

Role of higher Education in Shaping Public Discourse and Smart Communication

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Abstract: *The role of higher education in shaping public discourse and fostering smart public communication on sustainability is increasingly pivotal in addressing global challenges. Higher education institutions (HEIs) serve as hubs of knowledge production, critical thinking, and innovation, equipping individuals with the tools necessary to understand and address complex sustainability issues. This paper explores how HEIs influence public discourse by integrating sustainability into curricula, promoting interdisciplinary research, and engaging in community outreach. It highlights how universities cultivate future leaders with the capacity to navigate the social, environmental, and economic dimensions of sustainability. The research also examines how HEIs contribute to smart public communication, employing data-driven approaches, digital technologies, and participatory strategies to disseminate sustainability knowledge effectively. The study concludes with recommendations for HEIs to enhance their role as catalysts for transformative public communication and actionable sustainability efforts.*

Keywords: SDG- Goals, Higher Education, Smart Communication, Efficient Public Speaking, Digital Communication.

