

International Colloquium

CALL FOR PAPERS

HEADWIND!

Communication dynamics, ecological mobilizations and contemporary citizen participation



University Paris-Panthéon-Assas

November 23 and 24, 2023 | Paris

---

# SUMMARY

---



---

**01**

PRESENTATION - P.1

---

**02**

ARGUMENT - P.3

---

**03**

RESEARCH AXES - P.5

---

**04**

GUESTS AND COMMITTEES - P.10

---

**05**

CALENDAR AND  
TERMS OF SUBMISSION - P11

---

**06**

BIBLIOGRAPHY - P.12



# PRESENTATION

## PRACTICAL INFORMATION

The conference will take place in Paris (France) in the premises of the University of Paris-Panthéon-Assas, on November 23 and 24, 2023.

- Paper proposals, in French or English, should include : first and last name, titles and functions, affiliation (e.g.university, laboratory), contact details of the author (e-mail) and an abstract between **4000 et 6000 signs spaces included (excluding bibliography)**. Authors are asked to respect the APA bibliographic standards and to chose 4 to 6 keywords.
- A second file should include only a fully anonymized version of the abstract and bibliography (check that the author's identity does not appear in the metadata).
- Abstracts for contributions to the conference are due by **June 15, 2023** via the conference website : <https://vent-debout.sciencesconf.org>
- If the proposal is accepted, the authors will be informed.

Information : <https://vent-debout.sciencesconf.org/>



---

# PRESENTATION

---



Since its creation in 2018, the study and research group "Communication, Environment, Sciences and Society" (GER ComENss) of the French Society of Information and Communication Sciences (SFSIC) brings together more than sixty members specialized in environmental communication, in France and abroad.

This group organizes an annual conference where academics and social and professional actors (local authorities, associations, communication agencies, etc.) are brought together. After several conferences, on "heralds and heroes of the environment" (2020), "controversies around ecological transitions" (2021) and "emerging plant communication in the public space" (2022), GER ComENss joins forces with the Academy of Controversies and Sensitive Communication (ACCS) to propose an edition devoted to ecological mobilizations and its communication dynamics.

The problems related to ecology and the environment are not only numerous, but urgent: climate, biodiversity, balance of terrestrial and aquatic ecosystems, animal well-being and agentivity, pollution, etc. If these problems can be addressed by the public, repertoires of collective action are also being developed.

## For more information

<https://comenvironnement.hypotheses.org/>



---

# ARGUMENT

---

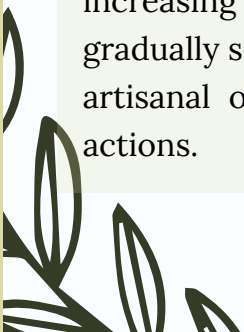


The objective of this colloquium is to explore the range of actions in the field of ecology as well as the info-communicational dynamics developed by the social movements that are interested in it. The latter set up an intentional action-ensemble oriented by a logic of claims (causes), by identifying opponents and by organizing mobilizations that function as a call to action (Neveu, 2005). This repertoire includes communication actions (brochures, flyers, media, internet, social networks), legal actions (lobbying, advocacy), educational actions (environmental education), artistic actions, scientific actions, professional, actions, etc.

Some precursory works on environmentalist mobilizations underline the fact that the communication repertoire aims at keeping an opinion "awake", without being continuously mobilized (Ollitrault, 1999). Required to provide evidence and arguments to justify their action, and organizing their actions in terms of effects, potential takeovers and target, these movements have seen their professional skills increase. This increasing professionalization has gradually sounded the death knell of the artisanal or spontaneous character of actions.

Other authors have been interested in the conditions of success of media mobilizations, among which can be cited the proximity between journalists and social movements as well as the capacity of the latter to produce "events for journalists" (Marchetti, 1998). Collective action then ensures the creation of social conditions favorable to the media's interest in environmental issues (Comby, 2009), as well as the imposition of its definition of problems and solutions (Crespin and Ferron, 2016). To ensure that the public debate does not lose interest in ecology-related causes, repertoires of action are subject to reiteration, recycling and renewal, with the aim of avoiding effects of déjà vu and wear and tear.

