

2 Disciplines / Key Terminology

Lesson 02: Science Communication / Risk Communication

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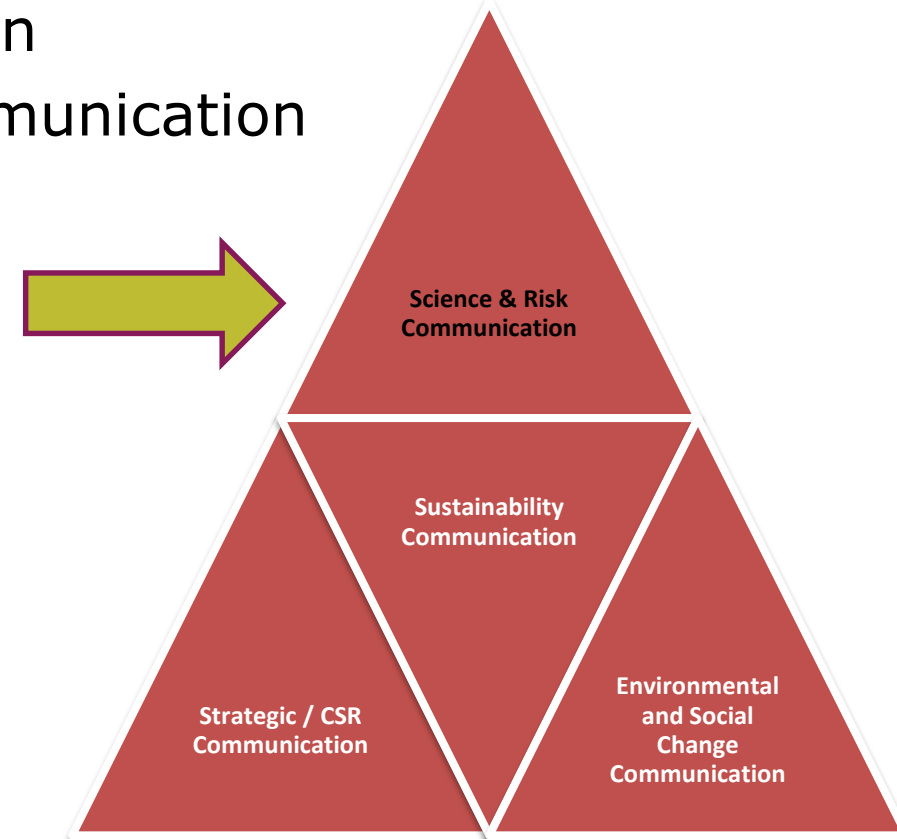
Where are we?

Episode 1.1: Phenomena & key terminology

Episode 1.2: Science Communication / Risk Comm.

Episode 1.3: Environmental and Sustainability Studies /
Environmental Communication

Episode 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. Changing Climate
- B. Science Communication
- C. Climate Change Communication



A. A changing climate



Source: private



A. A changing climate



Source: private



A. A changing climate

Source: private





A. A changing climate



Source: private



A. A changing climate



Source: private



A. A changing climate

ipcc

INTERGOVERNMENTAL PANEL ON
climate change



Source: www.ipcc.ch

Scientific facts:

Observed warming of the Earth's surface

Attribution of observed warming to human activities

In detail:

- Projected increases in future global mean temperature,
- rising sea levels, and
- increased frequency of heat waves.



