

# Re-MEDIating the Wild

Sunday, Jun 06

## Re-MEDIating the Wild Programme

Welcome to the programme / schedule section of Re-MEDIating the Wild. This is where the action takes place! On the left you will see a list of all of the panels and other sessions of the conference in chronological order. Just above that list you will find a search box, a filter menu, and an icon for "Advanced Schedule Views" which lets you see the programme in different ways. You can also create your own personal schedule by checking the little boxes with the + signs beside the titles. Then you can see your personal schedule using the filter menu. The numbered ...

Monday, Jun 07

07:55 AM - 09:25 AM

## Grad Student Pre-Conference Panel #1

Grant Writing & Publishing Tips

Live Workshop

**E. A. Welden**

PhD Candidate, University of Oxford

**Hanna Morris**

PhD Candidate, University of Pennsylvania

**Israel Adeseko**

PhD Candidate, University of Tasmania

**Shirley Ho**

**Steve Depoe**

Professor and Head, Univ. of Cincinnati

Thursday, Jun 17

09:30 PM - 10:45 PM

## Grad Student Pre-Conference Panel #2

Job Interview Advice

Live Workshop

**Barbara Willard**

Associate Professor, College of Communication, DePaul University

**Catalina de Onis**

Assistant Professor, University of Colorado Denver

**Elja Roy**

ABD, University of Minnesota

**Geo Takach**

Associate Professor & Program Head, Royal Roads University

**Hanna Morris**

PhD Candidate, University of Pennsylvania

Monday, Jun 21

01:00 PM - 02:30 PM

## Remediating Two Worlds Workshop: Engaged Conversations of/with/around/about Academic-Practitioner Collaboration

Live Workshop

### Jason Ludden

Teaching Assistant Professor, University of Nevada, Reno

### Kenneth C. C. Yang

PROFESSOR, THE UNIVERSITY OF TEXAS AT EL PASO

### Michaeleen Gallagher

Director of Education & Environmental Programs, The Annenberg Foundation Trust at Sunnylands

This workshop stems from initial work of the IECA Educator Fellows program, established in 2019 to enhance the resource base and networking capabilities of environmental communication educators in K-12, college/university, and community settings. In this workshop, participants will discuss the recurring challenges and issues when developing and sustaining partnerships. These will include: communication, deliverables, reciprocity, and scheduling. Additionally, the workshop will explore collaborations from not only the academic perspective, but also from that of museums and cultural intuitions, non-profit and non-governmental organizations, and k-12 schools. At the beginning of the session, the workshop leaders will share short presentations on current ...

Monday, Jun 21

05:00 PM - 06:30 PM

## Wild Stakeholders Workshop: Including our natural world in public engagement

Live Workshop

### Kathy Isaacson

Faculty, University of New Mexico

This workshop will focus on environmental communication practice for educators and practitioners who want to explore the inclusion of our natural world as stakeholders in discussions, decisions, and public engagement about issues that impact that natural world. For example, how can the wild salmon be a stakeholder in decisions concerning genetically modifying the salmon or farming them? How can a lake be a stakeholder in policy decisions about farming run-off and rangeland conservation? The workshop will cover best practices in public engagement, as well as possible methods and skills for inviting the inclusion of the wild world as stakeholders. Participants ...

Monday, Jun 21

08:00 PM - 08:30 PM

## Welcome

Live Thematic Session

### Barbara Willard

Associate Professor, College of Communication, DePaul University

### Franziska Weder

Assoc. Prof., The University of Queensland

### Jennifer Good

Associate Professor, Brock University

### Mark Meisner

Executive Director, International Environmental Communication Association (IECA)

Barbara Willard, Conference Chair; Franziska Weder, IECA Board Chair; and Mark Meisner, IECA Executive Director, will welcome participants to the 16th Conference on Communication and Environment. Jennifer Good, Chair of the IECA Awards Committee, will announce the Top Paper Award.

Monday, Jun 21

08:30 PM - 10:00 PM

## Keynote: Subhankar Banerjee

Have you seen a species go extinct?

Live Thematic Session

**Etsuko Kinefuchi**

Associate Professor, The University of North Carolina Greensboro

**Subhankar Banerjee**

IECA founding member Etsuko Kinefuchi will introduce Subhankar Banerjee who will give the conference keynote address. We can say with high confidence that there is global acknowledgement of the climate crisis—among the general public, and also the policy makers, as is evident with the Paris Agreement. Additionally, U.S. President Joe Biden has adopted a whole-of-government approach to develop mitigation measures and Madam Secretary Deb Haaland has established a Climate Task Force at the U.S. Department of the Interior that would prioritize department-wide climate action. A bit late but encouraging, nevertheless. At the historic 1992 Earth Summit in Rio de Janeiro, ...

Monday, Jun 21

10:00 PM - 11:30 PM

## Coffee & Cocktails: Keynote Conversations

Social gathering

**Mark Meisner**

Executive Director, International Environmental Communication Association (IECA)

Host: Mark Meisner An informal social gathering for COCE participants. Bring your own beverages and snacks. At this gathering we'll be discussing Subhankar Banerjee's opening keynote talk and related issues. Please note that this session is NOT being recorded.

Monday, Jun 21

## Agreeing on the culprit? Actor and frame diversity across platforms in the case of the fipronil pesticide in the Netherlands

Poster

**Anke Wonneberger**

Dr., University of Amsterdam

PLEASE VISIT THE POSTERS SECTION OF THE CONFERENCE TO SEE THIS POSTER AND ENGAGE WITH THE AUTHOR(S).

Monday, Jun 21

## Engaging Minority Populations in the Climate Change Conversation

Poster

**Brianne Suldovsky**

Assistant Professor, Portland State University

PLEASE VISIT THE POSTERS SECTION OF THE CONFERENCE TO SEE THIS POSTER AND ENGAGE WITH THE AUTHOR(S).

Monday, Jun 21

## Following the Adventure: An Analysis of the National Park Service's Digital Media Content

Poster

**Erin Burke**

Graduate Student, Bellarmine University

PLEASE VISIT THE POSTERS SECTION OF THE CONFERENCE TO SEE THIS POSTER AND ENGAGE WITH THE AUTHOR(S).

Monday, Jun 21

## Burned Lines: Rewriting Text from Climate Change Deniers using Bushfire Ash

Artwork

**Catherine Sarah Young**

PhD student, University of New South Wales

PLEASE VISIT THE ARTWORKS SECTION OF THE CONFERENCE TO SEE THIS PIECE AND ENGAGE WITH THE CREATOR(S).

Monday, Jun 21

## Crows in Conversation

Artwork

**Darren Fleet**

Simon Fraser University

**Prophecy Sun**

Student, Simon Fraser University

PLEASE VISIT THE ARTWORKS SECTION OF THE CONFERENCE TO SEE THIS PIECE AND ENGAGE WITH THE CREATOR(S).

Monday, Jun 21

## Speculation in a both/and world

Artwork

**Perdita Phillips**

Independent Scholar/Transdisciplinary Artist, Perdita Phillips Contemporary Artist

PLEASE VISIT THE ARTWORKS SECTION OF THE CONFERENCE TO SEE THIS PIECE AND ENGAGE WITH THE CREATOR(S).

Monday, Jun 21

## Eco-Comedy: A Mock-Up Primer

Artwork

**Geo Takach**

Associate Professor & Program Head, Royal Roads University

PLEASE VISIT THE ARTWORKS SECTION OF THE CONFERENCE TO SEE THIS PIECE AND ENGAGE WITH THE CREATOR(S).

Monday, Jun 21

## Two Anecdotes of the Anthropocene

Artwork

**Michael Hewson**

Senior Lecturer Environmental Geography, CQUniversity

PLEASE VISIT THE ARTWORKS SECTION OF THE CONFERENCE TO SEE THIS PIECE AND ENGAGE WITH THE CREATOR(S).

Monday, Jun 21

## Musical Mangrove: An Artistic Account of Sundarbans Movement

Artwork

**Elja Roy**

ABD, University of Minnesota

PLEASE VISIT THE ARTWORKS SECTION OF THE CONFERENCE TO SEE THIS PIECE AND ENGAGE WITH THE CREATOR(S).

Monday, Jun 21

## Sentinels of Silence?: Whale Watching, Boat Noise, and the Orca

Artwork

**Mark Pedelty**

Professor, Ecosong.Net

PLEASE VISIT THE ARTWORKS SECTION OF THE CONFERENCE TO SEE THIS PIECE AND ENGAGE WITH THE CREATOR(S).

Monday, Jun 21

## Uprising: Signs are emerging. The ocean, and all within it, break their silence on the unsustainable human impacts they have endured.

Artwork

**Neville Cichon**

Independent Artist, South Australia

PLEASE VISIT THE ARTWORKS SECTION OF THE CONFERENCE TO SEE THIS PIECE AND ENGAGE WITH THE CREATOR(S).

Tuesday, Jun 22

09:00 AM - 09:45 AM

## Social Time: Current Events

Social gathering

**Anke Wonneberger**

Dr., University of Amsterdam

Host: Anke Wonneberger. Join us with your preferred beverage for conversations and camaraderie as we discuss current events as they relate to environmental communication. Please note that this session is NOT being recorded.

Tuesday, Jun 22

12:00 PM - 12:45 PM

## 1 - Communicating the youth climate movement

Live Q&A for pre-recorded panel

**Casey Schmitt**

Associate Professor of Communication Studies, Gonzaga University

**Mikkel Eskjær**

Associate Professor, Aalborg University Copenhagen

Host: Fran Weder

Tuesday, Jun 22

12:00 PM - 12:45 PM

## Ecomodernism & Paternalism: Ageist & Sexist Undercurrents in Michael Shellenberger's *Apocalypse Never*

Recorded presentation

### Casey Schmitt

Associate Professor of Communication Studies, Gonzaga University

This project applies a close textual analysis to the 2020 HarperCollins bestseller, *Apocalypse Never: Why Environmental Alarmism Hurts Us All*, to illuminate recurrent themes of ageism and sexism in book's argumentation, with implications for the rhetorical tactics of ecomodernism as an ideological whole. It extends work by Meyer (2008), Connell (2017), and Morris (2020) on themes of climate alarmism, stigmatization, and hegemonic masculinity.

Tuesday, Jun 22

12:00 PM - 12:45 PM

## The Rise And Fall Of The School Strike Movement: Media, Covid19, And Climate Change Mobilization

Recorded presentation

### Mikkel Eskjær

Associate Professor, Aalborg University Copenhagen

For a brief moment the international school strike movement represented one of the fastest growing mobilizations in global climate change activism. Media coverage of Greta Thunberg at the UN general assembly, COP25, and climate events around the world inspired thousands of young people to get involved in the fight against climate change. It proved that people still too young to vote, can be a political force that influences the public agenda. However, Covid19 put an end to that momentum. In times of lockdowns and curfews, school strikes make less sense. At the same time, media attention turned away from the ...

Tuesday, Jun 22

01:00 PM - 01:45 PM

## 2 - Representations of Gender, Race, Identity, and Environmental Activism

Live Q&A for pre-recorded panel

### Emma Bloomfield

Assistant Professor, University of Nevada, Las Vegas

### Hanna Morris

PhD Candidate, University of Pennsylvania

### Marcia Allison

Assistant Professor, Aarhus University

### Mollie Murphy

Assistant Professor, Utah State University

### Taylor Hourigan

Ph.D Student, University of Maryland

Hosts: Hanna Morris & Emma Frances Bloomfield This panel brings together five papers that critically analyze media representations of female environmental activists. The presentations will draw upon a variety of case studies, including: (1) the ways in which discourses of gender, age, race, and time converge and shape popular United States politics and news magazines' celebratory image of Greta Thunberg as "a prophet" and, in contrast, a derogatory image of Alexandria Ocasio-Cortez as "a short-sighted radical"; (2) how climate skeptics' digital rhetoric works to undermine the ethos of Ocasio-Cortez and Thunberg through identity arguments; (3) How (male) world leaders have attempted ...

Tuesday, Jun 22

01:00 PM - 01:45 PM

## The Inspirational Super-Greta: The Eco-Ableist Misogyny of Environmental Activist Media Coverage

Recorded presentation

**Marcia Allison**

Assistant Professor, Aarhus University

Greta Thunberg's rise to superstar status has been unprecedented within environmental activism. Just as environmental communication scholars examine Greta's forceful, deliberative rhetoric in relation to her age and social media-supported activism, in this paper I extend such analyses towards how the media frames Thunberg's arguments in relation to her intersectional identity. Whilst Greta's age and gender may be most salient, I explore the role her Asperger's plays in her media coverage. As far fewer women are diagnosed on the spectrum, I contend that Greta's activist prevalence relies on cultural narrative of the "Inspirational Super-Crip": the disabled person, whom with just ...

