



Do you "believe"? A case-study of science denial

C. Martin

Senior Meteorologist, CBC News

I was recently involved in a panel discussion on effective communication of climate change. At one point I was asked about the language we (scientific communicators) use to forward the debate. It was put to me that to phrase the question of climate change in terms of "believing" the science was detrimental to the discussion. Furthermore that the media's pre-occupation with delivering an apparently balanced argument was not an effective way of disseminating the data. I agree. This presentation will show how the language we use is almost as important as the discussion itself.