

# Water Communication

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**Water Communication** aims at setting a first general outlook at what communication on water means, who communicates and on what topics. Through different examples and based on different research and contributions, this book presents an original first overview of “water communication”. It sets its academic value as one distinct scientific domain and provides tips and practical tools to professionals. The book contributes to avoid mixing messages, targets and discourses when setting communication related to water issues.

The book facilitates coordination within the water sector and its organizations as water is a wide field of applications where inadequate words and language understanding between its stakeholders is one of the main obstacles today.

**Water Communication** provides and describes:

- a general outlook and retrospective of the history of the water sector in terms of communication
- the landscape of organizations communicating on water and classification of topics
- the differences between communication, information, mediation, raising awareness
- examples of communication campaigns on water

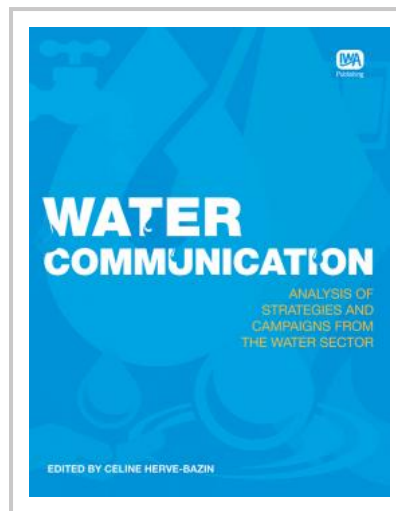
**Water Communication** is a vital resource for communication managers, utility managers, policy makers involved in water management and students in water sciences and environment.

## Contents

Introduction; Overview of water management from a communication perspective; History of the water discourse; From sustainable development to local water resources; Words with water; What is Water communication? ; Who? Water messengers; Targeting water: from information to communication and mediation; Where are the users or ... Who are the users?; Examples of communication campaigns; Recommendations

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