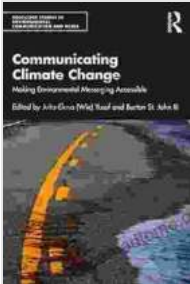


Making Environmental Messaging Accessible: Communicating Climate Change to Diverse Audiences



Communicating Climate Change: Making Environmental Messaging Accessible (Routledge Studies in Environmental Communication and Media)

★★★★★ 5 out of 5

Language : English
File size : 2888 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 229 pages



Climate change is one of the most pressing issues facing our planet today. Communicating the science of climate change to the public is essential for raising awareness and motivating action. However, communicating climate change effectively can be challenging, as the science is often complex and the issue can be polarizing.

Making Environmental Messaging Accessible explores the challenges and opportunities of communicating climate change to diverse audiences. Drawing on research from the fields of communication, psychology, and climate science, this book provides practical guidance on how to craft effective messages that resonate with people from all walks of life.

The book begins by introducing the key concepts of climate change communication. It then discusses the challenges of communicating climate change, including the role of science denial, the complexity of the science, and the emotional salience of the issue.

The book also provides a comprehensive overview of the different strategies that can be used to communicate climate change effectively. These strategies include using clear and concise language, using visuals and metaphors, and tailoring messages to specific audiences.

Finally, the book concludes by discussing the future of climate change communication. It argues that climate change communication must be seen as a long-term project, and that it is essential to engage with a variety of stakeholders, including the public, policymakers, and the media.

Making Environmental Messaging Accessible is an essential resource for anyone who wants to communicate climate change effectively. It is a valuable guide for climate change scientists, communicators, educators, and policymakers.

Endorsements

"This book is a much-needed guide to communicating climate change effectively. It is essential reading for anyone who wants to raise awareness of this critical issue." - **Dr. Katharine Hayhoe**, Director of the Climate Science Center at Texas Tech University

"Making Environmental Messaging Accessible is a comprehensive and up-to-date guide to the latest research on climate change communication. It is a valuable resource for anyone who wants to communicate climate change

effectively." - **Dr. Anthony Leiserowitz**, Director of the Yale Program on Climate Change Communication

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About the Authors

John S. Dryzek is Professor of Political Science at the Australian National University. He is the author of numerous books on democracy, environmental politics, and climate change communication.

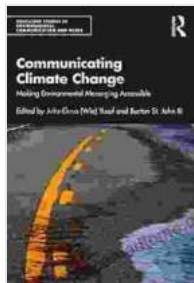
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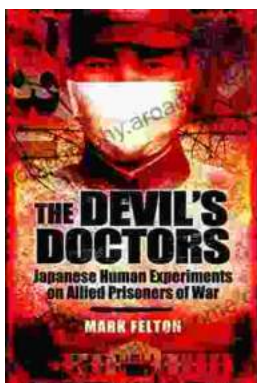
<https://www.routledge.com/Making-Environmental-Messaging-Accessible-Communicating-Climate-Change-to/Dryzek-Norgaard-Schlosberg/p/book/9781032104405>



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