

MSDI RESEARCH SEMINAR SERIES 2021

Climate change communication: the media, the public, and the messaging

Dr Lucy Richardson, Monash Climate Change
Communications Research Hub

Thursday, 12 August, 2021
12.00pm - 1.00pm



The media plays an important role in both framing and reflecting public understanding of issues such as climate change.

In this presentation, Lucy will present research examining the media's representation of climate change and how this has changed over time, focusing on Australian case studies. The nature and characteristics of public audiences also play a role in how these messages resonate, so she will introduce a range of research that has investigated audience attitudes and behaviours relating to climate change, including issues of trust and denialism. Finally, Lucy will cover research relating to climate change related messaging and its relevance for, and reception by, different audiences.

WHEN

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WHERE

Via Zoom

ZOOM

[Insert link here](#)

Passcode:



