

# Conference Program

# COCE 2013

# Overview

	THURSDAY 6 JUNE	FRIDAY 7 JUNE	SATURDAY 8 JUNE	SUNDAY 9 JUNE	MONDAY 10 JUNE
09:00		Plenary with Keynote Address	<b>Parallel panels Session D</b>	<b>Parallel panels Session H</b>	Excursions
10:30		Coffee Break			
11:00		<b>Parallel panels Session A</b>	<b>Parallel panels Session E</b>	<b>Parallel panels Session I</b>	
12:30		Lunch		Closing Plenary	
14:00		<b>Parallel panels Session B</b>	<b>Parallel panels Session F</b>		
15:30		Coffee Break			
16:00	Opening Plenary	<b>Parallel panels Session C</b>	<b>Parallel panels Session G</b>		
17:30	Welcome Reception	Poster Exhibition and Reception			
19:00			Conference Dinner in Uppsala		

# Conference Program

# Thursday 6 June

LOCATION: UNDERVISNINGSHUSET: AULA

14:00 Registration opens

16:00 Opening Plenary Session

17:30 Welcome Reception

# Conference Program

# COCE 2013

# Friday 7 June am

LOCATION: UNDERVISNINGSHUSET: AULA

PLENARY  
09:00 **Keynote Address: Deliberation and Rhetoric in Environmental Communication**  
**John Dryzek**, Professor of Political Science and Australian Research Council Federation Fellow,  
Australian National University, Canberra

10:30 Coffee Break

LOCATION: UNDERVISNINGSHUSET: AULA      UNDERVISNINGSHUSET: ROOM L      UNDERVISNINGSHUSET: ROOM B      UNDERVISNINGSHUSET: ROOM C

SESSION A 11:00	<b>Panel 1: Deliberative Approaches to Public Participation</b> Chair: Jesper Holm	<b>Panel 2: Recovering Multiple Rationalities for Public Deliberation</b> Chair: Hans Peter Hansen	<b>Panel 3: Rethinking Community-based Conservation</b> Chair: Paulami Banerjee Panel Discussant: Nadarajah Sriskandarajah	<b>Panel 4: Media Communication and Policies - Theoretical and Empirical Perspectives</b> Co-chairs: Daniela Kleinschmit & Viveca Sjöstedt
	<b>Post Rio Communication Styles for Deliberation: Between Individualization and Collective Action</b> Jesper Holm (Roskilde U.) & Pernille Almlund	<b>'Dialogue for Nature Conservation'</b> Hans Peter Hansen (SLU)	<b>Joint Forest Management in India: A Case Study of East Sikkim, India</b> Paulami Banerjee (Texas A&M U.)	<b>Media Communication on Climate Change in the Democratic People's Republic of Korea</b> Misun Park (Seoul National U.) & Hyowon Lee
	<b>A Voice in the Wilderness: Cultural Barriers to Land Use Planning as Deliberative Democracy</b> Matthew Hoffman (New York U.)	<b>Changes Towards a More Participatory and Deliberative NRM Practice - Conflicting Roles and Practices of NRM Administrators</b> Lotten Westberg (SLU)	<b>Engaging the Community, Reclaiming the Commons: Case Study of a National Park in Mozambique</b> Nícia Givá (SLU)	<b>Framing the Forests in a Changing Climate: A Comparison of the Media Perception in Sweden and Finland</b> Daniela Kleinschmit (SLU) & Viveca Sjöstedt
	<b>Participation, Learning and Sustainable Fisheries: The Case of Co-Management at Lake Vättern, Sweden</b> Cecilia Lundholm (Stockholm U.), Christian Stör & Beatrice Crona	<b>Invited guests working in Swedish NRM</b>	<b>Hawksbill Regional Cup: Shifting Local Discourse to Save a Species in El Salvador and Nicaragua</b> Michael J. Liles (Texas A&M U.)	<b>REDD+ Politics in the Media: A Comparative Analysis from Vietnam, PNG, Nepal and Indonesia</b> T.T. Pham (CIFOR), M. Brockhaus & M. Di Gregorio
	<b>Establishing Bottom-Up Participation in Unfavorable Environments – The Polish Baltic Sea Fisheries Roundtable</b> Christian Stöhr (Chalmers U. of Technology) & Ilan Chabay		<b>Water Policy by Public Design on the Texas Coast</b> Chara Ragland (Texas A&M U.)	<b>Potential for Policy Integration - How Stakeholders in Sweden Frame Bio-Energy from Forest Products</b> Viveca Sjöstedt (SLU) & Daniela Kleinschmit
	<b>Participate for Women's Sake? - A Gender Analysis of Swedish Deliberative NRM Projects</b> Lotten Westberg (SLU) & Stina Powell			<b>The Fuel of the Future Framed in the Swedish Press – A Discourse Analysis of Ethanol as an Alternative to Fossil Fuel</b> Annika Egan Sjölander (Umeå U.)

