

عنوان مقاله:

The Role Of Advertising In Climate Change : Exploring Impacts, Challenges, And Opportunities For Sustainable Practices

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خلاصه مقاله:

The climate crisis is a critical challenge of our time, with over ۷۰% of global greenhouse gas emissions attributed to household consumption decisions. Advertising significantly influences consumer behavior and, consequently, consumption patterns, raising questions about its role in climate change. This article explores the direct and indirect environmental impacts of advertising, including its carbon footprint and its influence on consumerism and materialism. The study examines the advertising industry's greenwashing practices and the ongoing efforts to promote sustainable behaviors through green advertising. By analyzing the complex relationship between advertising and climate change, this paper highlights the need for the industry to address its environmental responsibilities and contribute to mitigating the climate crisis.

کلمات کلیدی:

Advertising, Climate Change, Consumerism, Environmental Impact, Sustainability

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