Got “Green”?

Social Media
and Corporate Environmentalism’s
War on the Public

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.

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

Mark Kattoura, Ph.D.
Comparative Studies, FAU

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.

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.