Beyond the media field, a major stake is at stake, that of the legitimacy of environmental struggles in the public space. With what arguments, actions, knowledge and ethos should this commitment be justified? What framing should be produced, for which interlocutors, and to what extent should they be mobilized? What effects are expected when these actors state ecological issues in terms of problems, emergencies, crises (Baxerres, Dussy and Musso, 2021) or controversies (Allard-Huver, 2021) ? More than that, which "nature" is deemed worthy of being defended, and against what to fight?





---

# ARGUMENT

---



Like other social movements, environmental movements oscillate between consensual and conflictual forms of action, in a tension between recognition by the authorities and public powers (participation in institutional bodies, consultations, dialogues) and illegality (occupations, sabotage, use of violence). How can we justify intrusions and disruptions in a variety of scenarios, from the most everyday (transport, housing, leisure) to those that are a priori more distant from environmental concerns (sport, fashion, luxury)? Forms of radicalism, whether they are already tried and tested or more recent, with all the caution that must be maintained with regard to the "radical" label (Robineau, 2020), coexist with or undermine the forms of environmental consultation (Allard-Huver and Stein, 2022).

In this tension over what can be considered legitimate or illegitimate by actors with potentially divergent interests, disqualifying names emerge, conveyed in particular by political and media actors, such as "Green Khmers", "Ecological Ayatollahs", "Eco-terrorists", "Amish" or "Zadists", or "Watermelons" (because green on the surface but red inside).

These neological borrowings seem to follow the discursive destiny of the term "bobo", a category that has become a figure of speech used to delegitimize and trivialize a number of social struggles (Collet and Rivière, 2018), just like the supposed "islamo-leftists" or other "wokists".

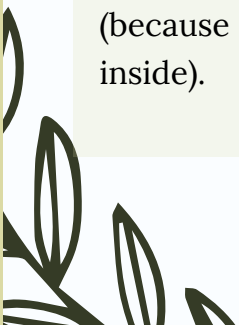
More broadly, we will particularly appreciate the work and the fields of interest in the movements of the South, in which environmental activism is particularly risky. Indeed, whether it is a question of the modalities of contestation and resistance, or the content and circulation of political and scientific controversies, the differences with the so-called Northern countries are flagrant: threats, intimidation, forced disappearances and assassinations are aimed at dissuading populations from engaging in the defense of their lands and cultures<sup>[1]</sup>. Similarly, communication proposals at the crossroads between environmental struggles and social struggles related to gender, race and social classes are expected.

[1] In Latin America alone, the NGO Global Witness has counted 200 activists murdered in 2021 and 227 the year before.

Source:

<https://www.globalwitness.org/en/campaigns/environmental-activists/decade-defiance/#accounting-over-half-2021-attacks-mexico-colombia-and-brazil>

accessed on March 10, 2023.



---

# RESEARCH AXES

---



In addition to these transversal questions, three research axes (not exhaustive) articulate this call for papers: :

## 1. REPERTOIRES OF STRUGGLES AND MOBILIZATIONS IN A CHANGING MEDIA ENVIRONMENT

In line with works on citizen participation and collective mobilizations in the public sphere around environmental issues (Carlino & Stein, 2019 ; Chambru, 2015 ; Libaert & Pierlot, 2005 ; Mabi, 2016), this axis questions the different types and forms of mobilizations - media, legal, scientific - as well as the different stakeholders - citizens, scientists, professionals - taking part in these actions, especially in a changing media environment leading to a renewal and even a radicalization of discourses and mobilizations.

