



RESEARCH ARTICLE

Role of Print and Mass Media in Enhancing Environmental Awareness

G. Kumaravelu

School of Education, Pondicherry University, Puducherry

Email: coumaravelou@gmail.com

Received: 11th April 2017, Revised: 25th May 2017, Accepted: 28th May 2017

ABSTRACT

This paper tries to emphasize the role that Media has played in setting perceptions and building awareness on environmental awareness. Environmental awareness is nothing but 'to assist the individuals to gain a variety of experiences and acquire basic understanding of environment and its problems. The environmental motivation has a muscular collision on individual voluntary engagement in environmental organization. Higher the level of environmental motivation, higher the environmental awareness- in order to reach the participation of the society, print and mass media role is quite outstanding. Mass media even captures the attention of the illiterate people and thereby the message on environmental awareness reaches the people. Therefore this paper tries to explore the contribution of print and mass media in enhancing environmental awareness.

Key words: Role, Print, Mass media, Enhancing, Environmental Awareness.

INTRODUCTION

Of all the life's blessings of god, mother earth seems to be the precious gift. It is the gift of nature that is primary to the growth of the prospect of mankind. The nature consists of dazzling and attractive things. The supreme creator of the nature is God and he is being praised and worshipped by many poets and sages. The taste of the fruit, the fragrance of the flowers, the musical notes of koel in the mango orchards, the sound of the breeze through leaves are so beautiful and glossy. In spite of all these creation, the highlight of the creation made by God is human being who in turn converted the forests into parks, cities and claims all the admire for that. The relationship between man and environment is old as the man's creation on this planet earth. Man is always a part of the environment and he cannot be separated from it.

NATURE AND ENVIRONMENT

Human being is a mixture of both heredity and environment. Everything the man takes from the nature environment and he resembles the environment and the relationship is very firm. Environment is the fertile part of the earth where every creation nurtures with other creation. Every creation makes use of environment for its existence. All these creation get their comfort and nourishment only from this environment. This environment gives us various comforts for our daily survival. Natural sources like water, soil, air are much useful for man for the survival. Natural resources are nothing but the resources man is availing from the nature. Man cannot make natural resources but rather he can consume it from the planet earth.

Man has been high using and diminishing natural resources. The high use of the land made the eco system in capable to support the more demands of the people. Bio diversity is a dimension of nature which consists of variety and richness of the animal and plant species. Our environment is very much affected by pollution. Pollution is nothing but the entry of contaminant into the environment. Pollution has a very poisonous effect on the living organism which exists on the pollution environment making life hazardous and tough to sustain.

Pollution creates unwanted changes in our environment which has unbearable effects on nature and thereby affecting plants, animals and human beings. Humans have changed the environment and harmful changes exists in the balance of nature with the implication of this

living creatures are challenged with various threats to which existence in the planet earth may go difficult or even without.

CHALLENGES TOWARDS ENVIRONMENT

Environment is the major challenge and issue of 21st century. Mainly it is the running population which poses a serious question against the limits of resources of pollution environment and ecosystem. The environment where life is possible is at a high risk at present. These are all due to the independent luxury of the human. Polluted environment challenges human community for its survival on planet earth. Action taken to control this environmental pollution cannot control pollution but this is not limited to a particular country rather it is a global threat. This serious environmental degradation threat has to be seriously handled and in order to protect and enhance our environment for the welfare of the living creatures on planet earth. The leaders of the world have called for various novel strategies in the move of safe guarding our planet earth.

At present it is of great concern to protect our environment in order to sustain human race on the planet earth. Environment safe guarding awareness starts by making people aware of the pollution. It is the custom of ever individual on planet earth to be responsible in protecting the nature. Environmental awareness is the realization of values between man and his bio physical surrounding. At this context, the understanding of the environment comes into recognizing. The environmental degradation is connected with the growth process and the lack of knowledge of the people about retaining the ecological balance. In fact no individual on earth can remain alone from the problems connected to the environment. In order to achieve this, education related to environment and its related programmes can be given to every citizen. The aim of the education is to inculcate knowledge, awareness, skills and participation of man in safe guarding the environment. Therefore environmental education has to be taught by integrated approach with the cooperation of the individual and the government. In fact survival of existence of man on planet earth is possible only with clean environment. Therefore it is the need of the present society to be aware about the eco-systems and ecological balance.

