

2011

CONFERENCE ON
COMMUNICATION AND
THE ENVIRONMENT

11TH
BIENNIAL

06.25 – 06.28//2011

DEPARTMENT OF COMMUNICATION AT
THE UNIVERSITY OF TEXAS AT EL PASO

TABLE OF CONTENTS

At-a-Glance Schedule	3
Introduction	
UTEF President Diana Natalicio	4
UTEF and El Paso Facts	5
Border Tour	6
Keynote Speaker	7
UTEF Map	8
Conference Schedule Day By Day	
Saturday June 25 Schedule	9
Sunday June 26 Schedule	9
Monday June 27 Schedule	13
Tuesday June 28 Schedule	15
COCE Acknowledgements	19

AT-A-GLANCE SCHEDULE

SATURDAY, JUNE 25

4:00 – 7:00 pm	Open registration
6:00 – 7:00 pm	Reception, UTEP Chihuahuan Desert Gardens
7:00 – 8:30 pm	Dinner, El Paso Natural Gas Conference Center Introduction and Welcome to UTEP and El Paso, Dr. Frank G. Pérez & Dr. Richard Pineda, Dept. of Communication

SUNDAY, JUNE 26

8:00 -9:00 am	Registration and Continental Breakfast provided at Tomás Rivera Conference Center (TRCC)
9:00 – 10:10 am	Panels A & B
10:30 – 11:40 am	Panels A & B
11:40 – 1:30 pm	Performance & Lunch provided at TRCC
1:30 – 2:40 pm	Panels A & B
3:00 – 4:10 pm	Panels A & B
4:30 – 5:40 pm	Panels A & B
5:40 – 7:30 pm	Dinner on own
7:30 – 8:40 pm	Garden Chat, Chihuahuan Desert Gardens

MONDAY, JUNE 27

	Breakfast on own
7:30 am	Pickup at Hilton Garden hotel for optional tour of border area
12:00 pm – 12:45 pm	Lunch at local Mexican restaurant for Border Tour participants Lunch on own for non-tour conference participants
1:00 – 2:10 pm	Panels A & B
2:30 – 3:40 pm	Panels A & B
4:00 – 5:10 pm	Panels A & B
5:30 – 7:00 pm	Business Meeting: IECA & COCE 2013
7:00 – 8:30 pm	Dinner provided at TRCC Dr. Patricia Witherspoon, Dean of the College of Liberal Arts Keynote address, by El Paso County Judge Veronica Escobar

TUESDAY, JUNE 28

8:00 – 9:00 am	Continental breakfast provided at TRCC
9:00 – 10:10 am	Garden Chat at Chihuahuan Desert Gardens & Panel B
10:30 – 11:40 am	Panels A & B
12:00 pm	Conference conclusion, lunch on own

NOTE: Online sessions are offered for specific panels on Sunday, June 25 and during IECA business meetings. For all sessions broadcast online, online users may join panels as specified in the program via the below link. Users should enter their first and last names to join the conference panels or IECA business meetings:
<https://sas.illuminate.com/m.jnlp?sid=2008287&password=M.30398E4961C78BE560B8D3008E407F>

INTRODUCTION



Welcome to UTEP!

It is my great pleasure to welcome you to The University of Texas at El Paso for the 11th Biennial Conference on Communication, hosted this year by the UTEP Department of Communication.

UTEP is located in one of the largest binational communities in the world, a few hundred yards from the Rio Grande and our sister city Ciudad Juárez, México. With 22,000 students, UTEP is the largest university in the United States with a Mexican-American majority (75%) student population. Our robust research portfolio and increasing number of competitive doctoral programs — along with our staunch commitment to provide both access and excellence in higher education to the Paso del Norte region we serve — have positioned UTEP to become the first national research (Tier One) university with a 21st century student demographic.

UTEP is the ideal venue for this year's conference focusing on Environmental Justice in International Contexts. Located in an environment with a binational airshed and watershed, UTEP is a leader in the U.S.-Mexico border-related research and educational programs. Our physical location provides a unique vantage point for conference participants to expand their understanding of both border culture and a border environment.

The conference's theme on environmental justice in international contexts is both relevant and timely, given the transnational character of today's global environment. The discussions of environmental issues along the U.S.-Mexico border, as well as the interconnected nature of border politics and economics, will be germane to the national and international discourse on environmental challenges in countries such as Sweden, Portugal, Indonesia, Brazil, Panama, Colombia, Germany, South Africa and Australia.

I hope your participation in the conference proves enlightening and inspiring, and we thank you for your contributions to its success. All of us at UTEP are delighted to have you with us.

Sincerely yours,

A handwritten signature in black ink that reads "Diana Natalicio". The signature is written in a cursive, flowing style.

