



International Research Journal of Interdisciplinary & Multidisciplinary Studies (IRJIMS)

A Peer-Reviewed Monthly Research Journal

ISSN: 2394-7969 (Online), ISSN: 2394-7950 (Print)

Volume-I, Issue-XII, January 2016, Page No. 32-43

Published by: Scholar Publications, Karimganj, Assam, India, 788711

Website: <http://www.irjims.com>

Corporate Sustainability Communication for Reputation Management

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Abstract

Consequently, an increasing number of corporate houses have taken steps to assess, monitor and report on their environmental performance. Environmental communication is concerned at a basic level with the way that human beings create their own signs and continually encounter, interpret and use the signs created by others. The context as well as time is crucial for understanding and managing the effects of environmental communication among stakeholders. The ultimate goal of environmental communication is to protect the environment by enlisting active participation of various stakeholders of environment protection, management and development. The degree of coverage of environmental management systems varies from company to company. These companies use various channels and tools to communicate their environmental performance and to manage their environmental impacts. An increasing number of firms publish information on the environmental impact of their activities. Corporate Sustainability Communication is a proactive, long-term, future oriented plan for balancing financial, social, and environmental issues with a specific, sustainable plan. Organizations are required to build and enhance the corporate reputation through portrayal of environment friendly products and services rendered by them. Scholars have observed significant association between business performance and sustainable communication. A positive relationship between environmental practices and business performance supports a concept of CSC that simultaneously encompasses all three pillars: economic, environmental, and social issues.

Organizational environmental commitment for environment protection is highly essential in the age of globalization. Corporate sustainability communication is a key corporate strategy and it can

be of value and import for the organization to integrate sustainability into corporate communications to respond promptly to stakeholders' concerns and demands. This is paramount for organizations to fruitfully interact and build favorable relationships with various entities in society on the basis of corporate environmentalism in modern times.

Preamble: Corporate houses are required to play a major role in the process of environment protection through adoption of healthy CSR practices and communication strategies. The ethical, social, economic, political legal, scientific, technological, operational and other aspects of environment management are emphasized by the media comments and judicial pronouncements. International organizations have also emphasized the need for improving the public understanding of environment and sustainable development issues across the world through proper networking, training and promoting free access to information. Modern corporate houses have realized their social and environmental obligations in the new millennium. Environmental issues have attracted the attention of modern corporate houses. Corporate houses have strong incentives for adoption of better environment management practices which are influenced by a variety of external pressures as a matter of corporate social responsibility. Under the changed circumstances, a large number of organizations have signed up to voluntary environmental initiatives. Consequently, an increasing number of corporate houses have taken steps to assess, monitor and report on their environmental performance. Corporate Sustainability Communication has emerged as a prominent component of organizational management and corporate communication in the present times. The contemporary relevance of corporate sustainability communication is examined primarily in this article.

Environment Communication: Environment literacy is the need of the hour. There are increasing threats to environment in the name of industrialization, urbanization, mechanization, modernization and development processes. The developed countries have polluted the environment more than the less developed countries in the world. The earth summits have called upon the stakeholders of sustainable development to save the earth from pollution and other environmental hazards. Environment protection demands integrated efforts put forward by various stakeholders from local to global levels. The government, corporate houses, non-government organizations, educational institutions, media organizations and other institutions are called upon to create environmental consciousness and responsibility among the policy makers, bureaucrats, corporate leaders, businessmen and others in modern society. Environment communication is an instrument of creating environmental awareness among the various stakeholders of environment protection.

Wikipedia describes: "Environmental communication refers to the study and practice of how individuals, institutions, societies, and cultures craft, distribute, receive, understand, and use messages about the environment and human interactions with the environment. This includes a wide range of possible interactions, from interpersonal communication to virtual communities, participatory decision making, and environmental media coverage".

UNESCO (1978:25) reports: "Environmental education is mission-oriented. A good environmental education program does not stop with the presentation of information, but helps learners wrestle with values and gain the skills to take relevant and responsible action. Thus the goal of environmental educators is to help learners form the capacity to collect and analyze information, make good judgments, and participate fully in civic life. The goal is to instill in learners the knowledge about the environment, positive attitudes toward the environment, competency in citizen action skills, and a sense of empowerment. Environmental education is a process of developing a world population that is aware of and concerned about the total environment and its associated

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problems, and which has the knowledge, skills, attitudes, motivations and commitment to work individually and collectively toward solutions of current problems and the prevention of new ones”.

