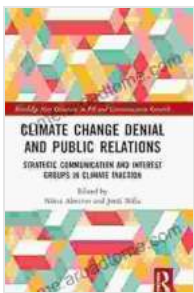


# Climate Change Denial And Public Relations: Unraveling the Spin

Climate change is one of the most pressing issues facing our planet today. The scientific evidence is clear: human activities are causing the Earth's climate to change, and the consequences are already being felt around the world.



## Climate Change Denial and Public Relations: Strategic communication and interest groups in climate inaction (Routledge New Directions in PR & Communication Research) by Austen Ivereigh

★★★★★ 5 out of 5

Language : English  
File size : 3005 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 268 pages



However, there is a vocal minority of people who deny the reality of climate change. These climate change deniers often use public relations strategies to spread their message and sow doubt about the science of climate change.

*Climate Change Denial And Public Relations: Unraveling the Spin* is a comprehensive guide to the strategies and tactics used by the fossil fuel

industry to sow doubt about the reality of climate change. The book provides a detailed analysis of the arguments used by climate change deniers, and it offers a powerful critique of the public relations industry's role in promoting these views.

The book is divided into three parts.

1. The first part provides an overview of the climate change debate and the role of public relations in promoting climate change denial.
2. The second part examines the specific strategies and tactics used by climate change deniers, including the use of cherry-picked data, misleading arguments, and personal attacks.
3. The third part offers a critique of the public relations industry's role in promoting climate change denial, and it provides recommendations for how to counter the industry's efforts.

*Climate Change Denial And Public Relations: Unraveling the Spin* is an essential read for anyone who wants to understand the role of public relations in the climate change debate. The book provides a clear and concise analysis of the strategies and tactics used by climate change deniers, and it offers a powerful critique of the public relations industry's role in promoting these views.

The book is also a valuable resource for anyone who wants to counter the efforts of climate change deniers. The book provides practical advice on how to communicate the science of climate change effectively, and it offers tips on how to deal with climate change deniers in a constructive way.

If you are concerned about climate change, then I urge you to read *Climate Change Denial And Public Relations: Unraveling the Spin*. The book will give you the tools you need to understand the climate change debate and to counter the efforts of climate change deniers.

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## **About the Author**

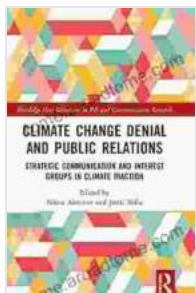
Dr. Michael Mann is a professor of atmospheric science at Pennsylvania State University. He is one of the world's leading climate scientists, and he has been a vocal critic of climate change denial for many years. Dr. Mann is the author of several books, including *The Hockey Stick and the Climate*

*Wars and The Madhouse Effect: How Climate Change Denial Is Threatening Our Planet, Destroying Our Politics, and Driving Us Crazy.*

## Reviews

"*Climate Change Denial And Public Relations: Unraveling the Spin* is a must-read for anyone who wants to understand the role of public relations in the climate change debate. Dr. Mann provides a clear and concise analysis of the strategies and tactics used by climate change deniers, and he offers a powerful critique of the public relations industry's role in promoting these views." - **Dr. James Hansen, former director of NASA's Goddard Institute for Space Studies**

"*Climate Change Denial And Public Relations: Unraveling the Spin* is an essential resource for anyone who wants to counter the efforts of climate change deniers. The book provides practical advice on how to communicate the science of climate change effectively, and it offers tips on how to deal with climate change deniers in a constructive way." - **Naomi Klein, author of *This Changes Everything: Capitalism vs. the Climate***



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