

Lecture – Vortrag

Climate Change - Environmental Risk Communication

Montag, 19. Dezember 2016, 15:00 Uhr

Allende Platz 1, Raum 250

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Framing climate-friendly food practices: Evidence of dispossessed discourses from USA, Australia and India

News media communicate risk and inform public understanding, making it essential to examine the messages they transmit, especially on topics of global concern. Research has often looked at the development of the climate change discourse in newspapers worldwide; however, less attention has been paid to news coverage of climate change adaptation and mitigation measures. Transitioning to environmentally sustainable food production and consumption practices can play a significant role in adapting to and mitigating climate change. Dr Mittal will discuss results from a quantitative content analysis and a qualitative frame analysis that examine the coverage of climate-friendly, plant-based food practices in newspapers from Australia and the USA.

The analysis reveals new frames and pertinent country comparisons in the communication of sustainable practices related to climate change. Preliminary findings from three Indian newspapers broaden the comparison of national differences. Broadly, mainstream reportage generates oppositional, distanced discourses and is apathetic in engaging with the wider environmental impacts of contemporary food practices. The findings suggest a need for journalism to re-visit the environmental beat.

Dr. Radhika Mittal is a media sociologist and communication consultant. Her research focuses on mediated public perceptions of climate change and sustainable lifestyles. She utilizes both quantitative and qualitative discourse analysis techniques to examine news framing and agenda setting, and assess the communication of environmental risk at the interface of science, public policy and the public sphere.

She is currently a Fellow at India's National Academy of Administration (LBSNAA), the country's premier training institute for officers inducted into government service where she is developing a communication framework to aid enhanced public policy delivery.

Dr. Mittal teaches on *Climate Change Communication* and *Strategic Communication for Public Policy* across various institutions in India, has authored coursework as a resource for media educators on *Journalism and Sustainable Development* for UNESCO's specialised series on journalism education, and is the author and coordinator of Environmental Communication for the Indian government's MOOCS programme.