

Role of Media in Enhancement of Environmental Awareness

Pranati Mishra¹, R. Lohani² and D.P. Moharana³

^{1,3}Gandhi Institute for Technology, Bhubaneswar, Odisha-752054, India

²Gandhi Engineering College, BBSR, Odisha

Publishing Date: May 18, 2016

Abstract

Environment is the basic need of life like food and water. But our actions have aggravated it severely. Realising our mistake we have taken commendable steps to reform it and a proper media attention might give a higher success rate to any mission related to environment. Most recent steps by the Government of India for promoting sanitation 'Swachha Bharat Abhiyan' has got success by the united efforts of the Government and media. Media has always covered social and environmental issues thus it is the most revolutionary device for spreading consciousness towards environment protection. In this paper it has thrown some light on the topic "Media's support in promoting environment awareness" Most recent steps by the Government of India for promoting sanitation 'Swachha Bharat Abhiyan' has got success by the united efforts of the Government and media.

Keywords: *Electronic Media, Mass Media, NEAC, NGT, Print Media, Social Media.*

Introduction

The word "Environment" is derived from the French word "Environ" which means "Surrounding". Thus literally means environment is everything around to a living being, specially the circumstances of life of people or society in their life conditions. It comprises the set of natural, social and cultural values existing in a place and at a particular time, that influence in the life of the human being and in the generations to come. i.e., it is not only the space in which life develops, but it also includes living beings, objects,

water, soil, air and the relations between them as well as intangibles like culture.

Numerous resources are available to promote environmental awareness; group learning (in or outside of class), informational and inspirational seminars, such as our Awakening the Dreamer Program, and environmental books and brochures are just a few of the tools that can get you involved in promoting the environment. When learning about the environment's declining health it is easy to feel discouraged, but what keeps us fighting for a healthy world is the future of our children. They should not have to inherit our environmental problems and in order to keep their future bright, spreading awareness is imperative.

Before we can begin promoting environmental awareness in your own community we must first make sure that we have a thorough understanding of environmental issues.

Role of Media in Promoting Environment Awareness

The role of media is very important in shaping public awareness about global climate change and associated actions, when we discuss about role of media, we focus on three key issues. to inform, to educate and to entertain. Traditionally, there have been the tools like radio, television and newspapers which have been playing an important role for spreading awareness among the people for climate change and environment protection at the faster rate than the personal contacts. Further they have been enriched by the production and distribution of printed materials such as books magazines and brochure which has helped in transfer of new and current awareness whereas radio and television are important tool for quick information.



Environmental Awareness among people

The different types of media can be categorized as:

- Print Media which includes newspaper , Magazines and advertisement;
- Broadcast Media which include Television and Radio;
- Social Media (New Media) which includes Social Media and internet.

Media in Enhancing Environmental Awareness

Traditionally, there have been the tools like radio, television and newspapers which have been / are spreading awareness among the people for climate change and environment protection at the faster rate than the personal contacts. Further, they have been enriched by the production and distribution of printed materials such as books, magazines and brochure which have helped in transfer of new and current awareness whereas radio and television are the important tools for dissemination of quick information.

Print Media (Newspapers)

Print media, which is still dominant and most influential compared to electronic media, can play a big role in environmental protection. Environmental reporting can contribute a lot for awareness. The

concept of environmental protection is a reality pertaining to livelihoods. A few print and broadcast media had offered columns and feature programs on the environment. But the overall coverage is quite primitive and limited. Environmental reporting is a focused subject now. A media person can give general knowledge about waste concerning the environment.

Environmental reporting is a focused subject now. A media person can give general knowledge about waste disposal or anniversary activities concerning the environment. "China Environment News", China's first newspaper on the environment, was published in 1983, and the first publishing house on environmental science was set up in 1980. Roughly, it can be said that India's most important newspapers like The Times of India, The Hindu, Hindustan Times and The Indian Express have number of articles on environmental issues.

The environmental magazine like "Down to Earth" had been found to cover a broad variety of environment related topics and their scientific background. Over the years the magazine has informed and inspired people about environmental threats facing India and the world .. Circulation figures are not a true indicator of the wide reach of the magazine.

