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Public policy communication Public policy is one of the main forces 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.

Environmental Communication, breaking off from traditional rhetorical theory, emerged in the United States 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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In the simplest terms, environmental communication is communication about environmental affairs. This includes all of the diverse forms of 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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