Diana Natalicio
President

UTEP AND EL PASO FACTS



UTEP, formerly known as The Texas State School of Mines and Metallurgy enrolled 27 students on opening day, September 23, 1914.

The University of Texas at El Paso became the official name of the university on March 13, 1967.

The University of Texas at El Paso architecture has been shaped by Bhutan, the last of the three Forbidden Kingdoms hidden deep in the Himalayas, between the great Tibetan plateau and the plains of India. The inspiration for its architecture is credited to Kathleen Worrell, wife of the School's first dean, who was fascinated with an 88-page photo-essay on Bhutan that appeared in the April 1914 issue of National Geographic magazine.

El Paso, Texas, was first established in 1850, with San Elizario serving as the first county seat. The city has since flourished into a metropolitan area with a population of more than 700,000 people.

The City of El Paso is the fifth largest city in Texas and the 23rd largest city in the United States.

For two years El Paso was ranked second on the list of America's Safest Cities (list compiled by Morgan Quitno, Kansas-based publishing and research company) and in 2010 El Paso was named the city with the lowest crime rate in the United States with a population of over 500,000 residents (CQ Press).

The El Paso star is 459 feet in length and 278 feet in width. It has 459 light bulbs and can be seen for 100 miles from the air and for 30 miles on the ground.

BORDER TOUR

Tour Stops Along the U.S.-Mexico Border: Río Bosque, Chamizal, Asarco, Río Grande River Park (Upper Valley).

7:30 am	Meet at Hilton Garden Inn Hotel Lobby
7:45 am	Depart for Tour
7:45 am – 8:30 am	Drive along U.S.-Mexico Border (Border Freeway)
8:30 am – 9:15 am	Tour of Río Bosque Wetlands Park
9:45 am – 10:00 am	Brief Tour of the Chamizal National Park
10:30 am – 11:30 am	Tour of ASARCO
11:30 am – 12:00 pm	Brief Tour of Río Grande Riverpark System (New Mexico)
12:00 pm – 12:45 pm	Lunch at local Mexican Restaurant
12:45 pm – 1:00 pm	Return to UTEP campus/Hilton Garden Inn

MAKE SURE TO WEAR
COMFORTABLE CLOTHES
AND WALKING SHOES

RÍO BOSQUE WETLANDS PARK

tour led by John Sproul

Río Bosque Wetlands Park is a 372-acre City of El Paso park the University of Texas at El Paso manages through its Center for Environmental Resource Management. It is located in southeast El Paso county near the town of Socorro, Texas. The park is enclosed by irrigation canals and drains on three sides, and the western boundary of the park lies adjacent to the Río Grande, which forms the international border between the U.S. and Mexico. Wetlands and riverside forests once graced the banks of the Río Grande in the Paso del Norte region. They were the most productive natural habitats in the region, but today they are virtually gone. At Río Bosque, the environment is still changing, but in a new way. A partnership is working to bring back meaningful examples of the unique and valuable ecosystems once found in our river valley.

CHAMIZAL NATIONAL PARK

“The Chamizal National Park is a 55 acre national memorial that features art galleries, a theater, and an amphitheatre. In 1966, Congress established Chamizal National Memorial to commemorate the Chamizal Convention (treaty) of 1963. The Chamizal treaty finally ended a long-standing border dispute between the U.S. and Mexico. In 1963 U.S. President John F. Kennedy and Mexican President Adolfo López Mateos met to discuss the “Chamizal Issue” and through diplomatic negotiations, they solved the Chamizal Issue with the signing of the Chamizal Treaty. Today, the memorial commemorates the diplomatic resolution of the long-standing Chamizal boundary dispute between the U.S. and Mexico. Chamizal National Memorial flies both the U.S. and Mexican flag to preserve the sentiment behind the Chamizal Treaty. The memorial provides a center to present activities that celebrate cultural exchange.

ASARCO

The American Smelting and Refinery Company (ASARCO) is a 120-year-old smelter, where metals were once extracted from ore and is located in between the Río Grande and the University of Texas at El Paso. The company was once a pillar of El Paso’s economy however, what remains is a site, which is contaminated with lead, arsenic, cadmium, chromium, selenium and zinc. Although the smelter shut down in 1999, Asarco sought to renew its air emissions permit to resume operations. Widespread opposition in El Paso and across the river in Ciudad Juárez, Mexico, became a case study of the community’s fight for environmental justice. The City of El Paso, along with support from various civic, governmental and community members, stands strong in its resolve against the reopening of ASARCO. The city of El Paso is currently undergoing plans for tearing the plant down as well as remediating the surrounding land.

