments



Source: Photo by isafmedia on flickr, Licence: CC-BY-2.0



## A. Current developments



Source: Photo by Fusion Medical Animation on Unsplash





## A. Current developments



Source: private



## A. Current developments



Source: private



# A. Current developments

## THE GLOBAL GOALS For Sustainable Development



Source: [www.theglobalgoals.org/resources](http://www.theglobalgoals.org/resources)



## A. Current developments

### **Sustainability**

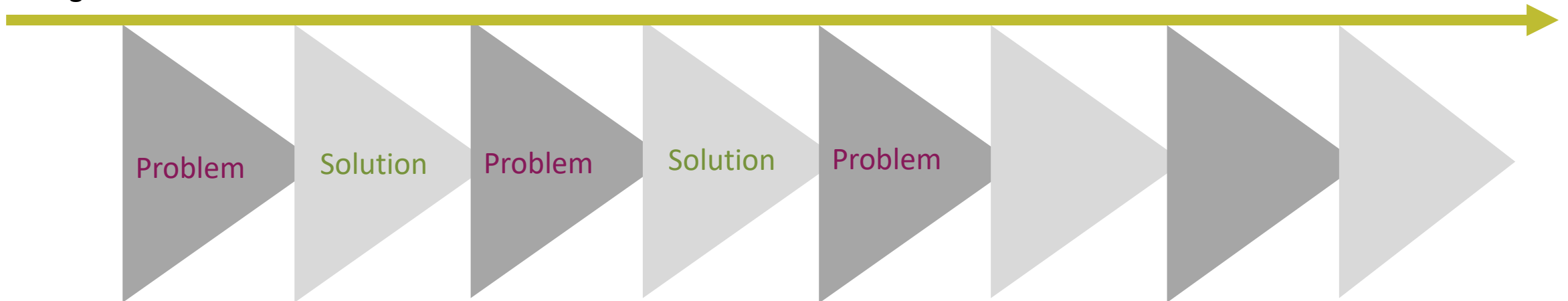
- „Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs“ (WCED, 1987: 43)
- Sustainability – principle, goal
- Sustainable development – ethically motivated normative concept referring to a form of economics and lifestyle that does not endanger our future (based on „strong sustainability“)
- Need for transdisciplinary response (complexity and systems thinking, transdisciplinarity, social change = cultural change)