Tuesday, Jun 22

01:00 PM - 01:45 PM

## "Chill, Greta, Chill!": Greta Thunberg and Containment, Re-appropriation, and Resistance via Twitter

Recorded presentation

**Taylor Hourigan**

Ph.D Student, University of Maryland

On December 11, 2019, Greta Thunberg, a climate activist, was named TIME Magazine's Person of the Year. Thunberg, who was sixteen at the time, was the youngest person in TIME Magazine's history to receive this honor. TIME selected Thunberg from a shortlist of several other well-known public figures, including then-U.S. President Donald Trump, who would take to Twitter in the days following Thunberg's award to voice his displeasure. What followed was a years-long back-and-forth between Trump and Thunberg on the social media app. This paper begins by examining Trump's attempt to shame and disparage Thunberg through containment rhetorics surrounding (1) ...

Tuesday, Jun 22

01:00 PM - 01:45 PM

## "Right" & "Wrong" Climate Activism: Reducing & Restricting the Subject Positions of Alexandria Ocasio-Cortez & Greta Thunberg in U.S. News Magazines

Recorded presentation

**Hanna Morris**

PhD Candidate, University of Pennsylvania

Through a critical discourse analysis of cover stories featuring Greta Thunberg and Alexandria Ocasio-Cortez (a.k.a. "AOC") published by five prominent United States news magazines between 2016-2020: TIME, Bloomberg Businessweek, New York Magazine, The Nation, and In These Times, this study finds that AOC and Greta are rhetorically reduced to mere caricatures used to distinguish a clear "right" and "wrong" form of climate activism. Through generational, gender, and racial stereotypes, AOC is cast as a threatening "Other" and used to illustrate an "extreme" and "dangerous" form of climate politics while Greta is cast as a "pure" and "prophetic" girl and used ...



Tuesday, Jun 22

01:00 PM - 01:45 PM

## **(De)Constructing the Ethos of Alexandria Ocasio-Cortez and Greta Thunberg: A Rhetorical Analysis of Digital Climate Skeptical Arguments**

Recorded presentation

### **Emma Bloomfield**

Assistant Professor, University of Nevada, Las Vegas

Environmental activism efforts have often been led by women, which has been attributed to the dual oppression of women and nature, the alignment between reproductive rights and climate justice, and a focus on the future that is directly implicated by environmental collapse (e.g., de Onís, 2012; Owren, 2012; Peebles & DeLuca, 2006). Two of the most prominent environmental activists in the US and worldwide are Congresswoman Alexandria Ocasio-Cortez and Greta Thunberg. Of interest in this study is how climate skeptics construct Ocasio-Cortez and Thunberg's identities and how they link those to arguments against climate change. To explore these themes, I ...

Tuesday, Jun 22

02:00 PM - 02:45 PM

## **3 - The wild in a digital world**

Thematic Panel

Live Q&A for pre-recorded panel

### **David Tschida**

Associate Professor, University of Wisconsin-Eau Claire

### **Irma Arts**

PhD researcher, James Hutton Institute

### **Uzma Aleem**

Doctoral Researcher, Western Sydney University

Host: Anke Wonneberger

Tuesday, Jun 22

02:00 PM - 02:45 PM

## **Rethinking the Social Media's Role in Wildlife Conservation amid Climate Change in Pakistan**

Recorded presentation

### **Myra Gurney**

### **Uzma Aleem**

Doctoral Researcher, Western Sydney University

Social media can be helpful in creating awareness about environmental protection and particularly wildlife conservation in the wake of anthropogenic climate change (Meribe, 2017), however certain detrimental trends over social media have been emerged that may lead to smuggling of endangered species and even death of wild animals (Binney, 2017). Humans and wild animals face the same challenge of catastrophic climate change. Now, the role of social media becomes imperative for the conservation of wildlife amid climate change in those countries which are badly affected by climatic degradation and Pakistan has been facing catastrophic consequences of climate change and ranked third ...

Tuesday, Jun 22

02:00 PM - 02:45 PM

## **Pollinator Friendly Yards (& Gardens): Rhetorical Strategies for Pollinator Appreciation and Protection in an Online Community**

Recorded presentation

**David Tschida**

Associate Professor, University of Wisconsin-Eau Claire

Native pollinators such as bees and butterflies are in crisis. Homeowners have taken up the call to protect them by creating and maintaining yards and gardens where pollinators can thrive. Social media is an invaluable source in the effort to protect pollinators and the plants they need. This essay focuses on one Facebook page with over 63,000 members, Pollinator Friendly Yards, as a site of community building, information sharing, and activism in the effort to protect pollinators. On this page, members foster different ways of identifying with pollinator protection and eco-responsible yard and garden maintenance. This essay uses a mixed methods ...

Tuesday, Jun 22

02:00 PM - 02:45 PM

## **The Instagrammable outdoors – Representing nature through visual social media**

Recorded presentation

**Irma Arts**

PhD researcher, James Hutton Institute

Instagram has become a popular medium to share pictures of the outdoors. At the same time, discussion is ongoing about the merits and flaws of including social media in outdoor activities. There is still limited empirical research available to understand how users integrate Instagram use into their nature visits, and how outdoor representations on Instagram can influence people's experiences. To understand how users, Instagram and the outdoors interact, this presentation draws on qualitative data from interviews held with Instagram users in Scotland. We show that participants, influenced by social norms and previous Instagram posts, perceived certain scenes as more "Instagrammable" ...

Tuesday, Jun 22

03:00 PM - 03:45 PM

## **4 - Discourses on human-animal relations**

Thematic Panel

Live Q&A for pre-recorded panel

**Alison Vogelaar**

Associate Professor, Franklin University Switzerland

**Dandi Supriadi**

Dr., The Center of Environmental Communication Studies, Universitas Padjadjaran, Indonesia

**Dianne Draper**

Professor, University of Calgary

**E. A. Welden**

PhD Candidate, University of Oxford

**Herlina Agustin**

Dr, The Center of Environmental Communication Studies, Universitas Padjadjaran

**Shelley M. Alexander**

Professor, University of Calgary

Host: Bruno Takahashi

Tuesday, Jun 22

03:00 PM - 03:45 PM

## Messy Messages of Co-existence; the case of Coyotes in Calgary, Alberta, Canada

Recorded presentation

**Dianne Draper**

Professor, University of Calgary

**Shelley M. Alexander**

Professor, University of Calgary

The COVID-19 pandemic has heightened urban residents' awareness of animal species that have adapted to human-built landscapes. Challenges of co-existence with coyotes in Calgary and beyond are increasingly evident. Attaining co-existence is hampered by language choice, including the contrasting ways coyotes are labelled and characterized in provincial and municipal legislation, other policy documents, and media reports. These 'messy', sometimes conflicting conceptions have implications for human-coyote co-existence in Calgary and elsewhere and can lead to coyotes being killed without due cause. Coyotes have inhabited the University of Calgary campus and surrounds for decades. With recent major developments on campus lands, coyotes ...

Tuesday, Jun 22

03:00 PM - 03:45 PM

## Crocodile on the Brink: Indonesian Media's Misconception in Framing the Human-Animal Conflicts

Recorded presentation

**Dandi Supriadi**

Dr., The Center of Environmental Communication Studies, Universitas Padjadjaran, Indonesia

**Herlina Agustin**

Dr, The Center of Environmental Communication Studies, Universitas Padjadjaran

The human-animal conflict has always been reported as a tragic event. The media frequently see it as a piece of high valued news, especially in Indonesia, one of the most populated countries. It is common for the media to frame it as the cruelty of wildlife in attacking humans. However, placing the animal only on the mean and guilty side is a misconception repeatedly done by the media. Some news samples on Indonesian online news outlets, specifically involve crocodiles, were analyzed to explore the misconception. Cases about crocodiles were taken because Indonesia, as a habitat for various crocodile species, especially ...

Tuesday, Jun 22

03:00 PM - 03:45 PM

## Beaver Biopolitics: Rhetorics of Death, Not-Death, and Life in Beaver Infrastructures

Recorded presentation

**E. A. Welden**

PhD Candidate, University of Oxford

Situated within a governance shift to restoration, rewilding, and Nature-based Solutions, beavers emerge as key[stone] figures to re-wet landscapes, re-store biodiversity, and re-enforce natural disaster defenses. However, as beavers move into new spaces, humans and beavers come into contact, and conflict. To mitigate this conflict, flow control devices (FCDs) are installed through beaver dams, melding human infrastructure with that of the beavers. Applying a rhetorical lens to this particular human-beaver interface in Northern California, I investigate the case of these multispecies infrastructures, elucidating the multiple biopolitics re-mediating human-beaver relations and ecosystems at large. Applying theories from multiple disciplines to insights ...

Tuesday, Jun 22

03:00 PM - 03:45 PM

## Ghosts of Extinction: Mourning and resurrecting species in the “sixth extinction”

Recorded presentation

### Alison Vogelaar

Associate Professor, Franklin University Switzerland

On March 26, 2017, evolutionary biologist and author Richard Dawkins tweeted: “Can it be true? Has Thylacinus been seen alive? And in mainland Australia not Tasmania? I so want it to be true.” This public exaltation over recent sightings of the purportedly extinct Tasmanian tiger (thylacine) in northern Queensland, encapsulates a contemporary cultural preoccupation with species extinction; one undoubtedly heightened by the idea that we have entered what environmental journalist, Elizabeth Kolbert, has coined the “sixth extinction”. The recent thylacine-sighting-craze is just one example of a contemporary popular interest in species loss and the related compulsion to preserve, mourn and ...

Tuesday, Jun 22

04:00 PM - 04:45 PM

## 5 - From visual to virtual representations of wilderness

Thematic Panel

Live Q&A for pre-recorded panel

### Cassandra Troy

PhD Student, The Pennsylvania State University

### Jutta Haider

Professor, Swedish School of Library and Information Science, University of Borås

### Lara Tickle

PhD Student, Swedish University of Agricultural Sciences

### Malte Rödl

Researcher, Swedish University of Agricultural Sciences, Division of Environmental Communication

### Peter Oehlkers

Associate Professor, Salem State University

### Sofie Joosse

Researcher, Swedish University of Agricultural Sciences

Host: Samantha Senda-Cook

Tuesday, Jun 22

04:00 PM - 04:45 PM

## Between the Real and the Virtual: an ethics exploration of virtual reality training for modern hunters.

Recorded presentation

### Lara Tickle

PhD Student, Swedish University of Agricultural Sciences

Hunting is a core mechanic in many games, whether it is hunting species of existing biodiversity or fantastical creatures that need to be killed in order to progress in the story. In these mainstream games, hunting exists merely as a mechanic to advance the player in a game, gathering resources and EXP (Experience Points) to advance. Sometimes, actions within the virtual world are argued to spill into reality. This could be through the garnering of knowledge or the often-criticised desensitisation to violence through visceral imagery without repercussion and consequence. Nevertheless, often the resonance or overspill from games into reality is ...

Tuesday, Jun 22

04:00 PM - 04:45 PM

## Being Outdoorsy Indoors: Nature Connectedness Through 360-Degree Images and Video

Recorded presentation

### Cassandra Troy

PhD Student, The Pennsylvania State University

Care for nature is crucial in a time when climate change poses serious risks to ecosystems and communities around the globe. Nature connectedness can promote engagement in pro-environmental behaviors as well as increased positive affect. However, not everyone has equal access to nature depending on where they live. There is some evidence that mediated depictions of nature can create feelings of nature connectedness. Through an online experiment, this research seeks to understand whether different kinds of media result in varying levels of nature connectedness and how nature connectedness influences willingness to engage in pro-environmental behaviors and a desire to spend ...

Tuesday, Jun 22

04:00 PM - 04:45 PM

## Touching birds: Images of the tame-wild in the early Audubon movement

Recorded presentation

### Peter Oehlkers

Associate Professor, Salem State University

Among the images regularly appearing in Bird-Lore, the bi-monthly magazine of the National Association of Audubon Societies, were photographs of humans in physical contact with wild birds. Examples of this class of photograph included images of hand and lip-fed chickadees, a chipping sparrow cradled in a child's hand, chestnut-sided warbler fledglings fed by a parent perched on a man's fingers, a heath hen stroked while on the nest, and the embrace of a California condor. Images of birds "in the hand" are wide-spread historically and cross-culturally, usually symbolizing a special relationship between humans and nature, often a sacred one. The ...

