

## **Electronic Media And Ecological Awareness**

G.T. Rathod<sup>1</sup>, D.N.Gatlewar<sup>2</sup>

<sup>1, 2</sup>Jawahar Arts, Science & Commerce College, Anadur. Tq. Tuljapur, Dist. Osmanabad.

**Corresponding author- G.T. Rathod**

Email-drgrathod70@gmail.com

### **Abstract:**

Biotic and a biotic factors comprise of the environment. It helps in making sustainable development through ecological balance. With this concept, the world commission on environment and development (1987) has described media as a key facilitator for sustainable development The role of the mass media in raising ecological awareness of population, citizens' participation in public ecological control, informing the public about the current normative- legal framework and its improvement, attracting public attention to pressing ecological issues. In particular, they talked about the improvement and enforcement of environmental legislation, the state of alternative energy, achievements of agriculture, regional environmental problems.

### **Introduction:**

Participants of the event noted that coverage of ecological problems requires a deep understanding of their nature, impartiality and professionalism in the evaluation and prognosis. Use of not to the point of facts, misrepresentation of material can confuse and mislead the audience. No matter how legislative acts governing the sphere of protecting environment and health been carefully worked out, it is impossible to achieve the goals and objectives without an effective system of control of their execution. In this respect, the important role is played by labor of journalist community on explaining mechanisms of executing legislative acts and informing about the facts of their violation. Therefore, need for professional journalists on environmental issues are high. As far as the environmental issues are concerned, media either as a risk communicator or as a promoter of data, information, and good practices of any kind, should smooth the progress of people to become more environmentally responsible and cultivate environmental awareness. Additionally, media could help people associate reasons and effects, thus to get informed and to reflect upon the given information, in order to understand the origins and the causes of the major environmental problems. Mass Media plays an important role in creating environmental awareness among people.

### **Mass media in raising public awareness on ecological issues:**

The major purpose of the project is exchange of positive experience and

development of constructive dialogue between the journalistic community and specialists-ecologists of various ecological-profile organizations of the city; coverage of actions of the municipal administration in the nature protection sphere, development of favorable information environment for promotion of publications and plots developing the subjects related with environmental protection and forming ecological culture in the society. Within the framework of the project, work meetings journalists took place. The participation of the journalists in the Week of Environmental Awareness in partner cities made it possible to compare the partners' approaches to the methods of coverage of ecological actions in country.

### **Electronic Media to Promote Environmental Awareness:**

Although a few print and broadcast media had offered columns and feature programs on the environment, the overall coverage during this phase was quite primitive and limited. Environmental reporting, if there was any, mostly focused on disseminating general knowledge about waste disposal or anniversary activities concerning the environment. The once-booming rural enterprises, for example, often made headlines and were hailed for their innovation, flexibility and contributions to the local economy. But little media coverage was dedicated to the massive pollution and destruction they posed to the environment, a fatal flaw that eventually led to their demise. As the public woke up to environmental

issues, the market-conscious media had to respond quickly. Instead of disseminating environmental knowledge and focusing simply on the government initiatives, environmental journalists had to start looking deep into what made the story in the first place. The demand for consistent, authoritative and accurate environmental information should be profound that it, to a large extent, prompted the government to release an annual report on the environment.

#### **Media: Role and Achievement:**

Despite the significant role of the media in promoting environmental awareness, much of their efforts have been offset by a market-driven modernization process that has been going on for the last 30 years. The media itself, facing increasing market pressure, has often been caught in the dilemma of whether or not to send a mixed message to the public. It's not strange to read an article that promotes a green lifestyle on the front page of a paper and then find advertisements on the next that equate excess consumption with higher living standards. The media has also often failed to convey the big picture. While most key stories are global in scope, the current media structure is not well prepared to deal with them systematically. There is a dearth of quality programs on TV, and there are very few incisive articles on environmental issues in print media.

#### **Expectation from Media:**

The media should also avoid doing too much anniversary or campaign journalism, which often results in redundant reporting on a specific issue or event. Environmental reporters need to be better trained. Environmental reporting should be more incisive and more appealing to the younger audiences, a target group that is essential for the media to sustain itself and exert influence in the future. Lastly, reporters need to work closely with such major environmental stakeholders as the NGOs, to expand their sources of reliable information. Additionally, the flourishing of internet forums and blogs has created another important information source news directors and producers looking for story ideas. This new network has made it possible for a tiny local story to become a nationwide sensation overnight. Greater media attention, effective

government initiatives and increased affluence have contributed immensely to environmental awareness for Sustainable growth is no longer everyone's responsibility but our own. As the economy continues to grow, China will face an increasing range of environmental challenges. The government, media, NGOs, schools, businesses and the people themselves have always been, and will continue to be, the driving forces of this momentum.