12:30 Lunch Restaurant Syltan

# Conference Program

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# Friday 7 June pm

LOCATION: UNDERVISNINGSHUSET: AULA

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SESSION B 14:00	<b>Panel 5: Constructivity and Destructivity in Natural Resource Conflicts</b> Chair: Kaisa Raitio	<b>Panel 6: Critical Theory and Practice: Contributions to Alternative Democratic and Ecological Futures</b> Chair: Cristián Alarcón	<b>Panel 7: Negotiating Environmental Controversy</b> Chair: Nils Peterson	<b>Panel 8: Garden, Landscape, Environment and Nation: Website Reps of Activist Space</b> Chair: Madeleine Hurd
	<b>Participating in Each Other's Mind - Constructivity and Destructivity in Communication About the Commons</b> Lars Hallgren (SLU)	<b>Linguistic and Material Turns and Social-Ecological Relations: Theorizing Environmental Communication</b> Cristián Alarcón (SLU)	<b>The Value of Environment in the Controversy over Antibacterial Silver: A Swedish Case Study</b> Max Boholm (U. of Gothenburg) & Rickard Arvidsson	<b>Landscape, Place, and Exclusion</b> Madeleine Hurd (Södertörn U.)
	<b>Discordant Connections: Gender and Grassroots Activism in Villages in India and Sweden</b> Seema Arora Jonsson (SLU)	<b>From a Discipline of Crises to Studies for Hope: A Critical Theoretical Perspective on EC</b> Hans Peter Hansen (SLU)	<b>Hot or Not? Differential Associations of "Global Warming" vs. "Climate Change" Across the Partisan Divide</b> Jonathon Schuldt (Cornell U.) & Sungjong Roh	<b>Narratives and Websites in the Construction of the Environmentalist Activist</b> Robert Hamrén (Södertörn U.)
	<b>Pending Between Destructivity and Constructivity in Disagreements About Land Management in China</b> Yuliu Chen (SLU)	<b>The Influence of Knowledge Premise on Local Participation in Natural Resource Planning</b> Mikaela Vasström (Copenhagen U.)	<b>Clashing Advocacy Coalitions and the Dynamics of Contesting Risky Technologies</b> Patricia Paystrup (Southern Utah U.)	<b>Brown Tree Huggers 2.0 - Germany's 'New Ecological Right'</b> Steffen Werther (Södertörn U.)
	<b>To Engage or Not to Engage? Deliberation, Conflict and the Risk of Co-option in NRM</b> Kaisa Raitio (SLU) & Rebecca Lawrence	<b>Food, Common Spaces and the Collective Making of Urban Agriculture in Uppsala</b> Marina Queiroz (SLU)	<b>Singapore Public Opinion of Nuclear Power After Fukushima</b> Sonny Rosenthal (Nanyang Technological U.), Shirley Ho & Benjamin Hill Detenber	<b>'Another World is Plantable': Urban Activist Gardeners' Communicative Strategies</b> Heike Graf (Södertörn U.)
	<b>Process Literacy Across Shifting Rhetorical Frameworks in Internal Coalition Maintenance</b> Deborah Cox Callister (U. of Utah)	<b>Enhancing Capacity for Communication About Climate Change: A Deliberative Systems Approach</b> Simon Niemeyer (Australian National U.) & Julia Jennstål	<b>Biosphere Reserves, a Matter of Communication Processes, Developing Models for Sustainability</b> Kristina Börebäck (Stockholm U.)	