OECD (2000:18) states: “Environmental Communication is the planned and strategic use of communication processes to support effective policy-making and project implementation geared towards environmental sustainability. Despite its acknowledged impact, Environmental Communication is rarely integrated in development cooperation programmes as a strategic tool. Environmental Communication can become an integrated component of policies and projects, and thereby help ensure that adequate human and financial resources are allocated to this end”.

Flor (2004:10) states: “Environmental communication as the application of communication approaches, principles, strategies and techniques to environmental management and protection. Environmentalism as we know it today began with environmental communication. Environmental communication has six essentials: knowledge of ecological laws; sensitivity to the cultural dimension; ability to network effectively; efficiency in using media for social agenda setting; appreciation and practice of environmental ethics; and conflict resolution, mediation and arbitration”.

Strongman (2012:24) amplifies: “Environmental communication is concerned at a basic level with the way that human beings create their own signs and continually encounter, interpret and use the signs created by others. Environmental communication is the enquiry into the methodologies, theories and practices of the ways in which individuals, organizations, societies and cultures construct, receive, interpret, understand and use messages about and within the environment by human interactions, thoughts and informational exchanges using a variety of mediums, tools and technologies. It may include interpersonal and business communication, education for sustainable development, communication within virtual communities, communication in professional contexts such as psychology and medicine, participatory and specialist’s decision making frame works, and corporate organizational communication. Environmental communication is a strategic use of communication processes to support environmental sustainability”.

De Nooy (2013:08) delineates: “Natural resource management systems are designed to facilitate knowledge sharing and adaptation of values among stakeholders. Interpersonal communication mitigates institutional barriers among stakeholder groups. Management efforts directed at establishing, maintaining, or intensifying communication ties among members of different stakeholder types may then be beneficial to consensus formation across stakeholder groups. The context as well as time is crucial for understanding and managing the effects of environmental communication among stakeholders”.

Guru (2015:12) notes: “Environmental communication is communication about environmental issues, affairs and concerns. It includes diverse forms of interpersonal, group, public, organizational and mediated communication that make up the social discussion/debate about environmental issues and problems, and our relationship to non-human nature. Environmental communication manifests as the discourse of nature and its subset, the environmental discourse. As a field of study, environmental communication is a diverse synthesis of communication theory and environmental theory that examines the role, techniques, and influence of communication in environmental affairs. The ultimate goal of environmental communication is to protect the environment by enlisting active participation of various stakeholders of environment protection, management and development”.

Process of Environment Communication: The process of environment communication basically includes – educating the masses about environmental issues, facilitate a proper understanding of environmental trends and developments, motivating people to participate actively in the environmental movements and developing standards for sustainable environment in the country. The innovative environment communication process facilitates expansion of knowledge, persuasion of people, decision making by the people and participation in the sustainable environmental programmes and campaigns.

Environmental communication process has 3 stages namely – a)Pre-campaign activities (preparatory activities, surveying the attitudes and behaviors of people, making an assessment of environment communication requirements and evolving communication strategies, b)Campaign activities (launching intensive communication, delivery of required services, motivations campaigns, persuasive activities, coordination with other agencies and monitoring the campaign) and c) Post-campaign activities (evaluation of the impact of campaign and follow up activities).

The environment communication process also includes several players since it demands integrated and coordinated campaigns and services. Prominent among them include government and political elite, environment administrators, environment service staff, functionaries, opinion leaders and people. The process of environment communication needs to be handled in a careful and responsible manner in order to achieve optimum success. The environmental communication strategy includes – a) base line data gathering and needs assessment, b) formulation of environment communication objectives/ goals, c) planning analysis and strategy development, d) audience analysis and segmentation, e) media selection, f) message design and development, g) effective planning, h) manpower training development i) programme implementation and j) scientific evaluation.

Environment and Media: The media organizations have considered environment protection as a significant issue concerning public welfare and sustainable development of the country. The Earth Day was celebrated in 1970 all over the country and the media in India provided wide support for environmental protection as a matter of serious national concern. The UN Conference on Human Environment (1972:26) paved the way for considerable coverage of environmental issues in the media. The media have also facilitated series of public debates and discussions over the issue of environment protection.

