3. Theories & Perspectives

Lesson 04: Communication on a societal Level, Communication as Culture

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Where are we?

Episode 1.1:   Social & Cultural Sciences & Paradigms

Episode 1.2:   Communication on an individual level

Episode 1.3:   Communication on an organizational level

Episode 1.4:   Communiation on a social level, communication as culture

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.
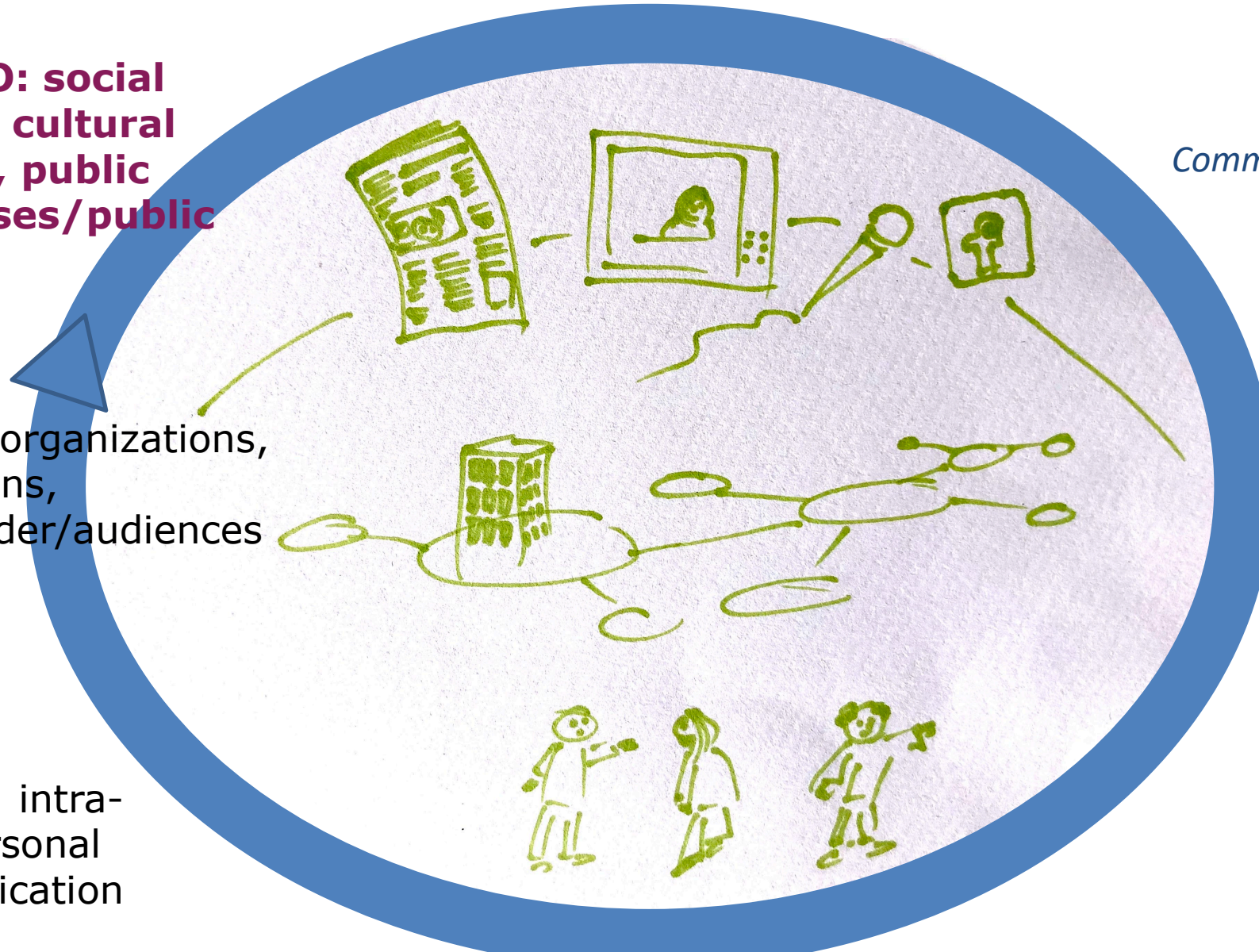
Recap

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

Communication

_MESO: organizations, institutions, stakeholder/audiences

_MICRO: intra-/interpersonal communication

Overview

A. Mediatization & Digitalization

B. Media

C. Social media

D. Strategic perspective on media

A. Mediatization / Digitalization

Source: private

A. Mediatization / Digitalization

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A. Mediatization / Digitalization

Source: private

B. Media

Media are …

- means for communication / or structures of communication

- related to CONTENT (duplicate, replicate, disseminate, make it accessible)

B. Media

Media are …
- text-based

- audio-visual

- eye-to-eye

B. Media

TEXT
- newspaper
- magazine
- whitepaper
- (e)book
- magazine
- email
- newsletter
- advertorial
- reference stories
- user-genereted content

COMPUTER, INTERNET
- office
- email
- learning program
- platform
- search engines

AUDIO / VISUAL
- (info)graphics
- photos
- video
- webinar
- podcast
- online-product-presentation
- games
- software / applications
- virtual conference
- cinema
- art
- activism (culture jam)

SOCIAL MEDIA
- networks
- chat
- messenger
- bookmarking
- podcast
- microblogging
- weblogs
- forum
- community
- wikis
- ratings

