

ENVIRONMENTAL EDUCATION

Environmental education refers to organized efforts to teach how natural environments function, and particularly, how human beings can manage behaviour and ecosystems to live sustainably. The term often implies education within the school system, from primary to post-secondary. However, it sometimes includes all efforts to educate the public and other audiences, including print materials, websites, media campaigns, etc..

MASS-MEDIA

middle → inform or knowledge without personal contact
connect vast majority (people)

Mass media means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. The most common platforms for mass media are newspapers, magazines, radio, television, and the Internet. The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment, and news in pop culture

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.

DIFFERENT MEDIA CHANNELS FORMING THE PUBLIC OPINION ON ENVIRONMENTAL ISSUES

The most important channels for communication about environmental issues are mainstream and alternative media. By mainstream media, Cox (2006) means major television and cable news and entertainment programming, commercial film, large-circulation newspaper, magazines, advertising, and radio news and talk shows that carry news and information about environment. Alternative media are such as the Internet news services, Web TV, blogs, independent journalists, and environmental groups. Different organizations choose different mass media channels for communication. The majority of the organizations see alternative media as the most important channel. Moreover, the use of the alternative media channels allows producing glocal contexts. As Fornas et al. (2007) points out the increasing globalization has gradually extended the contexts of media use to virtually global audiences, giving rise to glocal contexts, where global, national and local levels merge.

← Mainstream media → TV
← Alternative " → Internet news, Web TV, blogs, independent Journalists

ROLE OF DIFFERENT MASS MEDIA IN ENVIRONMENTAL EDUCATION

1. Newspapers and Magazines

Newspapers have always been the perfect accompaniment with the morning, cup of tea. They act as a motivational source, for example, when they enlighten the farmers on the negative consequences of the use of pesticides, ways of introducing organic farming, new agricultural technologies, etc. As a result of these exposures and subsequent public pressures, local authorities, governments, industries and other units are forced to change their plans and practices, to strongly enforce laws and regulation, and to abandon those development projects whose environmental and social costs outweighs any benefits. Similarly, the environmental magazine like "Down to Earth" had been found to cover a broad variety of environment related topics (ranking from policy to science, from local to global level) and their scientific background,

2. Radio

Radio is cheap, most easily accessible and its signals cover almost whole of the country. It has been noted that Delhi FM was broadcasting two weekly programs on environment, "KinareKinare" and "Ao Dilli Savaren" on being motivated by the Ministry of Environment & Forests. At the national level, the news on environmental aspects are very scarce and if they are broadcast they are most often at the regional level.

3. Television

env. document

Mass media, especially TV, for promotion Government is now increasing interested in allocating prime TV slots to environmental program on TV regarding environmental issues. Most environmental documentaries shown on TV today attract few viewers because of the academic or obscure manner in which they are presented. 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. The programs like "Virasat", "Race to Save the Plant", quiz show named "Terraquiz", "Earth" was telecast by the Ministry of Environment & Forest in cooperation with Doordarshan. In addition to that BBC's "Earth Report" offered exclusive information on environment and with the daily broadcast of "The New Adventures of Captain Plant" on Cartoon Network there was at least one program on environmental issues especially designed for children.

4. Internet

blogs + web TV 1 books

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

5. *independent env. journalist, env. engineer*

be green. Internet is nowadays used more frequently to encourage environmental awareness as it provides opportunity to the people to respond and participate immediately. Social media sites such as "Twitter", "Face book", etc. are very good for sharing news, information, and articles and thus, most useful for staying up-to-date on environmental topics. The Internet has converged traditional media with new media, which has produced an eclectic and multifaceted resource for users to get content about environmentalism.

CONCLUSION

Educating the society about environmental issues is vital if one seeks to preserve the environment and seeks for sustainable development. Quality of life and a high level of environmental activism depend on value and belief systems of the society, which fosters the transition towards the quality of life. Free and open access to information and the data might lead to the better knowledge and understanding of environmental issues. The media inform and educate the audience about a huge variety of environmental instruments which are used by the governments to implement their policies towards environmental protection.

Points to Remember

Environmental Education - Environmental Education refers to organized efforts to teach how natural environments function, and particularly, how human beings can manage behaviour and ecosystems to live sustainably.

Mass media - Means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public.

Different mass media in environmental education

1. Newspapers and Magazines
2. Radio
3. Television
4. Internet