RÍO GRANDE RIVERPARK TRAIL SYSTEM

The Río Grande Riverpark and Trail System is planned to meander along the banks of the Río Grande. The trail begins at the New Mexico state line near Vinton and extends southward for 32 miles to Tornillo, near the Hudspeth County line. It is a multi-use trail and open space network along the entire length of the Río Grande as it flows through the El Paso region. The \$30 million project is a joint effort between the City of El Paso and the County of El Paso, with most of its funding coming through grants from the National Park Service, Texas Parks and Wildlife Commission, the Texas Department of Transportation and the Paso del Norte Health Foundation.

■ THANKS TO: John Sproul, Roberto Puga, Steve Ortega, Richard Pineda, and Luzmarina García for their contributions in organizing this tour.

KEYNOTE SPEAKER



VERONICA ESCOBAR

VERONICA ESCOBAR was sworn in as El Paso County Judge on January 1, 2011. She works on issues related to healthcare, including healthcare policy, mental health, University Medical Center and the successful effort to create El Paso's first Children's Hospital; economic development; downtown revitalization; Border policy; nature tourism; and, government consolidation.

Escobar received a Bachelor of Arts degree in 1991 from the University of Texas at El Paso, and a Master of Arts degree from New York University in 1993. She has spent her professional life working for non-profits, in education, and more recently in politics, public policy research and local government (she served as Communications Director for Mayor Raymond C. Caballero from 2001-2003 and as Precinct 2 County Commissioner from 2006-2010).

Her civic involvement has included participation in such organizations as the Hispanic Leadership Institute, Las Americas Immigrant Advocacy Center, the Border Rights Coalition, El Paso Now!, the Women's Political Action Committee of El Paso, Community Scholars and the Border Network for Human Rights. She has been the recipient of the CYnergy Fellowship award (Civic Youth Energy), the "Women of Integrity" award given by Women for an Ethical El Paso, and the "Elected Official of the Year" Award given by the National Association of Social Workers, Texas Chapter, El Paso Branch, the "Human Rights Safe Communities" award given by the Border Network for Human Rights and the "Elected Official of the Year" presented to her by the Rio Grande Council of Governments.

The University of Texas at El Paso

Campus Map and Building Directory



Map and Building Directory

Academic Advising Center	12	de Wetter Center	16	Holliday Hall	52	Quinn Hall	37
Academic Services Building	70	Durham Sports Center	66	Honors House	13	Ross Moore Building	54
Administration Building	15	El Paso Natural Gas Conference Center (EPNGCC)	20	Hudspeth Hall	28	Satellite Energy Plant	57
Barry Hall	23	Education Building	42	Kelly Hall	22	Seamon Hall	35
Bell Hall	19	Energy Conservation Project	56	Kidd Field	51	Stanlee and Gerald Ruben Center	35
Benedict Hall	18	Engineering/Science Complex	7	Kidd Memorial Seismic Lab	47	Stanton Professional Building	
Biology Building	10	Engineering Building Expansion	68	Liberal Arts Building	14	(INSET B)	64
Bioscience Research Building	69	Fox Fine Arts Center	58	Magoffin Auditorium	32	Student Health Center	21
Brumbelow Building	58	Geological Sciences Building	31	Memorial Gymnasium	55	Sun Bowl	53
Burges Hall	26	Graham Hall	34	Metallurgy Building	8	Swimming and Fitness Center	
Business Administration Building	3	Haskins Center	43	Military Science Building	59	(INSET A)	65
Centennial Museum	27	Hawthorne Building	60	Miners Hall	30	Undergraduate Learning Center (UGLC)	25
Center for Inter-American and Border Studies (CIABS)	5	IT Help Desk	6	Miner Village Student Apartments	50	Union Building East	41
Central Energy Plant	17	Energy Center	A	Old Main	38	Union Building West	40
Chihuahuan Desert Gardens	24	Health Sciences Building (INSET B)	63	Parking & Trans. Svcs. - Admin. Offices	72	University Library	2
Child Care Center	4	Helen of Troy Softball Complex (INSET A)	71	Physical Plant Complex (INSET A)	62	University Police (INSET A)	62
Classroom Building	9	Hertzog Building	33	Facilities Svcs./Central Receiving	A	University Relations	67
Computer Science Building	36			University Police/Office Supplies	B	University Ticket Center	66
Cotton Memorial	33			Physical Sciences Building	11	Vowell Hall	45
				Psychology Building	39	Worrell Hall	29

2011 CONFERENCE ON COMMUNICATION AND THE ENVIRONMENT

CONFERENCE SCHEDULE DAY BY DAY

SATURDAY, JUNE 25

4:00 – 7:00 pm

Open registration

6:00 – 7:00 pm

Reception, UTEP Chihuahuan Desert Gardens
sponsored by Taylor & Francis

7:00 – 8:30 pm

Dinner, El Paso Natural Gas Conference Center
Introduction and Welcome to UTEP and El Paso:
Dr. Frank G. Pérez, Chair of the Department of Communication
Dr. Richard Pineda, Associate Director of the Sam Donaldson Center for

