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Joana Díaz-Pont, Pieter Maeseele, Annika Egan Sjölander, Maitreyee Mishra, and Kerrie Foxwell-Norton (Eds.), **The Local and the Digital in Environmental Communication**, Heidelberg, Germany: Palgrave McMillan, 2020, 276 pp., $125.62 (hardcover), $89.99 (ebook).

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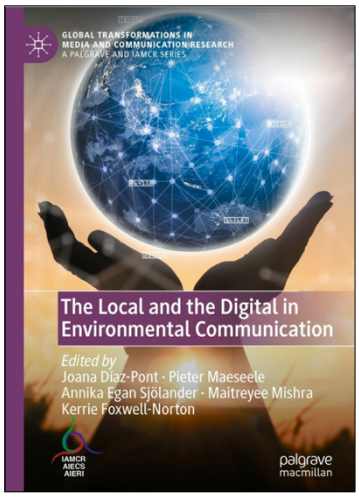

Environmental communication as an area of study has grown considerably over the past few decades in tandem with a historic spike in environmental activism and awareness (Cox & Pezzullo, 2018). Trust in government as well as traditional media sources, however, is at an all-time low (Brewer & Ley, 2013). The 20th annual Edelman Trust Barometer (2020) shows that while 80% of participants trust scientists, only 50% trust journalists. In a time of a global pandemic and climate crisis, where fact has become a matter of opinion, and science a matter of politics, efficient and transparent communication between the academic and public spheres has never been more urgent. As part of the new International Association for Media and Communications Research and Palgrave series *Global Transformations in Media and Communications Research*, ***The Local and the Digital in Environmental Communication*** explores the possibilities and challenges of communicating about the environment in a world where activism can be simultaneously global and local. The qualitative collection is a diverse and compelling read for both science and environmental communication practitioners and theorists, who wish to understand how the seemingly distant concepts of local and global go hand in hand in the fight for environmental justice.

The book is divided into three sections: The first section contains three articles and the subsequent two include four articles each. Section I is a deep dive into the concept of locality, space, and how the notion of place in media and technology—ranging from drone mapping to mobile apps—can cause an impact of global scale. In all three cases, investigators detail how these tools can be used not only to generate public engagement but also the challenges that come with content creation, design, and campaign execution. Defining the drone as a "space-biased communication medium" (p. 44), Moscato explains how air footage of Canadian old-growth forests made visible to the population a biome that "might as well be on the moon" (p. 42). In the subsequent two articles, Yang, Kang, and Tarantino focus on the Chinese environment, and how the use of QR codes and air-quality rating apps has significantly increased the people's involvement with environmental nongovernmental organizations, proenvironmental initiatives, and awareness of environmental issues. These studies come together in highlighting the potential of using creative media and technology to personalize the environment, making us feel more connected to it, and, therefore, generating a sense of individual responsibility and care.

Section II reflects on relations of power and environmental activism. It acknowledges that, while a greener world and lifestyle is widely desired, the transition will not simply happen without a moment of negotiation between competing interests. This section brings up the struggles of an indigenous community in

Brazil, and activists from Chile, Denmark, Senegal, Kenya, and South Africa—all strongly represented in online platforms. One of the most striking conclusions comes from the first article, about Danish groups that oppose the installation of windmills in their areas: The authors view the digital not as separate from other analogous activities, but rather "as a way of digitizing different forms of activity by representing them in the digital space" (p. 106). The section also reminds us of the role of native communities, such as indigenous peoples and villagers, in environmental justice. Also, social media is fundamental in their fight for recognition, as it amplifies their voices in an unprecedented manner.

Finally, Section III gives us examples of the implementation of technology in our practical everyday lives. It touches on the role digital resources have on urban food planning by reflecting on food's cultural, socioeconomic, and environmental values; on sustainable development through the creation of smart cities, and the issues that arise from it, such as how complex social relations are overlooked when the environment is reduced to a programmed, datafied cosmos; the part played by media and communication in the expansion of green home practices; and, finally, differing perceptions of both journalists and activists acting in hyperlocal campaigns. Among several contributions, this section pertinently brings up the concept of "green fatigue" (p. 232)—when the individual feels overwhelmed, and a sense of helplessness about environmental issues—which is another major obstacle environmental communicators face when developing an effective message.

The diverse collection of papers takes us out of the American academic bubble, with authors from every continent, except Africa. Even so, of the 11 articles in the book, only one is entirely from the Global South. A comprehensive representation of an issue as global as the state of our natural environment is fundamental, especially since the areas that are suffering the most from the effects of climate change are precisely the poorest, most underdeveloped regions from Asia, Africa, and Latin America (Law, 2019). It is important to point out that the book does expose the realities of nations such as Canada, China, Italy, Denmark, Chile, Senegal, Kenya, South Africa, Brazil, Australia, and South Korea, but still, it would have benefited from more Global South authors.

Environmental communication professionals face the challenge of communicating science in an appealing, accessible way that resonates with publics as varied as decision makers on the verge of making an important choice and a five-year-old child who is curious about nature (Tandoc & Takahashi, 2013). Science is inherently uncertain. Its transformative and evolving nature can be a challenge to communicate to an audience that expects from it solely absolute truths (Gustafson & Rice, 2020). Environmental conservation messaging must be extensive and continuous to highlight its importance and urgency to the public (Uusi-Rauva & Heikkurinen, 2013), even if the science fails to predict exactly how and when their lives will be affected by, for example, climate change. The cases analyzed in the book tackle these challenges specifically and offer possible solutions, such as the use of technology to expose the wildlife that is rather unknown to many, bringing that environment closer to our daily lives; social media to connect with and learn from people across the world about their local problems and solutions, which can be of incredible value; and the implementation of new tools such as gadgets that "greenify" the home or apps that tell you when to put on a mask to protect yourself from air pollution (p. 247).

The Local and the Digital in Environmental Communication raises important questions about what environmental communication looks like presently, and points toward the need of more critical approaches to

the deconstruction of global issues in the media landscape. It is a valuable contribution to the expanding body of knowledge in environmental communication. All cases in this book are connected by the idea of amplifying the issues of the local through the digital in order to make a global (or, at least, wider) mark. As an edited volume, with each study unique in its objectives, the collection is harmonious and well put together. The unifying message is clear, and the diverse set of examples supplement it well. In addition to scholars of environmental communication, those interested in health communication might find some useful insights in this edited book, since the condition of the environment and how we manage it directly affects our quality of life.

The book encapsulates the interconnectedness of our world in which we feel responsible for people, causes, and concerns across the globe, and simultaneously, responsible for providing care and support to our local communities. While it does somewhat lack in articles authored by scholars outside of the mainstream academic bubble—from the Global South, to the Global South—it unpacks practical, real-life examples of practice that show how to navigate and use the addressed tensions to our advantage. In so doing, all the authors in this volume are able to suggest useful and insightful guidelines for communicators, uncover new questions, and suggest potential studies for researchers.

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