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### Environmental Leadership: How Do Moral Frames and Rhetoric Interact to Foster Pro-Environmental Behavior

Communicating about climate change in a compelling and effective way that promotes pro-environmental action has been an enduring challenge, particularly in the United States. As a highly polarized political issue, climate change communication efforts often fail to bridge partisan divides.<sup>4</sup> This study investigates two distinct components of climate change communication that may influence how effective a message is at promoting pro-environmental behavior – the moral foundations of the message and the charismatic rhetoric of its delivery. Previous research has looked at these characteristics separately, but we argue that their combination is equally important for crafting compelling communication. Through a comparative international survey experiment using speeches performed by professional actors, we will manipulate the moral foundations of the message as well as the charismatic rhetoric of the message's delivery. Our findings will contribute to the broader knowledge of how message and delivery interact, providing insight into how climate change communicators can more effectively inspire pro-environmental behaviors across a broad swath of the U.S. and European public. As minimal external funding is available for communications research of this type, an award from the Career Enhancement Grant would be necessary to fund the U.S. data collection component of this study.

Award: \$10,000