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**AN OUTLINE OF STRATEGIC COMMUNICATION  
ON CLIMATE CHANGE BY KING CHARLES III**

The issue of climate change is one of the urgent problems that require both local and global solutions, as well as the involvement of the public at large and societal leaders, inclusive of celebrities and royalty [5; 6; 7]. The currently reigning British monarch King Charles III is known world-wide for his active stance on the issue of climate change. His speeches, interviews, and articles on the issue of climate change bear witness to his quite clear attitude towards the issue of climate change. The present contribution seeks to provide an outline of how King Charles II communicates his views on climate change strategically. Whilst the contribution is based upon a number of previous studies that look into King Charles III's climate change discourse, it provides a perspective on it through the lens of strategic communication.

The discursive tradition of strategic communication is strongly represented in the United Kingdom (the UK), permeating the civil service, the UK's foreign relations, and the monarchy [2; 3]. Whilst there are multiple studies on strategic communication by the British government [12; 13] and the British royal family [1], relatively little is known about how the currently reigning monarch King Charles III communicates his views on climate change strategically. In this light, the present contribution seeks to outline the following discursive aspects of King Charles III's strategic communication on the issue of climate change:

- I. micro-discursive means of strategic communication of climate change;
- II. macro-discursive means of strategic communication of climate change;
- III. cognitive means of strategic communication of climate change; and
- IV. evidential means of strategic communication of climate change.

The present contribution proceeds as follows. First, attention will be paid to the micro-discursive means. The micro-discursive dimension of King Charles III's discourse on climate change will involve such means as (a) discourse markers and (b) self-mentions and their respective roles in the way King Charles III communicates his views on climate change strategically [8]. The macro-discursive dimension will be represented by the construal of framing that is used strategically by King Charles III and his speech writers [9]. The cognitive means of strategic communication of climate change by King Charles III will be elucidated by means of presenting the data from the prior study on cognitive metonymy in his speeches on climate change [10]. Finally, the evidential aspect of his strategic communication on climate change will be addressed by referring to the prior research that looks into the notion of evidentiality in his speeches on climate change [11]. The aforementioned aspects will be further illustrated and expanded upon at the plenary session.

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**NATIONAL UNIVERSITY OF LIFE  
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**INTERNATIONAL AND INTERCULTURAL COMMUNICATION  
IN SHAPING UKRAINE'S IMAGE:  
DEVELOPMENT STRATEGIES**

**MATERIALS  
OF THE INTERNATIONAL  
SCIENTIFIC AND PRACTICAL CONFERENCE**

May 01, 2025

Kyiv

**Міжнародна і міжкультурна комунікація у формуванні іміджу України: стратегії розвитку:** зб. матеріалів Міжнародної наук.-практ. конф. Київ, 01 травня, 2025 р. Київ: Міленіум, 2025. 178с.

Збірник укладено за матеріалами Міжнародної науково-практичної конференції «Міжнародна і міжкультурна комунікація у формуванні іміджу України: стратегії розвитку», що її провела кафедра філософії та міжнародної комунікації гуманітарно-педагогічного факультету Національного університету біоресурсів і природокористування України. Наповнення рубрик синхронізовано з основними напрямками роботи конференції.

Видання розраховано на науковців, викладачів, аспірантів, студентів.

The collection is compiled on materials of the International scientific and practice conference «International and intercultural communication in shaping Ukraine's image: development strategies» a held by the Department of Philosophy and International Communication of the Faculty of Humanities and Pedagogy of the National University of Life and Environmental Sciences of Ukraine. All the materials are synchronized with the guidelines of the conference.

Forscientists, lecturers, postgraduates, students.

**Редакційна колегія:**

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Схвалено до друку на засіданні вченої ради  
гуманітарно-педагогічного факультету, протокол № 9 від 17.04.2025

Тези подано в авторській редакції.

Автори тез відповідають за достовірність викладеного матеріалу,  
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