15:30 Coffee Break

# Conference Program

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# Friday 7 June pm

LOCATION: UNDERVISNINGSHUSET: AULA

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SESSION C  
16:00

**Panel 9: Forest Commons and Cultural Aspects of Community Participation in Indonesia**  
Chair: Stacey Sowards

**Panel 10: Towards Systemic Governance: Lessons from Extension, Farming Systems and Environmental Communication**  
Chair: Magnus Ljung

**Panel 11: Communicating a Vision for Hunting within Wildlife Conservation**  
Chair: Nils Peterson

**Panel 12: Ecocinema – Theory and Practice**  
Co-chairs: Salma Monani and Pietari Kääpä

**Gender Issues in Indonesian Conservation Efforts**  
Victor Santana-Melgoza (U. of Texas at El Paso)

**The Didactics of Environmental Advisory Services to Farmers**  
Magnus Ljung (SLU) & Jenny Höckert

**The Changing Role of Hunting - From Subsistence to Ecosystem Stewardship?**  
Camilla Sandström (Umeå U.), Sara Lindqvist, Therese Bjärstig & Emma Kvastegård

**Scoping Audience Studies in Ecocinema Research**  
Pat Brereton (Dublin City U.)

**Ecotourism as Alternative Livelihood for Conservation in Indonesia**  
Adriana Salas, presented by Alejandro Alba (U. of Texas at El Paso)

**Economy as Challenged Rationality in the Argumentation of Farmers and Advisors**  
Hanna Bergeå (SLU)

**Wildlife Privatization as Identity Crisis**  
Markus Peterson (Texas A&M U.) & Nils Peterson

**Reflections on Mixed-Methods Research in Ecocinema Audiences**  
Chao-Ping Hong (Dublin City U.)

**A Comparative Study Evaluating Conservation Education in Indonesian Provinces: Hinduism in Bali versus Islam in East Kalimantan**  
Bianca Ramírez (U. of Texas at El Paso)

**An Ethic of Stewardship for Responsible and Safe Management of Pesticides in Ethiopian Agriculture**  
Tadesse Amera (SLU) & Nadarajah Sriskandarajah

**The North American Model of Wildlife Conservation: Can It Move Beyond Hunting?**  
Israel Parker (Texas A&M U.) & Andrea Feldpausch-Parker

**Transnational Ecocinema and Audience Studies: Case Studies from China and Finland**  
Pietari Kääpä (U. of Helsinki)

**Intersections of Gendered Experience and Ecotourism in Indonesia: An Evaluation of Communicative Processes Between Tourists and Local Communities**  
Stacey Sowards (U. of Texas at El Paso)

**Supporting Water Governance and Climate Change Adaptation Through Systemic Praxis**  
Chris Blackmore (Open U.), Ray Ison & Kevin Collins

**How Swedish Wildlife Management is Coping with Reintroduction of Wild Boar (*Sus scrofa*)**  
Per Haglund (SLU)

**'My Backyard is Everybody's Backyard'. The Cultural Coding of Backyards in Audiovisual Responses to Gasland (Josh Fox, 2010)**  
Helen Hughes (U. of Surrey)

**Gender Differences in Hunting Recruitment and Dedication in Denmark**  
Shari Rodriguez (Clemson U.), Nils Peterson, Hans Peter Hansen, Colter Chitwood, Beth Gardner & Charlotte Jensen