SUNDAY, JUNE 26

9:00 – 10:10 am

Panels A & B

Panel A, University Suite: Global Issues and Perspectives in Environmental Change (Available via Elluminate)

Chair: Danielle Endres, University of Utah

Mapping Risk: E-waste, Cyberisk, and the Digital Divide

Sabine LeBel, York University

“It’s More Than Planting Trees, It’s Planting Ideas”: The Rhetorical Power Of Bodies In Kenya’s Green Belt Movement

Kathleen Hunt, University of Utah

Perceptions Of Reusable Bag Use In Panama: A Formative Evaluation And Recommendations For Communication Strategies

Jennifer Kane & Monique Mitchell Turner, University of Maryland, College Park

Francisco Fong, María del Carmen Ruiz Jaén, Saskia Santamaría, Raúl Chang, Panamá Más Verde

Dialogue And Agenda: Communication Challenges Faced By Traditional Peoples And Communities In The Brazilian Amazon

Thaís Brianezi, Daniel Fonseca de Andrade, & Marcos Sorrentino, University of São Paulo

Panel B, Templeton Suite: Recipes for Natural Resource Policy: The Economics, Politics and Science Soup

Chair: Andrea Feldpausch-Paker, Texas A & M University

Wind Energy: Political and Economic Spin Fueled by Science

Kaitlyn M. Dawson, Andrea M. Feldpausch-Paker, & Tarla Rai Peterson, Texas A & M University

Constructing a Free-Flowing River: How Economics and Politics Shape Best Management Practices

Cristi C. Horton, Texas A & M University

E. coli Wars: Potential Social Ramifications of “Natural” Pollution

Israel D. Parker & Andrea M. Feldpausch-Paker, Texas A & M University

Banned: How International Politics and Economic Disparity Impact the Science Behind Sea Turtle Conservation

Michael J. Liles & Tarla Rai Peterson, Texas A & M University

Who’s the Real Scientist?: Politicizing the Science Behind Whooping Crane Management

Leigh A. Bernacchi & Chara J. Ragland, Texas A & M University

10:30 – 11:40 am Panels A & B

Panel A, University Suite: Media, Advertising, and Campaigns (Available via Elluminate)

Chair & Translator: Luzmarina García, University of Texas at El Paso

Toxic Vortices: Environmental Justice Perspectives on Media Coverage of Hurricane Katrina and the BP Oil Blowout
Russell Stockard Jr., California Lutheran University

Comunicación, Educación y Medio Ambiente: Una Relación Visible para el Otro Desarrollo

Ana María Guerrero, Corporación Universitaria Minuto de Dios, Bogotá

Environmental Knowledge, Values, Attitudes, and Behavior in Paso del Norte: Implications for Environmental Communication Campaigns

Lorena Mondragón, University of Texas at El Paso

Message In A Bottle: How Coca-Cola India Presents Itself As Environmentally Sustainable

Tonya Frizzell, Royal Roads University

Toward an Ethical Framework for the Evaluation of Environmental Advertising

Lee Ahern, Penn State University

Panel B, Templeton Suite: Tourism, Border Issues, and Nuclear Controversy

Chair: Carlos Tarin, University of Utah

Engaging Visitors in Climate Change Communication at Popular Tourist Destinations: A Case Study of Southern Florida's National Parks and Wildlife Refuges

Caroline A. Beard, Colorado State University

An Atomic Tourist in New Mexico: Place, Space, and the Rhetorical Environment at Trinity Site

Richard D. Pineda, University of Texas at El Paso

Sacred Land or National Sacrifice Zone: The Role of Polysemous Values in the Yucca Mountain Controversy

Danielle Endres, University of Utah

Do Environmental Issues Play a Role in the Decision for Cross-Border Cooperation?: The case of Saxon and Czech SME

Tina Obermeit, Chemnitz University of Technology

11:45 am – 12:30 pm

Lunch provided at TRCC

IECA Board of Directors Meeting, University Suite (also available via Elluminate)

12:30 – 1:30 pm

Performance by Susanna Bunny LeBaron, TRCC

Introduction Jonny Gray, Southern Illinois University-Carbondale

Performance: "Many Returns of the Day", by Susannah Bunny LeBaron, Southern Illinois University-Carbondale

1:30 – 2:40 pm

Panels A & B

Panel A, University Suite: Environmental Justice Perspectives (Available via Elluminate)

Chair: Steve Schwarze, University of Montana

The Populist Argumentative Frame in the Environmental Vision of Van Jones

JiangBo HuangFu & Ross Singer, Southern Illinois University-Carbondale

Looking Both Ways: The Intersection of Climate Justice and Reproductive Justice and the Implications of Rhetorical Alignment of Social Movement Concerns

