The Role of Environmental Media in Raising Awareness of Sustainable Development Goals

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Abstract:
There is no doubt that the media plays an indispensable role in raising awareness about any issue and presenting it to the public for the necessary attention. Often, the media only becomes alert and provides coverage when an environmental disaster strikes. However, sometimes this coverage comes too late, after the disaster has already affected human lives. Therefore, it is essential for the media to fulfill its role in educating the public about environmental disasters by developing long-term programs and plans to demonstrate the extent of the damages and severe consequences that disasters can cause to the environment. It is necessary to coordinate efforts between all institutions and entities responsible for the environment with media institutions, which can act as a link with the public.
keywords: Media; Environmental Media; Environmental Education; Awareness; Sustainable Development

Introduction

The role of media in raising awareness about environmental and health issues, particularly the urgent need for effective environmental management to reduce environmental risks, is crucial. Media plays a vital role in educating the public about the importance of environmental and health awareness, preparedness, and response in preparing communities to deal with environmental challenges. This includes raising awareness about the importance of adopting sustainable practices and behaviors, promoting environmental knowledge, and encouraging public participation in environmental decision-making processes. Additionally, media can help in highlighting the impact of pollution and waste on ecological balance and human health, thus promoting a sustainable lifestyle based on environmental knowledge and behavior. (Al-Uteibi, 2012, p. 01)

Environmental sustainability is a fundamental and effective axis in achieving the concept of sustainable development. Preserving and conserving its resources are integral parts of environmental sustainability, as environmental issues are directly

related to economic, social, and political developments. Awareness is a key element in drawing attention to environmental issues and promoting sustainable behaviors. Education about environmental issues is essential for individuals to understand the importance of environmental protection and the role they play in preserving it. It also helps in shaping the attitudes and behaviors of individuals towards environmental issues, enhancing awareness, increasing environmental knowledge, developing environmental relationships, and enhancing social cohesion.

Protecting the environment is no longer an acceptable or unacceptable option, insofar as it is a matter of survival that is not likely to be postponed or lax in the pursuit of all the ingredients for its success. Different human activity has resulted in the addition of new components of the air, water and breeding environment, thereby altering their natural characteristics and rendering them ineffective. (Sultan, 1998, p. 18)

Given the power of the media of various kinds, the perception of the media as directly responsible for changing people's attitudes and modifying their attitudes towards the protection of the environment is an urgent imperative and in order for the media to succeed in delivering its message of awareness in the field of environmental protection should play a **comprehensive complementary role near the question of the environment from its multi-year and multiethnic development goals? by covering various environmental issues.**

1. Concepts on Media and the Environment:

1.1 Media Concept:

The media is defined as: the process of disseminating and providing the right information, clear facts, truthful news, accurate subjects, specific facts, logical ideas and opinions to the masses, mentioning their sources of public interest, and is based on addressing the minds of the masses, debating, dialogue and conviction with honesty and objectivity (Mahmoud, 2015, 21)

Moreover, the media is the provision of accurate and honest news and information to people and the facts that help them realize what is going on around them and form correct opinions on all matters of interest to them (Hamed, 2012)

Another aspect that highlights the goal of media is "raising awareness," which aims to provide the audience with information about environmental hazards, their potential impacts, and sustainable solutions to mitigate them. Without proper awareness, this can lead to a lack of preparedness and understanding, resulting in

severe consequences for communities, ecosystems, and public health. By informing and engaging the public, media can contribute to shaping public opinion and behavior towards adopting sustainable practices and policies, thus mitigating environmental risks and promoting resilience in the face of environmental challenges. (Mohamed, 1994)

The media can be defined by previous definitions as: "Providing people with the right news, the right information and the hard facts that help them to form a right opinion on the issue on which they follow the media, by objectively expressing this opinion the mindset, direction and finances of the masses, meaning that the sole purpose of the media is persuasion by searching information, facts and statistics.

1.2 Environmental concept:

The concept of the environment is a broad term that is likely to have many meanings and connotations. Views vary and vary by different disciplines and areas that address the definition of the term the environment.

From the scientific point of view, naturalists develop a specific scientific term for the concept of the environment and define it as "the set of external circumstances and factors in which organisms live and influence their life processes" (Wahhabi, 1995, p. 08).