The decade of 1980s saw magazine boom all over the world. The news magazines and professional magazines gave high priority for environmental issues. Leading newspapers created environmental beats and produced a specialized team of environmental journalist. There were serious discussions in the legislature on environment pollution and environment protection. The non-government organizations also played a major role in highlighting environmental issues and prepared grounds for social action. The media institutions also demonstrated environmental activism as a matter of social concern and responsibility. A new branch of communication called 'environmental communication' also emerged in the academic sphere of life. Universities and other scientific and technological organizations also started organized environmental education, training, research and publication activities. The media also created a new bandwagon of environmental communicators.

The media recognized environment as an important issue in the decade of 1970s after the celebration of Earth Day which brought about a new consciousness on environmentalism. The New York Times started an environmental beat for the first time in the United States. The protest of

environmental activists and groups was highlighted in the media, legislature and judiciary. In India the Bhopal disaster (1984), Silent Valley movement in Kerala, Chipko movement, Narmada Bachav Andolan, Enron project and other issues were highlighted in the media. There was widespread recognition of environmental issues, movements and activities in the decade of 1980s. The western and eastern media took note of various environmental issues, organizations, movements and activities and provided the benefit of coverage. The government also took several legislative measures with a view to contain the growth of environmental degradation. The environmental groups and media also worked together in order to formulate formidable public opinion against environment pollution.

Pakulski and Crook (1998:19) write: "The media have also played a major role in broadening the public awareness and facilitating public opinion formation which have sensitized the policy makers and other stakeholders of environment protection in the world". Other leading newspapers started publishing special write-ups, columns and pages on various aspects of environmental pollution and methods of environment protection. The radio provided special broadcasting services on environment management. Television networks also broadcast special programmes on environment related issues. News reels and documentaries were also produced by the government and non-government agencies in order to create awareness among the masses about the need and importance of environment protection.

Guha (1992:11) observes: "Since the early 1980s, Indian journalists have done a great deal to bring the environment into wider public attention. They have produced detailed reports on ecological degradation in different parts of India, and the human suffering that has followed in its wake; vivid portraits of popular movements against environmental destruction and of the men and women in the forefront of these movements; and critical analysis of state policies for environmental practices and rehabilitation".

Environmental issues received better priority in the media. Several investigative reports also appeared in the print and electronic media which focused the attention of policy makers and people. There were also a good number of public interest litigations filed by activists which enabled the courts to come out with progressive judicial pronouncements. These judicial decisions and actions were also highlighted in the media.

The decade of 1990s also witnessed several environmental movements in India and other parts of the world. The discoloring of Taj Mahal, pollution of Yamuna and Ganga, Narmada Bachav Andolan, deliberations of Earth Summit in Rio de Janeiro (1992), Paris Summit (2015) and other major issues were seriously reported in the media. Especially the Earth Summit received commendable media coverage all over the world. The environmentalists were encouraged by the media to write special columns and broadcast special programmes on various aspects of environment protection. Special magazines were also brought out exclusively for the benefit of policy makers, administrators, scientists, technocrats, academicians, researchers, students and others interested in the field of environment. These professional magazines contained specialized reports, articles, features, profiles, editorials, interviews, reviews, criticisms and other creative and critical analyses of environmental issues.

The government and non-government agencies also brought about house journals on environmental issues. Newsreels and documentaries were also produced and exhibited all over the country in order to educate the masses about their role and responsibility regarding environment protection and management. Multi-faceted writings appeared in the print media while special

broadcasting programmes were broadcast in the electronic media on environmental issues, challenges and responsibilities. The new media of communication also provided abundant information on environment through virtual means and methods across the globe. In the age of new media the policy makers and people enjoyed the benefits of access and connectivity with respect to environment protection. The ethical, social, economic, political legal, scientific, technological, operational and other aspects of environment management were brought to the fore by the media.

Several fora of mass communicators and journalists have come into existence in many countries in order to provide environment- friendly media services in a systematic and professional ways. The code of ethics for journalists and communicators has been adopted over a period of time. The international Federation of Environmental Journalists (IFEJ) is an alliance of environmental journalists in about 52 countries. It has the primary objective of improving the public understanding of environment and sustainable development issues across the world through proper networking, training and promoting free access to information. This body also provides moral and material support to the environmentalists. The federation also advocates that mass communicators must assume the role of advocates of public interest in order to prevent global warming, decay of life protecting ozone shield, loss of topsoil and forests, the degradation of the oceans and loss of precious species of plants and animals in future.

