

Towards intensifying media efforts as a strategy to raise environmental awareness.

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Abstract:

The climate changes the world is witnessing have increased the international community's awareness of finding new ways to preserve the environment, parallel to the international arrangements that have been made to preserve the environment through international gatherings and conferences. Accordingly, this article focuses on the role of environmental media and its repercussions on the environment. It shows the role of various media in spreading environmental awareness among members of society and the extent of its repercussions in the long and short term.

Keywords: Climate changes, environmental media, environmental awareness, environmental culture, environmental education.

الملخص:

ان التغييرات المناخية التي يشهدها العالم قد زادت من وعي المجتمع الدولي على ايجاد سبل جديدة للحفاظ على البيئة موازية للترتيبات الدولية التي وضعت من اجل الحفاظ على البيئة من خلال التجمعات والمؤتمرات الدولية ، وعليه فان هذا المقال يركز على دور الاعلام البيئي وانعكاساته على المحيط البيئي ، حيث يبين دور مختلف وسائل الاعلام في نشر الوعي البيئي بين افراد المجتمع ومدى انعكاساته على المدى البعيد والقصير .

كلمات مفتاحية: التغييرات المناخية . الاعلام البيئي . الوعي البيئي . الثقافة البيئية . التربية البيئية .

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1. INTRODUCTION

Environmental pollution has become a social, international, and security problem that various countries suffer from, leading to its exacerbation in the last decade of the twentieth century. Instead, it has become an obsession that troubles countries and raises much controversy due to the problems and dangers of various kinds it poses. As a result, it has become Environmental issues are classified in most countries as among the most critical social issues, and due to several considerations, all governments, as well as the media, have begun to pay attention to the awareness aspect and the necessity of protecting the environment, by developing social, economic, and media plans and policies to reduce its risks, as an attempt to develop mechanisms, strategies, and solutions to protect it, through Cooperating and participating with various governmental, community and media agencies and bodies, and harnessing all legal and awareness mechanisms and strategies to preserve the environment and reduce its risks, in addition to rationalizing and rationalizing the use of technology, harnessing all environmentally friendly capabilities, and strengthening all means and mechanisms, in order to preserve environmental resources and ensure Clean productivity, but what we are trying to address in this study is paying attention to the awareness aspect and the most critical educational strategies and policies. Awareness by various media outlets to protect the environment and the necessity of reducing the risks surrounding it through pre-arranged programs and plans, in addition to activating and strengthening all international and national means and efforts in the field of media to protect the environment. From here, the following main problem can be highlighted: **To what extent can this be said? What media policies significantly impact raising environmental awareness, and what are the most important methods and strategies available to ensure clean production?**

2. Media and environmental awareness (conceptual introduction)

2.1 Media

The concepts of the media have varied. They can be defined as all the official and unofficial civil and governmental institutions that spread culture, acquaint individuals with ancient and modern heritage, open their doors to other cultures and are concerned with educational aspects. Among these institutions are radio, television, newspapers, and cinemas. (Ibrahim, 2004) It is all aspects of communication activities that aim to provide the public with all the correct facts, news, and sound information about issues, topics, problems, and the course of affairs in an objective manner, without distortion, which creates a possible degree of knowledge, awareness, and awareness (Faye, 2012). This requires that the media possess three specifications. The main ones are seriousness, modernity, importance, accuracy, and objectivity. (ajwa, 2000)

Based on the above, it can be said that the media is a group of institutions and bodies existing in society that aim to provide the public with correct information, news, and facts, in addition to educating and enlightening the minds of viewers about what is happening in the social arena and spreading and instilling positive behaviors and concepts, and what concerns us in this study. It is the role of the media in developing environmental awareness to preserve it and ensure better productivity. This is what leads us to shed light on the so-called environmental media.

Environmental media seeks to protect the environment through an objective media plan based on sound scientific foundations in which all media outlets are used and address a group of people. During and after this plan, the performance of these media outlets and the extent to which they achieve environmental goals is evaluated (mecha, 2000), which is translation. The objectivity of environmental news and facts and providing people with them in a way that helps them form an informed opinion regarding environmental issues. (Arif, 2008)

It should be noted that the development of interest in environmental media goes back to the early forties. With the beginning of interest in the environment in the sixties and seventies, it developed significantly, especially after the Stockholm Conference 1972. One of the results of this

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interest was that the word "environment" was repeated daily through various media, and most people knew it. People with different cultural and social levels (wadi, 1993). A study conducted in the United States of America also reported on the level of interest of the New York Times newspaper in environmental topics and showed that the number of interest in these topics increased from 200 in 1960 to 1,600 in 1970, then decreased again to 700 in 1978, rising to more than 1,000, as a result. The events of "Three Miles Island" TMI (Khalaf a. b., 2013) this is what summarizes the media's interest in environmental issues over time as a result of accidents and risks to the environment, in addition to the lack of awareness and low levels of environmental culture among a large segment of society. Based on the above, interest has increased since the late twentieth century. The role of the media has developed in addressing environmental issues, as the problem of the era has become the problem of pollution. Countries and societies have become in dire need of means. The media is modern and effective in guiding public opinion, correcting the emergence of negative behaviors that are harmful to the environment, and disseminating and instilling some correct and positive concepts to preserve environmental gains and protect them from harm and risks.

