
Contents

Introduction	xi
Céline PASCUAL ESPUNY, Amélie COULBAUT-LAZZARINI and Natacha SOUILLARD	
Part 1. Semiotic Approaches to the Diversity of Forms of Discourse About and From the Plant World	1
Chapter 1. Inclusion of the Plant Kingdom in Communication About Reforesting: Semiotic Analysis	3
Andrea CATELLANI	
1.1. Introduction.	3
1.2. Corpus and methodology details	4
1.3. Narrative and axiological aspects: the forest as a primary giver and receiver.	7
1.4. Discursive aspects: actorialization and temporalization.	11
1.5. Overarching rhetorical strategies	14
1.6. Conclusion: making use of the forest in communications.	15
1.7. References	17
Chapter 2. Phytosemiotics: Codes, Signs and the Acts of Transformation	21
Nicolas ZENGIARO	
2.1. Introduction.	21
2.2. Phytosemiotics: self-organization and information exchange	22
2.3. Semiosis as encoding: action potential.	25
2.4. The signs of transformation: limitrophy and permeability	32
2.5. Conclusion	37
2.6. References	38

Part 2. Coconstructing a New Relationship with the Living World and Environmental Education	43
Chapter 3. “Space to Spare”: The Paradoxes of Tourist Communication	45
Erica LIPPERT	
3.1. Introduction: the paradoxes of tourist communication	45
3.2. Analyzing tourist communication of influencers on Instagram: a few basic points	46
3.2.1. Conceptual and contextual markers	46
3.2.2. Theoretical and methodological markers	47
3.2.3. Jeanne Map: an “institutional” influencer from Quebec	49
3.3. Romanticized storyliving about nature and the “postcardization” of landscapes	51
3.3.1. Archetypal visuals of ecotourist communication	51
3.3.2. Experience and romanticization of nature	54
3.4. Conclusion: paradoxes of (eco)tourism communication	57
3.5. References	59
Chapter 4. Human/Plant Connections in Mid-mountain Regions: From Resource to Relatedness?	63
Amélie COULBAUT-LAZZARINI	
4.1. Plants and the public sphere	63
4.2. Environmental communication as an anchor point in thinking about our place in the world: a shift towards relatedness.	65
4.3. Methods and fields	66
4.4. Plants: a crucial component in our relationship with the world	67
4.4.1. Plants and territorial communication	67
4.4.2. Public actors creating media coverage of territories with multiple issues at stake	69
4.5. Connections with the plant world: towards reliance?	71
4.6. References	71
Chapter 5. Nature in Abandoned Ruins: A Resource for Environmental Education	75
Nathanaël WADBLED	
5.1. Introduction: opening our eyes to abandoned ruins	75
5.2. Communication of wild ruins	76
5.2.1. The environmental form of heritage	76
5.2.2. Landscape perception	79
5.2.3. The relevance of the available geographic imaginaries.	80

5.3. Capitalizing on a communicational potential	83
5.3.1. Interpreting indeterminate spaces	83
5.3.2. Mediation in which the “visitors play a starring role”	84
5.3.3. Instituting a visit	87
5.4. Conclusion: the model of sociology of science and technology as ecological communication	89
5.5. References	91
Part 3. Art and Mediation of the Plant World	97
Chapter 6. Representation of Plants in Autochthonous Documentary Filmmaking	99
Marine BRUN-FRANZETTI and Natacha CYRULNIK	
6.1. From autochthonous subjects to an autochthonous “filmmaker–mediators”, the voice of women to narrate the experience of plants and past colonization	101
6.2. Plants as an indicator of environmental degradation: autochthonous struggles and persistence of colonization.	104
6.3. A step toward ecological engagement of autochthonous filmmakers.	106
6.4. Conclusion	109
6.5. References	110
Chapter 7. Art to Convey Biodiversity: Analysis of an Augmented-reality Animated Sculpture	115
Marie-Caroline HEÏD, Sarah LABELLE, Emma LAURENT, Valérie MÉLIANI and Eva SANDRI	
7.1. State of the art: relationship to the living world and sensitivity crisis	116
7.1.1. Using mediation objects to render the knowledge concrete	117
7.1.2. Seeing the living world through the mediation of art	118
7.2. Presentation of sculpture	120
7.2.1. Origins of the project.	120
7.2.2. Presentation of the sculpture as a mediation object	121
7.3. Studying a hybrid mediation system: fields and methodology	124
7.3.1. The space in which the sculpture is exhibited: the different fields of research	124
7.3.2. Methodological framework	125
7.4. Tensions between the artistic, technological and scientific dimensions: the main research results	126