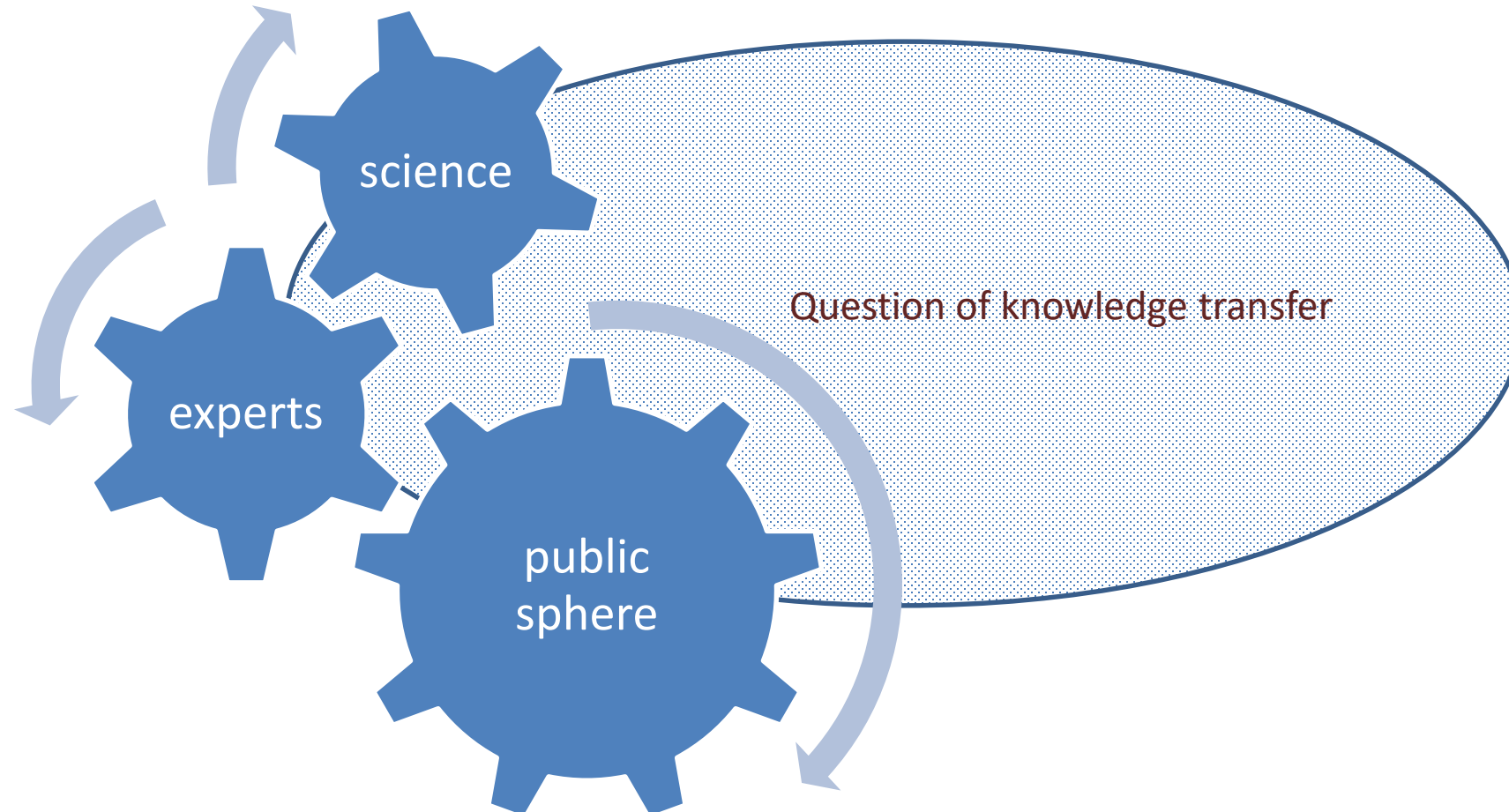
A. A changing climate



Do we (want to)
understand this?



B. Science Communication





B. Science Communication

Developments

Formats and actors of science communication are diversifying (Bucchi & Trench, 2021)

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B. Science Communication

Developments

Formats and actors of science communication are diversifying (Bucchi & Trench, 2021)

Science communication is increasingly seen “as culture” (Davies & Horst, 2021)

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B. Science Communication

Developments

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Science communication is increasingly seen “as culture” (Davies & Horst, 2021)

Presence of science in public conversations (Bauer, 2009)



B. Science Communication

Developments

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Presence of science in public conversations (Bauer, 2009)

Social conversations around science (sense / meaning making) (Bucchi & Trench, 2021)



B. Science Communication

Base model	Dissemination				Dialogue				Participation					
Sci-comm applications	Deficit	Defence	Promotion	Popularisation	Outreach	Engagement	Consultation	Interactivity	Deliberation	Chat	Play	Co-creation	Film & fiction	Art-science
Aspects of science	Findings: finished knowledge				Issues: applications and implications of knowledge				Processes: interpreting and (re-) constructing knowledge					
Public uses	Information, awareness, learning				Questioning, opinion, discussion				Sharing, creating, enjoyment, critique					
Social perspectives	Science literacy: scientism, technocracy				Science in society: Mode-2, post-normal, post-academic				Society in science: civic science, citizen science					
Orientation	Purposive Hierarchical Formal Closed				Non-purposive Participatory Informal Open									

Figure 1. Framework of the social conversation around science.