The media institutions also considered environment as a major issue for coverage and criticism. Print and electronic media also devoted considerable space and time for the discussion of environmental issues. Public opinion was created by the media and progressive movements about environmental issues. There was couple of progressive judicial pronouncements which upheld the significance of sustainable environment. Several progressive activists courted arrest for their active involvement in the environmental movements. Indian journalists, broadcasters and communicators demonstrated great interest in highlighting environmental issues and created strong public opinion. The ultimate goal of environment communication is to change the attitudes and behavioral patterns of individuals, groups and communities for better environment management and national development. The goal of national development can be achieved by providing suitable environment friendly information, education, guidance, counseling, motivation and allied services. Environment communication is also required to create a sense of belongingness, preparedness, activism and participation among the people with respect to safeguarding environmental resources and sustaining national development.

Neuzil and Kovarik (1996:17) notice: "Media can promote and inhibit social change of which values and attitudes toward the environment and environmental policy has changed. Therefore, the media should be addressed in understanding the lack of knowledge about global warming in our society and the lack of importance attributed to global warming".

Allan et. al (2000:01) emphasize: "Environmental Risks and the Media explores the ways in which environmental risks, threats and hazards are represented, transformed and contested by the media. At a time when popular conceptions of the environment as a stable, natural world with which humanity interferes are being increasingly contested, the media's methods of encouraging audiences to think about environmental risks have become more controversial. The media have not laid adequate emphasis on spectacular events at the expense of issue-sensitive reporting".

Dispensa and Brulle (2003:09) have critically examined the lapses of media in the social construction of environmental issues like global warming thus: "Global warming has been a well recognized environmental issue in the United States for the past ten years. The role that media play

in constructing the norms and ideas in society is researched to understand how they socially construct global warming and other environmental issues. The U.S's media states that global warming is controversial and theoretical, yet the other two countries portray the story that is commonly found in the international scientific journals. Therefore, media, acting as one driving force, is providing citizens with piecemeal information that is necessary to assess the social, environmental and political conditions of the country and world. Additional research into the control of media is needed to identify and expose to the public the abusive powers that exist within the media power structure". This exposure will better allow society members to criticize the information produced by the media as well as to research and formulate their thoughts and opinions.

Ward (2008:27) writes: "The concerns about the communication of climate change science appeared wide spread among many climate scientists and also among many journalists. Scientists harbored great frustration with the news media, which they saw often reverting to a flawed approach that balanced expert scientific assessments against policy-motivated objections lacking in scientific gravitas. They emphasized that in an era of declining newsroom budgets and shrinking air time and print space available for such a complex and sometimes arcane issue, they often encountered obstacles to coverage within their own news organizations. Reporters complained that their own newsrooms and editors often were not supportive of their efforts to report on climate change. The mass media should play a crucial role in the protection of environment on the basis of professional excellence and social commitment".

Monck (2008:16) laments: "There is a crisis of trust. The mainstream journalists often tell lies about environmental issues and concerns. The media moguls have often failed in their campaigns to use their newspapers to change government policies on environment. Murdoch is far more influential than a normal businessman and that public relations companies can get their products higher profiles by manipulating the media. Throughout history what goes in to the news media tends to be a product of both commercial imperatives and the peculiar culture of the journalists themselves. Lippmann wanted the media to manufacture consent based on expert opinion, but Monck says they don't even do that. In fact, he says, the media spends most of its time distracting us rather than informing us. Even a newspaper like the earnest Guardian/Observer is packed full of lifestyle and human interest content in an effort to make the factual reporting and analysis palatable. I think that the real crisis of mainstream media today is not a moral sense of trust. It is the more practical problem that mainstream media is no longer relevant to people. I believe that this is especially true in a New Media environment where the citizen can create their own media and seek out information with minimal mainstream media packaging".

Boykoff (2009:06) opines: "Mass media serve a vital role in communication processes between science, policy, and the public; thus, representations of the environment shape many perceptions of environment problems and considerations for environmental governance. Mass media stitch together formal environmental science and policy negotiations to the cultural politics of the everyday, where various actors work to make claims and articulate environmental challenges in particular (and oft-competing) ways. A persistent challenge in media portrayals of the environment has been the propensity to treat many distinct environmental processes as one, and this highlights conflicts and debates in places where complexities and convergent agreement in science and policy may actually reside. Fairness, accuracy, and precision in media reporting remain critical: To the extent that efforts have fallen short of such aims, media coverage of the environment has contributed to critical misperceptions, misleading debates, and divergent understandings, which are detrimental to efforts that seek to enlarge rather than constrict the spectrum of possibility for appropriate responses to

Corporate Sustainability...M.Dileep Kumar, S.G.Raghavendra, R.Raghavendra & B.P.Mahesh Chandra Guru various environmental challenges”. Many complex factors contribute to media representation practices: External (such as political economic challenges associated with corporate media consolidation) as well as internal influences (such as contributions from the deployment of journalistic norms) shapes these representations.

