

Centre for Culture, Media & Governance

Jamia Millia Islamia

New Delhi



CCMG Invited Lecture on

CLIMATE CHANGE COMMUNICATIONS & YOUNG PEOPLE IN THE UK: A RECEPTION STUDY

Prof. Matthew Hibberd

Head of the Communications, Media and Culture Division, University of Stirling, Scotland

Abstract

Based on focus groups with young people in England and Scotland and in-depth interviews with journalists, communication professionals and campaigners, this paper examines how UK youths perceive climate change issues and how they receive climate messages from the news media and other communication forms. We found a strong sense of pessimism and disempowerment among our participants and identified a set of “triple-R reasons” for their disengagement and inaction—namely the lack of relevance, resources, and rituals. In that context, the media and other major communication forms have tended to hinder rather than help our young participants to be more actively involved and engaged—due mainly to the lack of positive and relevant messages and the focus on the extreme & the controversial.

About the Speaker

Matthew Hibberd is Full Professor (Ordinario) of Communications and Head of the Communications, Media and Culture Division, University of Stirling, Scotland, UK. He has been Contracted Professor of Communication Theory at the Libera Università Internazionale per gli Studi Sociali (LUISS), Rome, since 2008 and has also held the highest visiting position (Invited Professor) at the Pontifical Gregorian University, Rome since 2005. Professor Hibberd was appointed Advisor to the Ministry of Science and Technology, Vietnam Government, in June 2013, where he would advise on science, communication and innovation. He has been Principal Investigator on a number of internationally-funded teaching and research projects. Matthew Hibberd is the past recipient of international funds from the Arts and Humanities Research Council (AHRC), British Academy, Fondazione Sussidiarietà, and has worked on Economic and Social Research Council (ESRC), Broadcasting Standards Commission (BSC) and Scottish Government-funded projects. Professor Hibberd is the author, co-author or co-editor of six books and 40 academic book and journal articles. He is the recipient of a number of international awards.

Event Details

Venue: CCMG Network Governance Lab,

Date: Monday, 11 August, 2014

Time: 02:00 pm