

# Table of Contents

Series Editor's Preface	vii
Acknowledgments	xi
Introduction: Tree-Sitting in the Network Society <i>Brett Hutchins and Libby Lester</i>	i
1 Environmental Conflict in a Global, Media Age: Beyond Dualisms <i>Simon Cottle</i>	19
<hr/>	
PART 1: "OLD" AND "NEW" TECHNOLOGIES	
<hr/>	
2 Campaigning Journalism: The Early Press, Environmental Advocacy and National Parks <i>Michael Meadows and Robert Thomson</i>	37
3 Affecting Environments: Mobilizing Emotion and Twitter in the UK Save Our Forests Campaign <i>Alex Lockwood</i>	49
4 Clear Cuts on Clearcutting: YouTube, Activist Videos and Narrative Strategies <i>Catherine Collins</i>	61
5 Photography, Technology, and Ecological Criticism: Beyond the Sublime Image of Disaster <i>Daniel Palmer</i>	75
<hr/>	
PART 2: ACTIVISM AND CAMPAIGNS	
<hr/>	
6 Not So Soft? Travel Journalism, Environmental Protest, Power and the Internet <i>Lyn McGaurr</i>	93
7 Contesting Extractivism: Media and Environmental Citizenship in Latin America <i>Silvio Waisbord</i>	105

8	Online Media, Flak and Local Environmental Politics <i>Kitty van Vuuren</i>	125
9	Celebrity, Environmentalism and Conservation <i>Dan Brockington</i>	139
10	Dodgy Science or Global Necessity? Local Media Reporting of Marine Parks <i>Michelle Voyer, Tanja Dreher, William Gladstone and Heather Goodall</i>	153

---

### PART 3: COMMUNICATING CRISES

---

11	Greening Wildlife Documentary <i>Morgan Richards</i>	171
12	Whither the "Moral Imperative"? The Focus and Framing of Political Rhetoric in the Climate Change Debate in Australia <i>Myra Gurney</i>	187
13	As Fukushima Unfolds: Media Meltdown and Public Empowerment <i>Kumi Kato</i>	201
14	Public Communication, Environmental Crises and Nuclear Disasters: A Comparative Approach <i>Clio Kenterelidou</i>	215

---

### PART 4: CONTESTED CLAIMS

---

15	Climate Change, Media Convergence and Public Uncertainty <i>Robert Cox</i>	231
16	"That Sinking Feeling": Climate Change, Journalism and Small Island States <i>Chris Nash and Wendy Bacon</i>	245
17	"Skeptics" and "Believers": The Anti-Elite Rhetoric of Climate Change Skepticism in the Media <i>Alanna Myers</i>	261
18	Media, Civil Society and the Rise of a Green Public Sphere in China <i>Guobin Yang and Craig Calhoun</i>	273
	Afterword <i>Senator Christine Milne, Leader of the Australian Greens</i>	291
	References	299
	Contributors	341
	Index	347