#### **Success of Electronic Media:**

Mass-media can play a vital role in creating peoples' awareness about environment and conservation of natural resources. It can serve this purpose by means of its multi-channel regional and network service comprising programs such as talks, interviews, plays and documentaries etc. The electronic media can identify and bring to a halt forces affecting the natural and even the man-made environment. It matters much how the public mind can be mobilized to reduce pollution and promote environmental quality. What we need is canvassing different methodologies of oil conservation since the electronic media are a potential mobilizer of public opinion. It is genuinely expected that the twin media play quite a significant role in influencing mass-awareness against the excessive use of energy.

#### **Media research and media planning:**

Media research and media planning in the field of environmental protection and conservation of natural resources can be accelerated keeping in view the attitude of the people. These could steer campaign objectives, measure the effectiveness of advertising campaign, provide the information most relevant to the efficient use of media and transmit programs on conservation of resources and maintenance of environmental quality. The term communication is derived from the Latin word 'commun' which means common. Thus, if a person affects communication, he has established a common ground of understanding. Literally communication means to inform, to tell, to show or to spread information.

#### **Role of Communication:**

Communication is helpful in creating people's awareness about environment pollution and conservation of natural

resources. It contributes to dialogue and social actions. It helps to build local capacities and allows people to share their experiences. Communication maintains human richness during environmental disasters. It contributes to understanding between different cultures. Further, it helps to establish basic community services and emotional counseling process to enable survivors.

### **Global Warming & media creating awareness: Environmental disasters:**

Climate Change debates are no longer privilege of a few today these issues make headlines in print and electronic media. Global warming and climate change are the hot and prioritized topics in the global mass media. Both the Governments and the people depend on Communication and Mass Media not only for disseminating information, but also in setting agenda for the development and other allied activities. Hence, communication media become powerful tool for disseminating information and diffusion of innovations. Due to depletion of natural resources and burning of fossil fuels there is a great threat to environment. It is high time to save the depleting natural resources and discourage the irrational usage of natural resources by focusing on Sustainable Development. Media plays a vital role in educating and enlightening the people and the governments to protect and preserve natural resources in the interests of future generations. Sustainable Development is attained by protecting the environment in a judicious use of natural resources. Countries both the rich and the poor have an equal stake in this stewardship of the earth. The very survival of our planet depends upon it. In this regard media plays a pivotal role in creating awareness and bringing the positive behavioral change among people in mitigating the anthropogenic climate change. Hence, the role of Communication and Mass Media is immense in climate change and sustainable development.

### **Conclusion:**

From the issues like pollution to the climate change, the media had been playing a vital role in creating awareness and raise issues to the pertaining topic of environment. The media has been pivotal in covering the

entire country of India in raising environment issues like drought in Gujarat, Air pollution in Delhi, Ground water level depletion in Chennai and pollution from coal mines in Jharia, west Bengal. It is still to be confirmed that the role of mass media is one of the most important factors underlying the knowledge of environmental problems. This can only be true on the conditions that first, mass media are accessible to large proportions of the population, second, are spending some time on environmental issues and third, people are interested in information on ecological issues provided by the media so that they view or listen to the corresponding programs as well as read newspaper articles or other written publications dealing with environmental issues.

### **References:**

- 1.. Addis Ababa: AAU printing press. Abbi, M. (1995). Environment, Population and Agricultural Development in Ethiopia.
1. Addis Ababa: AAU printing Press. Abebe, D. (1993). ForestJlre: its causes and behavior in relation to Ethiopian conditions.
2. 3.ADLI, (2002). Policy and Strategy document. Addis Ababa: Berhanena Selam publication.
3. Adger, W.M., Huq, S., Brown, K., Conway, D. and Hulme, M. (1998). Adaptation to climate change in the developing world. Progress in Development Studies. 3(3): 195-179
4. 5.. Ajeyalemi, D. (1998). Science education and technology education in Africa. Yabb
5. Bisi-Onyemaechi, A.I., et al. "Evaluation of the School Environment of Public and Private Schools in Enugu to Ensure Child Health Promotion". Nigerian Journal of Clinical Practice, vol. 21, no. 2, 2018, pp. 195-200.
6. Chandrasekhar, P.( 2001). Mass Media in agricultural extension: Best, yet to come. Manage
7. Extension Research review. 38-44.
8. Forno. D. A( 1999) Sustainable development starts with agriculture. In Sustainable agriculturesolution: The action report of the sustainable agriculture initiative. London: Novello Press Ltd.pp.8-11.

<p><i>Enabling Multidisciplinary Research In Agriculture, Forestry, Management, Economics, Social Science, Environment, Engineering, and Technology</i></p>	<p><i>ISBN: 978-93-94819-24-5</i>  <i>Pub. Date: 30/04/2023</i>  <i>Volume: I</i></p>
---	---

9. Kumari, A.( 1999). Rural women's perception about mass media effectiveness. Journal of Extension Educaion. 10 (1):2265-2268.
8. 10. Population Reference Bureau.( 2001). World population data sheet, Washington. C.
9. 11,Stevenson, R.B. “Schooling and Environmental Education: Contradictions in Purpose and Practice”. Environmental Education Research, vol. 13, no. 2, 2007, pp. 139-53.