**Film Festival Eco-imaginings and Practices: ImagineNATIVE 2012**  
Salma Monani (Gettysburg College) & Miranda Brady

**Trash Talk: Visualizing the Convergence of Ecomedia Studies and Media Ecology**  
Stephen Rust (U. of Oregon)

LOCATION: UNDERVISNINGSHUSET: ROOM N AND THE LOWER FOYER

17:30 Poster Exhibition with Refreshments

# Conference Program

# COCE 2013

# Saturday 8 June am

LOCATION: UNDERVISNINGSHUSET: AULA

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SESSION D  
09:00

Panel 13: Unifying Negotiation Framework – Improving Participation Chair: Gregg Walker	Panel 14: Commons and the Right of Public Access Chair: Hanna Bergeå	Panel 15: Research Capacity: What It Is and What Does Communication Tell Us About It? Chair: Nathan Stormer	Panel 16: Engaging the Public in Energy System Transformation Chair: Andrea Feldpausch-Parker
<p><b>Teaching and Learning about Natural Resource Conflict Management and Decision-Making: The Unifying Negotiation Framework Approach</b> Jens Emborg (U of Copenhagen), Steven Daniels &amp; Gregg Walker</p>	<p><b>The Future of Public Access: Representatives of Stakeholder Organizations as Brokers of Learning for Collaborative Conflict Management</b> Elin Ångman (SLU) &amp; Lotten Westberg</p>	<p><b>Interdisciplinary Research Capacity as Rhetorical Resilience</b> Nathan Stormer (U. of Maine) &amp; Laura Lindenfeld</p>	<p><b>Using a Melodramatic Game to Explain Carbon Capture and Storage as a Mitigation Strategy for Climate Change</b> Andrea Feldpausch-Parker (SUNY ESF), Megan O'Byrne, Danielle Endres &amp; Tarla Peterson</p>
<p><b>Contextualising Natural Resource Conflict through a Holistic Frame: The Unifying Negotiation Framework</b> Jennifer Bond (U. of Copenhagen)</p>	<p><b>A Contradictory Approach to the Right of Public Access – Exploring Relational Factors in the Case of Agritourism</b> Elvira Caselunghe (SLU) &amp; Hanna Bergeå</p>	<p><b>Building Capacity for Social and Ecological Resilience: Group Communication and Stakeholder Engagement in a Conservation Action Planning Process</b> Bridie McGreavy (U. of Maine), Laura Lindenfeld, Linda Silka, Jane Disney, Emma Fox, Molly Miller &amp; Chris Petersen</p>	<p><b>Flows, Locomotion, and the Wild West: Mobile Participation through North Dakota's Oil Boom</b> Brian Cozen (U. of Utah)</p>
<p><b>Seeking Progress in the Climate Change Negotiations: Insights from the UNF</b> Gregg Walker (Oregon State U.)</p>	<p><b>Protected Areas as Commons: Re-examining Access and Rights</b> Nícia Givá (SLU) &amp; Nadarajah Sriskandarajah</p>	<p><b>Institutional Capacity for Interdisciplinary Collaboration: The Lessons from Alternative Energy Research Initiatives in Maine</b> Hollie Smith(U. of Maine), Laura Lindenfeld &amp; Linda Silka</p>	<p><b>Smart Grid: An Analysis of Stakeholder Perception in an Emerging Energy Technology</b> Adrienne Strubb (Texas A&amp;M U.), Tarla Rai Peterson, Jennie Stephens &amp; Elizabeth Wilson</p>
<p><b>A South-North (Ghana-Denmark) Research and Practice Partnership: The Unifying Negotiation Framework and Doctoral Education</b> Paul Sarfo-Mensah (Kwame Nkrumah U. of Science and Technology) &amp; Jens Emborg</p>	<p><b>Struggles for Water: Communication and Citizen's Participation in Colombia</b> Valeria Llano-Arias (U. College Dublin)</p>	<p><b>Building Adaptive Capacity through Collaboration: Co-Developing Best Management Practices for Municipal Road Salt Application</b> Karen Hutchins (U. of Maine), Lauren Thornbrough, Laura Lindenfeld &amp; Brenda Zollitsch</p>	<p><b>Hydrofracking in the News: How Does Media's Coverage of Hydraulic Fracturing Shape Public Discourse about Emerging Energy Technologies in the U.S.</b> Katelind Batill (SUNY ESF)</p>
		<p><b>The Sublimation of Ethics in Sustainability Advocacy: A Study of Metacommunication at a University's Office of Sustainability</b> Brenden Kendall (Clemson U.)</p>	<p><b>Public Engagement with Climate Change in Portugal and Spain: Analysing the Roles of the Scientific Community and Higher Education Institutions</b> Liliana Oliveira (U. do Minho) &amp; Anabela Carvalho</p>