Hansen (2011:13) delineates: “There is a need for media and communications research on environmental issues/controversy to reconnect with traditional sociological concerns about power and inequality in the public sphere, particularly in terms of showing how economic, political and cultural power significantly affects the ability to participate in and influence the nature of public ‘mediated’ communication about the environment”.

Park and Cameron (2013:20) report: “Recently, the media have extensively covered national and international environmental issues, such as the 2010 BP oil spill and Japan’s 2011 nuclear power plant disaster, and they have been actively discussed by business companies, consumers, environmental activist groups, and decision makers. In addition, a survey of consumers found that 72% of Americans are well aware of environmental issues and problems, and 28% of Americans seek out environmental information. With the increasing ecological concerns and skepticism toward green marketing and green claims in advertising in recent years, media institutions have realized the significance of environment communication.

Anderson (2014:02) remarks: “In a rapidly changing media landscape, environment communication occupies an important component of media services. There is a shifting role of the media in covering some of the most important global environmental challenges. The success of an environmental campaign cannot be judged by media visibility alone. The environmental issues are not properly constructed in the media platforms which belong to market forces. But, the power dynamics of online and offline media and activism have made all the difference of late”.

In the age of globalization of media, the market forces set aside the subject of environment since it did not fetch any financial benefit to the owners. Especially, in the age of ‘infotainment’ environmental concern in the media started decreasing because of inadequate corporate social responsibility on the part of media which were owned, managed and controlled by the transnational corporations. In the new millennium, the media professionals are converted into media executives. The media executives are required to write the news and sell the news in the age of competitiveness. This aspect has been aptly highlighted by contemporary media critics.

Corporate Reputation Management: Several scholars have systematically evaluated the relationship between corporate reputation and communication campaigns. All of them have pointed out that an organization’s reputation plays a crucial role when it comes to winning talent. What work aspirants are looking for most is a great organization that has at its core an appealing culture and inspiring values. Corporate reputation assists in attracting good people and good partners who enable an organization to remain competitive, whereas a poor reputation can undermine motivation within the organization.

The corporate houses also make use of corporate communication to build their brands through various campaigns and strategies. They make use of media organizations and personnel to reach the target audiences who are spread across the length and breadth of the world. The media professionals are also persuaded by the corporations to build sound image and enhance the reputation of corporate houses. Corporate leaders have also considered corporate communication as an effective tool to intensifying the scope and rationalizing the services of corporations. Leading corporations have also developed infrastructural facilities and human resources in order to interact with various publics

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since corporate communication plays a critical role in building and maintaining relationships with the stakeholders in order to manage their reputation.

Corporate Sustainability Communication (CSC): Modern organizations have strong incentives for adoption of better environment management practices which are influenced by a variety of external pressures as a matter of corporate social responsibility. The stakeholders expect modern organizations to behave in a socially and environmentally responsible manner. Corporate houses are divided into four categories, namely; resistant, passive, reactive and innovative from the point of view of environment management. Companies that fall in the first category are the ones that view concern for the environment as a hindrance to their growth and do their level best to hinder the passing of environmental laws. Passive companies are like Steger's indifferent companies, who ignore the issue altogether. Roome argues that action taken by reactive companies has been triggered off by legislation, whereas Topfer sees it as a defensive move to catch up with the competitors. The last category, the innovators are the same as Steger's innovators and Simpson's enthusiasts. The pro-active and innovative environmental management and communication approaches enhance the reputation of corporate houses.

The degree of coverage of environmental management systems varies from company to company. Companies that have committed themselves to a high standard of environmental management often want to guard themselves against being tainted by possible shortfalls in the environmental performance of their suppliers and contractors. Under the changed circumstances, a large number of organizations have signed up to voluntary environmental initiatives. Consequently, an increasing number of corporate houses have taken steps to assess, monitor and report on their environmental performance. These companies use various channels and tools to communicate their environmental performance and to manage their environmental impacts. An increasing number of firms publish information on the environmental impact of their activities.