Tuesday, Jun 22

04:00 PM - 04:45 PM

## I, My Selfie, and Nature : dominating wilderness

Recorded presentation

### Jutta Haider

Professor, Swedish School of Library and Information Science, University of Borås

### Malte Rödl

Researcher, Swedish University of Agricultural Sciences, Division of Environmental Communication

### Sofie Joosse

Researcher, Swedish University of Agricultural Sciences

Selfies and nature photography are both staged. They represent idealised forms of the self and nature respectively, constructing specific norms of good views, good experiences, and ultimately 'beauty' of humans and outdoor spaces. We suggest that nature-selfies and their associated texts, hashtags, shares, likes, etc, construct specific understandings of and engagements with 'nature' or 'wilderness'. By displaying themselves with, for example a leafy, snowy, or barren tree; a certain type of fish ; or the brand of a raincoat, selfie makers and their sharing, liking, and commenting audiences co-construct norms of share-worthy 'nature'. In our contribution, we investigate how nature-selfies ...

Tuesday, Jun 22

05:00 PM - 06:30 PM

## 6 - EC Education: Best Practices and Way Forward

Live Roundtable

**Andy Opel**

Professor, Florida State University

**Barbara Willard**

Associate Professor, College of Communication, DePaul University

**Camilo Calderon**

Researcher/Study Director Environmental Communication and Management MSc, Swedish University of Agricultural Sciences

**Constance Gordon**

Assistant Professor, San Francisco State University

**Eli Typhina**

Assistant Director Environmental Sciences Program, North Carolina State University

**Etsuko Kinefuchi**

Associate Professor, The University of North Carolina Greensboro

**Geo Takach**

Associate Professor & Program Head, Royal Roads University

**Jennifer Good**

Associate Professor, Brock University

**Lars Halgren**

**Laura Witzling**

Assistant Professor, Iowa State University

**Steve Depoe**

Professor and Head, Univ. of Cincinnati

Host: Barb Willard This panel stems from initial work of the IECA Educator Fellows program, established in 2019 to enhance the resource base and networking capabilities of environmental communication educators in K-12, college/university, and community settings. Panelists will share innovative practices they are using in their own local settings, and also engage in a broader conversation about how to build a sustainable affinity group of EC educators within IECA and beyond moving forward.

Tuesday, Jun 22

07:00 PM - 07:45 PM

## 7 - Tensions of ecological loss and transformation

Live Q&A for pre-recorded panel

**Anne Marie Todd**

Professor and Chair, San Jose State University

**Joshua Barnett**

Assistant Professor, Pennsylvania State University

Host: Samantha Senda-Cook

Tuesday, Jun 22

07:00 PM - 07:45 PM

## From Farmland to Metropolis: Tensions Between Progress and the Environment in the Santa Clara Valley

Recorded presentation

### Anne Marie Todd

Professor and Chair, San Jose State University

This article examines public and personal discourse in response to the transition of the Santa Clara Valley from the premier fruit-producing region in the United States to the global tech capital of Silicon Valley. Employing the method of rhetorical history, I analyze civic and political discourse, industry discourse, and personal memoirs regarding the development of Santa Clara Valley after World War II. I compare local public accounts that offer a breathless celebration of the progress of industry and development with personal discourse, planning reports, and national discourse that present a more skeptical view of the changing valley. This analysis reveals ...

Tuesday, Jun 22

07:00 PM - 07:45 PM

## From Ecological Grief to Gelassenheit in "Hemlock"

Recorded presentation

### Joshua Barnett

Assistant Professor, Pennsylvania State University

This paper presents a reading of "Hemlock: A Forest Giant on the Edge," a 2014 collection of essays authored by Harvard Forest ecologists that addresses the ongoing destruction of the eastern hemlock (*Tsuga canadensis*). Introduced to the eastern U.S. in the early 1950s, the hemlock woolly adelgid has been slowly but surely decimating the eastern hemlock across most of its native range. "Hemlock" offers an account of the species' history of decline and recovery as well as of the Harvard Forest researchers' relationship with this foundational species. Locating within "Hemlock" a rhetoric of sentiment and science, this essay first considers ...

Tuesday, Jun 22

08:00 PM - 08:45 PM

## 8 - Revisiting climate change attitudes and behaviors

Live Q&A for pre-recorded panel

### Bridget Jones

State University of New York, College of Environmental Science and Forestry

### Elena Woodworth

Undergraduate Student, Chatham University

### Emily Diamond

Assistant Professor, The University of Rhode Island

### Katie Urbanski

Graduate Student, Marine Affairs, The University of Rhode Island

### Maria Blevins

Dr., Utah Valley University

### Megan Cullinan

Ph.D., Merrimack College

Host: Bruno Takahashi

Tuesday, Jun 22

08:00 PM - 08:45 PM

## Coping with Climate Dissonance: Reconciling Behavior and Beliefs on Diet's Climate Impacts

Recorded presentation

### Bridget Jones

State University of New York, College of Environmental Science and Forestry

### Silje Kristiansen

Assistant Professor, Dr., State University of New York, ESF

Adoption of sustainable, plant-heavy diets in the United States will be shaped by how people understand and cope with the impacts of their own dietary choices. As public awareness of animal products' toll on the planet increases (Bailey, Froggatt, & Wellesley, 2014) many Americans may experience cognitive dissonance, psychological discomfort due to conflict in thoughts and actions (Cooper, 2019). Most Americans are concerned about climate change (Leiserowitz et al., 2019); however, most Americans prefer meals containing meat (Leiserowitz et al., 2020). To alleviate the discomfort of cognitive dissonance, reduction strategies bring attitudes and actions into alignment (McGrath, 2017). Reduction strategies ...

Tuesday, Jun 22

08:00 PM - 08:45 PM

## The Impact of Message Valance on Climate Change Attitudes: A Longitudinal Experiment

Recorded presentation

### Emily Diamond

Assistant Professor, The University of Rhode Island

### Katie Urbanski

Graduate Student, Marine Affairs, The University of Rhode Island

Public opinion on climate change is strongly influenced by the media. As media coverage of climate change increases, it is important to understand how message tone influences public perceptions, behaviors and policy preferences on climate change. Communicators generally advise that positive messages conveying hope are more effective at motivating attitude and behavior change than negative fear-based appeals. However, as the seriousness and urgency of climate change has increased in recent years, media messaging has grown increasingly alarmist and negative. It is unclear what effect this ongoing exposure to negatively valenced media has on climate change public opinion. This uncertainty is ...

Tuesday, Jun 22

08:00 PM - 08:45 PM

## "What I do isn't substantial enough": The attitude-behavior gap around sustainability and climate change among college students

Recorded presentation

### Elena Woodworth

Undergraduate Student, Chatham University

This study quantifies the attitude-behavior gap undergraduate college students experience surrounding issues of sustainability climate change, and the environment and compares that gap between students studying environmental topics and those who do not focus on sustainability in their coursework. As a mixed-method research project, follow up interviews with participants then explore reasons why the attitude-behavior gap exists and barriers for closing it. A pilot study surveying 78 students completed in the Fall of 2019 at a small liberal arts college suggests that students do experience this attitude-behavior gap and that there is no significant difference in the gaps experienced by ...



Tuesday, Jun 22

08:00 PM - 08:45 PM

## Individual Action and Responsibility in the Anthropocene: Rhetorical Power of the Personal Climate Crisis

Recorded presentation

### **Maria Blevins**

Dr., Utah Valley University

### **Megan Cullinan**

Ph.D., Merrimack College

Our project explores the implications of how climate change has forced individuals to take action and engage in activities that we usually leave to experts like rangers, firefighters, and rescue personnel. We suggest that because climate change and the consequences of our complicity have largely been ignored by policy and citizens alike, the urgency of climate change now forces ordinary citizens to make micro-decisions in climate emergencies—decisions like how to handle a fire in a National Park or when (and how) to evacuate because of a hurricane, fire, or storm. We argue that these personal climate decisions could be enough ...

Tuesday, Jun 22

09:00 PM - 09:45 PM

## 9 - Human-wildlife interactions in documentaries and reality television

Thematic Panel

Live Q&A for pre-recorded panel

### **Jeff Hoffmann**

Public Health Investigator & Independent Scholar

### **Kayleigh Murdock**

PhD Candidate, Florida State University

### **Maggie Siebert**

Adjunct Faculty, University of New Mexico

### **Mariko Thomas**

PhD, Central New Mexico Community College

### **Peggy Bowers**

Ph.D.

Host: Barb Willard

Tuesday, Jun 22

09:00 PM - 09:45 PM

## Healing the 'here below': Reciprocal transformation of human and wild

Recorded presentation

### **Peggy Bowers**

Ph.D.

With dramatic urgency, 2020 demonstrated that our planet is in crisis, in effect suffering trauma to its air, water, inanimate objects and living organisms. Climate change has exacerbated disease and natural disasters. Contamination seemingly has reached even the most remote ecosystems. This paper, however, posits that environmental trauma and human trauma are interdependent, and that an important component of healing our planetary trauma is to recognize that our own spiritual and psychological health suffers or prospers correspondingly. Specifically, human experiences in and with the Wild are uniquely transformative and healing. Such experiences in turn are transformative of the Environment in ...

Tuesday, Jun 22

09:00 PM - 09:45 PM

## The Trouble with Tiger King: Ethical Concerns and Audience Reactions to the Series

Recorded presentation

### Kayleigh Murdock

PhD Candidate, Florida State University

Due to its spectacular content and the concurrent increase in captive audiences due to COVID-19, the docu-series Tiger King reached monumental popularity in early 2020, going viral almost immediately and sparked a flood of discussion, memes, and reactions on online social media and forums. Tiger King is centered around the captive wildlife trade in America; however, the show largely ignores its animal subjects, instead presenting a sensationalist deep dive into the most outlandish and colorful characters in the industry. For this study, a selection of the most popular memes about the series on the subreddit r/TigerKing, which boasts more than ...

Tuesday, Jun 22

09:00 PM - 09:45 PM

## Alone: an analysis of storytelling in reality survival narratives

Recorded presentation

### Jeff Hoffmann

Public Health Investigator & Independent Scholar

### Maggie Siebert

Adjunct Faculty, University of New Mexico

### Mariko Thomas

PhD, Central New Mexico Community College

This paper uses narrative analysis to deconstruct the National Geographic television reality television series Alone. Our analysis teases out dialectical oscillations between dramatic representations of human-nature relations that represent harmful mastery narratives about the more-than-human world, and simultaneously, embodied moments of connection, understanding, and humility with/in/as the more-than-human world (Milstein, 2009). We argue that reality television shows like Alone hold a crucial place in the American imagination of mythological heroism, and question the loss of ecocultural rites of passage (Bell, 2003) in Western/ized culture that contribute to Alone's popularity.

Tuesday, Jun 22

10:00 PM - 11:30 PM

## IECA Board Meeting with Members

Join us to discuss the state of the IECA

Live Thematic Session

**Anke Wonneberger**

Dr., University of Amsterdam

**Barbara Willard**

Associate Professor, College of Communication, DePaul University

**Franziska Weder**

Assoc. Prof., The University of Queensland

**Gabi Mocatta**

Lecturer in Communication, Deakin University

**Hanna Morris**

PhD Candidate, University of Pennsylvania

**Jen Rae**

Creative Lead and Director, Fair Share Fare

**Jennifer Good**

Associate Professor, Brock University

**Leonor Solis**

National University of México

**Mark Meisner**

Executive Director, International Environmental Communication Association (IECA)

**Michaeleen Gallagher**

Director of Education & Environmental Programs, The Annenberg Foundation Trust at Sunnylands

**Mira Rochyadi-Reetz**

**Shirley Ho**

**Sibo Chen**

Assistant Professor, School of Professional Communications, Ryerson University

**Tadesse Amera Sahilu**

A chance for members to ask questions of the Board and Executive Director.

Wednesday, Jun 23

12:01 AM - 12:45 AM

## 10 - Mobilization and public engagement

Live Q&A for pre-recorded panel

**Casey Schmitt**

Associate Professor of Communication Studies, Gonzaga University

**Jeremy John Escobar Torio**

Doctoral Candidate, University of Calgary

**Kenneth C. C. Yang**

PROFESSOR, THE UNIVERSITY OF TEXAS AT EL PASO

**Yolanda Waters**

PhD Candidate, Institute for Future Environments, Queensland University of Technology

Host: Fran Weder

Wednesday, Jun 23

12:01 AM - 12:45 AM

## Engagement and Exclusion in Climate Communication: An Immigrant's Experience

Recorded presentation

**Jeremy John Escobar Torio**

Doctoral Candidate, University of Calgary

This practice reflection highlights my personal experience as a 1.5-generation immigrant with climate communication and engagement efforts in Canada (with Calgary Climate Hub) and the Philippines (with the Oscar M Lopez Center for Climate Science). While efforts are being made to involve immigrant and vulnerable communities in climate initiatives, the organizations constantly struggle to broaden their outreach. Despite cultural differences in which the two organizations operate, my involvement recognizes three "time" constraints into how climate communication and engagement can erase the voices they wish to include. First, participation time functions under the timelines of organizers rather than immigrant/vulnerable communities. Second, ...