10:30 Coffee Break

# Conference Program

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# Saturday 8 June am

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SESSION E 11:00	<b>Panel 17: Defining the Commons</b> Chair: Micheal Vickery	<b>Panel 18: Revisioning Participation</b> Chair: Chara Ragland	<b>Panel 19: Local Communities and Concepts of Place</b> Chair: James Cantrill	<b>Panel 20: Media Analysis of Climate Change Communication</b> Chair: Shinichiro Asayama
	<b>Re-Imaging the Commons as 'The Green Economy'</b> Joanna Boehnert (EcoLabs & CIRES, U. of Colorado)	<b>Multifarious Environmental Concern: Participatory Conundrums in Natural Resource Management and Land Use Planning</b> Åsa Boholm (U. of Gothenburg)	<b>Your Place, My Place, or Someplace More Exciting: Pro-Creative Possibilities for Environmental Communication Scholarship</b> James Cantrill (Northern Michigan U.)	<b>Apocalyptic Framing and Conservative Action. The Cultural Modes of Climate Change Communicated in Swedish Mass Media 2006-2009</b> Jonas Anshelm (Linköping U.) & Martin Hultman
	<b>Can Stakeholders Hold the Commons? English as the Global Language of Capitalism and That of Sustainability</b> M. Cristina Caimotto (U. of Turin)	<b>Pleasure and Political Participation in Green Lifestyle Journalism</b> Geoffrey Craig (U. of Kent)	<b>The Influence of Landscape Connection in Responding to Climate Change</b> Tai Munro (U. of Alberta)	<b>Framing Climate Negotiations: Comparing the Japanese News Media Discourses of the Kyoto and Copenhagen Conferences</b> Shinichiro Asayama (Tohoku U.) & Atsushi Ishii
	<b>Thinking Locally, Acting Globally: A Way to Redefine Commons</b> Edward Lorenz (Alma College) & Micheal Vickery	<b>Revisiting Participation: Who Matters</b> Chara Ragland (Texas A&M U.) & Adrienne Strubb	<b>Mountains and Handrails: Risk, Meaning, and Responsibility in Three National Parks</b> Laura Rickard (SUNY-ESF)	<b>Cueing Attitudes About Global Warming Using Characteristics of New Media Channels</b> Sharon Dunwoody (U. of Wisconsin-Madison), Robert Griffin, Dominique Brossard, James Spartz & Leona Yi-Fan Su
	<b>Re-framing the Commons: Natural Heritage and the Case of Invasive Species</b> Alison E. Vogelaar (Franklin College Switzerland) & Brack Hale	<b>Participation in Environmental Communication: Culture, Nature, and Literature</b> Maris Sõrmus (Tallinn U.)	<b>Making Sense of Climate Change Resilience: Growing Trends, Diverse Definitions, Key Indicators, and Applications to Coastal Communities</b> Miriah Russo Kelly (Oregon State U.)	<b>Climate News Across Media Platforms - A Comparative Analysis of Climate Change Communication on Different News Platforms</b> Mikkel Fugl Eskjær (Aalborg U.)
				<b>Overcoming the Issue Attention Cycle: Four Possible Ingredients of a Successful Climate Movement</b> Neil Stenhouse (George Mason U.) & Susanna Priest