## A. Current developments

### Inter- / transdisciplinary approach to Sustainable Development

SD agenda

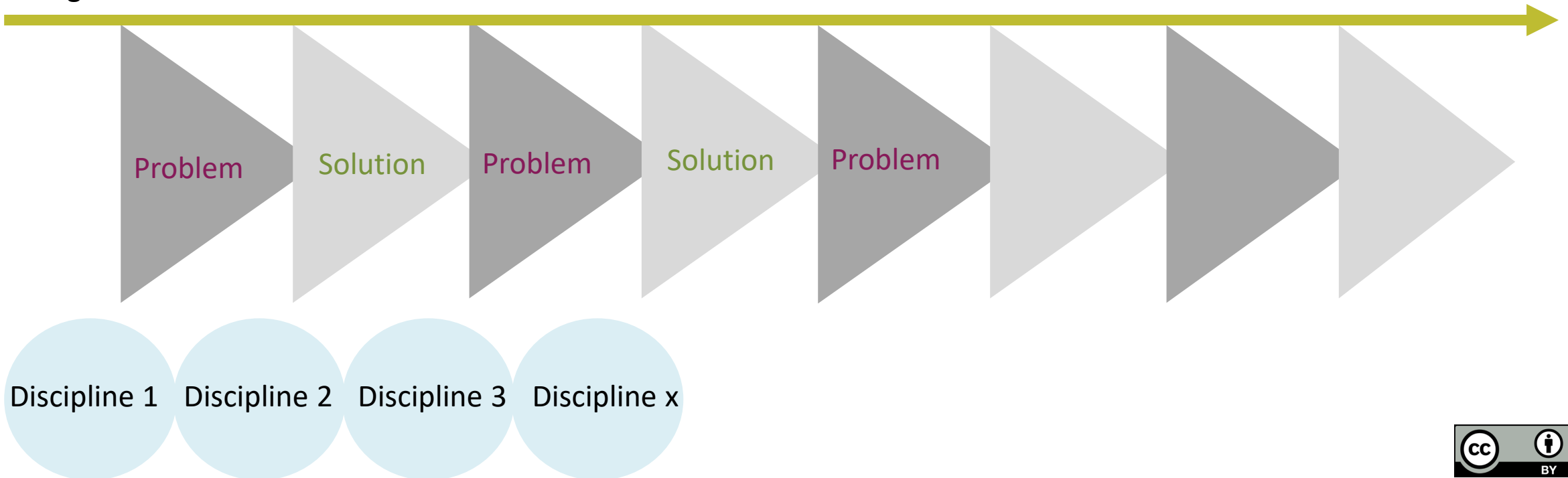




## A. Current developments

### Inter- / transdisciplinary approach to Sustainable Development

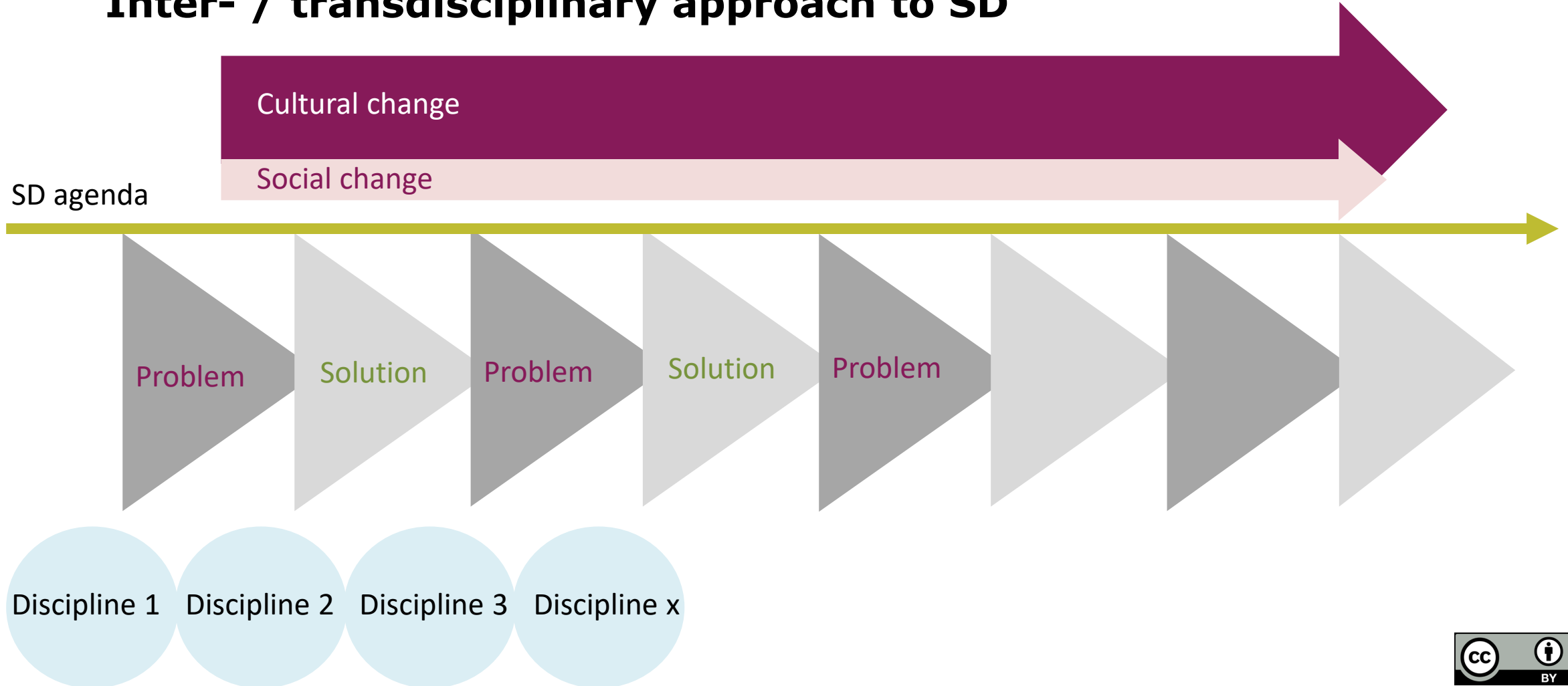
SD agenda





## A. Current developments

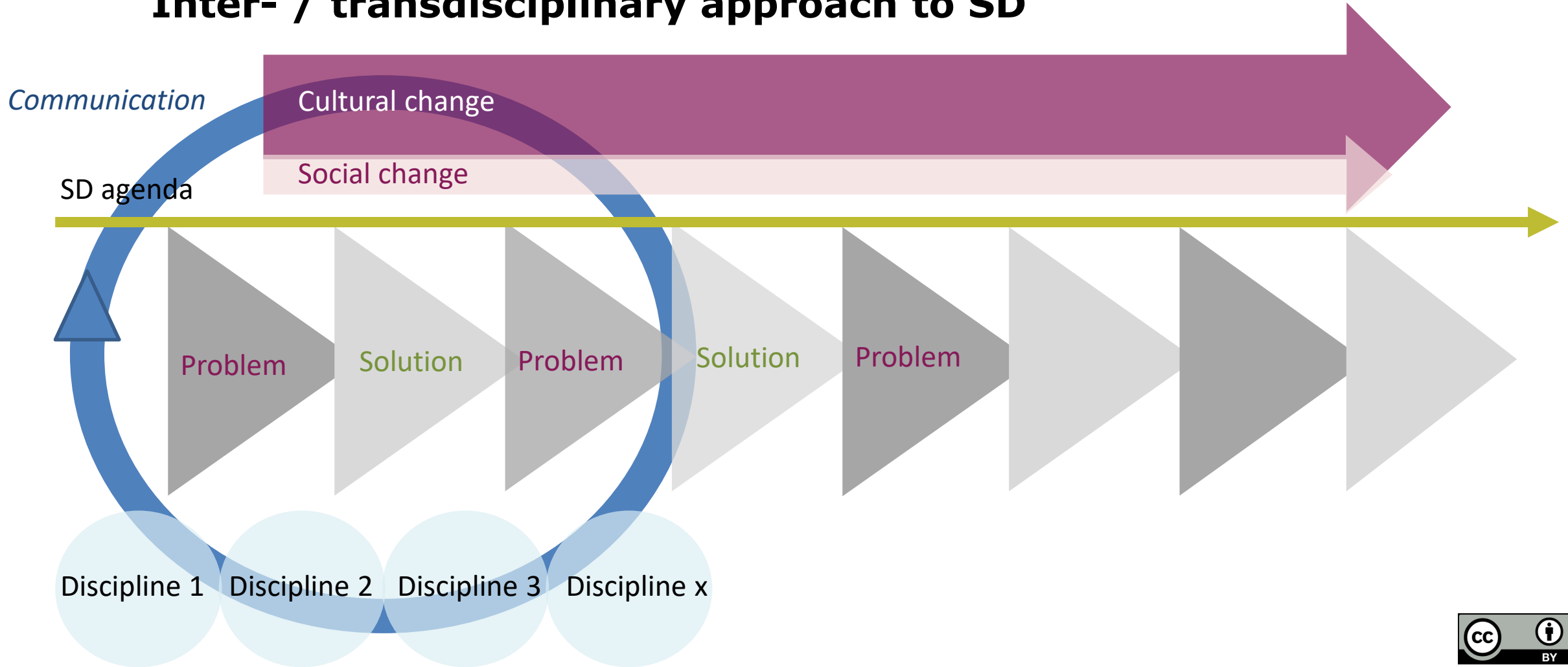
### Inter- / transdisciplinary approach to SD





## A. Current developments

### Inter- / transdisciplinary approach to SD







## B. Where is Sustainability communicated?

- But where does communication happen – and how?
- Who communicates about sustainability?
- And to whom?
- And what are the communication channels?



## A. Where is Sustainability communicated?

1. Political communication
2. Corporate / organizational communication
3. Media / public communication
4. Individual communication



# 1. Political Communication



Bundesministerium  
für Umwelt, Naturschutz, nukleare Sicherheit  
und Verbraucherschutz

BMUV logo

Ministerium

Themen

Service

Presse

