

# **First Lüneburg Workshop on Environmental and Sustainability Communication**

## **The role of the media for human-environment interaction and sustainable development: Taking stock and moving forward**

**University Lüneburg, Germany,  
June 22 – 23, 2006**

### **Topic of the Workshop**

Since the 1980s sociologists and communication researchers have been conducting studies about the media coverage on environmental issues and produced an impressive body of knowledge. The broad spectrum of theoretical findings and empirical results has expanded significantly our understanding of mediatized environmental communication. Nowadays we have some solid knowledge on production and reception of environment-related media contents, the societal role of media as public arena, the mechanisms of reality construction by the media, or about the specific relevance of expert knowledge and risk issues in environmental media coverage. Even though some aspects have received significant research attention, other aspects seem to be under-researched so far, and new questions open up with regard to sustainable development, for example:

- What role do the media play in individual and collective learning and decision-making on environmental issues and sustainable development? Have more significant media stories – catastrophes, epoch-making developments – had long term formative effects on individual and collective minds?
- What is the role of new media in environmental communication?
- Which role does the transnationalization of media coverage play for global environmental problems and sustainable development?

- How is and can sustainable development as complex issue with a long-term-perspective be integrated in media communication, which is oriented towards the present?
- What kind of differences and similarities are there between national ‘media realities’? Do we need more intercultural comparative studies in a globalizing world?
- Much research has focused on the media as information channel and discourse arena, many fewer studies have focused on the role of fictional formats; but how is the environment represented in movies, novels, video clips? Which influence does this have on the audience for informal learning, behavioural routines, etc.?

With regard to the aim of the workshop – taking stock and moving forward – we invite papers, which take stock of what is done and what needs to be done as well as papers which touch the kind of questions we just mentioned. Next to paper presentations, there will be time slots for structured discussions in order to identify challenging research perspectives regarding the role of the media for human-environment interaction and sustainable development.

### **Participation and Papers**

Based on scientific strength, creativity, and innovativeness, we will select approximately 20 papers. The workshop will include 25-30 participants. Please send an abstract of 400 words till April 15<sup>th</sup> to [Imme.Petersen@uni-lueneburg.de](mailto:Imme.Petersen@uni-lueneburg.de). The selected papers should be distributed one week in advance among the workshop participants.

### **Workshop-Series**

Every year in summer the **Lüneburg Workshops** will bring a small group of international experts (25-30 scientists and practitioners) together in order to work on specific topics of environmental and sustainability communication. The results of the workshops will be documented and published in the new e-journal “Communication, Cooperation, Participation – Research and Practice for sustainable transformation processes” ([www.uni-lueneburg.de/infu/ccp/](http://www.uni-lueneburg.de/infu/ccp/)). Therewith, the Lüneburg Workshops aim at

strengthening the inter- and transdisciplinary community on environmental and sustainability communication.

### **Location**

The city of Lüneburg is a medieavel town and vibrant university city. It is located 30 minutes by train from Hamburg in the North of Germany. It is easy to reach by plane, train and car. More information you may find on the city website: [http://www.lueneburg.de/index.htm?baum\\_id=3221&lang=en](http://www.lueneburg.de/index.htm?baum_id=3221&lang=en). The workshop will take place at the university campus.

### **For further questions please contact the Organizing Committee**

Harald Heinrichs, University Lüneburg, Germany,  
harald.heinrichs@uni-lueneburg.de

Imme Petersen, University Lüneburg, Germany,  
imme.petersen@uni-lueneburg.de

Lars Kjerulf Petersen, National Environmental Research Institute, Roskilde/Denmark,  
lkpe@dmu.dk

Suzanne de Cheiveigné, CNRS, Centre de la Vieille Charité, Marseille/France,  
cheveign@ehess.univ-mrs.fr

Jens Newig, University of Osnabrück, Osnabrück/Germany,  
jens.newig@usf.uni-os.de