


Program preconference IAMCR
Climate, Media and Public Issues



July 7, 2023

Organized by Lucie Alexis, Mikaël Chambru, Ilya Kirya and Chloë Salles

Link Zoom: <https://univ-grenoble-alpes-fr.zoom.us/j/93717105100?pwd=RG1xbnpXZms4b1oveVFxcTdGeXBiUT09>

ID: [937 1710 5100](#)

Secret code: 907798

First part (exclusively online and in french)

9.30-9.45: Academic introduction - Lucie Alexis (associate professor at UGA, GRESEC), Mikaël Chambru (associate professor at UGA, GRESEC)

9.45-10.00: Opening words - Benoit Lafon (director of GRESEC, professor, UGA)

10.00-12.00: **Round table: "A socio-semiotic perspective: media writings on climate and journalistic practices"** (moderated by Lucie Alexis, UGA, GRESEC)

- François Allard-Huver (associate professor at University of Lorraine, CREM)
- Loïc Ballarini (associate professor at University of Rennes 1, ARÈNES and associate at CREM)
- Pauline Escande-Gauquié (associate professor at CELSA Sorbonne University, GRIPIC)
- Anne-Sophie Novel (environmental journalist)
- Anne Tezenas du Montcel (journalist and general representative of the Journalism Schools Conference)



Second part (online and on site, Institute of Communication and Media UGA, 11 avenue du 8 mai 1945, Échirolles. In english)

13.30-15.00: Conference: "A political economy perspective: cultural and communication industries on climate changes" (moderated by Ilya Kirya, researcher at UGA, GRESEC)

- Graham Murdock (emeritus professor, University of Loughborough, UK) – "Hidden Abodes: Digital Lives and Distant Others"

Abstract:

Somalia is currently experiencing the worst drought in forty years. Global warming is one of the drivers but since gaining independence in 1960 the Somalian population has only emitted in total as much CO₂ as the citizens of the United States emit every two and half days. Digital media are currently making a substantial contribution to global warming. This is predicted to increase with denser data traffic. In January 2023 only 9.8% of Somalians were connected to the internet as against 91.8% in the US and over 95% in a cluster of advanced economies in the North.

To understand the threads connecting these figures we need to leave the familiar sphere of digital consumption and use and travel backwards through the largely concealed chains of extraction, production, transportation, storage and waste that deliver digital devices, services, and infrastructures. Embarking on this journey confronts us with embedded structures of inequality and exploitation, raises acute questions of power and control, and poses fundamental challenges to the pursuit of social and environmental justice. The rapid roll out of increasingly powerful and versatile variants of AI and other emerging digital technologies, coupled with an accelerating climate emergency, invests the search for responses and interventions with a new urgency.

Isabel Löfgren (senior lecturer, University of Södertorn, Sweden) – "What Would a Swedish Mine Be Without a Party? On Metals, Minerals and Love in the Anthropocene: Climate propaganda in the 2021 advertising campaign *The Swedish Mine*"

Abstract:

This paper aims to contribute to the growing field of critical studies about the visual politics of the green transition, and the role of the creative industries, such as advertising, in helping to establish ideological positions that reveal tensions between powerful actors and oppositional publics, such as the mining sector and defenders of environmental justice. In this paper, I illustrate these tensions by using the advocacy advertising campaign "The Swedish Mine" launched in 2021 as a case study to illustrate how lifestyle advertising genres can be utilized to access the affective registers of progressive urban audiences in order to increase the social acceptance of intensified mining during the green transition.

Using visual culture studies, feminist and critical race theory approaches in the analysis of the urban and digital campaign materials, I explore how the campaign aestheticizes 'green' industrial progress by tokenizing multiculturalism, fetishizing consumption, and romancing national identity. As a counterpoint, I examine how social media reactions and activist responses to the campaign



illustrate tensions between publics who actively resist new mining activities and extractive politics, and those that promote technological and capitalist imperatives as the “Swedish” solution for the climate crisis. After situating the campaign as “climate propaganda”, we conclude that in order to establish a “social license to operate”, the Swedish mining industry will increasingly resort to the exploitation of emotions as a way to perform a cognitive extraction of affects that serves to promote Sweden as a leading mining nation in a broader geopolitical context.

Kerrie Foxwell-Norton (associate professor at Griffith University, Australia, Co-Chair IAMCR Environment, Science and Risk Communication Working Group) – "Communicating the Great Barrier Reef: Political economy, power and knowledge in an era of climate and ecological crises"

Abstract:

The Great Barrier Reef (GBR) is a national and international icon, a source of great pride for its many nature attributes, notably its sheer size and extraordinary biodiversity. Lately, the GBR has become harbinger for climate impacts and over the last decade especially, a flashpoint where local and global climate change debates coalesce and collide. This presentation will begin to unpack the politics of communicating the GBR in Australia and internationally in an era where the weight and consequence of climate impacts rests heavily upon this extraordinary ecosystem. Drawing on her existing and collaborative work on communicating the Great Barrier Reef, Foxwell-Norton will chart opportunities and impediments to climate action in Australia and internationally and suggest opportunities to better leverage the significance of these awesome sites to foster more positive environmental futures.

15.00-15.45: Conclusion of the day - Ilya Kiriya (researcher at UGA, GRESEC) and Benoit Lafon (professor at UGA, director of GRESEC)