Kathleen M. de Onis, University of Montana

Greening Climate Justice Through More Color: Latinas and the Green Movement

Erin Drake, Colorado State University

Please Don't Waste Me: Majora Carter's "Greening the Ghetto" TED Talk

Joseph Clark, Florida State University

Panel B, Templeton Suite: Building Bridges through International “Pride” Campaigns: Case Studies of Environmental Social Marketing in Local Contexts, Part 1

Chair: Richard Pineda, University of Texas at El Paso

Spanish-Language Pride Campaigns in México, Argentina, and Watershed Areas in the Andes

Frank G. Pérez, University of Texas at El Paso

Campaigning for Environmental Conservation: An Ethnographic Investigation of Indonesia’s Contemporary Cultural System

Anthony M. Jimenez, University of Texas at El Paso

Rare in Indonesia: Building Bridges and Relationships with Communities and Environmental Advocacy

Alejandra Diaz, University of Texas at El Paso

Environmental Campaigns in Indonesia: The Use of Visual Elements in Local Campaigns

Sara Sánchez, University of Texas at El Paso

“Dangdut is the Music of My Country”: A Look at the Use of Traditional and Popular Music in Environmental Campaigns in Indonesia and Malaysia

Crystal Segura, University of Texas at El Paso

Rare Conservation: Organizing for Environmental Change

Carlos Tarin, University of Utah

3:00 – 4:10 pm

Panels A & B

Panel A, University Suite: International Journalistic Endeavors, Media Coverage and the Environment (Available via Elluminate)

Chair: Tom Ruggiero, University of Texas at El Paso

Mass-Media Coverage of Climate Change in Peru: Framing and the Role of Foreign Voices

Bruno Takahashi & Mark Meisner, State University of New York

Predicting Journalists’ Attitudes Toward the BP Oil Spill: Community Structure, Ideology, and Professional Roles

Brendan R. Watson, University of North Carolina at Chapel Hill

Nuclear Radiation is Good for You: The Poetics of Radioactive Mutation in Hollywood

Eduardo Barrera, University of Texas at El Paso

Mediated Invisibility and Political Engagement

Libby Lester, University of Tasmania

Panel B, Templeton Suite: Building Bridges through International “Pride” Campaigns: Case Studies of Environmental Social Marketing in Local Contexts, Part 2

Chair & Translator: Stacey K. Sowards, University of Texas at El Paso

Pride Campaign for Halimun-Salak Mountain National Park, West Java, Indonesia

Nani Saptariani, Rimbawan Muda Indonesia (RMI)

Pride Campaign for Ujung Kulon National Park, Banten Province, Indonesia

Indra Harwanto, Ujung Kulon National Park Office

Case Studies of Rare’s Pride Campaigns: Measuring Campaign Success

Jacob Barde, Salvador Flores, Karina Enriquez, Michael Martinez, Elida Portillo, Araceli Puente, Daniel Reyna & Robert Blanchette, University of Texas at El Paso

4:30 – 5:40 pm

Panels A & B

Panel A, University Suite: International Discourses and Environmental Conflicts (Available via Elluminate)

Chair: Sarah Upton, University of New Mexico

Pluralism, Community Voices, and Emergency Response Procedures: Assessing What Went Wrong in Coraopolis

Ann D. Jabro, Robert Morris University

ASARCO Controversies and Environmental Justice

Luzmarina García, University of Texas at El Paso

Environment and Violent Conflicts across Borders: Opportunities for Justice and Conciliation

Nadarajah Sriskandarajah, Swedish University of Agricultural Sciences

Transforming a Resource Extraction Conflict in Suriname

Karina C. Mullen, Colorado State University

Panel B, Templeton Suite: Theoretical Perspectives on Nature/Culture

Chair: Tracy Marafiotte, SUNY Fredonia

Techno-Scientific Control or Apocalypse? Media Visions of Human Relationships with Nature

Anabela Carvalho, University of Minho

Intrinsic Value as an Avenue for Introducing Material Aspects into Critical Communication Research

Mark DeLaurier, Washington State University

Honeybee Colony Collapse: Mediated Construction of Rhetorical Situation

Kurt Stavenhagen, Syracuse University

Security Creep: A Critical Sketch of Anglo-American Climate Security Discourse

Chris Russill, Carleton University

5:40 pm

Dinner on own

7:30 – 8:40 pm

Evening Garden Chat

Chihuahuan Desert Gardens: Environmental Dialectics: Exploring the Material-Symbolic Tensions of Human-Nature Relations

The Gynocentric-Androcentric Dialectic: Gendered Conceptualizations of Nature in Ocean and Forest Contexts

Elizabeth Dickinson, Salem College

Tema Milstein, University of New Mexico

Animal-Human Dialectics: Toward a Rhetoric of Behaviorism

Emily Plec, Western Oregon University

Mach's Principle, Phenomenological Dialectics, and Environmental Communication

William Kinsella, North Carolina State University

Dialectics and Disruption: Challenging Systems of Meaning through Symbols of Hegemony and Nature