Based on the above, interest has increased since the late twentieth century. The role of the media has developed in addressing environmental issues, as the problem of the era has become the problem of pollution. Countries and societies urgently need modern and effective media to guide public opinion and correct the resurgence of negative behaviors that are harmful to the environment. Moreover, disseminating and instilling some correct and positive concepts to preserve environmental gains and protect them from harm and risks. William, Theodore, and Jay have shown in their book "Mass Communication and Contemporary Society" that in any society, whether advanced or backward, the communication system is based on several tasks, including monitoring the environment in which it takes place. , achieving connection between members of society in achieving its goals and ambitions, and transferring a social inheritance to this society (Faye, 2012) while we find "Laswell" believes that the media have three functions, which are: -

monitoring the environment so that society can adapt to the problems facing it, and in order to The media delivers the necessary information to the social decision maker, and some proposed solutions. - Linking society's reactions together and forming a general opinion for the majority so society can avoid what might threaten its risks and agree on the areas of required change. - Unifying community efforts by giving it a broader base of collective values and experiences (Faye, 2012).

2.2 Environmental awareness

Scientists and researchers have defined the concept of environmental awareness. Some define it as citizens' awareness of the environment and its problems, providing them with knowledge, skills, and attitudes, and bearing individual and collective responsibility towards solving contemporary problems and working to prevent new environmental problems (Raswan, 2005). Some saw Environmental awareness as the process of forming the values, attitudes, skills, and perceptions necessary to understand and appreciate the complex relationships that link man, his civilization, and his physical biosphere and to clarify the inevitability of preserving environmental resources and the necessity of making good use of them for the benefit of man (altantawi, 2008). Environmental awareness is the individual's awareness of the environmental relationships and problems surrounding him, his understanding of their causes, their impact, and how to deal with them. It is affected by all the knowledge and feelings surrounding the individual, whether positive or negative. Environmental awareness also has several essential components, and to reach effective programs for environmental awareness, it is necessary to Three of these components must be integrated:

- 1- **Environmental education:** This is intended to create political, economic, technical, and scientific cadres capable of dealing with various environmental problems through different scientific methods. It is like any other educational curriculum, with its policy in preparing different levels and developing programs and curricula.

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- 2- **B- Environmental culture:** It is intended to create general awareness at the people level, often directed at the educated and working class, through books, pamphlets, and scientific articles.
- 3- **C—Environmental media:** It includes all classes of people who present specific ideas, and the method of presenting these ideas must be variable to suit all levels.

3. The importance of the media in developing environmental awareness

The media is considered a general oversight authority. With the communications revolution, the transmission of information, and the interaction of ideas and civilizations, this era has become the era of the revolution of communications, information, and ideas. Media interest in environmental issues is considered relatively recent, as it did not expand and escalate until after Discovering the adverse, destructive effects of the environment resulting from contemporary applications of advanced technology, which requires the media to shed light on environmental problems and risks and create interest in environmental issues among citizens. The critical role of environmental media is to spread environmental culture and promote environmental awareness through various media. Print, audio-visual, and electronic media clarify the basics of environmental awareness work and the pollution to which its components are exposed (abed, 2012). The media occupies an important and prominent position in societies, thanks to the modern technologies it possesses and its comprehensive ability to spread among segments of society at their various cultural, intellectual, and social levels so that it has become the appropriate tool for directing society and transferring knowledge, even if media and communication are not a modern activity. However, what is meant here is the progress witnessed by the media and communication in the modern era, which has increased their importance and role in countries. Instead, these means can control individuals and influence them, especially on important issues, and they also work to create adequate public opinion in various fields. And community fields. For example, the task that the media can undertake about environmental issues is to stimulate public interest in environmental crimes and formulate a public

opinion capable of confronting them. The media are among the educational institutions most capable of spreading environmental awareness among members of society (Khaled, 2013)