The work will focus on the different repertoires of media actions, the way in which groups involved in environmental mobilizations attract and maintain media attention, as well as the emergence of pure-players dedicated to ecological issues (Reporterre, Le Vert Média, etc.). The latter are in turn transforming the media's treatment of issues related to the climate emergency and the collapse of biodiversity, as evidenced, for example, by the recent Charter for a journalist equal to the environmental emergency.

Moreover, discursive mobilizations propose new and unprecedented ways of expressing and considering the place of human beings in the world, particularly in relation to natural places and living organisms. Engaging in a dynamic of questioning denominations that underpin a communicative, instrumental and naturalistic perspective (Descola, 2015), such as "sustainable development" (Krieg-Planque, 2010; Gagnebien, 2012), these movements respond to or even take the opposite view of positive naming strategies and elements of language sometimes deployed during communication strategies on sensitive topics (Libaert & Allard-Huver, 2014).

We therefore also welcome papers that interrogate the deployment of this engaged language (Guedj et al., 2022) and propose more confrontational framings of ecological issues, as is the case with formulations such as "planned obsolescence" (Botero 2014).



## 1. REPERTOIRES OF STRUGGLES AND MOBILIZATIONS IN A CHANGING MEDIA ENVIRONMENT

The work in this axis will also observe how actions and mobilizations adjust to the forms and constraints created by social network platforms.

The cohabitation of classic forms of mobilizations (blocking of the Parisian ring road by Extinction-Rebellion or mowing of GMO fields by activists) with actions in the short formats of social networks (Tik Tok, Snapchat) seems to lead to the emergence of new actors creating content on ecology but also to more radical and divisive forms of commitments that are likely to create a "buzz" (Stop Oil), just as it invites us to review classic forms of commitments in the light of their digital avatars (e-petitions).

This hybridization of registers and forms of action also raises the question of the ambivalence of the public and their perceptions, between the risk of dragging actors towards a form of passivity (clickactivism or slacktivism) or towards a rejection of radical actions which, in fine, serves the cause.

Finally, legal actions - the grouping of associations and NGOs filing appeals, complaints and actions before the various courts of justice - could also be analyzed, particularly in terms of their effectiveness and their use within the framework of coordinated communication strategies (the affair of the century, Justice for Life) or in long-term mobilizations (chlordecone, neonicotinoids, CUEJ, etc.).

The latter question the necessary investment - sometimes in vain - of activists in the various strategies deployed, but also the reactions of the populations affected in a movement that aims to reverse the burden of proof and place the negative externalities on the producers of risks (Beck, 2008).





## 2. PARTICIPATION, CITIZEN EXPERTISE AND ACTIVIST TRAJECTORIES

With this axis, we wish to explore the spectrum of commitment, from informal volunteering to the most developed forms of professionalization, in particular with the creation of previously non-existent positions in associative structures and NGOs. Various works have analyzed the dialogues between scientific knowledge and so-called "lay" knowledge (Topçu, Cuny, Serrano-Verlade, 2009), while others propose an overview of the structures promoting scientific participation in science with the rise of expertise or the development of counter-expertise (Charvolin, 2019; Ballet, Koffi *et al.*, 2011) and especially an issue of Communication Studies published in 2021, carried by members of the GER ComENss on participatory sciences. We can also observe the development of research networks aimed at producing solid scientific arguments, the creation of pedagogical supports, scientific mediation, nature and environmental education, involvement in video games and webdocumentaries (Gagnebien, Bailleul, 2016); and the creation of new narratives for communicators (Sussfeld, Gagnebien, 2023), as many elements creating cognitive and normative frameworks around ecology.

In two series written by Nicolas Truong for *Le Monde* (series 1, August 2020 entitled "Le tournant écopolitique de la pensée française"; series 2, August 2021 entitled "Naturalists, writers, historians, philosophers... These thinkers who are inventing new ways of inhabiting the Earth"), we observe an increasingly militant commitment on the part of researchers from all disciplines, but above all, an increase in readers' awareness of the various causes mentioned. Productions (such as Cyril Dion's film *Demain* in 2015 or programs like *La Terre au carré* or *Co2 mon amour*, to name but a few) also come to present these new trajectories of struggle; such as those of Jon Palais (co-founder of Alternatiba and Action non violente-cop 21) or Sylvine Bouffaron, who founded one of the Bases in France, in Lyon.