Home > Themen > Nachhaltigkeit · Digitalisierung > Nachhaltigkeit

## Nachhaltigkeit

Wir sollten mit den begrenzt zur Verfügung stehenden Ressourcen sorgsam umgehen und nicht auf Kosten der Menschen in anderen Regionen der Erde und auf Kosten zukünftiger Generationen leben. Nachhaltigkeit betrifft unsere Umwelt, alle Bereiche unseres Lebens und Wirtschaftens. Nachhaltiges Handeln ist also eine Aufgabe der ganzen Gesellschaft – national und international. Wir müssen unsere Erde für alle und auf Dauer bewohnbar erhalten.



Source: <https://www.bmuv.de/themen/nachhaltigkeit-digitalisierung/nachhaltigkeit>

# SUSTAINABLE DEVELOPMENT GOALS

Source: [www.theglobalgoals.org/resources](http://www.theglobalgoals.org/resources)





# 1. Political Communication



Ministry of Sustainability  
and the Environment  
— SINGAPORE —

LATEST NEWS ▾

POLICIES ▾

TAKE ACTION ▾

HOME / POLICIES / CLIMATE CHANGE / CLIMATE CHANGE

# Climate Change

Source: Screenshot: msg.gov.sg, 1/2022



## 2. Corporate Communication



Source: private



## 2. Corporate Communication

Go Green!

