

A Possible Research Method For Exploring Hidden Relations in Ecological Communication

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Dorottya Kaczur-Somfay

Corvinus University of Budapest, Hungary

Abstract: Waste management recently has become a key issue in environment protection. The area is accompanied by various kinds of lobbying activities all around the world and it has the potential of directly affecting the everyday life of people and corporations. My future thesis investigates the aspects of communication regarding waste management. I analyse the factors that may influence social consciousness in the long run and what communication tools opinion leaders can use to reach out to the various social platforms.

Address for Correspondence: Dorottya Kaczur-Somfay, email: somfay.dorottya@gmail.com

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