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breaking off from
traditional
rhetorical theory,
emerged in the
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around the 1980s. Researchers began studying environmental communication as a stand-alone theory because of the way environmental activists used images and wording to persuade their public's.

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communication -
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In the simplest

terms,
environmental
communication is
communication

about
environmental

affairs. This
includes all of the
diverse forms of

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interpersonal, group, public, organizational, and mediated communication that make up the social debate about environmental issues and problems, and our relationship to the rest of nature.

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Abstract. This
chapter addresses

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the question of why environmental communication is an indispensable part of environmental strategies.

Disciplinary views like environmental economics, environmental sociology, or environmental governance are

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briefly presented
and contrasted to
the psychological
perspective to gain
a comprehensive
understanding of
the complexity of
the topic and the ...

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problems and
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communication is
to investigate and

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form of permits, league tables and public registers is a basic requirement for most organisations. Equally, communications acts as a conduit for sharing values and building an environmentally responsible culture both within an

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organisation and
across a wide
range of
stakeholder
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Public policy
communication
Public policy is one
of the main forces

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that can steer and facilitate societal change. To this end, public authorities use a mix of legal, economic, and information tools to tackle environmental degradation and to preserve the environment.

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