Our Responsibility!

Be Green!



[Quick Start](#) [Tracking](#) [Shipping](#) [Services](#)

[Home](#) > [Services](#) > [Sustainability](#) > Environmental Responsibility

### Green Logistics and Environmental Responsibility

Efficiencies to make a world of difference.



We've taken a global, enterprise-wide approach to reducing greenhouse gas emissions – from our fleets to our facilities. Our optimised network is a single integrated system that handles all our services, creating powerful connections between our company, our partners and the planet. We've

Source: <https://www.ups.com/mt/en/services/sustainability/environmental-responsibility.page?>



## 3. Public Communication / Media

Source: Photo by Friends of the Earth Scotland on flickr, Licence: CC-BY-2.0





# 4. Social Media / Individual Communication



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**Franzisca Weder**

- Lobby
- Schedule
- Speakers
- Posters
- Artworks
- Networking
- Account
- Help
- Logout

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Die Catarina, James Schwob, Sean Williams, Sheryl Cunningham  
JUN 24 3:00 - 3:45 AM **Thematic Panel**  
[Live Q&A for pre-recorded panel](#)

## Social Time: Yoga Happy/Coffee Hour

Thursday June 24th, 7:00 - 7:45 AM AEST

Social gathering

+ 17 - **Grappling with Earthly Loss: Novel Perspectives on Ecological Grief**  
Catherine Bruns, Christopher Jackson, Jessica Chaplain, Joshua Barnett, Tyler Rife  
JUN 24 4:00 - 5:30 AM  
**Live Roundtable**

+ 18 - **The wild and social justice**  
Debra Merskin, Joanne Marras Tate, Madison Jones, Moana de Almeida, Wouter Blankestijn  
JUN 24 6:00 - 6:45 AM **Thematic Panel**  
[Live Q&A for pre-recorded panel](#)

