

Environment and Media

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Abstract

Human activities motivated by the attitudes of rampant consumerism and unsustainable patterns of production and consumption have never been so inhuman and callous towards environment as in the modern era of scientific and technological innovations. Man's greed attacks nature environment and ecology and wounded nature backlashes on human future. Environment has clearly emerged as one of the big issues.

The fear of Environmental Pollution has become right man for humanity today. The misuse of the gifts of the nature around us and their over exploitation has disturbed the ecological balance in the earth and there is a warning signal that if this environmental pollution is not checked soon it will become a hazard to the health of all human beings and ultimately the cause of the decay of our civilization.

Environment Pollution is increasing everyday because of our technical advancement and growing industrialization. One core industries of metal, chemicals, fertilizers and petroleum etc. are only giving us pesticides, detergents, plastics, paints etc. which are menaces to the environment. The progress in Atomic energy has given us an increased radioactivity in the biosphere. The sum total of these activities is Environmental Pollutions!

This paper deals with relationship of environment and media. How media impacts political, social & economic scenario in changing atmosphere of environment.

Keywords: Rampant consumerism, Inhuman, Callous, Ecology, Incurred, Exploitation, Industrialization, Core, Biosphere, Pollution.

Introduction

The term Environment means "surroundings". These environment is a complex of light, temperature, air, soil, water etc. that surround an organism, Any external force, substance or condition which surrounds and effects the life of an organism, in anyway, becomes a teacher of its environmental factors and they may be living or non-living factors. The sum of these entire living and non-living factors make the environment of an organism.

Pollution is manmade problem. The developed countries have been in a race to exploit oil nature's resources and to convert them into goods for their comfort and to export them to needy developing countries and thus giving birth to pollution. Pollution is an undesirable change in the physical, chemical or biological characteristics of Air, water and soil and harmful effect the life or create a potential hazard to any components of the biosphere that is harmful to the living component and in particular, undesirable for man, affecting adversely, the industrial progress, cultural and natural assets or general environment.

There are many sources of such pollutants. The lakes and rivers are polluted by water from chemical and other factories: Air is polluted by gases of automobile exhausts industries, thermal power plant etc. various types of pollution are clarified in different ways. On the basis of the type of environment being polluted, we may categorize pollution as air pollution, water pollution, soil pollution, sound or noise pollution, radioactive pollution, electromagnetic pollution and bio pollution.

There are a number of industries which are the source of air pollution. Petroleum refineries are the major source of gaseous pollutions. Mathura based refinery is posing a threat to Taj Mahal in Agra and other increments in Fatehpur Sikri. There are many food and fertilizer industries, which emit gaseous pollutants. The fly ashes of thermal power station are also a big cause of air pollution.

The three thermal power stations as Indraprastha estate, Rajghat and Badarpur in Delhi are the main cause of Air pollution. The Indraprastha plant consumes 3500 to 4000 tons of coal daily when all the five units

functions Badarpur, the largest one consumer daily about 1000 tons of coal daily. The problem of vehicular pollution is alarming especially in large metropolitan cities. It is estimated that 60/- pollution in Delhi is caused by vehicular emission. The world health organization mat 10-15 per cent of inducer children, weakened usurer system nine-eleven old age group suffers from Athama¹. A rising sea level and continue erosion are expected to engulf a dozen in cards in sundarbans in the next 15 years² Air pollution is the main cause of global inurning and rains and destruction of ozone layer. Depletion of the ozone layer allows none ultraviolet rays to reach the earth. The result is increase in skin cancer, eye cataracts, neatened to ocean ecosystem reduced fishing yields and adverse effects on animals.³

Ganga, which we term as our mother and which is a big source of water, is shrinking. Similarly as springs and glacier are drying up because snowfall has reduced all over the Himalayas. Similar glacier is reducing faster than longer ones. The Gangotri glacier is receding. "Gangotri in 1891.....Gangotri in 1961..... Gangotri in1991"⁴

The united nation international panel on climate changes (IPCC), which collects research about climate change from scientific work across the world has a clear warming. Glaciers in Himalayas are receding faster than in any one part of the world and if the present rate continues, the like hood of their disappearing by the year of zoo or perhaps sooner is very high of the earth heaps warning at the current role. The current trends of the melting of glaciers suggests that the Ganga, Yamuna, Indus, Brahmaputra and other rivers that cross the northern Indian plain would likely became the seasonal rivers in the near future a consequence of climatic change.

In the rest of India, Except Himalayan, the studies times that annual air temperature has river from 0.42 degree Celsius to 0.57 degree Celsius per too years. The earth has marked by 0.74 degree Celsius on recorded by IPCC report.

