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Noripoor)

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(Sisakht & Shavali, 2005

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(Meyer, 2007) "

Armitage, 2006; Stankey *et al.*,)

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.(Oprea, 2000)

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.(Dietz & Stern, 2002)

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(Legat *et al.*, 2000)

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(Nagy *et al.*, 1994)

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(OECD, 1999; Challoner, 2009)

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(2009) Challoner

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¹ Descriptive
² Survey
³ Face validity
⁴ Pilot study

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- (2004) Mchombu

(2009) Challoner

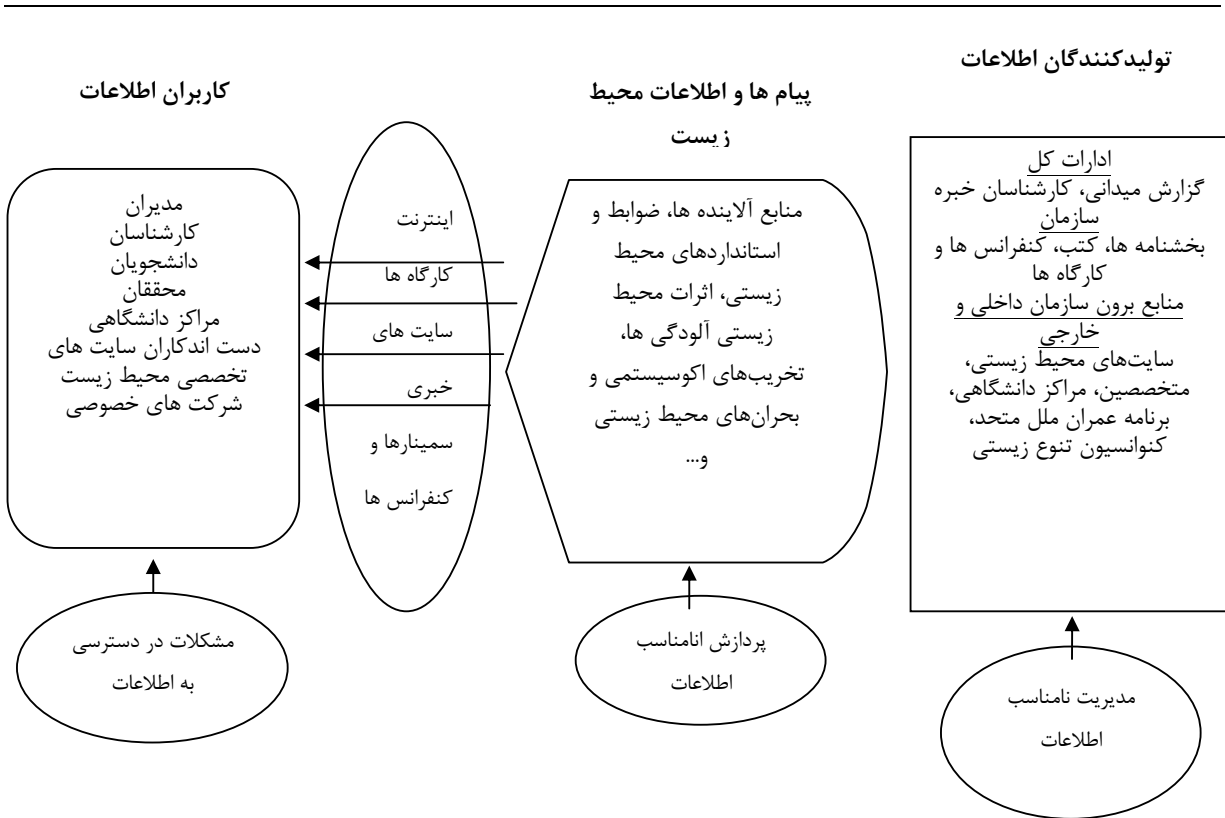
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(2005) Uslander

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Investigation and Explore Communication System for Transforming Environmental Information in Iran and Its Obstacles

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Abstract

Environmental communication is the information transfer between sources and recipients of through communication channels. The aim of this study is to investigate the process and its challenges in Iran. Target populations for this study consisted of state environmental experts in the department of environment (N=184), data was collected using the questionnaire tools. Results revealed that environmental messages are mainly about environmental pollutants and its effects, obtained from sources such as field reports, expert's knowledge and news. They are often transferred through the Internet and workshops. These are applied by superiors and professionals who their jobs are associated with environment. The results also showed that the main obstacles facing the process of environmental communication are poor management, inadequate processing of information and lack of punctually adequate access to the data. Lack of organizational perspectives from officials and managers, insufficient capacity in processing, poor data integration capabilities and increasing their use by environmental experts were the main reasons for communication troubles.

Keywords: Communication, Environment, Message, Information source, Obstacle

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