



What have future generations done for me lately? Making sense of the role of media in shaping awareness and engagement with climate change

The University of Copenhagen is pleased to invite you to a Sustainability Lecture with **Max Boykoff** from University of Colorado-Boulder and the author of 'Who Speaks for the Climate?'

Editor-in-Chief of Politiken Bo Lidegaard will respond to the talk with **Prorector for Education Lykke Friis** as moderator.

Mass media serve vital roles in communication processes between science, policy and the public, and

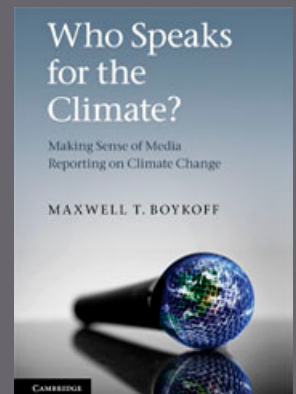
often stitch together perceptions, intentions, considerations, and actions regarding climate change. Many dynamic, contested and complex factors contribute to how media outlets portray climate change science, politics and policy.

In his talk, Boykoff will highlight how particular problems and snags in the web of interaction between science, media, policy and the public have contributed to (mis)perceptions, debates, and varied understandings – that can be at times detrimental to efforts that seek to enlarge rather than constrict the spectrum of possibility for responses to climate challenges.



Maxwell T. Boykoff is an Assistant Professor in the Center for Science and Technology Policy, which is part of the Cooperative Institute for Research in Environmental Sciences at the University of Colorado-Boulder. In addition, Max is a Senior Visiting Research Associate in the Environmental Change Institute at the University of Oxford.

Max has ongoing interests in climate adaptation, cultural politics and environmental governance, science-policy interactions, and political economy and the environment, and he has experience working in North America, Central America, South Asia and Europe.



22nd of October 2013
14:00 - 15:30

Auditorium 22.0.11
University of Copenhagen
Amager, Emil Holms Kanal
(side street of Njalsgade).

Hosted by the Sustainability Science Centre
University of Copenhagen

Sign up for free before October 21st at 16.00
www.sustainability.ku.dk/sustainability-lectures/signup

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Sustainability Science Lectures aim to create attention and visibility of the challenges of global sustainability. Danish and foreign speakers visit University of Copenhagen to focus on a broad array of topics concerned with sustainability, pass on their experiences, and give their opinions on how to approach the challenges we are facing now and in the future.