Valerie Thatcher, University of Texas at Austin

7:00 am	Breakfast on own (for tour and non-tour participants)
7:30 am	Meet at Hilton Garden Inn Hotel Lobby
7:45 am – 8:30 am	Drive along U.S.-Mexico Border (Border Freeway)
8:30 am – 9:15 am	Tour of Río Bosque Wetlands Park
9:45 am – 10:00 am	Brief Tour of the Chamizal National Park
10:30 am – 11:30 am	Tour of ASARCO
11:30 am – 12:00 pm	Brief Tour of Río Grande Riverpark System (in New Mexico)
12:00 pm – 12:45 pm	Lunch at local Mexican Restaurant
12: 45 pm – 1:00 pm	Return to UTEP campus/Hilton Garden Inn

(Lunch on own for non-tour conference participants)

1:00 – 2:10 pm Panels A & B

Panel A, University Suite: Borders: Constructed, Conflicted and Crossed in Natural Resource Management

Chair: Nadarajah Sriskandarajah, Swedish University of Agricultural Sciences

Wild Boar and Borders: Communication and Coordination Dilemmas in Swedish Game Management

Lars Hallgren, Elin Ångman, & Per Haglind, Swedish University of Agricultural Sciences

Transgressing the Boundaries of Predetermined Stakeholder Positions (via Skype)

Helena Nordström Källström & Hans Peter Hansen, Swedish University of Agricultural Sciences

“You Do Not Believe It” – Re-viewing Natural Resource Management Conflict as the Process of Co-constructed Decrease of Trust to Social Interaction

Lars Hallgren, Elin Ångman & Per Haglind, Swedish University of Agricultural Sciences

Social & Political Legitimacy of Nature Resource Management: The Creation of Community Agoras in Rural Sweden

Nadarajah Sriskandarajah & Hans Peter Hansen, Swedish University of Agricultural Sciences

Discursive Unconsciousness in the Implementation of Swedish Natural Resource Management Policy: Investigating Co-construction of Participation

Lotten Westburg, Elin Ångman, Hanna L Bergeå, & Lars Hallgren, Swedish University of Agricultural Sciences

National Park Management in Nicaragua: Systemic Action Research as methodology for enabling cross border communication

Alex R. Arévalo Vásquez

Nadarajah Sriskandarajah, Swedish University of Agricultural Sciences

Panel B, Templeton Suite: Climate Change Communication and Practical Action: Influencing Change Locally and Globally

Chair: Miriah Russo, Oregon State University

Practical Strategies for Effectively Communicating Climate Change with the American Public

Miriah Russo, Oregon State University

350.org: A Case Study of an International Web-Initiated Environmental Movement

Andrea M. Feldpausch-Parker, Leigh A. Bernacchi, Israel D. Parker, & Tarla Rai Peterson, Texas A & M University

Exploring the Impact of Media Messages about Climate Change Action

Susanna Priest & Ted Greenhalgh, University of Nevada, Las Vegas

Dialogue, Deliberation, and Innovation: Procedural Resilience in the 2010 Climate Change Negotiations

Gregg B. Walker, Oregon State University

2:30 – 3:40 pm

Panels A & B

Panel A, University Suite: Environmental Discourse through Place, Literature, and Music

Chair: Tracy Marafioti, SUNY Fredonia

Constructing Contemporary Senses of Place: The Politics of Memory in Appalachia

Tom Bowers, Northern Kentucky University

Unearthing the Feminine: Yin/Yang Spirals in Rider Haggard's King Solomon's Mines

Jorge Gómez, University of Texas at El Paso

Stories that "Make Sense": Is Nature Writing an Oxymoron?

Julie Kalil Schutten, Northern Arizona University

Unfolding Paper Cranes: Nature Writing and Rhetoric through a Single Experience

Leigh A. Bernacchi, Texas A&M University

Environmental Discourse in Popular Music

Roberto Avant-Mier, University of Texas at El Paso

Panel B, Templeton Suite: Climate Change and Community Engagement

Chair: Lorena Mondragón, University of Texas at El Paso

Local Warming: Daily Temperature Change Influences Belief in Global Warming (via Skype)

Lisa Zaval, Ye Li, & Eric J. Johnson, Columbia University

Radical Optimism: Expanding Visions of Climate Politics in Alternative Media

Shane Gunster, Simon Fraser University

Drowning in the Depths of Climate Change: An Exploration of Polar Bear Rhetoric

Gloria Bebbler, University of Texas at El Paso

A Comparative Look at Sources of Support for Environmental Causes and Their Influence on the Future of the Environmental Justice Movement