Bucchi, M., & Trench, B. (2021). Rethinking science communication as the social conversation around science. *Journal of Science Communication*, 20(3), Y01. p. 8



C. Climate Change Communication



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C. Climate Change Communication

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C. Climate Change Communication

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C. Climate Change Communication

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C. Climate Change Communication

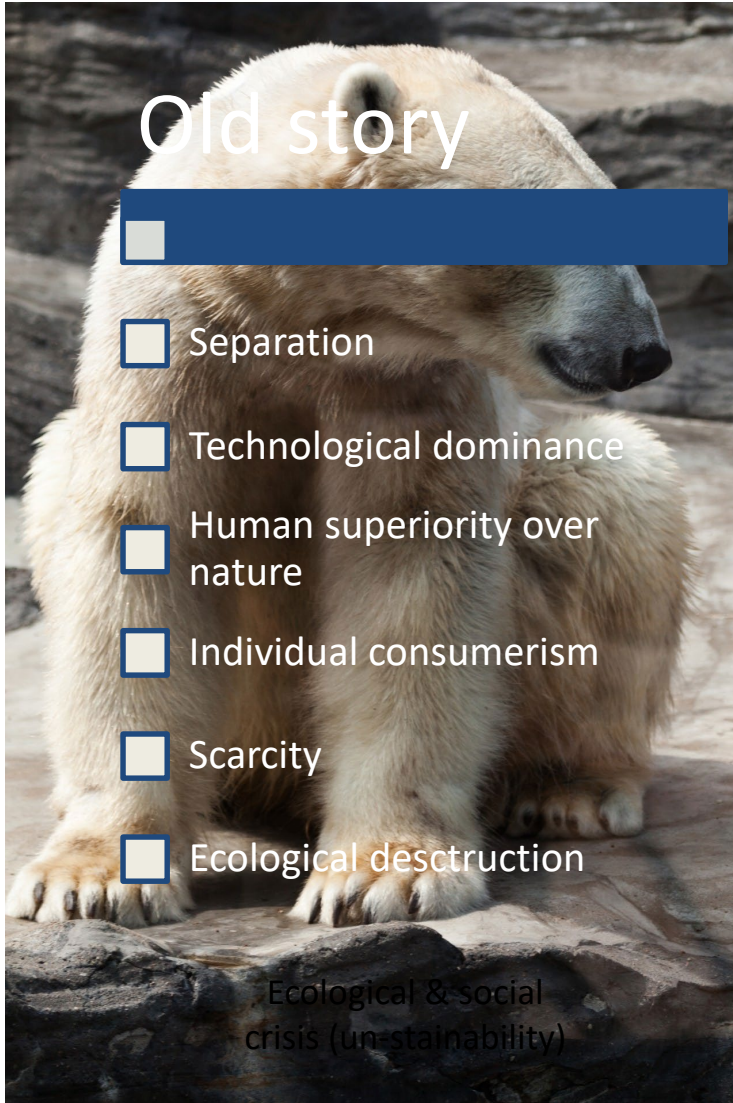
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C. Climate Change Communication