## 2. PARTICIPATION, CITIZEN EXPERTISE AND ACTIVIST TRAJECTORIES

These collectives are characterized by a radicalization of practices with non-violent actions but more and more mobilizing, especially among the younger generations (survey conducted in the summer of 2020 after more than 1,000 people aged between 15 and 35 years by Convergence, ACTED, 2023) with 7 out of 10 young people who say they want to commit to the climate. Thus, to quote the survey, but also Neveu (2005 : 107) : "Participating in a collective action is not just a matter of making self-serving claims, nor is it a matter of putting forward a vision of a just society. It also means questioning one's own life, staging a lifestyle, using commitment as a way of working on oneself, confronting moral issues, and exploring untapped creativity.

This axis will therefore question the socio-demographic trajectories of activists, their ethos and more precisely the "triggers" that encourage these commitments.

### 3. HYBRIDITIES : ACTIVISM AND PROFESSIONAL ETHOS



This axis questions the hybridity between science, social/citizen commitment, activism, researcher commitment, committed professions and double legitimacy. We are interested in the types of professional commitment (including scientists) leading to particular forms of activism, sometimes assumed, sometimes questioned or denied.

The questions of intersection between scientific and militant dimensions of the discourses and actions carried by researchers have been widely studied since the middle of the 20th century. Many works have particularly focused on political positioning (Ollitrault, 1996; Corcuff, 2011). Others, more recently, have investigated aspects related to ecology, the environment and climate issues. More broadly, the question of commitment (Couture, 2018; Daré & Venot, 2016) seems to be attracting renewed interest: if these themes seemed to be less present in recent decades, they are now massively returning to the heart of concerns. Numerous research articles, but also popularization articles (Etchanchu, 2019), study days and workshop-debates are organized (Press kit for the Fête de la science, 2022; ESPGG, 2022; INRAE, 2023). We will focus here on the most contemporary forms of science-social engagement links.

In this context, the proposed contributions could focus, for example, on the question of the researcher's legitimacy and its questioning, the question of commitment, the use of scientific legitimacy to support an activist approach, the link between research themes and citizen commitment...

However, this axis does not wish to limit the contributions to questions concerning research and other scientific professions. It also opens up to questions concerning other types of professions that are sometimes also widely concerned by these hybridities between professional ethos and activist commitment. Whether it be lawyers, market gardeners, architects, etc., there are many environments in which these dimensions intersect or even interfere. As an extension, the contributions will also deal with professional bifurcations, in relation to questions of ethics, sensitivity and/or commitment.



# GUESTS AND COMMITTEES



## GUEST SPEAKERS

Sylvie Ollitrault, Director of Research at the Ecole des Hautes Etudes en Santé Publique (EHESP), CNRS

Francis Hallé, botanist and biologist

## ORGANIZING COMMITTEE

François Allard-Huver, CREM

Nataly Botero, Carism

Amélie Coulbaut-Lazzarini, GRESEC

Anne Gagnebien, IMSIC

Justine Lalande, UQAM/ACCS

Thierry Libaert, ACCS

Arnaud Mercier, Carism

Bernard Motulsky, UQAM/ACCS

Iris Viloux, Carism

## SCIENTIFIC COMMITTEE

Camille Alloing, LabFluens

Vincent Carlino, CREM et CHUS

Andréa Catellani, LASCO

Celine Cholet, CHUS, MICA and "Arts et métiers"

Benjamin Ferron, CEDITEC

Corinne Gendron, UQAM

Béatrice Jalenques Vigouroux, LERASS, Lasco

Emilie Kohlmann, Gresec

Valérie Lehmann, UQAM.