12:30 Lunch restaurant Syltan - Open Board Meeting

# Conference Program

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# Saturday 8 June pm

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SESSION F  
14:00

<p><b>Panel 21: Knowledge Production and Use</b> Chair: Bruno Takahashi</p>	<p><b>Rhetorical and Political Approaches to Energy Disputes</b> Chair: Pete Bsumek</p>	<p><b>Panel 23: Transmedia's Openings and Closures</b> Chair: Jennifer Good</p>	<p><b>Panel 24: Environmental Movements in Transition</b> Chair: Callum McGregor</p>
<p><b>Communication and Biodiversity – Openings and Closures for Integration of Local and Traditional Knowledge in the Design of IPBES</b> Elin Ångman (SLU), Tuija Hilding-Rydevik &amp; Torbjörn Ebenhard</p>	<p><b>Memories of Malaise: The Rhetoric and Politics of National Energy Policy</b> Terence Check (College of St. Benedict/St. John's U.)</p>	<p><b>Transmedia and Transreality: Environmental Discourse in Virtual and Augmented Realities</b> Joseph Clark (Florida State U.)</p>	<p><b>Reworking Resilience: Cosmopolitanism and Localism in the Transition Movement</b> Shiv Ganesh (U. of Waikato) &amp; Heather Zoller</p>
<p><b>Public or Expert? Finding Legitimacy in Deliberations About Commercial Fishing Policy in Rhode Island, U.S.A.</b> Caroline Gottschalk Druschke (U. of Rhode Island)</p>	<p><b>Putting the U in Carbon Capture and Storage: Performances of Rupture within the CCS Scientific Community</b> Danielle Endres (U. of Utah), Brian Cozen, Megan O'Byrne &amp; Andrea Feldpausch-Parker</p>	<p><b>Environmentalists' Use of Transmedia: Queering Media Norms for Social Change</b> Richard Doherty (U. of Illinois)</p>	<p><b>Meta-learning in the U.K. Environmental Movement: Cultural Change Theories and Their Pedagogical Implications</b> Callum McGregor (U. of Edinburgh)</p>
<p><b>Experiential Programs for Educators: Coastal Policy Communication in Cebu, Philippines</b> David W. Knight (Colorado State U.) &amp; Arren M. Allegretti</p>	<p><b>Articulating Resistance to Nuclear Power: Local Tactics and Strategic Consequences in a Nuclear Construction Financing Controversy</b> William Kinsella (North Carolina State U.), Ashley Kelly &amp; Meagan Kittle Autry</p>	<p><b>Transmedia's Uses and Gratifications in Hegemonic and Counter-hegemonic Contexts</b> Jennifer Good (Brock U.)</p>	<p><b>A Social-Cognitive Model of Consumer Activism on Climate Change: Social Influence, Perceived Threat and Efficacy Beliefs</b> Connie Roser-Renouf (George Mason U.), Ashley Anderson, Edward Maibach, Anthony Leiserowitz &amp; June Flora</p>
<p><b>Learning in the Beat: What Influences Environmental Journalists' Perception of Knowledge?</b> Bruno Takahashi (Michigan State U.) &amp; Edson Tandoc</p>	<p><b>Proof of Power: An Exploration of Clashing Evidence-based Claims in the A.N.W.R. Oil Drilling Debate</b> Jessica Moyer (Queen Margaret U.)</p>	<p><b>Transmedia and Environmental Communication: Towards A Brief Historical, Rhetorical and Multimodal Analysis</b> Geo Takach (MacEwan U., U. of Calgary)</p>	
	<p><b>Competing Rhetorics in Contemporary US Coal Controversies</b> Steve Schwarze (U. of Montana), Jen Schneider, Pete Bsumek &amp; Jennifer Peebles</p>	<p><b>Social Media and Environmental Activism in China: Enacting Social Change on Wild Public Screens</b> Kevin Michael DeLuca (U. of Utah)</p>	

15:30 Coffee Break

# Conference Program

# COCE 2013

# Saturday 8 June pm

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SESSION G  
16:00

**Panel 25: Rhetorical Strategies for Participation**

Chair: Samantha Senda-Cook

**Negotiating the End of the World in Climate Change Rhetoric: Climate Skepticism, Science, and Arguments**  
Emma Frances Bloomfield (U. of Southern California) & Randall Lake

**The Rhetorical Construction of Food Waste in Public Discourse**

Joshua Frye (State U. of New York) & Rebekah Fox

**Commodifying Heaven: Political Economy and Ecojustice Impact of Multiuser Virtual Worlds**

Joseph Clark (Florida State U.)

**Masculinity and Making Do: Outdoor Recreation's Risky Rhetoric**

Samantha Senda-Cook (Creighton U.)

**"Are You Listening?!": Indecorous Voice as Rhetorical Strategy in Environmental Public Participation**

Kathleen Hunt (U. of Utah) & Nicholas Paliewicz

**Panel 26: Deliberating over Disagreements in Game and Carnivore Management**

Chair: Lars Hallgren

**Discourse Ethics Affecting Adaptive Management, Participation and Conflict Management in Swedish Game Management Delegations**  
Lars Hallgren (SLU) & Lotten Westberg

**The Agency-Structure Dialectic in Moose Mgmt - Communication as Precondition for and Outcome of Adaptive Co-Management**

Therese Bjärstig (Umeå U), Camilla Sandström, Sara Lindqvist & Emma Kvastegård

**"The Closer the Better": Possibilities and Limitations with Frontline Management in the Majella National Park, Italy**

Serena Cinque (Gothenburg U.) & Annelie Sjölander-Lindqvist

**Didactics for the Development of Communicative Capacity in Multi-Stakeholder Forums for Game Management**

Lotten Westberg (SLU) & Lars Hallgren

**Panel 27: Research-Based Environmental Communication Campaigns**

Chair: Lee Ahern

**Developing Successful Research-Based Environmental Communication Campaigns**

Discussion session participants:

Tom Crompton (WWF UK)  
Sharon Dunwoody (U. of Wisconsin-Madison)  
Soenke Lorenzen (Greenpeace International)  
Ezra M. Markowitz (Princeton University)