Wednesday, Jun 23

12:01 AM - 12:45 AM

## Agency in the Wild via the #TrashTag Campaign

Recorded presentation

**Casey Schmitt**

Associate Professor of Communication Studies, Gonzaga University

This project applies a critical/cultural lens to interrogate the #TrashTag phenomenon as an illuminating case example in the agency-promoting potential of memetic social mobilization campaigns. After analyzing contexts of circulation and image rhetorics in the postings themselves, it argues that enacting and posting the #TrashTag manifests a personal relationship and commitment to the cause of environmental stewardship and thus conveys a communal sense of agency in an era of paralyzingly large environmental exigences.

Wednesday, Jun 23

12:01 AM - 12:45 AM

## Is the Great Barrier Reef a flagship for climate action? A communication experiment for climate and reef conservation outreach

Recorded presentation

**Yolanda Waters**

PhD Candidate, Institute for Future Environments, Queensland University of Technology

Unless the world takes urgent action on climate change, the future of coral reefs is grim. The Great Barrier Reef is no exception and a serious reduction in emissions is required to secure its future. Through changes in day-to-day behaviour and by actively supporting the transition to low carbon society, individuals have an important role to play in mitigating climate change. However, encouraging individuals to take on this role is not straightforward and current public engagement with climate change is low. To protect coral reefs like the Great Barrier Reef into the future, communication strategies and interventions that motivate climate ...

Wednesday, Jun 23

12:01 AM - 12:45 AM

## Using Artificial Intelligence (A.I.) and Internet of Things (I.O.T.) to Mobilize Resources: A Text Mining Website Analysis of Twenty-Five Top Bio-Dive

Recorded presentation

**Kenneth C. C. Yang**

PROFESSOR, THE UNIVERSITY OF TEXAS AT EL PASO

Bio-diversity organizations and NGOs have relied on technology-enabled resource mobilization strategies to build their organizational financial, human resources, networking, and technological capacities. This text mining study of 25 top bio-diversity organizations and NGOs provides thorough descriptions and analyses of their official websites as owned media platforms to understand their approaches, strategies, and visions related to their A.I.- and I.O.T.-enabled resource mobilization activities to foster the awareness, knowledge, attitudes, and behaviors among many stakeholders. Using the findings from this text mining study, we explore the relationships between environmental NGOs' organizational characteristics and their technology-enabled resource mobilization strategies. Discussions and implications are ...

Wednesday, Jun 23

12:00 PM - 12:45 PM

## 11 - Practice challenges across cultures

Thematic Panel

Live Q&A for pre-recorded panel

**Debra Petersen**

Associate Professor, University of St. Thomas

**Jeffrey Barber**

President, Integrative Strategies Forum

**Judy Friedlander**

Dr (Adjunct Fellow), Institute for Sustainable Futures University of Technology Sydney

**Tania Leimbach**

Research Associate Climate Justice Research Centre (CJRC). Faculty of Arts and Social Sciences, University of Technology Sydney

**Tracy Fredin**

Director, Center for Global Environmental Education, Hamline University

**Yani Lauwoie**

Influencers & Partnerships Manager, Development Dialogue Asia

Host: Fran Weder

Wednesday, Jun 23

12:00 PM - 12:45 PM

## Imagining Biodiversity Futures in Popular Culture: Reflections from the Imagining Sustainable Futures Project

Recorded presentation

**Jeffrey Barber**

President, Integrative Strategies Forum

What visions of biodiversity and wilderness stand out in popular culture narratives about the future, particularly in speculative novels and movies? In contrast to the many popular dystopian scenarios of a dying planet, interstellar Noah's ark migrations to other planets or rescue by superheroes and magical formulations, what imaginative stories of meaningful engagement and transition to possible sustainable futures are being produced, distributed and consumed by the wider public? What are the challenges faced by those cultural producers attempting not only to imagine but also inspire public participation in shaping more sustainable futures where biodiversity including human communities thrive? These ...

Wednesday, Jun 23

12:00 PM - 12:45 PM

## Multimedia Outreach in a Hawaiian Paradise: Sharing the Stories of Maui's Endangered Forest Birds

Recorded presentation

### Debra Petersen

Associate Professor, University of St. Thomas

### Tracy Fredin

Director, Center for Global Environmental Education, Hamline University

While Hawai'i is frequently referred to as a tropical paradise, few visitors are aware that it is also known as the extinction capitol of the world. Hawai'i is the most remote island chain in the world and these islands are home to a remarkable feat of biological diversity, one that make Darwin's Galapago look simple by comparison. Hawaii's forest birds are some of the most endangered species in the world due to invasive creatures and climate change. A team of conservation biologists and environmental educators are working together to educate and engage visitors and locals about the story of these ...

Wednesday, Jun 23

12:00 PM - 12:45 PM

## Championing the Indonesian Rainforests

Recorded presentation

### Yani Lauwoie

Influencers & Partnerships Manager, Development Dialogue Asia

Championing the Indonesian rainforests is a strategic communication campaign that uses educational video to create awareness about Indonesian forest fires and rainforests protection in a format that is fun, engaging and easy to understand for the target audience, 18 – 30 years old, that have zero or limited knowledge about the issue. There are three main messages in the video: placing value on the benefits of rainforests for the planet; informing the causes of Indonesia's forest fires, and; calling for action to contribute to protecting the Indonesian rainforests. In this project, we collaborate with influential NGOs that focus on rainforests ...

Wednesday, Jun 23

12:00 PM - 12:45 PM

## B & B Highway: Biodiversity in the 'burbs

Recorded presentation

### Judy Friedlander

Dr (Adjunct Fellow), Institute for Sustainable Futures University of Technology Sydney

### Tania Leimbach

Research Associate Climate Justice Research Centre (CJRC). Faculty of Arts and Social Sciences, University of Technology Sydney

Wildlife regeneration communications strategies that target city dwellers are critically important with the global population increasingly gravitating towards urban areas and many living in cities disconnected with the 'wild'. Rewilding and regenerative urban projects and their accompanying communications messages have potential to greatly benefit biodiversity outcomes and empower urban dwellers to feel connected to regenerative practices. One particular biodiversity initiative – the B&B Highway (Bed and Breakfasts for Birds, Bees and Biodiversity) – has helped create wildlife corridors in Australian urban environments and attracted substantial and diverse media coverage through strategic communications strategies. The B&B Highway project is both practical ...

Wednesday, Jun 23

01:00 PM - 01:45 PM

## 12 - Evolving perspectives on the wild

Thematic Panel

Live Q&A for pre-recorded panel

### Clare Ostroski

PhD Student, Northwestern University

### Kurniawan Saputro

The Mediation of Wild Forests with A Kid's Imagination: A Research Note, Indonesian Institute of the Arts Yogyakarta

### Nicolas Hernandez

PhD Student, The University of Utah

### Xinghua Li

Associate Professor of Media Studies, Babson College

Host: Anke Wonneberger

Wednesday, Jun 23

01:00 PM - 01:45 PM

## Adventure Tourism as Eco-Nationalism: Consuming the Wild in the South China Sea

Recorded presentation

### Xinghua Li

Associate Professor of Media Studies, Babson College

This paper explores how Chinese adventure tourism in border regions functions a propaganda vehicle to promote nationalism, consumerism, and territorial sovereignty over wild nature areas. It consists of an ethnographical study of a patriotic cruise to the Xisha Islands located in the controversial South China Sea. One of the four archipelagos on the South China Sea, the Xisha Islands mark China's southernmost coastal territory and function as the nation's military defense outpost. In 1974, the PRC took the islands after a tough naval battle with Vietnam; today, tourism is encouraged there to reinforce China's control over these tiny but strategically ...

Wednesday, Jun 23

01:00 PM - 01:45 PM

## Wildly Urban: Exploring the Rhetorical Practices of Outdoor Recreationalists

Recorded presentation

### Nicolas Hernandez

PhD Student, The University of Utah

As environmental communication scholars, we are often concerned with questions about how communication shapes our relationship to, and place in, the world. I suggest outdoor recreation may be an important site of inquiry to further our understanding of these these communicative practices. Doing so will provide insights in how communication research can "help us celebrate the Wild and build hope for the future while staying focused on the present crisis?" Exploratory ethnographic fieldwork was conducted in a popular recreational area at the edge of Salt Lake City, UT. This ongoing study has observed practices illustrating respect for private space, normative ...

Wednesday, Jun 23

01:00 PM - 01:45 PM

## The Mediation of Wild Forests with A Kid's Imagination: A Research Note

Recorded presentation

### Kurniawan Saputro

The Mediation of Wild Forests with A Kid's Imagination: A Research Note, Indonesian Institute of the Arts Yogyakarta

For most city kids, a wild forest is an imaginary object rather than a real experience. They see and hear forests through books and movies. It follows that if we are to understand the mediation of the natural environment with urban children, it is only apt to investigate it through media consumption. As opposed to visual-heavy media, books opens wider space of imagination since it invites the reader to fill in gaps and details of the characters and the setting, not to mention its plot (Aggleton, 2017). The current pandemic restrictions and our hesitance of going outside could provide an ...

Wednesday, Jun 23

01:00 PM - 01:45 PM

## Africa, Asia, Pandora: Magic Colonialism in Disney's Animal Kingdom

Recorded presentation

### Clare Ostroski

PhD Student, Northwestern University

In 1998, Disney's Animal Kingdom was merely an addition to Disney's already sprawling presence in culture. With a backdrop of utopian nature, its sweeping landscape featured exploration trails and jungle treks that promised thrill-packed views of exotic animals, as well as meet-and-greets with characters from Pocahontas and The Lion King. For over 20 years, visitors have been invited to conquer unknown terrains in 'Africa' and 'Asia,' as well as adventure through time in 'Discovery Island.' Just a few steps from rides like 'Kilimanjaro Safaris' once stood 'Camp Minnie-Mickey,' an Americana-themed area that has since been replaced with recreations of bioluminescent ...

Wednesday, Jun 23

02:00 PM - 02:45 PM

## 13 - Environmental risks and the precautionary principle

Live Q&A for pre-recorded panel

### Barbara George

Dr. Barbara George, Assistant Professor, Kent State University

### Matt Brigham

Associate Professor and Graduate Faculty Member, School of Communication Studies, James Madison University

### Morten Thomsen

PhD-student, Center for Journalism, University of Southern Denmark

### Wan Wang

PhD Candidate, Moody College of Communication at The University of Texas at Austin

Host: Bruno Takahashi



Wednesday, Jun 23

02:00 PM - 02:45 PM

## On the Importance of Re-Mediating and Re-Wilding Environmental Communication and Advocacy Away from Appeals to the Precautionary Principle

Recorded presentation

### **Matt Brigham**

Associate Professor and Graduate Faculty Member, School of Communication Studies, James Madison University

Rob Nixon argues that 9/11 “reinforced a spectacular, immediately sensational, and instantly hyper-visible image of what constitutes a violent threat” (p. 13), in contrast to climate change, which he frames as “incremental, exponential, and far less sensorially visible” (p. 13). Here, I argue that, despite early optimism that framing environmental crises through the lens and metaphor of the precautionary principle (or, relatedly, the insurance policy metaphor), it is time for environmental communication scholars to re-mediate, re-wild and re-invent in order to work toward a different viable frame for public advocacy. While scholarship and political advocacy has usually associated precautionary principle ...

Wednesday, Jun 23

02:00 PM - 02:45 PM

## Parenthood: Closing the gender-gap of risk perception?

Recorded presentation

### **Morten Thomsen**

PhD-student, Center for Journalism, University of Southern Denmark

Studies have shown a robust gender gap in risk perception, both in general and with respect to environmental issues. Women tend to have higher risk perception than men (Xiao and McCright, 2012). Prior research has suggested differences in testosterone-levels to be one driver behind this gap (Morronegilio and Rennie, 1998). Notably in this regard, a recent meta-study shows that men with children had lower levels of testosterone compared to men without children (Grebe et al, 2019). Hence, becoming a father may increase men’s risk perception. Women have in general already a high level of risk perception, so the question is, ...