Radio

Radio is the cheapest media and most easily accessible mode of information and entertainment

throughout the country. It is observed that It has been noted that Delhi FM was broadcasting two weekly programs on environment, “Kinare-Kinare” and “Ao Dilli Savaren” on being motivated by the Ministry of Environment & Forests.

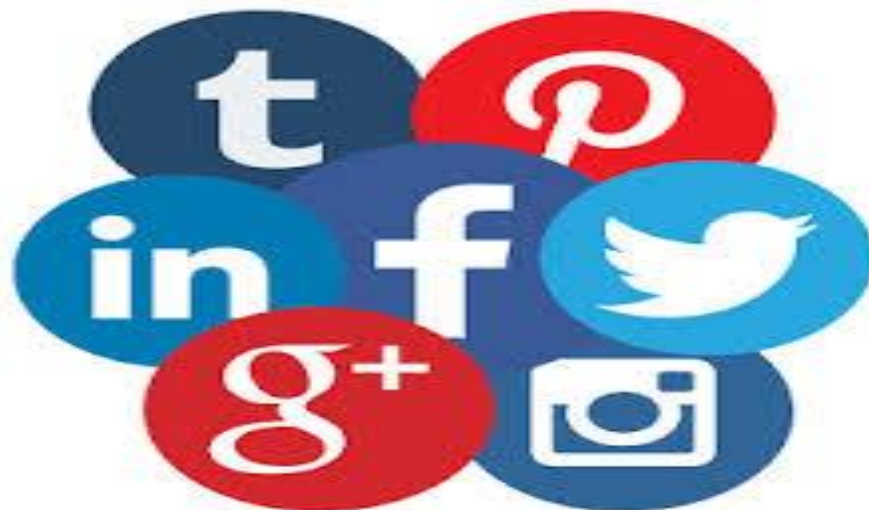
Television

Mass media, especially TV, for promotion Government is now increasing interested in allocating prime TV slots to environmental program on TV regarding environmental issues. There are some channels like, Discovery Channel, National Geographic Channel and Animal Planet Channel which are broadcasting exclusively on endangered species, wildlife, sea life, etc. Television has become a new status symbol even in remote villages. A

further advantage of television as an educational media is that it is helpful in teaching practical work.

Awareness by Social Media (New Media)

The Internet's huge reach and accessibility make it one of the best resources for people all over the world to find information about climate change, environmentalism, and how to be green. Internet is now-a-days used more frequently to encourage environmental awareness as it provides opportunity to the people to respond and participate immediately. With Facebook or Twitter, youths today are very connected with each other and other global/local issues through the internet. Although not limited to youths only, social media platforms are also utilized by industry and government agencies as a preferred tool of communication with the general public.



Famous Social Networking

Social Networking sites like WhatsApp, Facebook, and Twitter has really widened our horizons on world affairs and built international understanding to a large extent. It is noted that facebook alone has many dedicated pages on environmental awareness and its protection.

Environmental Awareness through Conference and Seminar

Seminars and Conferences play vital role to environmental awareness among professionals. Many professionals and research scholars' writes articles and research papers on the topic of environmental awareness and present in the seminar and conference.



Environmental awareness through conference

Conclusion

Media, Social Networks, Conference and Seminar play an important role for environmental awareness among the people. Many programmes are broadcasted in television related to environmental awareness of Government. It is observed that social media has been growing rapidly as a type of online communication where user share their feeling, make comment, put videos, photos and post on social networks.

References

- [1] Yadav, Sangita and Sinha, M.K. (2017) Role of Media in Promotion of Environmental Awareness, ICCRMEMC2017, MRES, Delhi, pp.51-60.
- [2] Kushwaha, B. S. (2015) Mass Media in Disseminating Environmental Awareness. International Journal of Research - GRANTHAALAYAH, 3(9), pp.1-4.
- [3] http://www.academia.edu/6853467/The_role_of_the_media_in_the_enhancement_of_environmental_awareness
- [4] www.google.co.in