



PROJECT MUSE®

Part 3 Recap

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PART 3 RECAP

Research on frames helps us develop and choose language that resonates with audiences and motivates action and support for policy. Positive frames that highlight collective action may promote hope and self-efficacy, which are precursors to action. Metaphors and analogies provide additional tools that aid educators in communicating abstract concepts to their audiences. In addition to the message, the messenger is important, because trust plays a role in determining audience reactions to climate change messages. Crafting a message strategy, which includes what the message is and who the messenger is, is integral to program planning and achieving intended outcomes. To craft strategies effectively, educators should apply what they know about their audiences to create messages and programs that appeal to their particular audience's identities and values.

Tips for Educators

1. Before you begin developing frames, think about your audiences' values and knowledge. What will resonate most and seem most relevant to your audience?
2. Test out new ideas in program planning. Frames will resonate with your audience in different ways. Prior to starting your program, test out a few framing approaches to see which one your audiences respond to. Reflect on your results and refine your program.

3. Frame climate change in a hopeful and empowering way to avoid engaging terror management responses. One way to achieve this is by framing climate change through collective action.
4. Use metaphors and analogies to create connections between your audience's understandings of concrete issues with their understanding of climate.
5. Consider partnering with an opinion leader or trusted messenger who can help you establish credibility with your audience.