Wednesday, Jun 23

02:00 PM - 02:45 PM

## Health in the Shale Fields: Technical Communication & Environmental Health Risks

Recorded presentation

### **Barbara George**

Dr. Barbara George, Assistant Professor, Kent State University

This presentation addresses the relationships between environmental justice and human health as revealed through patterns of technical communication about complex environmental risks. I build from my previous research about different definitions of environmental health risks in different states to. In this presentation, I look at how varied institutional definitions of High Volume Hydraulic Fracturing risk, and varied adoptions of a precautionary ideology as grounded in values, result in varied HVHF policies and public health communication that have uncertain and uneven human and environmental health impacts.

Wednesday, Jun 23

02:00 PM - 02:45 PM

## Risk Information Seeking Plus Ecologically Sustainable Products: A Recipe for The Preservation of Our Coral Reefs?

Recorded presentation

### Wan Wang

PhD Candidate, Moody College of Communication at The University of Texas at Austin

Previous literature in risk communication research suggests that individuals' risk information behaviors, particularly information seeking and processing, are precursors of subsequential risk-averse behaviors. However, these propositions have never been tested with empirical data; let alone observed within the context of environmental preservation or sustainable consumption. To fill this gap in the literature, this study seeks guidance from the model of Risk Information Seeking and Processing and explores how individuals may feel about the nanoparticle's application in sunscreen and its associated risks, how those evaluations affect their related information behavior, and how their information behaviors impact their purchase decision making of ...

Wednesday, Jun 23

03:00 PM - 03:45 PM

## 14 - The green consumer: Food, clothing, and plastic

Live Q&A for pre-recorded panel

### Etsuko Kinefuchi

Associate Professor, The University of North Carolina Greensboro

### Kenneth C. C. Yang

PROFESSOR, THE UNIVERSITY OF TEXAS AT EL PASO

### Marijn Meijers

Assistant Professor Environmental Communication, ASCoR, Universiteit van Amsterdam

### Septime Emmanuel Sessou

Doctoral Student, Temple University, Philadelphia, PA

### Tanja Habermeyer

M.Sc., University of Augsburg

Host: Anke Wonneberger

Wednesday, Jun 23

03:00 PM - 03:45 PM

## Constructing the Green Consumer: a Critical Discourse Analysis of Nestle Press Releases

Recorded presentation

### Septime Emmanuel Sessou

Doctoral Student, Temple University, Philadelphia, PA

This paper examines how Nestle imagines and expresses the ideal green multinational corporation, as a way of reinforcing its position as the world's largest food and beverage company. The study investigates how Nestle exerts control of social action by implementing a critical discourse analysis on the company's press releases. Drawing on Van Dijk's (1993) notion of discourse control, findings indicate that the company through its press releases projects the ideal green corporate by emphasizing the type of actions taken by the multinational, the parties they are willing to work with for credibility, and the set of behaviors and experiences that ...

Wednesday, Jun 23

03:00 PM - 03:45 PM

## In the name of a tradition: Meat, cultural tradition, and shaping of (diasporic) identity

Recorded presentation

**Etsuko Kinefuchi**

Associate Professor, The University of North Carolina Greensboro

This paper analyzes the comments posted in response to an opinion piece, "I admire vegetarians. It's a choice I won't ever make" (February 15, 2020) written by Alicia Wittmeyer, a senior Opinion editor for The New York Times. The essay generated 1,532 comments within the next couple of days, signaling an ardent public interest in the topic. The readers expressed their agreement or disagreement with Wittmeyer, commenting on one or more aspects of her argument. As the concept of "tradition" is central to Wittmeyer's thesis, it was also the most frequently mentioned word in the comments. Accordingly, this paper focused ...

Wednesday, Jun 23

03:00 PM - 03:45 PM

## Re-MEDIating Clothing Consumption – Comparing the Role of Fear and Guilt in their Effectiveness to Contribute to Sustainable Consumption Choices

Recorded presentation

**Tanja Habermeyer**

M.Sc., University of Augsburg

Habermeyer, T., & Sandmann, M. Re-MEDIating Clothing Consumption – Comparing the Role of Fear and Guilt in their Effectiveness to Contribute to Sustainable Consumption Choices This study analyzes the effectiveness of advocacy campaigns for sustainable consumption, by addressing recipients' fear and guilt towards their consumption choices. As shown in the study, it can be assumed that for an environmental advocacy campaign, emotions for negative influences of previous (guilt) and possible future (fear) behavior are both equally relevant in their connection to behavior. As emotions-as-frames are being communicated regarding behavior, the connection to behavior might already be sufficiently inherent with behavioral suggestions not ...

Wednesday, Jun 23

03:00 PM - 03:45 PM

## Stimulating Sustainable Food Choices Using Virtual Reality

Recorded presentation

**Marijn Meijers**

Assistant Professor Environmental Communication, ASCoR, Universiteit van Amsterdam

Personal response efficacy beliefs are vital in instigating and maintaining environmental behaviour change. In this experimental study (N = 249), we investigated whether such efficacy beliefs could be stimulated using Virtual Reality. In a VR-supermarket, participants would see impact messages pop up when they picked up products. These impact messages would show the (environmental or health) impact of a product. Our results show that these impact messages are effective in stimulating personal response efficacy beliefs and subsequently pro-environmental food choices. The heightened personal response efficacy beliefs positively affected maintaining behaviour changes up to two weeks after the VR-experience. The effectiveness ...

Wednesday, Jun 23

03:00 PM - 03:45 PM

## The Effects of Storytelling Green Advertising on Ad-Induced Pleasure and Sensory Experiences, Consumer Engagement with a Conservation Cause, and Green

Recorded presentation

**Kenneth C. C. Yang**

PROFESSOR, THE UNIVERSITY OF TEXAS AT EL PASO

Storytelling advertising has emerged as a cost-effective technique to engage consumers with an advertised brand in the business context. However, storytelling as a creative strategy has begun to catch attention of environmental communication researchers and professionals in terms of promoting conservation causes. Unlike traditional television commercials and print advertisements, long-form storytelling video ads can persuade consumers with an authentic and engaging story about the importance of promoting a conservation cause. Using a between-subject experiment design of three green campaigns varied in their level of narrative transportation (i.e., high, medium, and low/zero), we empirically tested the effects of storytelling green ad ...

Wednesday, Jun 23

04:00 PM - 04:45 PM

## 15 - Environmental journalism and storytelling

Live Q&A for pre-recorded panel

**Bridget Jones**

State University of New York, College of Environmental Science and Forestry

~~**Myrian Del Vecchio de Lima**~~

~~Associated Professor, Federal University of Paraná~~

**Sibo Chen**

Assistant Professor, School of Professional Communications, Ryerson University

**Silje Kristiansen**

Assistant Professor, Dr., State University of New York, ESF

**Sri Saahitya Uppalapati**

Graduate Student, SUNY College of Environmental Science and Forestry

Host: Bruno Takahashi

Wednesday, Jun 23

04:00 PM - 04:45 PM

## Investigative stories and daily coverage of the environment

Recorded presentation

**Myrian Del Vecchio de Lima**

Associated Professor, Federal University of Paraná

This exploratory work sought to establish the characteristics recommended by several theorists for the productions of environmental journalism and investigative journalism, also verifying its similarities. The application of the theory was made by interpretive analysis of three award-winning investigative reports on environmental issues and a sample of weekly coverage on the environmental coverage of the Brazilian newspaper Folha de S.Paulo. At the end, suggestions are presented to reduce the fragilities of environmental coverage in Brazil.

Wednesday, Jun 23

04:00 PM - 04:45 PM

## Climate Change Narratives during COVID-19: The Case of Toronto's Media Sphere

Recorded presentation

### Sibo Chen

Assistant Professor, School of Professional Communications, Ryerson University

While ongoing global efforts are made on containing the devastating spread of Covid-19, public conversations are also emerging addressing the immediate and long-term social, political, cultural and environmental implications of the current crisis. There have been widespread discussions focusing on the environment, including (but not limited to) carbon emissions reduction due to global lockdowns, ecological resilience, the future of urban spaces, reflections on reduced flights and motor travel, etc. Environmental storytelling, the theoretical framework underlying these discussions, provides a holistic approach to understand ongoing environmental conversations. To effectively promote energy efficiency and emissions reduction opportunities among policy makers and other ...

Wednesday, Jun 23

04:00 PM - 04:45 PM

## Major Media Outlets and Climate Change Action: Comparing US Media Coverage of the Green New Deal

Recorded presentation

### Bridget Jones

State University of New York, College of Environmental Science and Forestry

### Silje Kristiansen

Assistant Professor, Dr., State University of New York, ESF

### Sri Saahitya Uppalapati

Graduate Student, SUNY College of Environmental Science and Forestry

Few climate change action plans have gained as much attention as the Green New Deal. This study analyzes the coverage of the Green New Deal introduced in 2018 by Representative Alexandria Ocasio-Cortez and Senator Edward J. Markey in two major US news media—CNN and Fox News— and discerns how political subjectivities and partisan ideologies are shaping media coverage. Our content analysis of 53 news videos (CNN n=21, Fox News n=32) identifies major themes, actors, and tones that contextualize the landscape of the Green New Deal media representation. Our study shows that of all the themes addressed in the Green New ...

Wednesday, Jun 23

05:00 PM - 05:45 PM

## 16 - Communicating the rights, politics and governance of the wild

Thematic Panel

Live Q&A for pre-recorded panel

### Brie Iatarola

Lecturer, University of California, San Diego

### James Schwoch

Professor, Northwestern University

### Sean Williams

Professor of Technical Communication & Information Design, University of Colorado-Colorado Springs

### Sheryl Cunningham

Associate Professor of Communication, Wittenberg University

Host: Samantha Senda-Cook

Wednesday, Jun 23

05:00 PM - 05:45 PM

## You can get sued by Lake Erie: Using a rights-based framework for re-MEDIating an ecosystem

Recorded presentation

**Sheryl Cunningham**

Associate Professor of Communication , Wittenberg University

On February 26, 2019, the citizens of Toledo, Ohio passed legislation called the Lake Erie Bill of Rights (LEBOR), which attempted to create legal standing for an ecosystem in the state of Ohio—giving individual citizens the right to sue on its behalf. In this paper I rhetorically analyze the public discourse, via online communications, of both supporters (Toledoans for Safe Water) and opponents (The Ohio Farm Bureau) of the LEBOR, giving particular attention to language about nature, land, or ecosystems. I also provide a rhetorical analysis of the LEBOR as well as Ohio's "Right to Farm" law. I argue that ...

Wednesday, Jun 23

05:00 PM - 05:45 PM

## A Gray 'Whale of a Problem': Re-Mediating Dead Wildlife at Trestles

Recorded presentation

**Brie Iatarola**

Lecturer, University of California, San Diego

In January 2021, the World Cetacean Alliance named Dana Point in Orange County, California, the first Whale Heritage Site in the United States for meeting criteria that support cetaceans' cultural, economic, educational, and ecological importance. Gray whales (*Eschrichtius robustus*) as "sentinels of ecosystem change" are dialed into Orange County's ecology and co-exist with humans. Sustainable wildlife viewing within the context of tourism means humans are encouraged to watch whales in their "natural" habitat and manage the ocean for future generations. A bleaker image shows unmanageable whale die-offs. During El Niño 2016, seven miles south of Dana Point, the carcass of ...

Wednesday, Jun 23

05:00 PM - 05:45 PM

## War on Woodpeckers: 5G, Wooden Utility Poles, and the Migratory Bird Treaty Act of 1918

Recorded presentation

**James Schwoch**

Professor, Northwestern University

Plain language summary: Environmental perspectives frame this analysis of current and future growth of mobile communication networks, platforms, and devices related to Fifth Generation (5G) expansion. The paper focuses on wooden utility poles, recent radio spectrum auctions by the Federal Communications Commission (FCC) and new regulatory interpretations of the Migratory Bird Treaty Act of 1918. The pell-mell expansion of 5G, new deregulatory actions allowing for a profusion of new equipment on utility poles, and a series of decisions regarding the 1918 Bird Treaty that for all intents and purposes release corporations from responsibility or culpability when they kill birds as ...

Wednesday, Jun 23

05:00 PM - 05:45 PM

## From Domination to Stewardship: A Historical Look at Denver Water's Public Communication 1933-2018

Recorded presentation

### Sean Williams

Professor of Technical Communication & Information Design, University of Colorado-Colorado Springs

When most people think about the water coming from their faucets, they seldom consider where the water originates and how transporting it to their homes has significant environmental impacts. Public utilities that supply water know the complexity of their systems, but as "utilities" they view their job as supplying safe water to their customers, not necessarily stewarding the environment. Consequently, when building large water works projects like dams, tunnels, and canals, utilities regard environmental destruction as a necessary byproduct of serving growing cities with water. Representations of these projects often replicate the "man conquering nature" frame, praising these engineering marvels ...

