

Climate Change Communication: Effective Strategies for Raising Awareness

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Abstract

Effective communication of climate change is strategies discussed include tailoring messages to diverse audiences, utilizing clear and trusted messengers, and employing effective storytelling techniques. The review also highlights the importance of leveraging media and technology, addressing misinformation, and promoting community engagement. By synthesizing current research and best practices, this review provides a comprehensive overview of how to enhance climate change communication efforts and effectively engage the public in climate action.

