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Titolo	Addressing the Challenges in Communicating Climate Change Across Various Audiences // edited by Walter Leal Filho, Bettina Lackner, Henry McGhie
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Nota di contenuto	An Overview of the Challenges in Climate Change Communication Across Various Audiences -- Climate change engagement: a different narrative -- When facts lie: The impact of misleading numbers in climate change news -- From awareness to action: taking into consideration the role of emotions and cognition for a stage toward a better communication of climate change -- Strengthening Personal Concern and the Willingness to Act through Climate Change Communication -- Philippine Private Sector Engagement Beyond Climate Change Awareness -- Lessons learned about the hindering factors for regional cooperation towards the mitigation of climate change -- Avoiding Dispatches from Hell: Communicating Extreme Events in a Persuasive, Proactive Context -- Blogging Climate Change: A Case Study -- Creative collaborations: museums, communities and climate change.

Sommario/riassunto

This book offers a concrete contribution towards a better understanding of climate change communication. It ultimately helps to catalyse the sort of cross-sectoral action needed to address the phenomenon of climate change and its many consequences. There is a perceived need to foster a better understanding of what climate change is, and to identify approaches, processes, methods and tools which may help to better communicate it. There is also a need for successful examples showing how communication can take place across society and stakeholders. Addressing the challenges in communicating to various audiences and providing a platform for reflections, it showcases lessons learnt from research, field projects and best practices in various settings in various different countries. The acquired knowledge can be adapted and applied to other situations.