Corporate Sustainability Communication is a proactive, long-term, future oriented plan for balancing financial, social, and environmental issues with a specific, sustainable plan. Corporate houses actively engage in CSC to conserve natural resources and protect the sustainability of environment as a matter of corporate social responsibility. Scholars have examined the relationship between corporate communication and environment protection and reported that the risk perception was an obstacle to corporate communication practice in relation to environment protection. Organizations are required to build and enhance the corporate reputation through portrayal of environment friendly products and services rendered by them.

Bhargava and Welford (1996:04) observe: "The corporate strategy is being driven by environmental pressures. Major changes in corporate strategy are clearly visible due to the increased environmental concerns of stakeholders and the belief that being 'green' pays through cost reduction and increased market entry. The corporate houses use various publicity and advertising strategies to reach out to the people about their contributions for environment protection". Environment communication is perceived as one of the corporate obligations in the present times. There is a well established linkage between corporate social responsibility and environment protection.

Several researchers have examined the impact of CSC on financial performance. Menon and Menon (1997:15) observed significant association between business performance and sustainable communication. Stone and Wakefield (2000:23) found eco-oriented companies were more likely to yield better market performance. Bansal and Clelland (2004:03) noted that corporate sustainable communication produced higher business performance and enhanced corporate reputation. Ramus

Corporate Sustainability...M.Dileep Kumar, S.G.Raghavendra, R.Raghavendra & B.P.Mahesh Chandra Guru and Montiel (2005:21) noticed that corporate reputation was enhanced through corporate sustainable communication.

Menguc and Ozanne (2005:14) stated that corporate sustainable communication increased market share and improved the stakeholder's reactions to a company. Signitzer and Prexl (2008:22) reported that corporate houses which implemented sustainable development programmes had earned long-term success on the basis of support of top management and networking of several other corporate systems. The scholar also noted that companies had engaged in communications about sustainability issues for marketing, business, and/or societal reasons. Thus, a positive relationship between environmental practices and business performance supports a concept of CSC that simultaneously encompasses all three pillars: economic, environmental, and social issues.

Bibri (2008:05) emphasizes: "Sustainability has been a part of corporate culture and strategy development for a number of organizations pursuing the sustainability path for decades. The growth of corporate sustainability communications has reflected the keen interest from all stakeholders; hence, it has become a topic of major importance and also, as it was found, a key factor that experts and planners in the field should capitalize on and watch in competitive marketplaces. Furthermore, having a pro-social and environmental agenda means having a sound corporate and marketing communications strategies that can build a company's reputational standing and create sustainable competitive advantages". The trend towards injecting sustainability into corporate decisions making and strategy development has come about through what organizations have achieved in terms of value creation pertaining to reputation and financial performance enhancement.

Cox (2010:07) highlights: "Communication with environmental content between friends, colleagues, family and businesses has a noticeable effect upon the way the environmental situation is formed". Cox argues that organizational environmental commitment for environment protection is highly essential in the age of globalization. Cox states that environmental communication means the pragmatic and constitutive vehicle for our understanding of the environment as well as our relationships to the natural world. Environmental communication is not defined as a specific public relations communication path, as compared to Green Advertising. It is however, a method which is used within public relations publications when wanting to have an effect upon the public's opinion to environmental related issues, according to him.

Conclusion: Environmental communication is required to produce a new generation of environmental communicators who are required to create strategies for reaching certain audiences, develop messages, select the appropriate media to reach these audiences and enlist active participation of various stakeholders in environment protection endeavors. Environment communications campaigns are varied, multifaceted, highly planned, and strategically assembled media symphonies designed to increase awareness, inform, or change behavior in target audiences. Environmental communication is pragmatic because it helps individuals and organizations to accomplish goals and literally do things through communication. It basically includes educating, alerting, persuading and collaborating. Environmental communication is constitutive because it helps to shape people's understandings of environmental issues, themselves, and nature.

The corporate houses are required to understand the concerns of stakeholders which is critical in determining the path of the relationship. Thus, communications strategies are becoming a vital source to build and develop relationships with a wide range of stakeholders. They have realized the importance and value of conducting business operations from sustainability perspective. Hence, corporate sustainability communication is a key corporate strategy and it can be of value and import

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for the organization to integrate sustainability into corporate communications to respond promptly to stakeholders' concerns and demands. This is paramount for organizations to fruitfully interact and build favorable relationships with various entities in society on the basis of corporate environmentalism in modern times.

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