ROLE OF MASS MEDIA IN ENHANCING SOCIAL ENVIRONMENT

John Dewey highlighted that education cannot be restricted within teacher and trained without social environment. Therefore, mass media is one such effective might in the social environment of education. With the help of present electronic technologies and strategies, mass media ascertain that education is definitely broad not restricted within four pillars of the classroom. Media has a larger role in enhancing environmental awareness. Today, as environmental troubles like air, noise and water pollution are rising with the constantly raising population, there felt a burning necessitate safeguarding the environment and recovering it qualitatively in order to pass it to the future generation.

Nations healthy progress lies on the educated citizen to be well aware of the environment that sustains his family and future generation. Environmental awareness can be made through print and mass media which can make positive changes in the behaviors and attitudes of man which are highly necessary and need of the hour for sustainable growth and ecological balance. Print sources like newspaper, magazines, newsletters, pamphlets and media sources like radio, television, internet etc. plays significant role in creating awareness among the individual because these are the often used sources of public and therefore it is of with great effort that these resources will definitely educate, entertain and inform in the minds of the listeners in the context of creating environmental awareness.

NEWSPAPER AND MAGAZINES:

Newspaper acts as a motivational source of the society. A newspaper is an issue that comes daily, weekly and monthly which include state, national and international news, various advertisements and announcements, cartoons, sports news etc. It is an important way of making people to be aware about the happening in state, nation and international. For example, when the newspaper highlights the negative effects of the use of pesticides or when they tell about the

ways of organizing organic farming, new innovative agricultural technologies it reaches the people in an effective manner. Like newspaper, magazine is also a print medium which comes weekly or monthly. Through pamphlets also small pieces of information can be passed in the aim of creating environmental awareness.

RADIO:

Radio is better and easily accessible and its signals reach every part of the country which is listened by the social community right from the days when television and internet is not available. Ministry of Environment & Forests weekly programs were broadcasted by Delhi FM weekly in the aim of enhancing environment awareness namely 'Kinare-Kinare' and 'Ao Dilli Savaren'. The news both at the regional and national level on environmental awareness are very significant in promoting awareness even to the people who are illiterate and people from the far away rural areas.

TELEVISION:

Television is an important medium, it is this medium which conquers the attention of all viewers and the message conveyed reaches them in no time. Many environmental documentaries are being relayed in television and thereby creating awareness in the minds of the viewers to create and sustain clean and healthy environment. On the other hand, television is a central and important source of people's life where the picture displayed on the television screen has immediate effect on the actions of the citizens. Therefore when the awareness is given through this medium, it will definitely create awareness and changes in the minds of the citizens in safe guarding the environment. Even illiterate people will be able to watch and thereby awareness is created very easily because it is the medium which captures the attention of the citizen.

INTERNET:

The Internet's is highly accessed by many people in the world and in fact it is one of the best source to get information about environmentalism, climate change and how to be green. Nowadays internet is used more regularly to promote environmental awareness as it provides opportunity to the people to participate and respond quickly. Social media sites such as 'Whatsapp', 'Twitter', 'Face book', etc. really helps people in sharing information, good news, articles and thus it helps in updating knowledge on environmental awareness.

CONCLUSION

Media plays an imperative task in enhancing optimistic attitudes of the public towards the environment. Environmental awareness at this context has to be created among the citizens in order to have a healthy and clear environment and that is what is highly needed for every citizen to survive in this planet earth. In order to achieve this print and mass media plays a vital role in enhancing environmental awareness in the society with regard to pollution control measure. Print and mass media are more effective in promoting environmental awareness in the society. Even this mass media provides knowledge to illiterate people also and also peoples in the rural and remote areas. Media's efforts in bringing out the environment problems and awareness and its ongoing essential role in the fight back against the grounds of environmental awareness and problems are essential.

REFERENCES

1. Bandhu, Desh, Dyal, R. (1999): Environmental Education for a Sustainable Future, Indian Environmental Society, New Delhi.
2. Das Nandita (2001): A study on social and environmental impact of TV and radio programmes, Center of Media Studies, New Delhi.
3. Das R.C., Baral J.K., Sahu N.C. and Misras M.K. (1998): The Environmental Divide -The Dilemma of Developing Countries.
4. Environmental Media Corporation Environmental Media Corporation, <http://www.envmedia.com>, Accessed April 2006.
5. Environmental News Network Environmental News Network. <http://www.enn.com>, Accessed April. 2006.