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Nota di contenuto	Acknowledgements; Table of Contents; Pictures and Tables; 1 Introduction; 1.1 Reasons for Carrying out this Study; 1.2 An Introductory Remark to the Chosen Methodology; 1.3 State of the Art (s); 1.3.1 Cultures (and Languages), Environment and Communication; 1.3.2 Environment in the Media and Environmental Journalism; 1.4 Research Design, Hypotheses and Questions; 1.5 Structure of the Study; 1.6 What the Study Does and What it Does not; 2 Culture; 2.1 The Concept of 'Culture' in Different Disciplines; 2.1.1 Communication Science; 2.1.2 Cultural Studies and Cultural Anthropology 2.1.3 Linguistics2.1.4 Political Science; 2.1.5 Semiotics; 2.1.6 Sociology and Social Sciences; 2.2 The Language Perspective in Defining 'Culture'; 2.3 Choosing a Definition of 'Culture': Some Philosophical Background; 2.3.1 Cultural Materialism; 2.3.2 The Nature-Culture Dichotomy; 2.4 What 'Culture' Means in this Study; 2.5 Cultures in Europe: a Framework; 2.5.1 Territory; 2.5.2 Language; 2.5.3 Why 'Cultures' and not 'Identities'; 2.6 Cultures of Environment and Cultures of Communication; 3 Cultures of Environment; 3.1 Defining the Term 'Environment' 3.2 Four Pillars for Looking at the Role of Environment in Different Cultures3.2.1 The Concept of Sustainability; 3.2.2 The Four Pillars; 3.3 The 'Environment' Framework: Different Role of the Environment in the Countries Selected; 3.3.1 Italy and the Ambiente; 3.3.2 Germany and the Umwelt; 3.3.3 Sweden and the Miljo; 3.3.4 The UK and the

Environment; 3.3.5 Cultures of Environment; 4 Cultures of Communication; 4.1 Different Cultures of the Media in Europe; 4.1.1 Hallin and Mancini: Comparing Media Systems; 4.1.2 Media Cultures - but which ones?; 4.2 Different Journalistic Cultures in Europe 4.2.1 Hahn and Schroder: Comparing Journalistic Cultures 4.2.2 Comparing Press Cultures; 4.3 The 'Communication' Framework: An Overview of the Media Situation and Press Cultures in the four Countries; 4.3.1 Italy; 4.3.2 Germany; 4.3.3 Sweden; 4.3.4 The UK; 4.4 Cultures of Communication; 4.5 Environmental Communication; 4.5.1 A Few Remarks on Journalistic Quality and Environmental Communication; 4.5.2 Good Environmental Communication; 4.6 The Wheel is Come Full Circle; 5 Methodology and Methods; 5.1 Meta-questions, or Methodology; 5.1.1 Information Retrieval. 5.1.2 Approach. How could the research questions be answered and why? 5.2 Practical Questions, or Methods; 5.2.1 How to Choose the Perspective the Empirical Study Should Be Carried out from?; 5.2.2 Which Groupings and Why These Groupings and not Others?; 5.2.3 Which Countries and Why These and not Others?; 5.2.4 Why the Printed Press and not Other Media?; 5.2.5 Which Empirical Methods and Why?; 5.2.6 How Could a Content Analysis Best Help Achieve the Desired Results? 5.2.7 Which Units and Categories in the Quantitative and Qualitative Content Analysis Would Best Help Achieve the Desired Result?

## Sommario/riassunto

Sara Nofri combines several research methods (multilingual bibliographic research, quantitative content analysis, semiotic text analysis, interviews to journalists) and a cross-cultural, interdisciplinary perspective for investigating environmental communication in the daily quality press of Germany, Italy, Sweden and UK. She provides an in-depth portrait of the features, the focus, the themes and stakeholders involved, individuates different "cultures of environment" and "cultures of communication", and provides insights and practical tools to analyze and then evaluate environmental communication. The methodological approach of this study can be readily transposed to studies investigating other contexts, cultures and media.

Der Inhalt

- Environmental Communication in the Press · European Media Comparison · Cultures of Environment · Cultures of Communication · Interdisciplinary and Cross-Cultural Study
- Multilingual Information Retrieval and Research · Die Zielgruppen · Researchers, scholars, and students in the fields of communication science, journalism, media and cultural studies, and environmental studies, among others. · Environmental journalists and communicators, lobbyists and activists, policy makers.

Die Autorin Dr. Sara Nofri completed her doctoral project under the supervision of Prof. Hans J. Kleinsteuber at the University of Hamburg and is currently working as an international media analyst and researcher, with a focus on digital media.