As for economists and legal scholars, the concept of their environment is almost determined by the fact that it is a set of physical, economic, cultural, aesthetic and social factors and conditions that surround and affect the desire and value of the monarchy and that also affect the quality of people's lives (Arnaut, 2002)

In the light of the foregoing, the definition of the environment is marked by some controversy and confusion between the natural environment found by man on its condition, and between the effects it has on the environment and, above all, the human.

Environmental studies considered to be a combination of geographical, biological, historical, social, economic and agricultural studies, as a result of which the attitudes of looking at the environment are changed in order to protect them in an integrated manner.

1.3 Environmental Media Concept:

The term environmental media has emerged and is evolving as it is limited to transmitting environmental news and press excitement to further realize sales policies, plans and functions to achieve different goals. In an initiative of the World Bank, a group of international liaison experts attempted to develop an environmental media

definition that environmental media is "The strategic use of the media to promote environmental policies and projects and to achieve effectiveness in the implementation of these policies by establishing strong relationships with all parties concerned with environmental issues (Ibrahim, 2008)

A common study suggests that environmental media is a "tool that clarifies environmental concepts by informing the recipient and target audience of the environmental media message with all the facts, objective information that contributes to the root development of the sustainable environment, and enlightening the target people in Sedid's opinion on the topics and environmental problems raised and posed (Ahmed, 2000)

From ones perspective, environmental media can be defined as "highlighting all environmental problems from the beginning and not after the occurrence, through the media, with the aim of creating a degree of environmental consciousness in order to reach the supreme goal of protecting the environment.

1.4 Sustainable developments:

It is the kind of development that takes into account balances, patterns and the environment and maintains a clean human environment capable of replenishing its resources, while improving the individual's and society's standard of living. (Kafi, 2017, 04)

In another definition of sustainable development: a modern concept of socio-economic modus operandi in specific regions based on the foundations and norms of the social and economic science curriculum, this method is based on a cultural change in the way of thinking, working and life by raising awareness of the local environment at all levels locally and administratively. (Intellectuel, 2003, p. 04)

2. Main features of the role of the media in environmental awareness:

The importance of environmental media to the public comes from the fact that it is an essential element in the creation of environmental awareness and the dissemination of the concept of sustainable development. The large quality shift in the speed of the flow, handling and treatment of information related to environment and development has increased environmental awareness of environmental problems. There is a range of fundamental features that constitute the main features of environmental media, clarifying its objectives and functions.(Mohamed, 2007)

Environmental media plays an important role in shaping the environmental awareness of the general public, both in establishing, explaining and simplifying environmental information, and in shaping attitudes and attitudes towards these issues when effectively contributing to the transfer of behavioral models, sound behavior and methods of mature, positive thinking individually and collectively.

- Environmental media works to communicate accessible environmental knowledge to people according to a continuous program that, thanks to its technical and educational well-being, can lead to people's natural behavior towards their environment and respect for their systems.

- Ensuring the effectiveness of mass participation in solving many environmental problems and stimulating a sense of individual and collective responsibility towards the local and global community

- Environmental media helps streamline the output information of applied experiments, scientific research and studies, familiarize the public with them, reduce the gap between them and place them before decision makers and thus influence planning processes.

- Environmental media works to spread two types of awareness: preventive environmental awareness, and therapeutic environmental awareness.

- Emphasize the social, economic and human entrances to environmental issues and link them to people's daily lives and to their multiple social layers.

- Environmental media defines environmental priorities at all levels of local, regional and international people by direct means. The media has the capacity to identify the means and techniques used to protect the environment.

In the light of the foregoing, it can be said that the task of environmental media is primarily to disseminate environmental awareness and culture in an appropriate manner and in a simple and understandable language to the recipient, in order to achieve the supreme goal of rationalizing environmental behavior in addition to paying attention to environmental issues and working to protect them continuously and periodically.

