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Media Enhancement for Environmental Awareness

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Introduction

Pollution refers to the mixing of contaminants or pollutants (either foreign substances or naturally occurring contaminants) into the natural resources and environment which causes various adverse changes and affects lives on the earth.

Even though we are living an actual environmental crisis, as air, water, soil and food quality is deteriorating day by day, research shows that still people are unaware for the seriousness of the environmental problem and do little or nothing to save the planet. Scientists agree that, what could contribute to the protection of the environment and activate people, so as to become more responsible towards nature, is to raise their environmental awareness. Many attempts have been made to inform and alert people and governments about the impact that pollution has on the environment. The media, and especially the digital ones, can and should contribute towards this direction, as their power derives from the fact that they are widespread and shape, or even wield, public opinion. The aim of this paper is to contribute to the understanding of the media dynamics with reference to the enrichment of the environmental issue and present some interesting practices that exploit such means.

Air Pollution

According to the dictionary, air pollution is the contamination of air by smoke and harmful gases, mainly oxides of carbon, sulfur, and nitrogen.

Diseases caused by pollution in the air

1. Asthma attacks because of inhaling various poisonous gases and constant suffocation owing to polluted air
2. Weakening of lung function because of constant inhaling of contaminated air
3. Cardiovascular problems; bad air quality and lot of poisonous gases and particulate matter suspended in the air cause heart diseases and stroke
4. Liver and other types of cancer; suspended carcinogenic (cancer causing) matter in the air is main cause of all types of cancer related to respiratory system
5. According to the World Health Organisation, an estimated 700 million people in India still rely on solid fuels and traditional cook stoves for domestic cooking despite their negative impact on peoples' health.

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Land Pollution

Land pollution is the degradation of the Earth's surface caused by a misuse of resources and improper disposal of waste.

Diseases caused by pollution in the soil

1. **Cancer:** as a result of direct exposure of body to polluted soil that has a lot of harmful chemicals including benzene, chromium, pesticide, weed killing chemicals etc
2. **Brain and Nerve Damage;** as a result of exposure to soil that is lead-contaminated
3. **Kidney and Liver Disease:** also an outcome of polluted soil that has various infectious chemicals

Noise pollution

Noise pollution is any loud sounds that are either harmful or annoying to humans and animals.

Health effects of pollution of noise

1. **Lack of concentration;** people affected by noise polluted fail to concentrate
2. **Blood Pressure :** it is caused because of mental disturbance a person gets because of living in noisy environment for quite a long time
- 3.

Water Pollution

Water pollution is the contamination of any body of water (lakes, groundwater, oceans, etc).

Diseases caused by pollution in the water

1. **Typhoid;** an infectious diseases caused by intake of water with harmful bacteria as a result of mixing of various water pollutants in it.
2. **Diarrhea:** that means complete disorder of your digestive system and inflammation in your stomach because of drinking water pollution.
3. **Stomach cramps and aches** owing to presence of various harmful bacteria in polluted water
4. **Vomiting** as a result of failure of your digestive system to process the consumed food
5. **Malaria;** it's a mosquito-borne infectious disease caused by persistent water pollutants

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Links between environmental pollution and health

Environmental pollution can be simply, if somewhat generally, defined as the presence in the environment of an agent which is potentially damaging to either the environment or human health. As such, pollutants take many forms. They include not only chemicals, but also organisms and biological materials, as well as energy in its various forms (e.g. noise, radiation, heat). The number of potential pollutants is therefore essentially countless. There are, for example, some 30,000 chemicals in common use today, any one of which may be released into the environment during processing or use. Fewer than 1% of these have been subject to a detailed assessment in terms of their toxicity and health risks. The number of biological pollutants is truly unquantifiable. They include not only living and viable organisms, such as bacteria, but also the vast array of end toxins that can be released from the protoplasm of organisms after death. There is, therefore, no shortage of potential environmental risks to health. What is lacking, for the most part, is an understanding of the nature and mechanisms of these risks.

Mass media as communication—whether written, broadcast, or spoken—that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth.

Media plays several roles in society, including serving as a means to distribute news and convey information regarding politics and education.

Environmental education through media and Television, print news, radio broadcast, and the Internet are enlisted to help promote a “green” ethic and raise environmental awareness. Different NGOs also play an important role in delivering Environmental Education and generating pulse of positive response among people. In the rural areas where illiteracy level is high folk media is the best agent to bring changes in attitudes. Depending upon the objectives, characteristics and restrictions of learners the learning process can be categorized in some different groups. Starting from the primary schools the course, content and curriculum varies according to the needs. Because of the severe effect of climate change it is the need of hour to study the reasons, causes and impacts of climate change and it is very urgent to create awareness about causes and impacts of climate change. In these days media has become the important part of life. However, we know that, mass media is to inform and educate the people. Awareness is the key role to reduce these impacts of climate change. Media can play a vital role in creating awareness about climate change. Much research has not been conducted into the representation of climate change in the media. Specifically, the communication of climate change from scientists and policymakers to the public via the mass media has been a subject of major interest because of its implications for creating national variation in public understanding of a global environmental issue. Media knows the significance of covering environmental issues. All media like T V, Radio, Newspaper and new media spread the news and information at the speed of light. Language

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press, regional papers, small papers they all give at least minimum importance to climate change coverage. These small papers information helps the people to know the regional climate and weather.

Radio, a powerful Medium, reaches a large number of people with relatively e.g., Quizzes, radio drama, Jingles, folk stories, in different types of programs catering for different age and interest groups can be effective in raising awareness

Print media, which is still dominant and most influential compared to electronic media, can play a big role in environmental protection. Environmental reporting can contribute a lot for awareness. The concept of environmental protection is a reality pertaining to livelihoods. A few print and broadcast media had offered columns and feature programs on the environment. But the overall coverage is quite primitive and limited. Newsletters, circulation technique has the advantage of being able to provide information about environment implications.

Folk Media is a very effective way to transfer messages especially in rural areas, for effective community - level communication strategies, an integrated and planned use of both folk and mass media is necessary for achieving optimum impact and for desired feedback. In drama and puppet show attract large crowds, especially in rural areas. Question, discussion, problems and solutions about pollution can be dramatized and get knowledge is inexpensive. Folk lore through understand easily and catch the attention and interest for ecofriendly environment and as an Indian cultured people so that they can create Garba on green environment as well as less use of plastic which damage land. Kapoor (2011) highlights, there is a need to use low cost and environment friendly technologies in order to cultivate ecological attitudes. Use digital media like make documentaries and their power through instant and cost free Knowledge. Create blog and e-learning which double impact on enhancement of environmental pollution. Furthermore, the emergence of communication in education is interesting. This is new approach that bridges the gap between the traditional and new media. New Media are used widely by young people so it is spread awareness widely in future also.

Conclusion:

India need more support for education, training and public awareness activities related to environment pollution. 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.

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