

2014
2015

COLLOQUIUM

School of Communication and Multimedia Studies

Got "Green"?

Social Media and Corporate Environmentalism's War on the Public

Mark Kattoura, Ph.D.
Comparative Studies, FAU

Through an analysis of Twitter dialogue between **ExxonMobil** and **Greenpeace USA**, this lecture will show that microblogging often contradicts the longstanding belief that the Internet allows for greater public participation in important issues.



Mark Kattoura has more than a decade of professional experience in many facets of global communications, marketing and crisis communications, and business development, and is an active member of the International Association of Business Communicators and other professional organizations. His credentials also include several years as a college professor in multicultural communications and public speaking. He earned a Ph.D. in Comparative Studies (focusing on Communication and Sociology) and has extensively researched business and public implications of online communications and social media in particular.

1:30 p.m., Friday, Oct. 31, 2014
Culture and Society 222

For more information, or if accommodations are needed for a disability, please contact **Joey Bargsten** (jbargste@fau.edu) a minimum of five (5) working days in advance of the event.

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