2.1 Basic Steps in Environmental Media Campaign Planning:

Like other media campaigns, environmental campaigns go through a number of key steps or phases. For example, there is a review of the current position to determine the nature of the problems of concern to the campaign provider and then the pre-planning phase to solve the problems of choice. as well as the development of the campaign's management plan to manage the necessary resources The planning phase of the media campaign involves the diagnosis and analysis of the target audience and

the analysis of the current audience responsible for the problem; Determining the nature of the change required and then developing the basic ideas of the media campaign and the means that can be used and finally developing a plan to coordinate among the various activities to ensure the integration among them to achieve the desired impact After the information material is produced, all media messages are produced, selected and finalized. Finally, the campaign was evaluated with a view to identifying its success in achieving its purpose. These stages are(Rushty, 1992):

- **Phase 1**: Review the current situation: Environmental media campaigns do not start out of thin air. Campaigns always start from the idea and orientation of an organization Because the public is often asked about the campaign but it is the officials of environmental organizations who feel the environmental problems affecting the organization's relationship with the public, The review of the current position may conclude with a decision in favor of starting or stopping the campaign and eliminating it from the organization's ideas In fact, the media campaign starts from the needs of the public, as those needs mean that there is a problem in need of analysis. The campaign comes as one of the ways to solve the problem. Campaigns may emerge from the desire of the organization concerned to provide new environmental thinking that benefits both the public and the organization (Hamada, 2008)

- **Phase 2**: Analysis of the environmental issue or problem: In the pre-planning phase, analysis of the case requires that the different aspects of it be identified to identify those affected by it and the behaviour to be changed and the reasons that cause the gap between what the public now knows and what is desired in the future in order to detect the shortcomings in the situation, Whether lack of information is the cause of the problem or because of the lack of skills to perform the desired behaviour Or is the problem due to the lack of resources needed by the public or to anti-targeted behaviour trends? More importantly, the environmental problem relates to government concerns and past experience in dealing with it, as well as the current position to ascertain the overall adequacy of resources to cover the campaign's requirements. Two key elements are associated with this phase.

- Analysis of the target audience: This is done through its fragmentation into small, homogeneous sectors and identification of the characteristics of that society in terms of demographic age, age, gender, religion, geographical location, as well as the study of the features of the media and identification of the means preferred by the audience.

- Analysis of the Organization: through disclosure of the Organization's specialization, size, past choice, resources available to it, the department responsible for managing environmental information campaigns, its powers and the Organization's relationship with other relevant organizations**.**

Phase 3: Campaign planning: planning usually begins with an analysis of the current behaviour of the target audience and requires comprehensive studies to determine the relationship between the public's knowledge, direction and behaviour towards the issue of the campaign s environment ", followed by the search for entry points for solutions to the environmental problem commensurate with the nature of the public and the organization, It is important that the solutions proposed and hoped to be adopted by the public take into account the psychological and social aspects that may prevent a shift towards new behaviour For example, proponents of economic industrial growth see all the answers in this direction even at the expense of the environment and its sources. (Ismail, 2018)

From this point of view, the practical experience of a large number of women working in environmental media stresses the importance of relying on the following:

1- Placing perceptions of behavioral change in a way that is not overpriced because of the great effort required by the behavior.

2- The importance of focusing on rewards, incentives and positive aspects rather than referring to the negatives that the public can benefit. This in itself reflects the positive aspect of the media message.

3- The importance of finding a close relationship between the benefits that can be achieved and the needs, values and systems of the public.

4- The importance of providing the type of information and beliefs that drive targeted change in a simplified and understandable manner.

5- The use of fear does not always affect the achievement of the desired persuasive goal.

6- In cases where the media campaigner is obliged to use the impact of fear, he is obliged to provide ways to reduce the anxiety caused by it.

Qisas considers that the scientific planning of the media campaign includes a strategy

Communication based on the following elements:

- Target Audience Characteristics

- Available knowledge of the behaviour to be performed by the public

- Persuasive thoughts and temptations to induce the public to do the desired behaviour.

- Media messages that translate persuasive temptations.

- Media that transmit messages to the target audience.

3. The role of the media in achieving environmental awareness:

3.1 The role of the media in environmental protection:

The media plays a strategic role in the protection of the environment, which is one of the most important issues of sustainable development. It therefore highlights the role of the media through three main themes:

First, it is based on strong public building that affects decision makers and environmental operators and is a long-term impact.

The second section: it tends to influence the public itself to do the desired behaviour towards the protection of the environment in the fields of agriculture, industry, trade and dealing with the environment in general in the home, street, desert and in particular water, education and air, and after behavioral change here is one of the most difficult and longest types of changes.

The third section: It aims to sensitize citizens to ways to protect themselves from environmental damage caused by long-term problems that require time and effort to be disposed of.