Joanne Marras Tate

Unmute Stop Video Participants 4 Share Screen More

Source: private

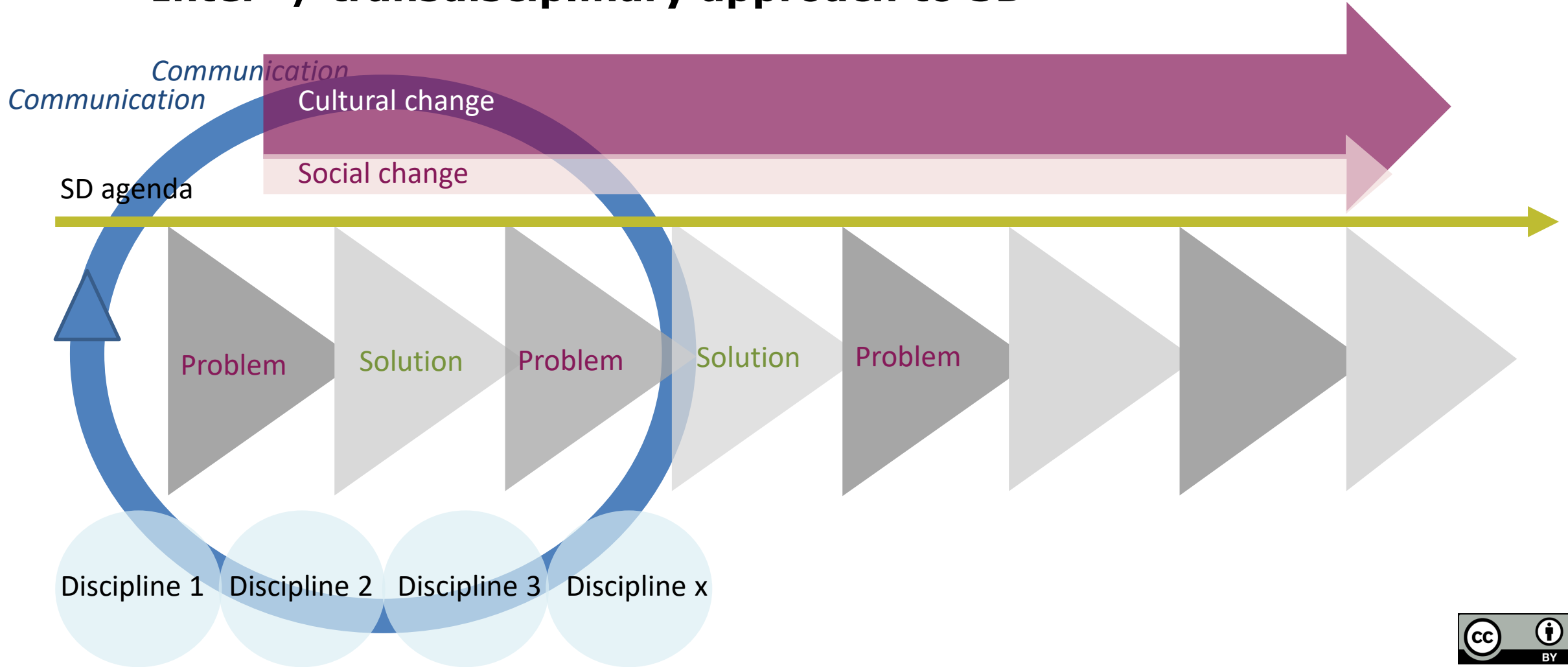






## C. Communication Phenomena on three levels

### Inter- / transdisciplinary approach to SD



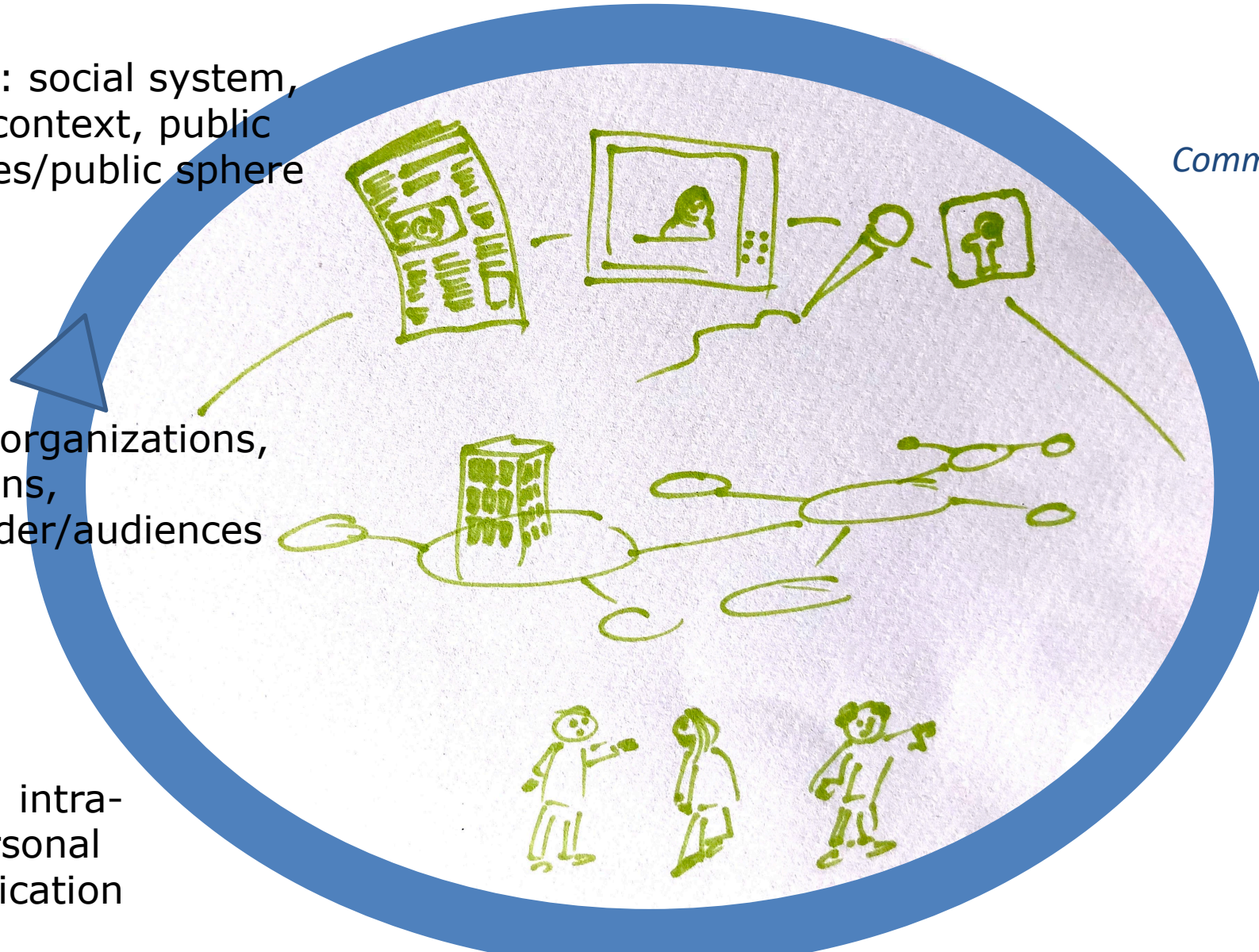


## C. Communication Phenomena on three levels

\_MACRO: social system,  
cultural context, public  
discourses/public sphere

