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Environmental communication is argued as both a distinct professional field and a communication practice for all laypersons. As a professional field, it involves policies, techniques, strategies, procedures and elements that will guide policy makers in adopting ways and means of communicating and discerning solutions in tackling environmental issues such as climate change, environmental degradation, among others. However, because of its direct impact on human lives, environmental communication is a concern for all people such that it should form part of our communication practice brought about by adaptive solutions to various physical changes in our environment. As such, both practices require an ecological mind such that a person is conscious of his relationship to his environment, an essential element in the fifth theory of the press, development communication. Doing so instigates a natural care for environment so that our actions, our economic activities do not harm the environment. As the article implies, deep ecology is required in order to discern the importance of environmental communication in human life.

That being said, there is a subtle call for students to pursue a career in Environmental Communication because we are in a world of climate change. The impacts of these changes need to be understood so that we preserve our future generations. Also, as rather a new field, it invites students and practitioners to dwell on scientific communication strategies to better inform citizens of any environmental crisis and at the same time to remind government leaders of its importance in policy formations.

What is the role of digital and analog technologies in environmental communication? First, both technologies provide technological affordance. They are instrumental in the implementation of communication policies with the use of various platforms according to the capacity and availability of technology. For instance, in a far-flung area where technology is not advanced, information dissemination can make use of simple analog technology such as microphones, megaphones or personal meetings with different constituents. The idea here is to use available technology in its utmost capacity rather than hinder communication just because appropriate technology is absent.

Risk communication is aversion to risk. Environmental communication deals with damages to environment brought about by natural and man-made activities should follow adopt communication strategies that will increase awareness and participation in forming solutions. The use of analog or digital tools will be determined by the availability and capacity to use whatever technology is available for as long as communication is delivered to the rightful constituents.

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