

The Role of Communication in Environmental Education: Challenges and Perspectives

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Abstract

This essay examines the critical role of communication in environmental education, highlighting both the obstacles and potential it entails. It begins by analyzing the fundamentals of communication—identifying the sender, the recipient, the content of the message, and the surrounding context. The article illustrates how communication influences our perceptions and discussions on environmental issues, establishing it as an essential instrument for fostering awareness and motivating sustainable decisions. The article emphasizes the efficacy of various communication tactics in engaging individuals on environmental issues. Persuasive communication has the power to shift people's attitudes, encouraging them to embrace eco-friendly habits. On the other hand, educational communication builds understanding, giving people the knowledge, they need to make smart, informed choices about the environment. Together, these approaches strengthen environmental responsibility and inspire real action. This study takes a close look at various communication tools—from traditional media like print and television to digital platforms—examining how each influences awareness and supports sustainable practices. By exploring these strategies, the research highlights how thoughtful communication can connect deeply with people, sparking genuine engagement and motivating lasting, meaningful change.

Keywords

Communication, Education, Environment, Awareness Campaigns, Citizenship