\_MESO: organizations,  
institutions,  
stakeholder/audiences

\_MICRO: intra-  
/interpersonal  
communication



*Communication*



## C. Communication Phenomena on three levels

### Sorting Sustainability Communication

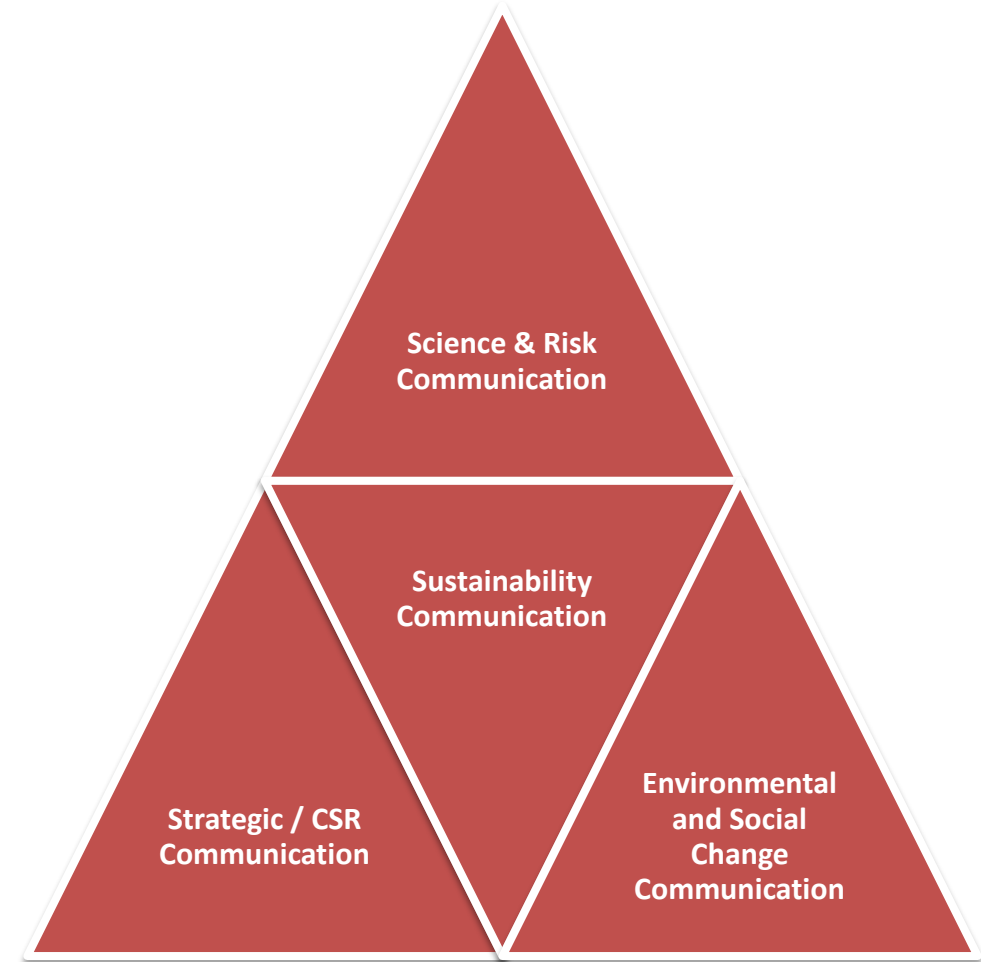
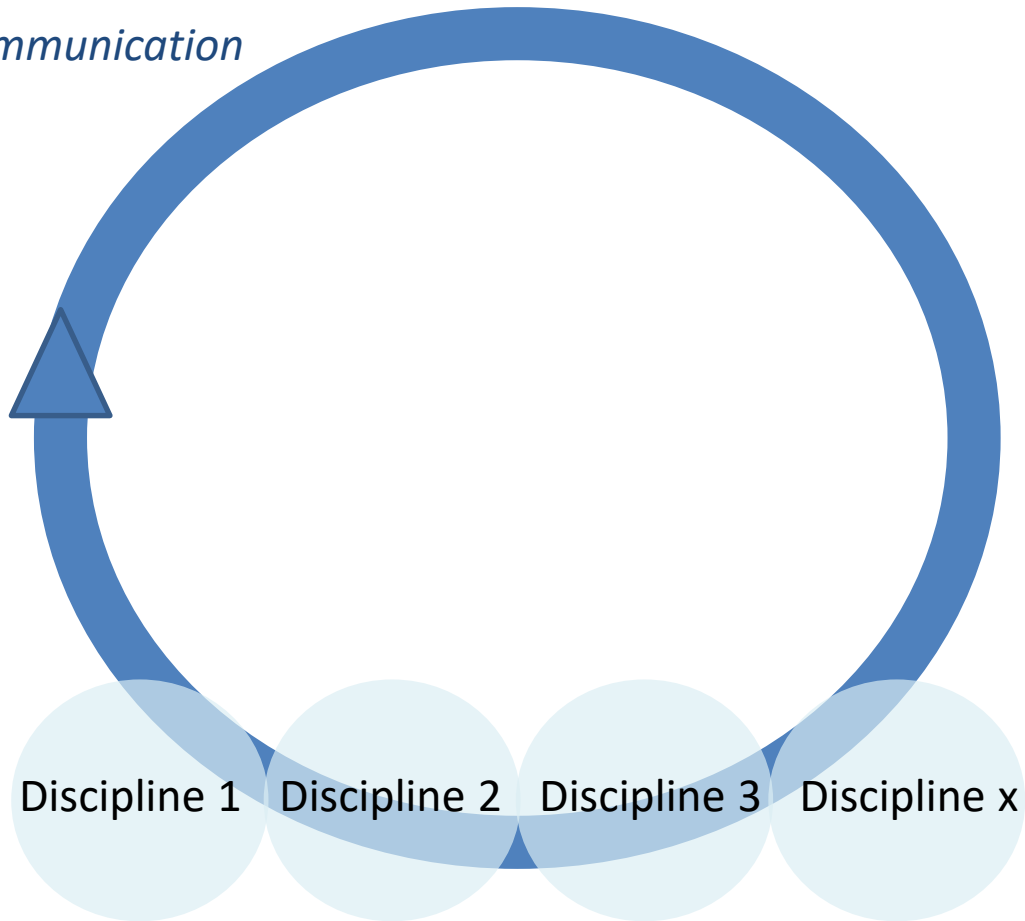
1. MACRO: Sustainability as WORLDVIEW, Sustainable development ; political/policy perspective (definitions, SDGs., national policies ...)
2. MESO: Sustainability as PRINCIPLE/org. perspective, communication *about & of* sustainability (activities...), communication *for* sustainability (contribution)
3. MICRO: Sustainability as LIFESTYLE: morality!!! Sustainable = good, proudness, advertisement, media comm.; sustainability as vehicle for communication