Wednesday, Jun 23

06:00 PM - 07:30 PM

## 17 - Grappling with Earthly Loss: Novel Perspectives on Ecological Grief

Live Roundtable

### Catherine Bruns

PhD Student, University of Minnesota

### Christopher Jackson

PhD Student, Pennsylvania State University

### Jessica Chaplain

University of Georgia

### Joshua Barnett

Assistant Professor, Pennsylvania State University

### Tyler Rife

PhD Candidate, Arizona State University

Host: Barb WillardContributors to this panel will offer new perspectives on ecological and climate grief. Building on recent research within and beyond the discipline of communication studies, the panelists will consider ecological grief as an indigenous concept grounded in ideas of space, place, and indigeneity; development a new queer environmental ethic rooted in mourning; describe the results of an attempt to measure ecological grief quantitatively; and explore the possibilities for re-encountering the banality of mass extinction as a way of intensifying our ecological consciousness.

Wednesday, Jun 23

08:00 PM - 08:45 PM

## 18 - The wild and social justice

Thematic Panel

Live Q&A for pre-recorded panel

### Debra Merskin

Professor, U of Oregon

### Joanne Marras Tate

PhD Candidate, University of Colorado Boulder

### Madison Jones

Assistant Professor, Writing & Rhetoric and Natural Resources Science, University of Rhode Island

### ~~Moana de Almeida~~

~~Assistant Professor, Florida Gulf Coast University~~

### Wouter Blankestijn

PhD Candidate, Södertörn University

Host: Bruno Takahashi

Wednesday, Jun 23

08:00 PM - 08:45 PM

## 'The Wild' across West and East – Discursive Contestations of a Rewilding Project at the German-Polish Border

Recorded presentation

### Wouter Blankestijn

PhD Candidate, Södertörn University

The 2030 European Biodiversity Strategy proposes binding restoration targets in order to mitigate the alarming decline and fragmentation of natural habitats, species loss and impacts of climate change in line social justice principles. Transnational organization Rewilding Europe actively works with these targets and aims to make the continent 'a wilder place' with an eye on socio-economic benefits. This paper explores one of its ten flagship projects situated at the coastal border between Germany and Poland, set at a unique political-cultural crossroads between the 'former' West and East. The project is critically analyzed to see how representations of 'the Wild' and ...

Wednesday, Jun 23

08:00 PM - 08:45 PM

## Dia do Fogo: The missing voices of indigenous people and the forest in Brazilian news during the 2019 Amazon fires

Recorded presentation

### Joanne Marras Tate

PhD Candidate, University of Colorado Boulder

### Moana de Almeida

Assistant Professor, Florida Gulf Coast University

The present study investigates Brazilian mainstream newspaper articles during the Brazilian Amazon's 2019 wildfires. We engage in Critical Discourse Analysis (CDA) to identify local strategies and hear marginalized voices. We follow Reynolds' (2019) recommendation is to follow a longitudinal, transideological, multimedia comparative analysis. Inspired by decolonial interpretations of the human and more-than-human worlds in Indigenous Studies, we base our research first from a critical approach to journalistic endeavors, and secondly on the indigenous understanding that more-than-humans are our relatives, with whom we are constantly negotiating resources (Barboza et al., 2019). We selected journalistic media with the keywords Amazônia (Amazon) and ...



Wednesday, Jun 23

08:00 PM - 08:45 PM

## Indians and other animals: Decolonizing racist and specieist re-presentations

Recorded presentation

**Debra Merskin**

Professor, U of Oregon

The framing of both humans and animals as impediments to “progress” (i.e., colonial occupation and land grabbing) includes disregard of bison, coyotes, prairies dogs, and indigenous human beings. Each was defined, at different times and in different places, as “the \_\_\_\_\_ problem.” While the prairie dog, for example, has several characteristics that were viewed by Euro American colonial settlers, such as resourcefulness, sociability, cuteness, and structured families, they were (and are) also viewed negatively, as interfering with the ability of humans to farmland and as competition for resources such as grass for free-ranging cattle. Vital to understanding the dynamics between ...

Wednesday, Jun 23

08:00 PM - 08:45 PM

## Sylvan Rhetorics, Anti-Advocacy, and Visual Communication in Truax (A Parody of The Lorax)

Recorded presentation

**Madison Jones**

Assistant Professor, Writing & Rhetoric and Natural Resources Science, University of Rhode Island

In today's fractured media landscape, the problems of mediating science for the public are a core concern for environmental communicators. However, digital disinformation has a long history dating back to the disinformation campaigns by the chemical, tobacco, and fossil fuel industries (Conway & Oreskes, 2010). To better understand the roots of science denialism, this presentation offers an analysis of Truax, a parody comic of Dr. Seuss' iconic children's book The Lorax. Written by Terri Birkett, a member of the hardwood flooring industry, the comic was published in 1995 by the National Oak Flooring Manufacturers Association (NOFMA), in partnership with the ...

Wednesday, Jun 23

09:00 PM - 09:45 PM

## Social Time: Yoga Happy/Coffee Hour

Social gathering

**Franziska Weder**

Assoc. Prof., The University of Queensland

**Suzie Kellett**

Host: Fran Weder Whether you are a yogi who has been practicing for years or someone who has very little experience on the mat, you can join your fellow COCE goers for a fun time with COCE yoga. You can keep your camera on or turn it off, we don't mind. This should be a pressure-free time to stretch, relax, and “wine” down from the conference festivities (or for some, coffee and water might be more appropriate for the hour). The session will be led by an experienced yogi practitioner. Please note that this session is NOT being recorded.

Wednesday, Jun 23

10:00 PM - 11:30 PM

## Re-MEDIating the Wild Thematic Panel

Live Thematic Session

### Ana Nepote

PhD student in Sustainability Sciences and Associate Professor, Universidad Nacional Autonoma de México

### Claire G. Coleman

### Erik Hoffner

Editor and Content Strategist, Mongabay

### Maria Isabel Torres

Project Manager, Mongabay

### Subhankar Banerjee

Moderator: Ana Claudia Nepote, IECA Founding Member

Thursday, Jun 24

12:01 AM - 12:45 AM

## 19 - Arts-based approaches to environmental activism

Thematic Panel

Live Q&A for pre-recorded panel

### Franziska Weder

Assoc. Prof., The University of Queensland

### Geo Takach

Associate Professor & Program Head, Royal Roads University

### Lyn McGaurr

University Associate, University of Tasmania

### Megan Cullinan

Ph.D., Merrimack College

### Melissa Parks

Postdoctoral Scholar, University of California Santa Barbara

Host: Jen Rae

Thursday, Jun 24

12:01 AM - 12:45 AM

## Turns out it mattered where I stood: An autoethnography of multiple appeals for remediation

Recorded presentation

### Lyn McGaurr

University Associate, University of Tasmania

No environmental campaign operates in isolation. In the study of environmental communication it is common to investigate how the strategies of antagonists in political conflicts influence each other. But when the actors are not rivals but instead are advocates for different kinds of remediation in the same locality at the same time, it is less likely they will give each other's communications as much attention as an adversary's. By analysing two environmental communications initiatives incorporating public art, my paper seeks to better understand how they interact, and how this might influence the way their communications are received. My paper uses ...

Thursday, Jun 24

12:01 AM - 12:45 AM

## Art-as-Pedagogy for Environmental Activism: The Rhetoric of Washed Ashore's Ocean Plastics Exhibition

Top Paper Award!

Recorded presentation

**Megan Cullinan**

Ph.D., Merrimack College

**Melissa Parks**

Postdoctoral Scholar, University of California Santa Barbara

WINNER: Top Paper Award at COCE 2021, Re-MEDIating the WildIn this art-as-pedagogy case study, we employ a participatory critical rhetoric orientation to examine representations and re-mediations of wildlife and human pollution through ocean plastics sculptural displays by the nonprofit organization Washed Ashore. Our in situ perspective allows us to reflexively interrogate embodied pedagogical processes, spatial orientation, and rhetorical materials presented by the Washed Ashore displays as well as critique their situatedness in zoos and aquariums, which are contested sites of environmental communication and education. Through the analysis, we argue that Washed Ashore's use of ocean plastics to represent wildlife offers ...

Thursday, Jun 24

12:01 AM - 12:45 AM

## Allying Arts-Based and Indigenist Approaches to Respect the Wild

Recorded presentation

**Geo Takach**

Associate Professor & Program Head, Royal Roads University

This research connects two essential and urgent priorities of reversing both the alarming decline in biodiversity and the continuing colonization of Indigenous Peoples around the world. At their core, both priorities aim to overcome abuses to sustain a healthy planet and a just society for present and future generations. Recognizing that we need augmented communication tools to help achieve these goals, this project explores and allies two compatible research perspectives situated beyond the dominant Western paradigms. The first is arts-based research, which draws on methods of information-gathering, synthesis, analysis and presentation from disciplines in the arts to engage and inspire ...

Thursday, Jun 24

12:01 AM - 12:45 AM

## FOR FOREST: Discourse ramification and missed chances of an eco-art project to generate social change

Recorded presentation

**Franziska Weder**

Assoc. Prof., The University of Queensland

In an intensifying climate crisis at the beginning of the 'roaring 2020ies' with sustainability as moral framework for political, corporate and individual behaviour, there is a broad range of Nonprofit-organizations, groups, movements, and activists, communicating increasingly professional as agents of social change. Here, the potential of Eco-art as a way to stimulate social and ecological transformation by communicating sustainability more strategically and, thus, effectively, is currently overseen – or misjudged. With a critical, constitutive perspective on communication, the study at hand aims to better understand the potential of Nonprofits communicating for sustainability. After conceptualizing Eco-art as an example of a ...

Thursday, Jun 24

01:00 AM - 02:30 AM

## Re-MEDIating the Wild Artists Panel

Live Thematic Session

**Catherine Sarah Young**

PhD student, University of New South Wales

**Darren Fleet**

Simon Fraser University

**Elja Roy**

ABD, University of Minnesota

**Geo Takach**

Associate Professor & Program Head, Royal Roads University

**Jen Rae**

Creative Lead and Director, Fair Share Fare

**Mark Pedelty**

Professor, Ecosong.Net

**Michael Hewson**

Senior Lecturer Environmental Geography, CQUniversity

**Neville Cichon**

Independent Artist, South Australia

**Perdita Phillips**

Independent Scholar/Transdisciplinary Artist, Perdita Phillips Contemporary Artist

**Prophecy Sun**

Student, Simon Fraser University

MODERATOR: Jen Rae This panel features all of the artists whose works were accepted for exhibition at the conference. Please visit the Artworks section of the conference venue to see their work. This panel is a chance for them to come together and engage the conference audience in a discussion the role of the arts in addressing issues of wildlife and wild places.

Thursday, Jun 24

03:00 AM - 03:45 AM

## Social Time: Music

Social gathering

**Barbara Willard**

Associate Professor, College of Communication, DePaul University

Host: Barb Willard Back in 2003 at Silver Falls State Park, Oregon USA a group of COCE goers sat around a camp fire, someone pulled out their string guitar, and we all broke out into song. Bottles of wine from nearby Willamette Valley were flowing along with craft beer from the Pacific Northwest and a legendary time was had by all. We might not be able to have that same experience on our virtual conference platform but we'd sure like to try. So, bring your intruments, your singing voice (good or bad), and perhaps a song sheet and we will do ...

Thursday, Jun 24

11:00 AM - 11:45 AM

## 20 - Facets of climate change communication

Live Q&A for pre-recorded panel

**Andrea Catellani**

Professor, Université catholique de Louvain

**Christopher Jackson**

PhD Student, Pennsylvania State University

**Lauren Cornell**

Graduate Student and Graduate Teaching Assistant, State University of New York College of Environmental Science and Forestry

**Louise-Amélie Cougnon**

Dr, UCLouvain

**Nic Badullovich**

PhD candidate, The Australian National University

**Pernille Almlund**

Associate professor, Roskilde University

**Silje Kristiansen**

~~Assistant Professor, Dr., State University of New York, ESF~~

**Yuliya Samofalova**

Doctoral student, Université catholique de Louvain

Host: Fran Weder

Thursday, Jun 24

11:00 AM - 11:45 AM

## The Nerds Aren't All Right: Parrying Climategate Conspiracy Allegations Post-Epstein

Recorded presentation

**Christopher Jackson**

PhD Student, Pennsylvania State University

This paper proposes a new way for communicators to address scientist-centered conspiracy theories like those behind the so-called Climategate scandal. The fact that such allegations continue to circulate well over a decade after the non-event is an indication of their continuing rhetorical staying power. I suggest two changes to the way communicators take on this challenge. First, I propose that rather than emphasizing the consensus behind climate science, it would be more useful to emphasize the immense emotional toll climate scientists experience watching ecosystems collapse in real time (also known as climate grief). Second, I propose that communicators should attempt ...