7.4.1. The sculpture: the artistic mediation of nature from a sensory point of view	126
7.4.2. The augmented reality system: a technological mediation of the sculpture.	128
7.4.3. Discourse constructed about <i>Immersion, Nature Augmentée</i> : human mediation about biodiversity	131
7.5. Conclusion	133
7.6. References	133
Part 4. Sensory Aspects and Narratives Surrounding Human–Nonhuman Relations	135
Chapter 8. A Few Lessons to Draw from Ayahuasca About the Knowledge of Togetherness	137
Philippe HERT	
8.1. Introduction.	137
8.2. The field study	138
8.2.1. How can we make a connection with plants?	139
8.2.2. Contexts in which the plant is used	139
8.2.3. The agentivity of plants	140
8.3. The three stages of the experience	141
8.3.1. Narratives in the field	142
8.4. Dolphins and plants	145
8.5. An encounter with the plant	147
8.5.1. The search for radical alterity.	147
8.6. Epistemic issues: taking account of care.	149
8.6.1. Re-establishing a connection with plants	150
8.7. Conclusion	151
8.8. References	152
Chapter 9. Tasting Nature: Transforming the Meaning of Wine-tasting Videos on YouTube	155
Pierre BESLAY	
9.1. Objectivating the taste of wine	156
9.1.1. Naming the taste of a wine	156
9.1.2. Rating the taste of wine	158
9.2. Filming wine-tasting: a video translation of an expert practice.	160
9.3. Filming the taste of wine in a different way: is it an intransmissible experience?	163
9.3.1. Presentation of the YouTube channel “ON Y CONNAIT RIEN”	163

9.3.2. Study of an amateur tasting on YouTube	164
9.3.3. The limitations of expert tasting	168
9.4. How to taste “natural” wines	169
9.5. Semiotic analysis of the tasting of natural wines	170
9.6. Conclusion	174
9.7. References	175
Part 5. Plant Communication as a Means of Transforming Organizational Communication	179
Chapter 10. Uncertainty in Strategic Environmental Communication	181
Joshua T.L. ANDERSON, Matthew EASTIN and Megan LAMONICA	
10.1. Strategic communication to serve environmental goals	183
10.2. Environmental uncertainty in biological systems	184
10.3. Environmental uncertainty in communication systems	187
10.4. Environmental uncertainty for communication strategy	189
10.5. Limitations and considerations for application	193
10.6. Conclusion	195
10.7. References.	196
Chapter 11. Biodiversity in Discourse Surrounding CSR: What Narrative Framework is Needed to Prevent “Biodiversity-washing”	201
Céline PASCUAL ESPUNY and Catherine LONEUX	
11.1. Climate and biodiversity: the recent convergence of two parallel narratives	202
11.1.1. How can we explain the so-different dynamics of emergence between the issues of climate and biodiversity?	204
11.1.2. Two profiles for two different narrative frameworks	206
11.2. Biodiversity: bringing about a shift in CSR communication and avoiding the risk of greenwashing.	207
11.2.1. A global discursive foundation: CSR communication	208
11.2.2. Greenwashing: a heavy burden from past wrongdoing	209
11.2.3. Marrying urgency with narrative frameworks	210
11.3. An immature narrative, calqued from that of climate: analysis of the initial relations linking climate and biodiversity.	211
11.3.1. Hesitant communication	213
11.3.2. Finding one’s place	214
11.4. Conclusion	216
11.5. References.	216

Conclusion	219
Amélie COULBAUT-LAZZARINI, Natacha SOUILLARD and Céline PASCUAL ESPUNY	
List of Authors	225
Index	227