# OUTLOOK

## Disciplines

*Communication*

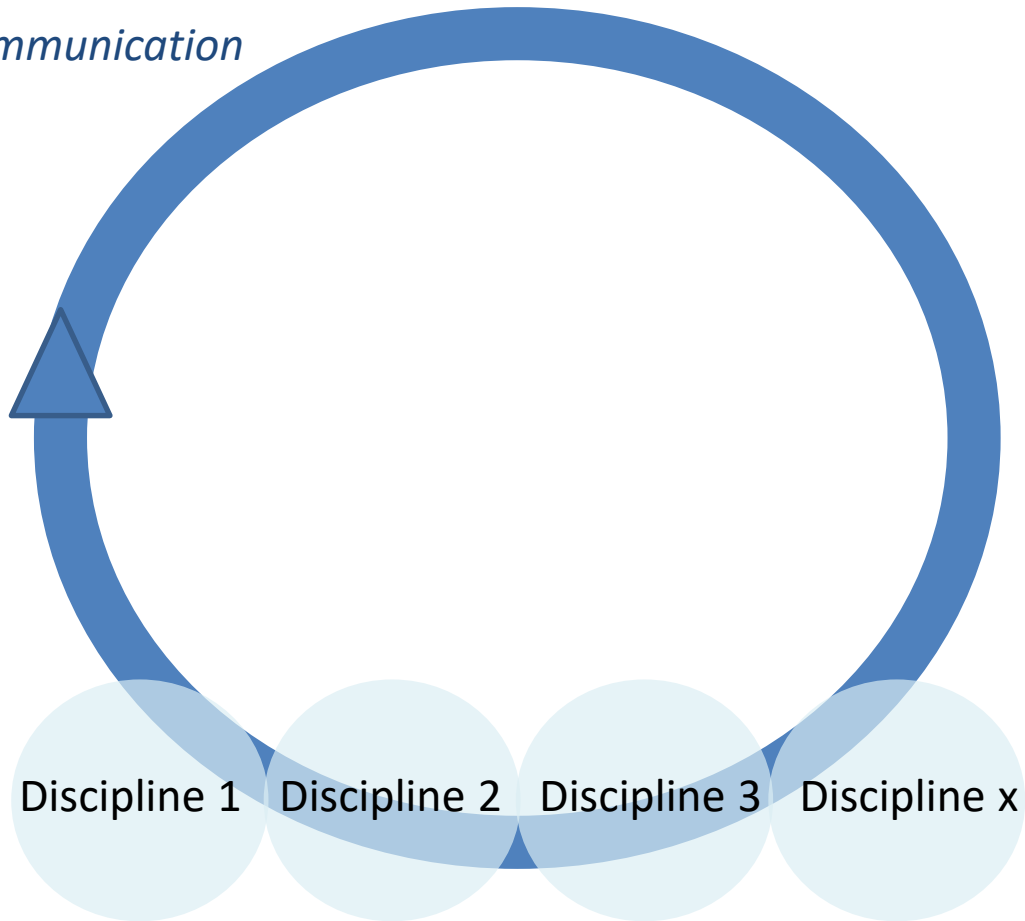




# OUTLOOK

## Disciplines

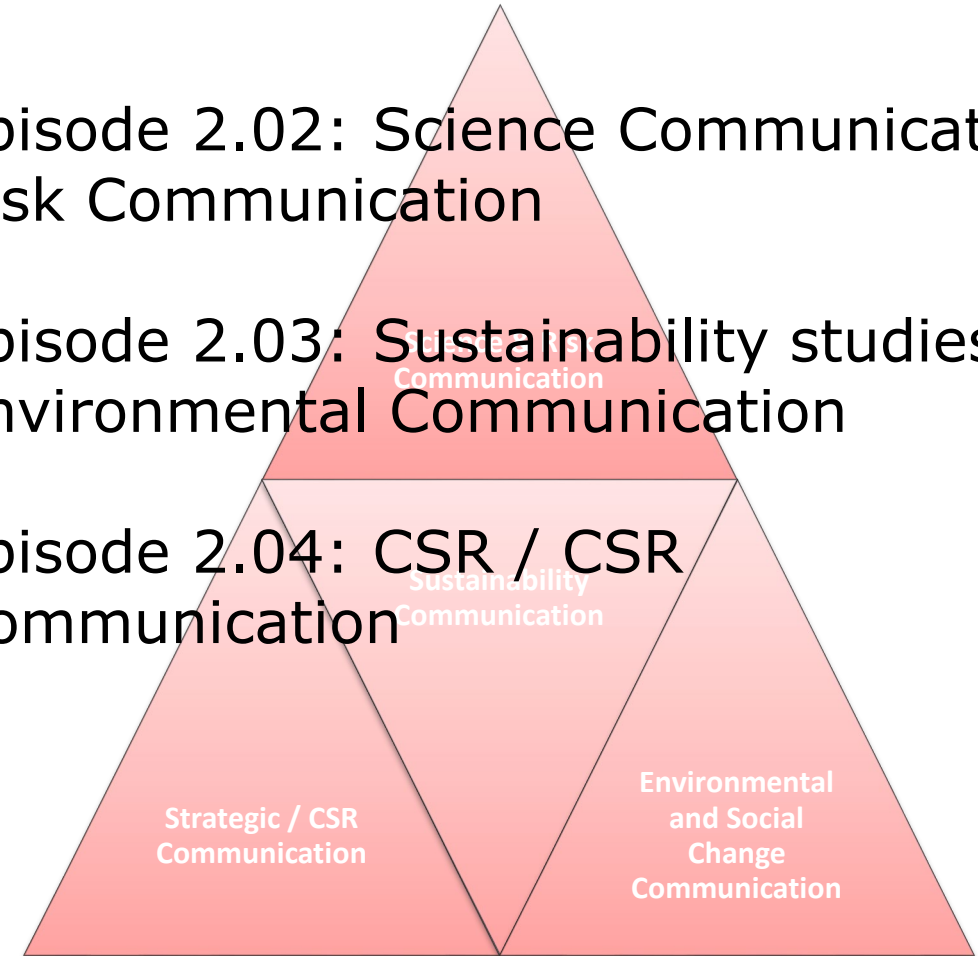
*Communication*



Episode 2.02: Science Communication / Risk Communication

Episode 2.03: Sustainability studies & Environmental Communication

Episode 2.04: CSR / CSR Communication





## Reflection

1. Try to identify sustainability communication in your cultural, social, political and media context:
  - Where is sustainability explicitly communicated?
  - Where is sustainability used as „label“?
  - Doe you talk about „sustainability“ with your family / friends? If so, related to which issues?
2. Make yourself familiar with the SDGS:
  - Why isn't there a goal for communication?
  - If you would be involved in creating SDG #18, what would it be about?
  - How could communication be captured?
3. Evaluate the SDGs related to their potential to be used for/in communication.