As warning continues, the entire agriculture pattern may change and our dam design parameters and flood control measures hane to be altered. Gangotri Town itself is a tourist place unplanned with hotels and shops springing up in tiny corners of the landscape. Though the Gangotri National Park is a protected area where comes are not allowed, tourist traffic has destroyed the to rest it is believed that Mahabharata is written on the leaves of Bhoj. Now Bhojnase is bane. It is difficult to find a Bhoj tree there. The local dhabas hane cut them down for fine wood.

Environmental and social workers agree that tourist here have to be stopped or strictly regulated. Tourists should not be allowed beyond Gangotri because people bath in water, leave their clothes, walk on the top of the glacier, walk on the top of the glacier. It harms the environmental in a very sincere manner. All the sewage is dumped straight into the river without treatment. In the year 2007, 12000 chapels were left in the path of glacier. Plastic bags are dumped without a thought.⁵

Several summits and many organization have been working in make people aware about environment. The earth summits have taken place after two year. Main principle of this summit was; Human beings are at the centre of concern for sustainable development. They are entitled to a healthy life in harmony with nature. The nexus between poverty and environmental degradation can handily be over emphasized. The majority of people in our country one directly dependent on the natural resources for their basic needs of food, fuel, shelter and fodder forest in India have been shrinking for many countries due to pressure of agriculture and other uses. It has continued even after independence. Vast areas mat-mere once green, stand today on wastelands, lard degradation is a great challenge for us in our country at present, some of these like the dam on the river Narmada, Bhagirathi and elsewhere have become areas of political and scientific deplane. There are a number of industries, which are sources of air pollution. Petroleum refineries are the major sources of gaseous pollutions. Mathura based refinery is posing a threat to Taj Mahal in Agra and other monuments in Fathepur Sikri. The air is similarly polluted in many Indian cities, with excessive concentration of suspended particulate matter. The world Health Organization had consistently ranked Delhi as the forth most polluted city in the word. The main cause for this is vehicular emissions followed closely by industrial pollution.⁶

The concern of environmental quality has been matter of concern in the backdrop of increasing urbanization. Present day life style increases the changes of natural calamities and catastrophes and no one can predict their occurrence. The sucking of ground water by bore wells and construction of multistoried building make as more vulnerable to such disasters. The points is pollution and its adverse effects are not confined to urban Indian alone. Rural India which is in a way of speaking the "Anne data" of our country is also suffering from the outburst of pollution. This aspect too deserves urgent attention for concentrated action. Government of India has adopted a policy of abatement of pollution which provides multi dimensional strategies in the forms of regulation, legislation, agreements, fiscal in centimes and other measures to prevent and abate pollution.

The success of these policies depends upon communication system as communication is a basic, need for such policies. All activities like sharing ideas, experiences and knowledge have been commonly stated as "communication". In reality, communication is unifying force which facilitates social interaction, integration and movement. Communication also breaks the knowledge monopoly and introduces the reality of the world to the people According to Wilbur schramm, 'communication', is the mechanism through which human relationship exists and develops.

According to Kenalj Kumar, " interaction, inleiclange, transaction, dialogue, sharing communication and commonsense are ideas mat crop up in any attempt to define the term 'communication'.⁷

As a human being, we are engaged in a mainly of communication acts, as Intra personal

communication acts, as interpersonal communication, group communication and mass communication. Any mechanical device that multiplies and takes it to a large number of people simultaneously is called mass communication. Mass communication is the mass production of messages, and their rapid distribution to large and heterogeneous public mass communication is generally identified with the modern mass media. Mass media have founded the idea of mass production and mass distribution. Copies of newspaper and magazines are printed in the words and circulated in the mass area press, media, television cable television, cinema, internet are different kinds of mass media.

Newspapers in India have undergone revolutionary changes in forms and content, computer technology in making newspaper and magazines none attraction and appealing. India today's editors Arun Shouries wrote in the ten-anniversary issue (31) Dec, 1985 the Decisive decade) as "fortunately for the country and India today, the last decade has been a period of enormous innovation and advancement, once the energy ended. There has been a new freshness, a new breed of journalist breaking new ground, new technologies such as the word processor and computer, terminal, a broadening of mass media ownership following from a new enterpenewrship in journalism increased advertising support and much more.

Electronic media like radio, television, cable TV, satellite television, internet, a cinema etc. is informative and entertainment channel. Impact of

electronic media is greater than print media. Electricity is essential for electronic media for speedy delivery of messages across distances and to the masses that are geographically, culturally, intellectually and emotionally separated from one another. Electronic media is quicker than print media.

Radio audience has grown since its inception in the 1920s. The network of radio has expanded a great deal and it offers a daily service for many hours, transmitting news, views, discussions, talks, songs, music, comedies, sports, audience programs for men and youth forums etc.⁸

Now all India Radio has become one of the largest broadcasting networks in the world. All India Radio network has 223 broadcasting stations covering 91.42% of area and 99.13% population⁹. (Source India 2007)⁹

Television is one of the most powerful media of mass communication. In India, television was introduced in 1959. In the beginning, the role of television was experimental and educational it has grown into a massive network of mass and mass information and mass entertainment today.