3.2 Information Strategy in Environmental Awareness: (KAFI, 2017, pp. 7-8)

The responsibility of the media for the sustainable development process is to provide society with the most accurate facts and information that those involved in development can verify and ascertain accuracy and to the extent that the media provides accurate facts and information to the extent that development goals have been achieved. Many scientists interested in the role of the media in sustainable development focus on the role of the media on behalf of the social engineering of mass media. Development services, especially as its role is based on the public's guidance for development services. In this regard, it focuses It recognizes the role of the media. It can play its developmental role. It must be used properly.

1- Broadening the Horizons : Wolber Schram believes that mass communications can take man above and beyond the limits of space and time.

2- Focus: Mass media play an active role in clarifying and shaping the vision of the target audience of its media messages. They act as controllers of what the public knows. Mass media can use this role to focus the public's attention on development projects such as encouraging good environmental behaviour

3- Raising aspirations high: the media and communication can extend their audiences' aspirations to developing and developed cultures by sharpening determination and encouraging aspirations for a better life and a prosperous future and emerging from the backwardness of isolated and unchanged societies.

4- Assisting in decision-making: The main objective of the information process is to influence people's awareness and behaviour by using different means of communication to serve social, economic, cultural and political purposes in the

pursuit of development and to guide societies towards building and encouraging them to promote and advance as well as to create and defend positive attitudes and attitudes.

5- Expansion of the plan's dialogue: The media broadens the scope of the political debate and clarifies the development plan so that individuals can look at the programmer as well as form their own opinions and try to express their views thereon by bringing together views and enabling the media to investigate the facts through which they can know the wishes of the target audience and include them among the priorities they seek to achieve. national participation, which is one of the fundamentals of sustainable development.

6- The role of the media in advertising and defamation of undesirable phenomena in society, such as serious deviations, lies in the media's role in publicizing the phenomenon and defining rules and penalties, the aim of which is to warn individuals against delinquent behaviour

7- Media in teacher's role: Mass media can play significant roles in all types of education and training and have demonstrated their ability to complement and enrich school work and has demonstrated its role in adult education and literacy training through various educational and training programmers aimed at specific audiences, It has also been an effective help in industrial training, technical services and teacher training.

3.3 Challenges facing the media in addressing environmental issues:

Environmental media faces many problems that hinder the achievement of its goals (Rahman, 2004, p. 103)

- The absence of a clear media policy that coordinates environmental protection authorities, environmental associations and the media, which essentially promote environmental awareness.

- Most departments refrain from providing justifications for addressing their decisions. The department considers that the inclusion of citizens and associations in the information held by them constitutes a sharing of authority. Therefore, the department considers the right to information to violate the principle of administrative secrecy and allows the convicted person to interfere in the conduct of public interests.

- The absence of qualified media personnel capable of dealing with the environment and its problems is high on the list of problems related to environmental information.

- The lack of knowledge exchange between the supervisors of environmental pages in the newspapers, experts, interested persons and the associations concerned, which sometimes results in superficial treatment of environmental issues as well as the lack of coordination between the media itself.

- The absence of material motivation for media professionals interested in environmental issues if most of those covering environmental issues in the media consider their moral material functional status to be low in return for tempting incentives that encourage media professionals on political and sports topics...

- The absence of polls that demonstrate the level of real environmental awareness that helps to shape a contact person's strategic plan in addressing the truth.

CONCLUSION

In the light of the above, it is clear that environmental media is part of a general environmental policy and not merely a tool for advertising a ready or existing environmental policy. Environmental media generally aims to develop environmental awareness among all segments of society to actively participate in the development of environmental policies and to monitor their implementation and evaluation. Accordingly, it can be said that if environmental media prompts the public to engage in the planning process and participate in environmental politics, and give officials a clear picture of public opinion concerns in relation to environmental issues, environmental media policy must include the following determinants:

- Media as a means of communicating reliable environmental facts and information to the public and also as a means of conveying the public's views to officials and interacting with them. - Media as a means to inform the public about government policies and explain plans and measures related to the environment, in order to give people their natural right to free access to information.

- The media as a tool for changing people's behaviour and how they deal with the environment, whether it be in the enactment of legislation in the framework of voluntary action to protect the environment or formally problematic in support of environmental protection.

- Media as a means of public relations, because the policy of protecting the environment cannot succeed if relations and cooperation are lacking at the official and grass-roots levels, in addition to the role of civil society organizations, which can contribute significantly to protecting the environment

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