Thursday, Jun 24

11:00 AM - 11:45 AM

## What calculations and numbers do to political climate communication

Recorded presentation

### **Pernille Almlund**

Associate professor, Roskilde University

Since the Paris-agreement, governments around the world have in varied manners and intensity outlined laws and action plans to live up to their obligations connected to their subscription of the agreement. We can see how these years' discussions and more alarming calls for action from climate researchers have raised popular awareness. In the Nordic countries this has led to more ambitious climate proposals and laws, than hitherto. In both Norway, Sweden and Denmark, these proposals are now government policies and new climate laws which became effective the 1st of January 2018 and 1st of January 2020 respectively. In sociological analytical ...

Thursday, Jun 24

11:00 AM - 11:45 AM

## Nature "enrollment" in climate change visual communication: COP official accounts' strategies on Instagram

Recorded presentation

### **Andrea Catellani**

Professor, Université catholique de Louvain

### **Louise-Amélie Cougnon**

Dr, UCLouvain

### **Yuliya Samofalova**

Doctoral student, Université catholique de Louvain

This paper focuses on the analysis of the visual dimension of communication disseminated by the organizers of the last 5 COP (Conferences of Parties), the meetings set up normally (except for 2020) once a year by governments that signed the United Nations Framework Convention on Climate Change (UNFCCC) in 1992. The aim of this analysis is to understand how visual communication evolves on Instagram and how non-human natural beings are "enrolled" in it. How do COP's communication teams mobilize Instagram in their communication policy, before, during and after each of the last five COP? More specifically, how are non-human natural ...

Thursday, Jun 24

11:00 AM - 11:45 AM

## Exploring climate change communication in Australia through interviews with communicators

Recorded presentation

### **Nic Badullovich**

PhD candidate, The Australian National University

This study is an exploration of the experience of climate change communicators in Australia through qualitative interviews. Climate change is recognised as being a critical global issue, and while much academic research focusses on 'what effective communication is', little research has looked into the experiences of communicators themselves. Some researchers have argued that it is not the message so much as the messenger that is important when it comes to producing effective climate change communication. This is the main motivation for this study, and it is being positioned within an Australian context as other academic literature notes the importance of ...

Thursday, Jun 24

11:00 AM - 11:45 AM

## What does doubt have to do with it? Analyzing Doubt and its Effect on People's Willingness To Act Upon Climate Change

Recorded presentation

### Lauren Cornell

Graduate Student and Graduate Teaching Assistant, State University of New York College of Environmental Science and Forestry

### Silje Kristiansen

Assistant Professor, Dr., State University of New York, ESF

We often observe a knowledge gap between the general public and experts when it comes to the understanding of scientific information. For years, the public has struggled to understand or accept that climate change is happening. Although today the US population at large agrees that climate change is happening, people still disagree on what is causing it and what solutions should be favored. Uncertainty and doubt seem to stand in the way of behavioral change. The purpose of this study is to recognize the gaps in the understanding of climate change and determine a more effective way to communicate with ...

Thursday, Jun 24

12:00 PM - 12:45 PM

## 21 - Communicating and reporting extreme weather events

Live Q&A for pre-recorded panel

### Anke Wonneberger

Dr., University of Amsterdam

### ~~Christopher Garcia~~

~~PhD Candidate, Florida State University~~

### ~~Claire Konkes~~

~~Dr, The Media School, University of Tasmania, Salamanca, Hobart, TAS 7001, Australia.~~

### Israel Adeseko

PhD Candidate, University of Tasmania

### James Painter

Dr., University of Oxford

### Josh Ettinger

University of Oxford

### ~~Kayleigh Murdock~~

~~PhD Candidate, Florida State University~~

### ~~Libby Lester~~

~~Professor, Institute for Social Change, University of Tasmania, Private Bag 22, Hobart, Tasmania 7001, Australia.~~

### ~~Nadine Strauss~~

~~Dr., University of Oxford~~

Host: Fran Weder

Thursday, Jun 24

12:00 PM - 12:45 PM

## **“When Will Red Tide End?”: Examining Framing Characteristics of 2017-2019 Florida Red Tide Newspaper Coverage**

Recorded presentation

**Christopher Garcia**

PhD Candidate, Florida State University

**Kayleigh Murdock**

PhD Candidate, Florida State University

The 2017-19 Florida red tide event received international attention due to its severity and duration. It spanned from October 2017 to February 2019, making it the longest-lasting bloom since 2006. The toll taken by Florida tourism, wildlife, and residents was catastrophic. Despite its severe effects, red tide coverage has been historically underexamined. Utilizing framing theory, this content analysis attempts to expand understanding of red tide coverage by incorporating a focus on politicized frames — specifically ones emphasizing connections to climate change, animal death, or governmental conflict. In coding 298 national and local newspaper articles published between August 1st, 2018 and ...

Thursday, Jun 24

12:00 PM - 12:45 PM

## **Mainstream media coverage of the European heatwave of 2019 and related Extreme Event Attribution studies**

**Anke Wonneberger**

Dr., University of Amsterdam

**James Painter**

Dr., University of Oxford

**Josh Ettinger**

University of Oxford

**Nadine Strauss**

Dr., University of Oxford

James Painter, Josh Ettinger, Marie-Noelle Doutreix, Nadine Strauss, Anke Wonneberger In summer 2019 Europe was affected by two major heatwaves. Record breaking and sustained temperatures were observed particularly in France, Germany, the Netherlands and the UK. The extent to which human factors have played a role in the occurrence of extreme weather events such as these is of growing interest to scientists, the media, politicians and civil society. So-called Extreme Event Attribution (EEA) studies provide new evidence that human activity is influencing the likelihood and intensity of some types of extreme weather, especially heatwaves. Taking a comparative perspective, this study ...



Thursday, Jun 24

12:00 PM - 12:45 PM

## **Narratives of Bushfire Crisis in Tasmania: A Theoretical Framework for Understanding Public's Construction of Forests, Fires, and Landscape**

Recorded presentation

### **Claire Konkes**

Dr, The Media School, University of Tasmania, Salamanca, Hobart, TAS 7001, Australia.

### **Israel Adeseko**

PhD Candidate, University of Tasmania

### **Libby Lester**

Professor, Institute for Social Change, University of Tasmania, Private Bag 22, Hobart, Tasmania 7001, Australia.

Storytelling has been identified in recent years by narrative communication researchers as a device for engaging the public and progressing scholarship of science communications. Although there are some objections to the use of stories and narratives from within the scientific community, noting its simplistic and manipulative tendencies, other scholars have argued that it promotes public engagement, interest, and science comprehension. In effect, storytelling as an approach for science communication has gained traction. If this approach is to progress our understanding of environmental communications, several questions – such as contexts, type of risk, and in general, the applicability of storytelling to ...

Thursday, Jun 24

12:00 PM - 12:45 PM

## **Extreme Weather Events as Teachable Moments for Climate Change: Public Engagement with Extreme Event Attribution in the UK**

Recorded presentation

### **James Painter**

Dr., University of Oxford

### **Josh Ettinger**

University of Oxford

Some researchers argue that the emerging science of extreme event attribution (EEA) – which connects specific extreme weather events with anthropogenic climate change – could prove useful for engaging the public about climate change. However, EEA is yet to be tested empirically as a climate change communication tool. In order to help fill this gap, we conducted focus groups with members of the UK public to examine benefits and challenges of utilizing EEA results in climate change advocacy messages. Testing a range of verbal and visual approaches for communicating EEA, we found that EEA shows significant promise for climate change ...

Thursday, Jun 24

01:00 PM - 01:45 PM

## 22 - Media frames and narratives of the wild

Thematic Panel

Live Q&A for pre-recorded panel

### Debra Merskin

Professor, U of Oregon

### Finn Mempel

Institute of Environmental Science and Technology (ICTA-UAB)

### Herlina Agustin

Dr, The Center of Environmental Communication Studies, Universitas Padjadjaran

### Miki Kawabata

Professor, Mejiro University

Host: Anke Wonneberger

Thursday, Jun 24

01:00 PM - 01:45 PM

## Mediating the nature: The visual framing of nature in Japanese mass media

Recorded presentation

### Miki Kawabata

Professor, Mejiro University

The purpose of the current study was to discuss how Japanese mass media mediate the image of nature. One of the theories of media effects research, media framing, focuses on the words, images, phrases, and presentation styles of mass media content, and examines their effects on the audience. However, most of the existing research focused on the textual contents of mass communication and visual framing research has been remained relatively unexamined (Rodriguez & Dimitrova,2016). Images can generate a stronger emotional appeal and may give audience more impact than texted contents and mass media have portrayed various image of nature with ...

Thursday, Jun 24

01:00 PM - 01:45 PM

## Mink madness: Farming and framing of wild animals and the current pandemic

Recorded presentation

### Debra Merskin

Professor, U of Oregon

This paper examines the place of "mink" in contemporary American and global consciousness as a semiotic marker. It is a call for reconnection, rewilding as our And rewilding as a communication tool central to moving forward, as Bekoff notes, because rewilding also involves attitudes. It will include examples of how media, by telling the stories of animals and humans in the production of public knowledge and the need to rewild animals in order to help prevent the next virus.

Thursday, Jun 24

01:00 PM - 01:45 PM

## ReMediating distant impacts - How Western Media make sense of deforestation in different Brazilian biomes

Recorded presentation

**Finn Mempel**

Institute of Environmental Science and Technology (ICTA-UAB)

Countries in the global North have come under increasing pressure to address the impacts their patterns of trade and consumption have on distant regions. One example is the forest loss in different Brazilian biomes due to the expansion of agricultural production and mining. The presented research investigates how Western media have portrayed forest loss in different Brazilian biomes and how they have established connections between various actors and impacts over time. Examining these narratives through a text-mining approach, the contribution aims to shed light at common representations of responsibility for environmental impacts in a globalizing world. Common narratives and peaks ...

Thursday, Jun 24

01:00 PM - 01:45 PM

## The Lack of Environmental and Health Journalism Concepts on Snake Bite News in Indonesia on the 2020 Pandemic

Recorded presentation

**Herlina Agustin**

Dr, The Center of Environmental Communication Studies, Universitas Padjadjaran

The snake bites treatment is still not a priority for the Indonesian government, as is the view of the public and medical personnel. In Indonesia snake bite cases are still frequent, and some of them cause death because their handling is not in accordance with the guidelines of the World Health Organization. Using Teun A Van Dijk's critical discourse analysis model, this study examines 30 news about snakebite cases in Indonesia from 5 online mass media. This study combines the concepts of environmental journalism and health journalism. The results indicate a lack of media understanding of snake bite treatments and ...

Thursday, Jun 24

02:00 PM - 02:45 PM

## 23 - Reflections of a digital world: Social media, websites, and online activism

Live Q&A for pre-recorded panel

**Amanda Molder**

PhD Student, University of Wisconsin, Madison

**Annika Egan Sjölander**

Associate Professor, Umeå University, Sweden

**Diana Hackenburg**

~~PhD Candidate, University of Vermont~~

**Joana Díaz-Pont**

Lecturer/Researcher, Department of Political Science and Public Law, Autonomous University of Barcelona

**Joshua Morse**

~~PhD Candidate, University of Vermont~~

**Kerrie Foxwell-Norton**

~~Associate Professor, School of Humanities, Languages and Social Science, Griffith University~~

**Maitreyee Mishra**

Assistant Professor, School of Communication, Manipal University

**Pieter Maesele**

Associate Professor, the Department of Communication Studies, University of Antwerp

**Shane Gunster**

Sharing is caring? A year in the life of Canadian climate Facebook, Simon Fraser University

Host: Barb Willard

Thursday, Jun 24

02:00 PM - 02:45 PM

## Sharing is caring? A year in the life of Canadian climate Facebook

Recorded presentation

**Shane Gunster**

Sharing is caring? A year in the life of Canadian climate Facebook, Simon Fraser University

This paper reviews posts about climate change from public groups in Canada on Facebook between Dec 1, 2019 and Dec 1, 2020. The total sample consists of 10,758 posts from 1,809 public pages that generated a total of 4.9 million interactions. The paper draws upon data about pages making individual posts, the content/links being shared and associated engagement metrics to provide a map of Canadian climate Facebook, describing key features of this mediated space, including the volume and impact of organizations that are posting content, the origins of that content, and the networks that are thereby constructed between and among ...