**Panel 28: Communication and Behavior Change**

Chair: Norbert Mundorf

**Rare Philippines Sustainable Fishing and Social Marketing**

Brian Day (Rare) & Amielle DeWan

**A Behavior Change Attribute Model: The Case of Residential Energy Behavior**

June A. Flora (Stanford U.), Hilary Boudet & June Flora

**Promoting Sustainable Transportation Across Campus Communities Using the Transtheoretical Model of Change**

Norbert Mundorf (U. of Rhode Island), Colleen Redding, Andrea Paiva, Leslie Brick, James Prochaska & Tat Fu

**Perceptions of Climate Change in Singapore and the United States**

Sonny Rosenthal (Nanyang Technological U.), Edmund Lee, Shirley Ho & Benjamin Detenbe

17:30 Session G ends

19:00 Conference Dinner in Uppsala City at Östgöta Nation



# Conference Program

# COCE 2013

# Sunday 9 June am

LOCATION: UNDERVISNINGSHUSET: AULA

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SESSION H  
09:00

<b>Panel 29: Communication and Public Engagement with Climate Change Politics</b> Chair: Anabela Carvalho	<b>Panel 30: Discourses of Wilderness and Public Participation</b> Chair: Eric L. Morgan	<b>Panel 31: The Role of Emotions in Participation and Conflict</b> Chair: Arjen Buijs	<b>Panel 32: MSc Papers from the Environmental Communication and Management Program at SLU</b> Chair: Lars Hallgren Respondent: Susan Senecah
<b>Remaking the Political through Climate Change Communication</b> Anabela Carvalho (U. of Minho)	<b>Narratives of Wilderness: Constructing Advocacy through Stories of the Wild</b> Eric Morgan (New Mexico State U.)	<b>Emotions in Area-Based Participatory Processes: Openings and Closures for Visioning and Design</b> Arjen Buijs (Wageningen U.)	<b>"We Know How to Talk to Farmers": Dealing With Stakeholder Interaction in Participatory Land Restoration in Iceland</b> Brita Berglund (SLU, U. of Iceland)
<b>The Visual Rhetoric of Climate Change Documentary</b> Helen Hughes (U. of Surrey)	<b>Wandering from Wilderness</b> Mairi Pileggi (Dominican U.)	<b>Openings for the Use of Feelings as Legitimate Arguments in the Swedish Debate on the Right of Public Access</b> Elin Ångman (SLU)	<b>Forest Machine Operators' Perspective on Environmental Considerations in Timber Harvesting</b> Ida Dahl (SLU)
<b>Web-Based Public Participation in the Climate Change Debate</b> Andrea Feldpausch-Parker (SUNY ESF), Israel Parker & Tarla Petersen	<b>The Ghost of Dr. Mesmer or the Illusionary World of Fantastic Claims</b> Dominique Richard (Independent Researcher)	<b>From Differences in Opinion to Explicit Conflicts: The Role of Anger in People's Participation in Environmental Movements</b> Mirjam de Groot (Wageningen U.)	<b>Interpreting Without Interpreter Being There - Several Recommendations on Information Boards for Tourists</b> Hao Di (SLU)
<b>Environmental Governance, Communication and Virtual Public Spheres</b> Anna Maria Jönsson (Södertörn U.)	<b>Words and Wilderness: Cultural Discourses of Dwelling</b> Donal Carbaugh (U. of Massachusetts)	<b>Trading on Emotion: Social License and Transnational Environmental Conflict</b> Libby Lester (U. of Tasmania/Queensland)	<b>Seeing the Forest For the Trees: Analyzing National Forest Policy Decision-Making Processes in Finland</b> Lauren Wheeler (SLU)
<b>Poverty, Protest and Popular Education in Discourses of Climate Change</b> Eurig Scandrett (Queen Margaret U.), Jim Crowther & Callum McGregor	<b>Distrust as a Tool in an Environmental Conflict</b> Marie-Ève Maillé (Albert-Ludwigs-U. Freiburg) & Johanne Saint-Charles		

