

## **Climate (Change) Communication**

**6<sup>th</sup> Annual Conference of the Science Communication Division of the German  
Communication Association (DGPuK)**

**Technische Universität Ilmenau, Germany**

**February 10 – 11, 2022**

Anthropogenic climate change is now at the center of global socio-political debate. Indeed, there is hardly any area of life in which the climate topic is not discussed. On the one hand, this leads to an increase in the number of sciences whose expertise is in demand. On the other hand, science communication diffuses into different spheres of society wherein various (non-scientific) actors communicate about climate change according to their respective standards.

Some actors (selectively) take up the scientific findings and use them for their argumentation while others ignore, misunderstand, or fake them. Still others doubt scientific results and communicate this publicly or question the integrity of scientists in general. During the Climate (Change) Communication conference in Ilmenau, we want to explore these phenomena. We want to ask which persons and groups communicate about climate (change) and in which way (climate) scientific expertise plays a role. We also want to discuss which causes of this communication can be identified, which goals actors pursue with their communication, and how successful they are.

Climate communication is present in a variety of different media and in numerous forms. Recipients use these media contents to varying degrees and form attitudes and intentions to act; some talk about climate change with friends or family, some comment on social media, others organize climate protests, and still others change their consumer behavior. This shows the necessity to analyze the entire communication process, starting with scientific expert communication and ending with recipients' reactions to it.

Before being (temporarily) overshadowed by the corona crisis in the last year, the climate change topic received a great deal of public attention. In fact, it has been present in public debate for decades in all parts of the world. Given this high importance, the present conference aims to analyze key events or turning points in the temporal dimension, as well as regional and international differences.

Communication about climate (change) can be analyzed in different social contexts and from generally all perspectives. Against this backdrop, science communication takes on the role of a meta-discipline, as it focuses on citizen discourses, knowledge, opinions, attitudes, and behaviors, as well as on the contents and consequences of political, journalistic, economic, and scientific debates. This conference strives to reflect the full diversity of climate (change) communication and its scientific analysis. As such, we appreciate contributions from various angles that address the topic. International submissions are highly welcome, and we explicitly invite scientists from Global South countries to submit their work to the conference.

**Questions and topics of interest can be but are not limited to:**

- Climate change, climate crisis, climate heating, climate emergency: how, why, and with what consequences do different actors communicate about climate change?
- Climate change and journalism: climate in all beats - a challenge for journalism, neutral and balanced...is that possible?
- Climate change as a topic of digital communication: echo chambers of supporters and skeptics, topic careers in social media, social media discourses, and climate deniers in online media.
- The use of climate (change) communication and its effects on knowledge, attitudes, and behavior.
- Climate change in political communication: communication strategies for political parties, NGOs, and citizens' movements, from political consensus to polarization.
- Climate change as a global problem: international and transnational perspectives on causes, effects, and measures.
- Climate change and new challenges for health communication: heat waves, new diseases, and changes in nutrition.
- Climate change as an object of visual communication: which images scare, which ones concern, and which ones mobilize?
- Ethical dimensions of the climate (change) debate: climate justice, inter- and intra-generational justice.
- Climate (change) in sports reporting: between artificial snow and heat collapse.
- Climate (debate) in media economics: digitization as a curse or solution for energy savings, rebound effects.
- Climate change and technology communication: the debate about technical measures to combat climate change (e.g. wind power, Power-to-X, e-mobility, hydrogen economy).
- Climate change and COVID-19: crises competing for public attention and resources.

Not only because of the uncertainty associated with the corona pandemic but also because the scientific community has been criticized for its high CO<sub>2</sub> emissions, especially due to conference participation, this conference will be held in a hybrid format. Therefore, all participants can decide if they want to attend the conference/present their papers in person or digitally (digital presentations will be live-presentations).

The conference proceedings are to be published in an open access publication in the series NEU-Kommunikation (Sustainability, Energy and Environmental Communication). For more information about this series please visit: <http://www.neu-kommunikation.de/>

**Submission guidelines**

Conference contributions can be submitted and presented in German and English. Submissions are accepted as extended abstracts (see below). The abstracts are to be anonymized by a separable cover page and removal of all author-identifying information from the text and document settings.

Only submissions that have not already been published in a scientific journal or presented at a scientific conference in German or English will be accepted. This must be declared on the cover page. The cover page should also indicate the selected presentation format (in person or digitally).

The submissions will be reviewed anonymously (double blind review) per the following criteria: relation to the conference topic, relevance, theoretical foundation, appropriateness of the method/approach, and clarity/conciseness of the presentation. The conference organizers reserve the right to

desk-reject submissions without clear reference to the conference topic, even without prior review, in consultation with the division chairs.

### Schedule

- Submission of conference contributions (extended abstracts, max. 8000 characters incl. spaces and references) by October 15, 2021, in PDF format, to:  
[organisation@wisskomm2022.de](mailto:organisation@wisskomm2022.de)
- Publication of review results in December, 2021

### Contact

The conference is hosted by the research group “Empirical Media Research and Political Communication” at the Institute of Media and Communication Science / Technische Universität Ilmenau, Germany. The organizers are Jens Wolling, Christina Schumann, and Marius Becker.

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[organisation@wisskomm2022.de](mailto:organisation@wisskomm2022.de)

*Conference website:*  
[www.wisskomm2022.de](http://www.wisskomm2022.de)

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