Thursday, Jun 24

02:00 PM - 02:45 PM

## Critical Environmental Communication In A Digital World: Local Observations And Global Implications

Recorded presentation

### **Annika Egan Sjölander**

Associate Professor, Umeå University, Sweden

### **Joana Díaz-Pont**

Lecturer/Researcher, Department of Political Science and Public Law, Autonomous University of Barcelona

### **Kerrie Foxwell-Norton**

Associate Professor, School of Humanities, Languages and Social Science, Griffith University

### **Maitreyee Mishra**

Assistant Professor, School of Communication, Manipal University

### **Pieter Maesele**

Associate Professor, the Department of Communication Studies, University of Antwerp

Environmental communication, both as a discipline and a practice, faces the paradoxical challenge of communicating about physical environmental crises and devastation on an increasingly local scale, yet doing so using digital global networks. Today's digital media landscape is shifting the meaning of place(s) and we still need to learn much more about how this transformation takes place. Environmental challenges are negotiated in an age of digital capabilities where being 'here' extends the local through global communication networks of trade, politics and protest (Lester, 2019). Building from international experiences about the use of digital networks to communicate local environmental challenges, the ...

Thursday, Jun 24

02:00 PM - 02:45 PM

## ~~Hunting for Meaning: Characterizing Diverse Values and Identities in Social Media Hunting Narratives~~

Recorded presentation

### ~~**Diana Hackenburg**~~

~~PhD Candidate, University of Vermont~~

### ~~**Joshua Morse**~~

~~PhD Candidate, University of Vermont~~

~~Hunters have long provided essential social and financial support for wildlife conservation in the United States, but declining participation and changing public attitudes about consumptive use, challenge today's wildlife conservation programs and management. Shifting U.S. demographics present both an obstacle - and an opportunity - for recruiting new hunters. Recent efforts have focused on diversifying messaging, including reframing the benefits of hunting to align with broadly held values like connecting with nature, personal health, and environmental stewardship. These efforts are being undertaken by both traditional hunting organizations and newer groups that create affinity spaces for nontraditional audiences using social media. ...~~

Thursday, Jun 24

02:00 PM - 02:45 PM

## Do memes that use mockery and adversarial framing increase online engagement with climate change? Examining climate change meme accounts on Instagram

Recorded presentation

### Amanda Molder

PhD Student, University of Wisconsin, Madison

This research seeks to understand how climate change meme accounts on Instagram use mockery and adversarial framing to strengthen the collective identity of its online audience and mobilize members towards collective action. To do so, 30 climate change meme accounts were analyzed using qualitative content analysis. While it is a growing field, memes are still a little-understood vehicle for serious public engagement with urgent social and political issues, such as climate change. This research contributed to debates on the power of internet memes to frame climate change conversations online and the use of humor and mockery as engagement building tools.

Thursday, Jun 24

03:00 PM - 03:45 PM

## 24 - Wildlife advocacy

Thematic Panel

Live Q&A for pre-recorded panel

### Allen Zimmerman

Doctoral Student, Georgia State University Department of Communication

### Apoorva Joshi

Ph.D. candidate, Michigan State University

### Bruno Takahashi

Associate Professor, Michigan State University

### Carrie Freeman

Associate Professor of Communication, Georgia State University Department of Communication

### Lara Hensle

PhD Student, Swedish University of Agricultural Sciences

### Lars Halgren

Host: Anke Wonneberger

Thursday, Jun 24

03:00 PM - 03:45 PM

## **Meatstinction: Environmental campaigns connecting food, farming, and fishing with wildlife harm and extinction**

Recorded presentation

### **Allen Zimmerman**

Doctoral Student, Georgia State University Department of Communication

### **Carrie Freeman**

Associate Professor of Communication, Georgia State University Department of Communication

A strong link has been established between human diets, especially animal products, and their adverse impact on the environment, and this includes habitat and species loss harming wild/free animals. The need to make systemic and individual changes to protect wildlife in a mass extinction crisis is urgent, and this must include transformations in food production and consumption, yet many environmental organizations have not traditionally emphasized this connection. So as scholars in environmental communication and critical animal studies, we conducted a critical discourse analysis of environmental campaigns of seven international environmental organizations that discussed issues surrounding farming, fishing, and dietary choices ...

Thursday, Jun 24

03:00 PM - 03:45 PM

## **"Take a Stand" – Do Anti-Wildlife Crime Ads Prompt Conservation Behaviors? A Comparison of India and the U.S.A.**

Recorded presentation

### **Apoorva Joshi**

Ph.D. candidate, Michigan State University

### **Bruno Takahashi**

Associate Professor, Michigan State University

Conservation organizations rely heavily on visual advertising campaigns to draw attention to issues such as wildlife crime and encourage people to take a range of recommended actions to reduce its prevalence. However, the persuasive efficacy of this communication is rarely evaluated, leaving critical questions unanswered. This study investigates – 1) What drives the adoption of wildlife crime-reducing behaviors in culturally diverse groups? 2) How do calls to action, species iconicity, and species' conservation status in visual wildlife crime reduction ads influence information-seeking and donation behaviors? A survey-based experiment will measure the factors and psychological mechanisms through which image-based wildlife crime ...

Thursday, Jun 24

03:00 PM - 03:45 PM

## Public-facing communication by environmental NGOs and its role in the polarization of public views

Recorded presentation

### Lara Hensle

PhD Student, Swedish University of Agricultural Sciences

### Lars Halgren

In this presentation, we examine how polarizing communication processes emerge when environmental non-governmental organizations (ENGOS) and their members and wider audiences discuss policy changes in a social media thread. ENGOS play an important role in societal transformations towards sustainability by engaging in and bringing the voices of citizens to political processes and discussions around sustainability. With a communicative perspective on the interaction between ENGOS and their members and wider audiences, we explore how differences - between social groups and between worldviews - are constituted through interactions among communication partners. In particular, we investigated an online debate initiated by the Swedish ...

Thursday, Jun 24

04:00 PM - 04:45 PM

## 25 - Environmental literacy and youth engagement

Live Q&A for pre-recorded panel

### Catherine Bruns

PhD Student, University of Minnesota

### Mariko Thomas

PhD, Central New Mexico Community College

### Rachel Zollinger

PhD student, University of Arizona

### Susan Jacobson

Associate Professor, Florida International University

### Tiffany Troxler

Associate Professor, Florida International University

Host: Barb Willard



Thursday, Jun 24

04:00 PM - 04:45 PM

## ReMediating Citizen Science in South Florida: Challenges and Lessons Learned During the Pandemic

Recorded presentation

### Susan Jacobson

Associate Professor, Florida International University

### Tiffany Troxler

Associate Professor, Florida International University

Our team received a grant to deliver in-person citizen science programs and crowdsourced environmental data collection to groups conducting environmental fieldwork around South Florida. A week after our project started in March 2020, the world shut down due to the pandemic. We had to quickly reconfigure our in-person program to a virtual program delivered over Zoom where participants were to use our smartphone apps to collect and document environmental data at a time and place of their convenience. The results were mixed. Our webinars were well-attended and well-received, but few citizens took the initiative to independently use our smartphone apps ...

Thursday, Jun 24

04:00 PM - 04:45 PM

## Lichenizing Pedagogy: Explorations in more-than-human inspired performance and practice

Recorded presentation

### Mariko Thomas

PhD, Central New Mexico Community College

### Rachel Zollinger

PhD student, University of Arizona

In this presentation, a Southwest U.S. based arts collective explores lichens as beings that can help us deconstruct various pedagogies for more embodied, connective, and collaborative learning and teaching.

Thursday, Jun 24

04:00 PM - 04:45 PM

## Pioneer Park Kids Art Project: Connecting Place to Person in a Virtual Environment

Recorded presentation

### Catherine Bruns

PhD Student, University of Minnesota

In Fall 2020, the University of Minnesota-Twin Cities Resilient Communities Project Fellows Program and the City of Little Canada, Minnesota engaged in a community-based participatory research partnership to collect feedback for a master plan for Little Canada's Pioneer Park. When discussions identified youths as one key group, I was charged with creating a K-6 youth engagement plan, which came to be called Pioneer Park: A Kids Art Project. The project was disseminated to 618 K-6 students across three public, private, and charter schools in the Little Canada community. Of this population, survey feedback was collected from 324 students and artwork ...

Thursday, Jun 24

05:00 PM - 05:45 PM

## 26 - Place, food, culture and identity

Live Q&A for pre-recorded panel

### Ana Nepote

PhD student in Sustainability Sciences and Associate Professor, Universidad Nacional Autonoma de México

### Anne Marie Todd

Professor and Chair, San Jose State University

### Grace Geier Olive

University of Minnesota Twin Cities

### Maggie Siebert

Adjunct Faculty, University of New Mexico

### Maryam Alhinai

Assistant Professor, Sultan Qaboos University

Host: Samantha Senda-Cook

Thursday, Jun 24

05:00 PM - 05:45 PM

## Curating sustainability: learnings on local communities, biodiversity, and food in museums

Recorded presentation

### Ana Nepote

PhD student in Sustainability Sciences and Associate Professor, Universidad Nacional Autonoma de México

This contribution derives from my doctoral research project that was oriented to the critical analysis of sustainability discourses through an exhibition about food production and sustainable consumption in a university museum in Mexico City. In recent years in Mexico, the issue of healthy nutrition has become very important. Apparently, we live in a paradox: while 70% of the adult population is overweight, Mexican gastronomy has been declared by UNESCO as an intangible cultural heritage due to the activities and practices that revolve around it. At a global level, the food sustainability issue is gaining more and more importance in political ...

Thursday, Jun 24

05:00 PM - 05:45 PM

## "Seeds are our relatives": How seeds cultivate and reclaim ancestral, cultural, and political sovereignty and identity

Recorded presentation

### Maggie Siebert

Adjunct Faculty, University of New Mexico

### Maryam Alhinai

Assistant Professor, Sultan Qaboos University

This paper explores the connection between seeds and culture by examining three international case studies from New Mexico (U.S.), Guatemala, and Oman. Findings present the interviews, cultural heritage, and knowledge of multiple generations of seed stewards and proposes a new path forward that maintain and promote the personal, familial, and cultural independence and sovereignty through stewarding seeds.

Thursday, Jun 24

05:00 PM - 05:45 PM

## Sustainable Futures and Colonial Legacies, US Agrarianism in a Sustainable Agriculture Social Movement Organization.

Recorded presentation

**Grace Geier Olive**

University of Minnesota Twin Cities

In this paper I analyze the activities of the Greenhorns, a farmer social movement organization (SMO), and consider how they use agrarianism as an ideology in their recruitment and movement work. Ultimately, I argue that agrarian ideology is a foundational element of Greenhorns recruitment and environmental messaging but that the racist and violent past of US colonialism complicates their messages and requires significant introspection.

Thursday, Jun 24

05:00 PM - 05:45 PM

## Place Propaganda Aesthetics in Early Booster Literature of The Valley of Heart's Delight

Recorded presentation

**Anne Marie Todd**

Professor and Chair, San Jose State University

This article explores an aesthetic sense of place in propaganda of the Valley of Heart's Delight: the fruit-producing Santa Clara Valley. Tourist discourse, or booster literature including brochures, pamphlets, and promotional packets make environmental and aesthetic appeals to a sense of place. This propaganda was designed to entice would-be orchardists to prosper in the beautiful Santa Clara Valley. I apply the framework of the sublime to explore the environmental aesthetic of the Valley of Heart's Delight, I examine brochures, pamphlets, and small books produced by chambers of commerce, improvement clubs, and industry groups to sell the Santa Clara Valley spanning ...

Thursday, Jun 24

06:00 PM - 07:30 PM

## 27 - Wilding the Grid: Remediating Maps in the Classroom as Civic Engagement and Rhetorical Critique

Live Roundtable

**Jason Ludden**

Teaching Assistant Professor, University of Nevada, Reno

**Phillip Goodwin**

Instructor, University of Northern Colorado

**Rubén Casas**

Assistant Professor, University of Washington Tacoma

Host: Barb Willard As many scholars recognize, maps are not only representations of the world that tell us where we are and where to go, they also present and make arguments about the world (Senda-Cook, Harley). One way they do this is by communicating a system of values and actions that create relationships between individuals and their environment. While maps often standardize and codify urban spaces in the interest of the conqueror, or planner, or politician, the field of rhetorical criticism and the nascent sub-field of place-based rhetorical research can be used to re-MEDIAte our lived practices and lived relationships to ...