The objectives of television include: to provide information and knowledge in order to stimulate greater agricultural productions to promote and help preserve environmental and ecological balances, to disseminate message of family planning as a measure of population control and family welfare, to promote national integration to act as a catalyst and social changes.

Pordarshan today	HPT	LPT	VLPT	Team poser	Total
National DDI	118	743	225	18	1134
DD News	69	19	5		153
Regional Channel	6	99	94		109
Other	4	-			04
Total	197	831	354	18	190

Source _ India 2007 1646

The Dordarshan's network consists of 64 pordarshan Kendra, 1400 transmitters, 24 channels made up of all India channels-DDI, DD News, DD

Bharati, DD Sports. One International channel DD (India) It Regional Channels.¹⁰

Terrestrial Coverage of Doordarshan source – India 2007.P.No-647¹¹

S. No.	Doordarshan Channels	Area	Population
1	DDI	79%	90.7%
2	DD News	23.3%	45.9%

The grip of private news entertainment religion and sports channels networks grip over million in metropolitan cities and town is getting tighter so they are transmitting different programmes simultaneously round the clock.

Films are considered a major mass medium because of their mass appeal and influence on society. At present new media like internet is an impression medium of communication, latest and updated information is available on internet various websites of news and newspapers are transmitting the messages by e-mailers. None internet is essential part of mass media.

The media is giving support and commitment to environment sustainable development and other issues. In India media played an important role in carrying forward the message of Chipko movement for forest protection and recognition, which began on 24

April in the hills of Uttar Pradesh. After that movement Chipko movement has become an important term in the lexicon of environmentalists the world over. Chipko movement is probably the world's most well known grass root eco-development movement in the country and media paid a lot of attention to it.

Later on Chipko movement inspired the Appiko movement in Uttarakhand. Which forms of western Ghats and is known as the forest district? The Narmada Bacho Andolan is another well known environmental movement. The importance of the movement can be assessed from the views of Praneet Seth in his book. Environmental Politics. Ecology and development in the sections Narmada Project, "Major stakes of western India provide a most important case to study in forms of maturation of environmental movements and dynamics related to politics of development."

Now days, total world is struggles with the disease named covid-19. The W.H.O. announced a 'mystery prevmonia on 31 December 2019. Since now the virus has been identified (SAPS Con-2) The disease named (Covid-19) and there has been global spread with cases identified in 72 countries as of 3 march 2020) and tens of thousands of people testing positive for the virus. The media have been following every step of this journey with multiple stories, incessant headlines and continuous updates across the past few week.¹²

Social media is one of the best ways to share. News now a day especially if you are trying to alert people of something serious in a very, very quick manner. Social media has also educated us about the symptoms of covid-19 in turn perhaps saving lives! with soft quarantines in place, facebook, twitter and other services are taking on an entirely new valence as the foundation our everyday lives a crucial conduit between families, friends and co-workers, as well as much needed entertainments. As we become more isolated physically social media and we will also have to shoulder the world information needs an more an more. People seek timely and local information.

Due to power of mass media "The ministry of environment and forest, Government of India prepared a media action plan. In this Action plan, the ministry has taken several initiatives like.¹² launching of a 15 minute programmed "Yeh Festival Gulistan Hemara" in 12 languages on all India Radio.

A Natinal Theatre festival on environment was organized during 18-21, 2005 at New Delhi. Ministry has sponsored a half hour weekly Environment magazine programme on Television called 'Bhoomi', Which is being telecast on Doordarshan National channel every Sunday.

To make use of the document any films for environmental awareness. Ministry of environment and forests has signed with Public Service Broadcasting. Trust for product of 13 films every year on environmental and their telecast on Doordarshan. The ministry has sponsored to lakh 'Meghdoot' postcards. These cards carry environment messages relevant to rural population campaigns were planned for using the potential of FM channels effectinely. A campaign was launched on various TV channel against the use on five crackers during festivals several features more sponsored on popular magazines like 'out looks' and 'frontline' for highlighting the politics and programmes of the

ministry of environment and forest, Government of India.

Aim of the Study

The aim of this article deals with relationship of environment and media. More Media impacts political, social & economic scenario in changing atmosphere of environment.

Conclusion

Environment awareness is strategic communication process to promote the knowledge of environment, keep people up to date about catastrophic impacts of human development and help them to know about sustainable development. for the sake of our world, clearly environmental awareness plays critical role for creating interest in environment. This is the time which demands us to deliver the unsitivity of environmental issues to the masses particularly among youth.

So it can be concluded that media is playing role but not to the extent which satisfy the need of community peoples. Although the news channels and papers hane started number of programme on community as well as environmental issues but more environmental programme which attract the attention of youth/public/students and should be facts based need to be telecast in this regard.

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