Kevin J. Calderwood, Southern Illinois University-Carbondale

Richard S. Flores, University of Texas at El Paso

4:00 – 5:10 pm

Panels A & B

Panel A, University Suite: Attitudes, Behavior, and Environmental Social Change

Chair: Anthony Jimenez, University of Texas at El Paso

Predicting Environmental and Health Behavioral Intentions: A Test of Persuasive Hope Theory

Amy E. Chadwick, Ohio University

Do Actions Bespeak Words? Environmental Attitudes and Lifestyle Politics

Justin Rolfe-Redding, George Mason University

Do Wealthy Women Make Better Environmentalists?: Green Consumerism in the Media and its Effect on Feminist Solidarity

Alexandra Nutter Smith, Penn State University

Mythic Fragments & Environmental Activists: Rhetorical and Mythic Justifications for the Locavore Movement

Justin Eckstein, University of Denver

Sarah Partlow-Lefevre, Idaho State University

Panel B, Templeton Suite: Spanning Intellectual, Institutional, and Community Boundaries to Manage Environmental and Sustainability Problems

Chair: Laura Lindenfeld, University of Maine

Linking Knowledge with Action: Crossing University-Community Boundaries to Build and Study Solutions-Oriented Partnerships

Laura Lindenfeld, University of Maine (presenter)

K. P. Bell, J. Leahy, L. Silka, K. Hutchins, University of Maine

Collaboration and Complexity: Using Knowledge Action Systems (KAS) Research to Cross Disciplinary Boundaries in a Sustainability Science Research Portfolio

Bridie McGreavy, University of Maine (presenter)

L. Lindenfeld, L. Silka, D. Hall, A. Sutton, K. Hutchins, H. Smith, M. Quartuch, C. Budzinski, L. Utley, A. Becker, N. Kacer, M. Richards, L. Thornbrough, University of Maine

Facilitating Organizational Innovation: Strengthening Maine's Sustainability Solutions Network through Communication Research

Colleen Budzinski & Linda Silka, University of Maine (presenters)

L. Lindenfeld, University of Maine

Lessons from Original Liaisons: Connecting Environmental Communication Research with Cooperative Extension Practices

Damon M. Hall, University of Maine (presenter)

John Jemison & Cathy Elliott, University of Maine Cooperative Extension

5:30 – 7:00 pm

IECA Business Meeting #1, University Suite (also available via Elluminate)

7:00 – 8:30 pm

Dinner provided at Tomás Rivera Conference Center
Dr. Patricia Witherspoon, Dean of the College of Liberal Arts
Keynote address, by El Paso County Judge Veronica Escobar

TUESDAY, JUNE 28

8:00 – 9:00 am

Continental breakfast provided at UTEP campus
IECA Business Meeting #2, University Suite (also available via Elluminate)

9:00 – 10:10 am

Panels A & B

Panel A, Chihuahuan Desert Gardens Garden Chat: Straddling Pedagogical Borders Within Environmental Communication and Between Other Disciplines

Teaching to Connect: Environmental Communication Within and Across Disciplines

Julie Kalil Schutten, Northern Arizona University

Negotiating Student Boundaries: Teaching Environmental Communication to Non-Communication Students

Danielle Endres, University of Utah

Environmental Communication is a Ubiquitous Matter and Less so an Evangelical One

Damon M. Hall, University of Maine

Panel B, Templeton Suite: Global Energy Issues: Possibilities for Environmental and Intercultural Communication

Chair: Tina Obermeit, Chemnitz University of Technology

E-Waste Disposal in International Contexts

José Argüelles, University of Texas at El Paso

The Communication and Potentiality of a Common Nuclear Power Policy in Europe

Kathrin Lena Ramke, Chemnitz University of Technology

Renewable Energy as a Global Environmental Issue: Possibilities for Global Communication Between Peer Parties

Markus Pellegrini, Chemnitz University of Technology

The Green City: A Vision for the Future?

Kathleen Mueller & Ivan Tchernook, Chemnitz University of Technology

10:30 – 11:40 am Panels A & B

Panel A, University Suite: Politics of Food and the Environment

Chair: Roberto Avant-Mier, University of Texas at El Paso

Consumers as Oppressors: The Politics of Food on the Mexico/U.S. Border

Sarah Upton, University of New Mexico

What's for Lunch? A Rhetorical Inquiry into the National School Lunch Program (NSLP)

Justin Eckstein, University of Denver

You are What You Eat: The Struggle Between Economic Circumstances and Food Choice

Arthur A. Aguirre, University of Texas at El Paso

Farmers as Legitimate Participants within Environmental Decision Making? Downplaying and Discursive Closure as Communicative Strategies for Meeting Farmer Initiatives (via Skype)

Hanna L. Bergeå, Elvira Caselunghe & Helena Nordström Källström, Swedish University of Agricultural Sciences