Clément Mabi, COSTECH

Cyril Masselot, CIMEOS

Nanta Novello Paglianti, CIMEOS

Céline Pascual Espuny, IMSIC

Sylvie Ollitrault, CNRS, EHESP

Daniel Raichvarg, Cimeos

Clément Roux, Carism

Marine Siguier, UMR CNRS IDEES

Albin Wagener, Rennes 2, INALCO

Stéphanie Yates, UQAM

---

# CALENDAR AND TERMS OF SUBMISSION

---



## CALENDAR

**April 2023** : publication of the call

**June 15, 2023** : deadline for submission of paper proposals

**July 15, 2023** : return to authors

**September 15, 2023** : confirmation of participation

**October 1, 2023** : diffusion of the final program


11

## HOW TO SEND THE PROPOSALS

**A word or PDF file including the following elements :**

- Abstract in French or in English between 4000 and 6000 signs maximum (spaces included), excluding bibliography. Submission of the abstract on the platform : <https://vent-debout.sciencesconf.org/>
- 4 to 6 keywords.
- Bibliography in APA format.

The conference will be published (details to come).





---

# BIBLIOGRAPHY

---



Allard-Huver, F. (2021). « Ce que les SIC font aux controverses environnementales, ce que les controverses environnementales font aux SIC ». *Revue française des sciences de l'information et de la communication*, 21, Article 21. <https://doi.org/10.4000/rfsic.10215>

Allard-Huver, F., & Stein, M. (2022). Introduction du supplément 2022 A: La concertation citoyenne en environnement. *Les Enjeux de l'Information et de la Communication*, 23/2,5-14.

Authier, J.-Y., Collet, A., Giraud, C., Rivière, J., & Tissot, S. (2018). Les bobos n'existent pas. *Presses universitaires de Lyon*.

Ballet, J. (Éd.). (2011). *Comment préserver les ressources naturelles: Le mythe de la gestion participative*. Éditions Rue d'Ulm.

Baxerres, C., Dussy, D., & Musso, S. (2021). Le vivant face aux « crises » sanitaires. *Anthropologie & Santé. Revue internationale francophone d'anthropologie de la santé*, 22, Article 22. <https://doi.org/10.4000/anthropologiesante.9735>

Beck, U. (2008). *La société du risque. Sur la voie d'une autre modernité*. Flammarion.

Botero, N. (2013). Analyse discursive de la formule « obsolescence programmée »: Entre passivation et agentivité. *Le Discours et la Langue Revue de linguistique française et d'analyse du discours*, 5.1. <https://hal.science/hal-03125579>

Carlino, V., & Stein, M. (Éds.). (2019). *Les paroles militantes dans les controverses environnementales*. PUN-Editions universitaires de Lorraine.

Chambru, M. (2015). L'utopie délibérative de la mouvance antinucléaire et les paradoxes de son expérimentation. *Communication & Organisation*, 48, 61-72.

Charvolin, F. (2019). *Les sciences participatives au secours de la biodiversité: Une approche sociologique*. Éditions Rue d'Ulm.

Comby, J.-B. (2009). Quand l'environnement devient « médiatique ». Conditions et effets de l'institutionnalisation d'une spécialité journalistique. *Réseaux*, 157-158(5-6), 157-190. <https://doi.org/10.3917/res.157.0157>

Corcuff, P. (2011). Le savant et le politique. *SociologieS*. <https://doi.org/10.4000/sociologies.3533>



---

# BIBLIOGRAPHY

---



Couture, S. (2018). *Réguler les rapports entre recherche scientifique et action militante*. <https://scienceetbiencommun.pressbooks.pub/neutralite/chapter/couture/>

Crespin, R., & Ferron, B. (2016). Un scandale à la recherche de son public. La construction médiatique du problème de la « pollution de l'air intérieur » en France (1995-2015). *Politiques de communication*, 7(2), 151-181. <https://doi.org/10.3917/pdc.007.0151>

Daré, W., & Venot, J.-P. (2016). Dynamique des postures de chercheurs-engagés. *Anthropologie & développement*, 44, Article 44. <https://doi.org/10.4000/anthropodev.514>

Descola, P. (2005). *Par-delà nature et culture*. NRF : Gallimard.