The importance of the media lies in the fact that it is the engine and expression of the components of social activity. It is what raises a person above his instinct for civilizational aspirations. It is the typical source from which this person draws opinions and ideas, and it is the link between individuals and inspires them with the feeling of belonging to one society, and it is the means to transform... Ideas into actions. From here, it can be said that the media has an educational role in instructing and raising individuals and that it actively participates in conveying the concepts of environmental awareness to individuals and develops among them a sense of the importance of preserving the environment in which they live, primarily since it is known that the role of the media, An essential participant in the process of education and upbringing, it has become known that the influence of the media may exceed the influence of the school due to many factors. (Khaled, 2013) There is a big difference in the method of dealing with environmental issues in the media, as some general scientific journals focus on presenting environmental issues in depth and in a scientific manner on a regular and periodic basis. In contrast, this coverage in the general media is related to exciting events and developments, which are divided into two parts. The first: environmental disasters, such as the deadly fog incidents in London in 1952 and the explosion At the Seveso chemical plant in Italy in 1976, and the second: the new political and scientific events resulting from the holding of global conferences and summits on land, environment, and climate, such as the Stockholm Conference in 1972, the Earth Summit in 1992, and the World Summit on Sustainable Development in Johannesburg in 2002, as the media had the most significant role in spreading awareness. The public's interest in environmental issues also motivated the media to pay attention to this issue. The media is credited with pressuring governments in some countries to deal with national and regional environmental problems, such as the flow of aid to African countries exposed to severe drought in the seventies and eighties of the century. Past. (Khalaf a. b., 2013)

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Therefore, spreading environmental awareness and working to develop it and raise its levels requires harnessing all audio, visual, and print means in a positive way to carry out this process:

3.1 Radio

Due to the high illiteracy rate in society, radio has become a means of education. It distinguishes it from other cultural devices because listening to the spoken word on the radio does not require knowledge of the basics of reading and writing, as is the case with the newspaper, even though all segments of society are in need. Environmental awareness: The uneducated group is one of the groups most in need of this awareness, and also what studies indicate about the spread of radio receivers in the world; where in 1969, there were about 653 million radio devices to receive radio programs, and recent estimates indicate that the number of receivers There are one billion two hundred and two million three hundred and sixteen thousand three hundred and thirty-six radio stations in the world. This increases the importance of audio media in spreading environmental awareness

3.2 Television

Television is a visual media medium that is very important in environmental awareness. Television has gained the advantage of honesty because it relies on the image, distinguished from the audible word, as a means of persuasion that imparts honesty.

3.3 The newspaper

being a message aimed at serving society and the person who lives in it, and in this sense, it is connected to the social and economic reality in the society in which the newspaper is published, and then among its goals in the field of serving society and the individual becomes awareness of the environment and its problems. (Khaled, 2013)

From the above, it is clear that each medium has specific characteristics that distinguish it and enable it to address a specific segment better. Therefore, environmental awareness needs various visual, audio, and print media to reach all members of society, and that is by performing its educational role

in spreading awareness. The environment and its development called the emergence of environmental media to shed light on various environmental problems and address them, as the media, in general, is an educational and awareness-raising institution.

4. The role of the media in raising environmental awareness and ensuring clean productivity (researching ways and efforts).

Environmental pollution has become a global social phenomenon that has kept pace with scientific progress, including in developing and developed countries, but with a different type of pollution. The developed countries have been contaminated by nuclear pollution. In developing countries, pollution is due to mismanagement of environmental systems, neglect of the environmental element when developing development plans, increased industrial activity, and deterioration resulting from economic and social factors. Continuous technological progress has also brought about many changes in environmental elements, resulting in problems in the developed and developing world. Such include disruption of climate variables, desertification, water source deterioration, and biological diversity. (abed, 2012) Many scientific studies and research have addressed the role of the media in developing environmental awareness. In this context, we find Laila Abdel Majeed's study on the role of the media in developing environmental awareness in 1999.

The study emphasized the vital role that the media plays in environmental awareness and education and, at the same time, pointed to The deficiencies in the role of the media and its various means in preserving the environment, given Because the environmental issues raised by the media are not characterized by continuity and follow-up. The facts related to them still need to be completed; the study concluded the importance of the media, including newspapers, spreading environmental awareness so that preserving the environment becomes a priority and a need of daily life. Without awareness, protecting the environment remains just a slogan and a speech. It is challenging to implement and difficult to monitor. (Khalaf a. b., 2013) Some scientific research has also indicated that people's environmental knowledge

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is deficient, and educational and media programs can help increase their awareness of environmental problems and change their attitudes toward what is best to mitigate these problems and environmental risks. (Khalaf a. b., 2013)

