CLIMATE ACTION THROUGH EFFECTIVE COMMUNICATION: INSIGHTS, STRATEGIES, AND FUTURE DIRECTIONS

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Abstract - Climate change communication is crucial for tackling the complex challenges posed by climate change. Effective strategies are vital for spreading scientific knowledge, raising awareness, mobilizing public support, and promoting actions at individual, community, and policy levels. Over the past decade, there has been a surge in academic research and practical experimentation aimed at enhancing climate change communication (CCC). This work often involves psychologists, communication scholars, political scientists, and other social scientists who apply their theories and methods to improve how we communicate about climate change with diverse audiences. The presentation highlights the scientific foundations of CCC and its potential to drive solutions for climate change mitigation and adaptation. It emphasizes that scientifically informed strategies draw from psychology, sociology, and communication studies to create messages that resonate with various groups. Understanding the cognitive, emotional, and social factors that influence how people perceive climate change is essential for developing messages that effectively engage and motivate action. Climate change communication promotes dialogue, collaboration, and collective action among stakeholders, including policymakers, scientists, businesses, and communities. By facilitating knowledge exchange, building consensus, and encouraging behaviour change, CCC efforts help implement climate policies, develop sustainable technologies, and promote resilience-building measures. The presentation also underscores the importance of evidence-based strategies in addressing climate change and calls for ongoing research, innovation, and collaboration to improve CCC effectiveness. The presentation overall will explore key insights, best practices, and future directions in the field, emphasizing the critical role of climate change communication in achieving climate action and sustainability goals.

Keywords - Climate Change, Climate Change Communication, Sustainability, Climate action, Collective actions