Panel B, Templeton Suite: Organizational Responses to Environmental Problems in International Contexts

Chair: Klaus-Peter Schulz, Chemnitz University of Technology

The Effectiveness of Intercultural Communication and Differential Emotional Labor Propensities in an Environmental Disaster Like the BP Oil Spill

Bradley Mendelowitz, University of the Witwatersrand

Hydraulic Fracturing and Environmental Effects: Understanding Public Perception through Cultivation Theory

Adriana Salas & María del Mar Salazar, University of Texas at El Paso

Visual Environmental Communication in Germany After the Nuclear Reactor Disaster in Fukushima: A Qualitative Pictorial Analysis of Articles in Online Newspapers

Anja Weller & Julien Bucher, Chemnitz University of Technology

Public Expectations about an Organisations Stance in Crisis Communication Based on Perceived Leadership Styles in Water Demand Management: A Case Study from South Africa

Althea Jansen Moodley, University of the Witwatersrand

12:00 pm Conference conclusion, lunch on own



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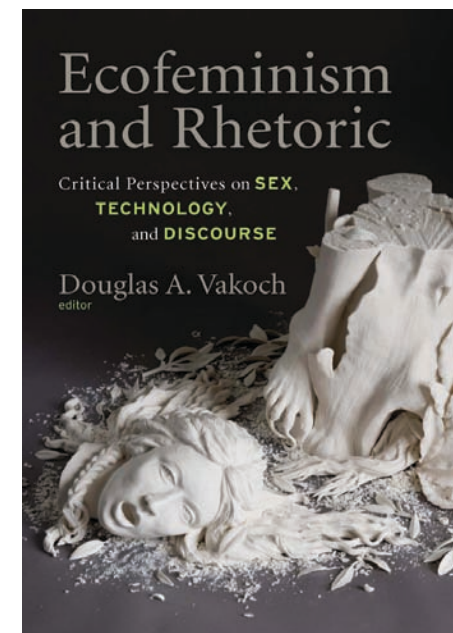
Summary

By drawing on the complex interplay of ecology and feminism, ecofeminists identify links between the domination of nature and the oppression of women. This volume introduces a variety of innovative approaches for advancing ecofeminist activism, demonstrating how words exert power in the world. Contributors explore the interconnections between the dualisms of nature/culture and masculine/feminine, providing new insights into sex and technology through such wide-ranging topics as canine reproduction, orangutan motherhood and energy conservation. Ecofeminist rhetorics of care address environmental problems through cooperation and partnership, rather than hierarchical subordination, encouraging forms of communication that value mutual understanding over persuasion and control. By critically examining ways that theory can help deconstruct domineering practices - exposing the underlying ideologies - a new generation of ecofeminist scholarship illuminates the transformative capacity of language to foster emancipation and liberation.

"...one of the very few books to have been published in the last 10 years on the declared topic of ecofeminism...the volume is a necessary and timely rethinking of ecofeminism; it includes some strikingly original essays that challenge and extend current ecofeminist thinking in exciting ways; and its general insistence on action and intervention (including rhetoric) as a way of collecting and evaluating ecofeminist thought is intelligent, effective and important." · **Catriona Mortimer-Sandilands**, York University

"The overall approach of an ecofeminist analysis focused on rhetoric (discourse and persuasion) is original and interesting in its promise of a new and valuable form of, or perspective on, ecofeminist analysis. Many of the chapters struck me as flat-out fascinating: both wonderfully written and truly ground-breaking in their originality of focus and integration. In fact, what I think is most wonderful about this book is its real, almost startling, originality." · **Catherine Roach**, University of Alabama

Douglas A. Vakoch is Professor in the Department of Clinical Psychology at the California Institute of Integral Studies, as well as Director of Interstellar Message Composition at the SETI Institute. He serves as Chair of both the International Academy of Astronautics (IAA) Study Group on Interstellar Message Construction and the IAA Study Group on Active SETI: Scientific, Technical, Societal, and Legal Dimensions. His books include *Communication with Extraterrestrial Intelligence* (CETI) and *Psychology of Space Exploration: Contemporary Research in Historical Perspective*.



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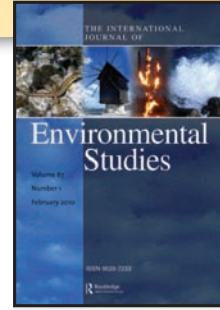
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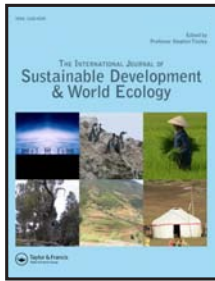
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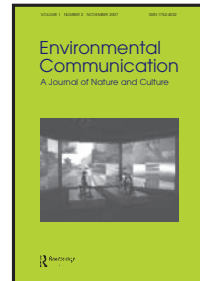
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