It should be noted that environmental media plays a vital role in enlightening and providing information that helps in decision-making and motivating individuals to change for the better, in addition to raising awareness of environmental problems by providing information, facts, and opinions about the environment and its problems, and the required role to contribute to reducing the adverse effects of these problems, and in In this context, Saab says that environmental media has a set of basic standards and determinants in dealing with environmental issues, which are: comprehensiveness and integration in the treatment and media coverage of environmental issues, avoiding flooding or direct condensation because it leads to a degree of saturation and withdrawal of the target audience, ensuring accuracy and balance in presenting the issues. Environmental, presenting positive models and not being satisfied with only negatives. Saab also points out that the factors that affect the form and type of media treatment of environmental issues are:

- 1- The state's official media policy and the extent of its compatibility and contradiction with the actual practices of the media
- 2- The general environmental policy of the state
- 3- The level and type of environmental awareness prevailing among the general public, leaders, decision-makers, and those responsible for the communication process. (Faye, 2012)

In this context, the media plays a vital role in protecting the environment by creating environmental awareness, disseminating and instilling the correct concepts about the environment among individuals and the resulting damage and problems that may lead to health and economic disasters, and trying to change negative behaviors and concepts into positive concepts about the environment. Moreover, its components and participating directly or indirectly in resolving these issues. To achieve this goal, there must be an

effective, influential, and active role for the media to pay attention to environmental issues through:

1- Intensifying media programs for all segments of society without neglecting any of its segments.

2—Reviving local, regional, and international environmental events to develop environmental awareness and make all individuals aware of environmental problems, risks, and impact

s.

3—Using scientific research tools in the media and conducting opinion polls to determine the public's trends on environmental issues.

4- Disseminating information and working to educate society on sound and correct environmental concepts that contribute to developing positive trends toward preserving the environment.

5- Prepare straightforward programs and plans regarding the environment and environmental pollution to support culture, the environment, and the necessity of cooperation between media institutions and bodies responsible for the environment, as without it, the media cannot perform its tasks.

6- Carrying out awareness publications to highlight the environmental field and shed light on what the state is doing in the environmental field through documented news, approved reports, and expressive images. Information related to the purpose of the bulletin.

7- Providing interactive programs with the public that discuss environmental issues, recorded programs and documentaries, and covering all official and unofficial environmental activities (abed, 2012)

8- The media seeks the help of influential figures who can reach various groups and influence their convictions and behaviors by promoting environmental media material through sports or artistic stars, for example. (yajna, 2010)

The media, with its various means, plays a decisive role in conveying information, educating people, and expanding the circle of knowledge and interest, especially with the development of means of communication and the speed of transmitting information. The media that can contribute positively to supporting environmental protection efforts is purposeful and constructive

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and must successfully convey its message of awareness. Environmental protection should play a comprehensive, integrative role that approaches the issue of the environment from multiple educational, religious, moral, scientific, and legal angles. How it deals with the issue of the environment should be varied in a way that serves the goal of creating a person who considers a pollution-free environment a priority that he seeks to achieve and an interest that he defends and serves. (yajna, 2010)

In order to develop environmental awareness, ensure clean productivity, and rationalize technological use, media institutions need to coordinate with various educational and pedagogical institutions, civil society organizations, governmental institutions, and research centers. In order for the media discourse to achieve its goal, it needs support and care from the official bodies related to environmental protection and from Private sector institutions; this is in order to ensure the efficiency of the media discourse and its influential role in promoting and spreading environmental awareness, in addition to covering activities and projects that adhere to the rational environmental approach and informing the public about them and encouraging them to deal with them, (yajna, 2010) so the media focus must be on environmental phenomena, which threatens human existence. This is what leads us to talk about the existence of environmental awareness for individuals and countries alike about the necessity of the rational and correct use of technological tools and the rationalization of the field of technological development in a way that ensures clean productivity and preserves the basics of the environment and protects it from the dangers that result from that.

5. CONCLUSION

In summary, the various media types, whether audio, visual, or print, play an essential and pivotal role in awareness and education in general and in developing and disseminating environmental awareness. Due to the increasing interest in various environmental issues, many problems and technological, economic, or social factors threaten The environment, which necessitated the intensification of all international, regional, and local efforts

to reduce these risks. Therefore, all media outlets, in cooperation with various official and unofficial bodies and institutions, seek to strengthen and harness all means and mechanisms and activate them to develop and raise the level of environmental awareness and environmental culture among all segments of society because without The presence of cultural and environmental awareness, which a group of institutions maintains. Preserving and protecting the environment from risks is impossible, especially technological development. In order to ensure clean and healthy productivity, there must be environmental and cultural awareness, whether for individuals, governments, or even company owners.

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