10:30 Coffee Break

# Conference Program

# COCE 2013

# Sunday 9 June am

SUNDAY 9 JUNE

SUNDAY 9 JUNE

LOCATION: UNDERVISNINGSHUSET: AULA

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UNDERVISNINGSHUSET: ROOM C

SESSION   11:00	<b>Panel 33: Public Participation in Water Governance</b> Chair: Leah Sprain	<b>Panel 34: Discursive Framing of the Public Sphere</b> Chair: Alon Lichinsky	<b>Panel 35: Engaging Audiences with Environmental Media</b> Chair: Cristián Alarcón	<b>Panel 36: Media Analysis of Environmental Issues</b> Chair: Helena Nordström Källström
	<b>Cultural Discourses of Water Rights in the Lower Rio Grande Basin of New Mexico</b> Eric Morgan (New Mexico State U.)	<b>"Blue is the New Green": Neoliberal Logic and the Co-optation of Environmental Justice Discourses in the Pennsylvania Fracking Debate</b> Katherine Cruger (Chatham U.) & Michael Finewood (Chatham U.)	<b>Greenwash Gold? Assessing the Environment-Themed Advertising of the 2012 Olympics Sponsors in the Context of the Olympic Communicative Commons</b> Jenny Alexander (Bournemouth U.)	<b>If They Like You, They Learn From You: How a Weathercaster-Delivered Climate Education Segment is Moderated by Viewer Evaluations of the Weathercaster</b> Ashley Anderson (George Mason U.), Teresa Myers, Edward Maibach, Heidi Cullen, Jim Gandy, Joe Witte, Neil Stenhouse & Anthony Leiserowitz
	<b>Cultural Discourses of Participation, Stewardship, and Community in the Marine Life Protection Act Process</b> Brion van Over (Manchester Community College)	<b>Citizen-Sourcing and Reframing Environmental Discourse: An Analysis of Frances Moore Lappé's EcoMind</b> Emilie Falc (Winona State U.)	<b>Therapeutic Redemptions? The Secular Eco-apocalypse in Environmental Advocacy Films</b> Philip Hammond (London South Bank U.) & Hugh Ortega Breton	<b>Policy Issues Dominate U.S. Environmental News: A Content Analysis of Seven U.S. Newspapers' Coverage of Environmental Issues from 1970-2010</b> Susan Grantham (U.of Hartford) & Edward Vieira
	<b>Not a Speech Event: Examining (Counter) Cultural Discourses In Deliberation</b> Leah Sprain (U. of Colorado Boulder)	<b>The Forest Kingdom – With Values for the World? Construction of Objects, Subjects and Policies in the Swedish Climate-Forest Policy Interface</b> Sara Holmgren (SLU)	<b>Entertaining Our Way to Engagement? Climate Change Films and Sustainable Development Values</b> Bridie McGreavy (U. of Maine) & Laura Lindenfeld	<b>Assessing the Cognitive Autonomy of Audiences towards Environmental Media Messages</b> Pierre Fastrez (U. Catholique de Louvain), Coralie Meurice, Thierry De Smedt & Julie Matagne
	<b>Pathways to Sustainable Development: How Power-Knowledge Transforms Institutions in Land-Water Management</b> Anne-Mette Langvad (U. of Aarhus)	<b>Corporate Voices in the Public Sphere: Discourse on Sustainability and the Environment in Press Releases</b> Alon Lischinsky (Oxford Brookes U.) & Annika Egan Sjölander	<b>Reimaging Image Politics on Television: Whale Wars and Whale Wars: Viking Shores</b> David Tschida (U. of Wisconsin-Eau Claire)	<b>Earth Observing Media: Imaging, Indexes and Warnings</b> Chris Russill (Carleton U.S.)
	<b>Public Participation in Water Governance: Swedish Water Councils as Spaces for Social Learning and Rethinking the Commons</b> Helle Nielsen (U. of Roskilde)	<b>The Shift in the Discourse about a Free Trade Area in the Brazilian Amazon: From Progress to Ecological Modernization</b> Thaís Brianezi (U. of Sao Paulo)	<b>Eco-Jokes and Their Relation to the Un-CO2nscious: Larry David's "Curb Global Warming" Campaign and Other Environmental Comedies</b> Xinghua Li (Babson College)	<b>Towards a Renewed Research Agenda for Media Studies on Climate Change</b> Peter Bergleze (Örebro U.) & Ulrika Olausson
	<b>Social &amp; Political Legitimacy of Nature Resource Management - The Creation of Community Agoras in Rural Sweden</b> Hans Peter Hansen (SLU) & Nadarajah Sriskandarajah			

LOCATION: UNDERVISNINGSHUSET: AULA

12:30-13:00 Closing Plenary Session