Plenary Presentation
Framing Climate Language

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How do we currently talk about climate change in everyday communication? Might there be better ways to talk to each other about the many challenges that we face, and if so, what and how? My presentation will include examples of how climate change is often described in the public media; discuss some cognitive science research I have done on how language affects attitudes about wildfire threat and other damaging facets of climate disruption; and offer suggestions on how we might communicate more clearly and effectively now and in the years to come. Exploring and developing new ways to talk about current and future challenges related to climate change has the potential to help us feel better about where we are going and what we need to do.

Teenie Matlock is Professor Emerita of Cognitive Science at University of California, Merced, where she held the McClatchy Chair in Communications and served as the Vice Provost for Academic Personnel. She has received awards for distinction in research, teaching, mentoring, and academic leadership, and served as a member the National Institutes of Health's Language and Communication study section as well as the Cognitive Science Society governing board. She was Associate Editor of *Cognitive Linguistics*, and has served on various editorial boards, such as *Environmental Communication* and *Metaphor and Thought*.

A cognitive scientist and linguist by training, Matlock has published over 100 articles on the use and understanding of language in everyday communication, with special interest in how metaphor affects reasoning about life's complexities and challenges, including climate change, wildfires, disease, and technology.