EYE TO EYE
- fair
- workshop/worldcafe
- product presentation
- speech,
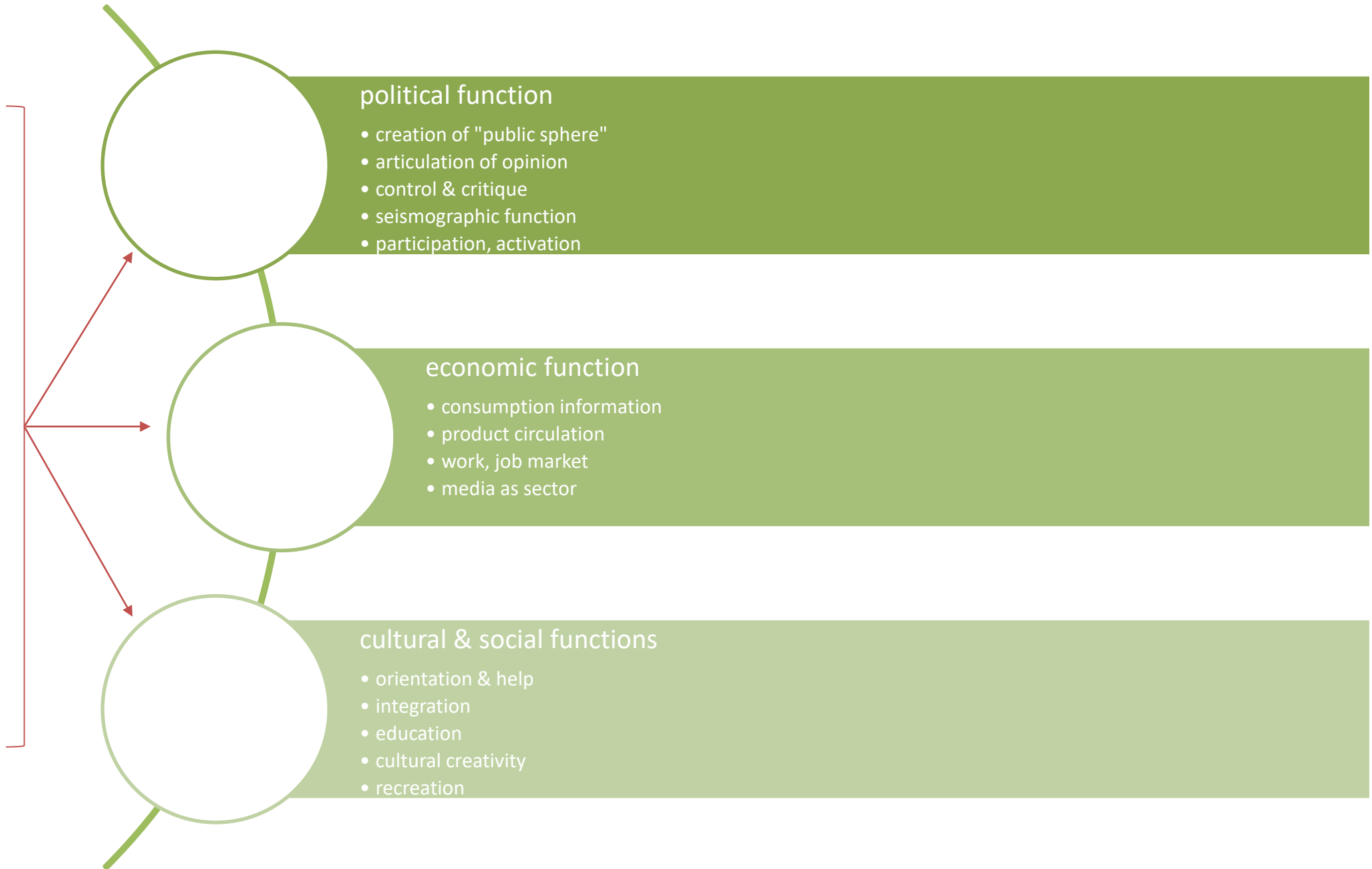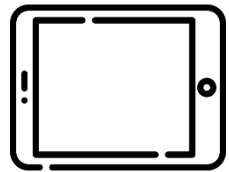- lecture
- inhouse event
- conference

B. Media

	Strength	Weaknesses
Websites, blogs, microblogs	Accessible, interactive, diverse, immediate, inexpensive	Prone to inaccuracies, biased, opinionated
Newspapers, magazines, books	Accurate, comprehensive, appeal to general public	Limited to text, pictures, slow delivery
TV, radio	Strong audio & visual appeal, current, local, friendly	Highly commercialized, highly persuasive, may be biased

B. Media

Media can be differentiated …
… related to their **function**

political function
- creation of "public sphere"
- articulation of opinion
- control & critique
- seismographic function
- participation, activation

economic function
- consumption information
- product circulation
- work, job market
- media as sector

cultural & social functions
- orientation & help
- integration
- education
- cultural creativity
- recreation

Sources: Images from Flaticon.com

C. Social media

- social media users are content creators
- social media is instant communication
- people can easily share and post news content on their networks
- foster a sense of interconnectedness and community

D. Strategic perspective on media

paid	owned	earned
traditional advertisement	own webiste, brand, social media page	comments, shares, reviews

Reflection

1. Which media do you use – for which purpose?
2. How often do you use those media?
3. How would you describe the difference between information you get from a newspaper, compared to twitter etc.

Outlook

- Sustainability issues: high levels of *complexity* and *uncertainty*

  > -> call for new modes of science involving increased communication, dialogue, and the involvement of stakeholders to broaden the information basis, but also to include broader societal values.

- Sustainability goals: *ambivalent*, involving conflicts of interests as well as of values;

  > -> communication is essential in order to reach a common understanding about societal values on sustainability and concrete goals that need to be pursued.

- Capacities to govern sustainable development: *multileveled*; multiple levels of decision-making, making *implementation* of measures to achieve goals more difficult;

  > -> network-like forms of coordination that enable effective arguing, bargaining, and social learning needed, facing distributed action capacity.