Gagnebien, A. (2012). *Le Développement durable : D'une innovation conceptuelle à une innovation communicationnelle*. Thèse de doctorat en Sciences de l'information et de la communication sous la direction de Dominique Carré, soutenue en 2012 à l'Université Paris 13

Gagnebien, A., & Bailleul, H. (2016). Maquette 3D, serious game, webdocumentaire : Les dispositifs numériques façonnent-ils l'engagement citoyen dans les projets de ville durable ? in Alemanno S., Beciu C., Oprea D.-A. *Communications publiques et organisationnelles. Intersections des savoirs*, Comunicare.ro, p.149-172.

Guedj, R., Him-Aquilli, M., Nossik, S., & Noûs, C. (2022). *Le langage enragé. Resémantiser la critique en sciences sociales du langage*. *Semen. Revue de sémio-linguistique des textes et discours*, 50/2, Article 50/2. <https://doi.org/10.4000/semen.16505>

Krieg-Planque, A. (2010). La formule "développement durable": Un opérateur de neutralisation de la conflictualité. *Langage et société*, 134(4), 5-29. <https://doi.org/10.3917/lis.134.0005>

Libaert, T., & Allard-Huver, F. (2014). La communication sur les sujets sensibles au prisme des sciences de l'information et de la communication. *Communiquer. Revue de communication sociale et publique*, 11, 81-100. <https://doi.org/10/ggq5cq>

Libaert, T., & Pierlot, J.-M.(2005). *Les Nouvelles Luttres sociales et environnementales. Notre-Dame-des-Landes, droit au logement, gaz de schiste, expérimentation animale....* Vuibert.



---

# BIBLIOGRAPHY

---



Mabi, C. (2016). Luttés sociales et environnementales à l'épreuve du numérique : Radicalité politique et circulation des discours. *Etudes de communication*, n°47(2), 111-130.

Marchetti, D. (1998). Les conditions de réussite d'une mobilisation médiatique et ses limites: L'exemple d'Act Up-Paris. *Presse universitaire de France*. 277.

Neveu, É. (2005). *Sociologie des mouvements sociaux*. La Découverte.  
<https://doi.org/10.3917/dec.neveu.2005.01>

Neveu, É. (2011). *Sociologie des mouvements sociaux*: Vol. 5e éd. La Découverte; Cairn.info. <https://www.cairn.info/sociologie-des-mouvements-sociaux-9782707169358.htm>

Ollitrault, S. (1996). Science et militantisme: Les transformations d'un échange circulaire. Le cas de l'écologie française. *Politix. Revue des sciences sociales du politique*, 9(36), 141-162. <https://doi.org/10.3406/polix.1996.1983>

Ollitrault, S. (1999). De la caméra à la pétition-web: Le répertoire médiatique des écologistes. *Réseaux. Communication - Technologie - Société*, 17(98), 153-185.  
<https://doi.org/10.3406/reso.1999.2183>

Robineau, C. (2020). Pour une sociologie des écologistes radicaux. Quelques éléments programmatiques. *e-cadernos CES*, 34, Article 34. <https://doi.org/10.4000/eces.5494>

Sussfeld, F., & Gagnebien, A. (2023). Scénariser le monde d'après en temps de confinement. In M. Durampart (Éd.), *Les émergences du monde d'après* (L'Harmattan, p. 133-159).

Topçu, S., Cuny, C., & Serrano-Velarde, K. (Éds.). (2008). *Savoirs en débat: Perspectives franco-allemandes*. L'Harmattan.