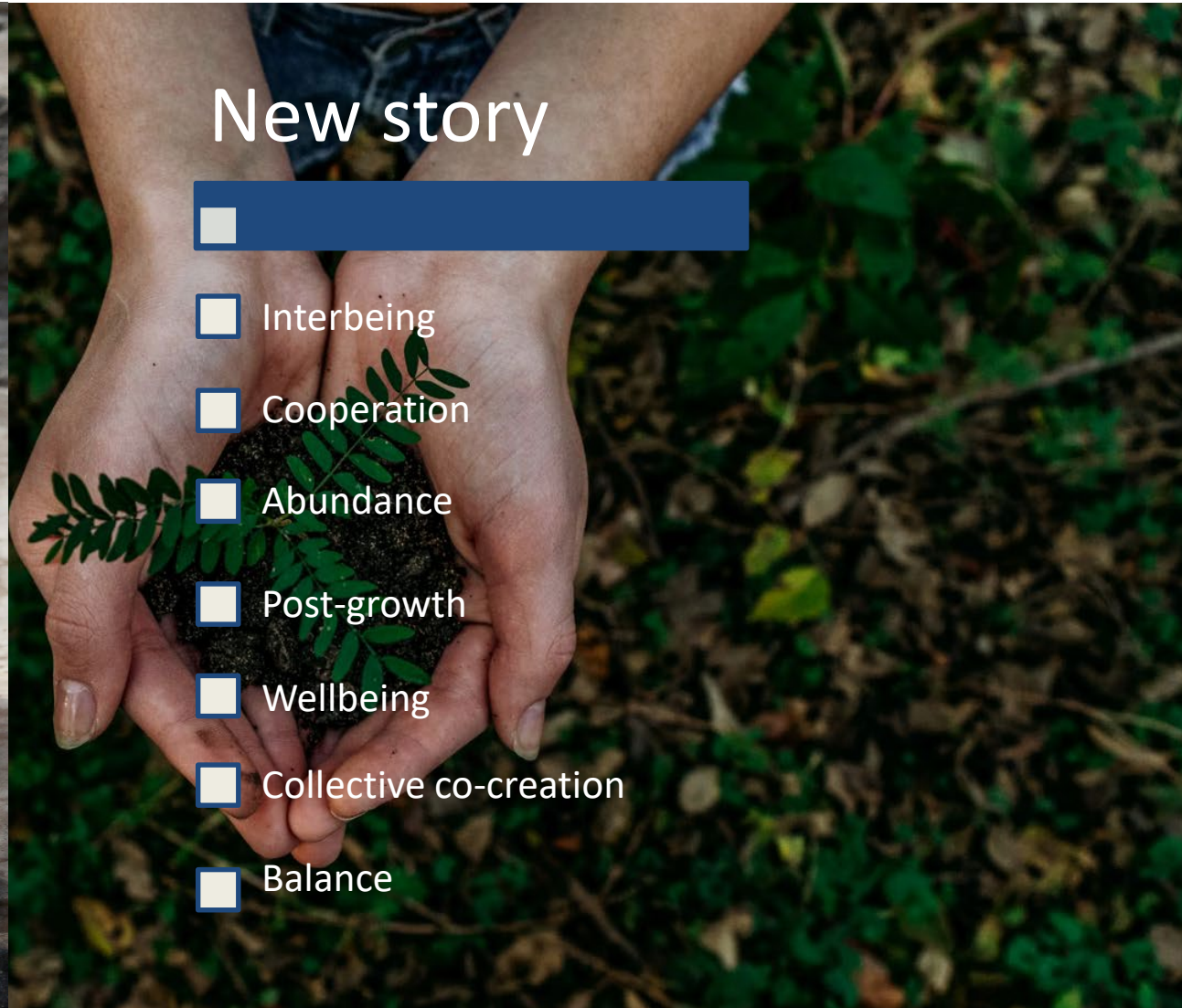
Old story



- Separation
- Technological dominance
- Human superiority over nature
- Individual consumerism
- Scarcity
- Ecological destruction

Ecological & social crisis (un-sustainability)

New story



- Interbeing
- Cooperation
- Abundance
- Post-growth
- Wellbeing
- Collective co-creation
- Balance

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C. Climate Change Communication

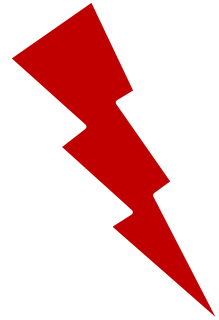
Perspective on Sustainability:

Sustainability as counter narrative (solution?) to climate change



Outlook

Challenge!



Science / CC Comm: Communication about & of climate change



Communication *for* change?



Reflection

1. Try to identify risk and climate change communication in the media
 1. Where is it communicated?
 2. How is it communicated?

2. What are the barriers in communicating about climate change?
 - Why is it easy to communicate about the crisis – but not so easy to communicate about „change“ and long term developments?
 - Who are the dominant voices in the climate change discourse?

3. Try to define „expertise“.
 1. Who are the „experts“ always quoted / referred to in the media?
 2. What makes them an „expert“?
 3. Try to differentiate between expert and „public authority“.