

Media Consolidation Of Environmental Values

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ABSTRACT :

The problems of the environment are among the topics that necessitate coherence of individual and institutional efforts to protect and preserve them and search for the most effective ways and appropriate solutions to ward off their problems. The contribution of the media and communication in this aspect has become necessary to spread environmental awareness and environmental culture in societies; Until you make the right decisions and modify the bad behaviors.

Among the most important causes of environmental degradation, in addition to the availability of effective educational means, are those social reasons related to the degree of environmental awareness; therefore, it has become a priority to include environmental programs within media programs and to provide information about the state of the environment and pollution, and to draw the public's attention to it. and empowering the community of all walks of life to participate seriously in the implications of environmental issues.

Keywords: Media; Environmental; Value; Awareness; Development.

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1. INTRODUCTION

No one can deny that the wide spread of various means of communication, including newspapers, radio and television, in villages and cities, and even social media sites, which have become a new type of journalism that has emerged and developed in the Internet environment and multimedia technology, plays a prominent role. In the process of collecting, editing, analyzing and exchanging news between users, as well as providing media outlets with accurate and credible information in which the citizen is the primary link in building and drafting media content and exchanging it on large scales. In this regard, "Shane Brumen" and "Chris Willis" say in the "We Media" website : "we are at the beginning of the golden era of journalism. It is a journalism that we have never experienced before. All this allowed people to learn about new events, issues and even new knowledge, including new words and terms."

The media may have an important role in the field of environmental protection, to the extent that the media succeeds in performing its mission in building people, developing awareness of his environment and strengthening his affiliations with it, as much as it is reflected in his behavior in dealing with his environment and his effective participation in protecting and preserving it.

The environment has become a cause for concern and preoccupation in contemporary human societies, due to the unprecedented degradation and response that its vital systems and components have witnessed, as most environmental studies and predictions confirm the extent of this current environmental situation and the actual threat it entails to the sustainability of vital systems and resources that are no longer Capable of responding to vital and industrial human requirements.

Environmental degradation was considered an inevitable result of industrial and technological progress and it was a price that must be paid for the progress achieved, and humanity did not become aware of the negative effects of this environmental degradation until the second half of the twentieth century following a group of environmental disasters that shook the world, which led to an increase in interest and in a way. As a result of this reason, the voices calling for the need to preserve the environment were raised, so civil society was the main incubator for these transcendent voices, and soon it was organized in the form of institutions and organizations such

as associations and parties, and also the use of technical means that would protect the environment from pollution, similar to public investigation.

The media institution and the role of the media and communication is growing day by day, as it is a lobbying force in societies, because of its influence on large audiences of the latter, by directing them and forming opinions and positions they have on various topics in various fields of life and the environment in Our current era, and the serious environmental problems has become one of the issues that impose itself with urgency. The efforts of everyone, individuals, groups and institutions to protect and preserve them, and to search for the most effective means and appropriate solutions to ward off their problems, and the media and communication, print, audio and visual is one of these institutions Their contribution in such a matter is a duty by spreading environmental awareness and providing the public with an environmental culture, so that the various segments of society can know, participate, take the right decisions, and modify bad behaviors of awareness, perception and correct understanding.

2 Environmental media

2.1 The concept of environmental media: It is the media that seeks to achieve the goals of protecting the environment through an objective media plan on sound scientific foundations in which all media are used, and a group of people are addressed.

It is a complex expression of two concepts, namely the media and the environment, and the environmental media is the honest, objective translation of news and environmental facts, and providing people with them in a way that helps them form a correct opinion regarding environmental issues.

Environmental media is considered one of the basic components in preserving the environment, as it depends on creating environmental awareness and imparting the knowledge necessary to change trends, and intentions towards environmental issues on the transmission of information and on the public's own willingness to be a tool in raising awareness to spread new values or calls to abandon existing behaviors.

Environmental media is defined as a tool that works to clarify environmental concepts by informing the recipient and target audience of the environmental media message with all the facts and objective information in a way that contributes to rooting the development of a sustainable environment and enlightening the target audience with a good opinion on the issues and environmental problems raised and raised.

It is also a media that sheds light on all environmental problems from their inception and not after their occurrence, and conveys to the public the knowledge, concern and concern for their environment.

It is also known as "the process of establishing and disseminating scientific facts related to the environment through the mass media with the aim of creating a degree of environmental awareness, leading to sustainable development".

It is the use of the media by environmentally and media-qualified persons to raise awareness of environmental issues and create a public opinion that is positively interacting with these issues.

2.2 The most important environmental media

2.2.1 Visual Media (TV):

There is no doubt that each media outlet has the power to make an impact on its audience through what it addresses in any society, and television is the most powerful of these methods in terms of its impact on viewers of all ages and social and cultural levels, because of its multiple and varied capabilities, especially in the social field. And the consequent awareness and prevention of various crises and phenomena that pose a danger to society and its members.

Through the image and the sound, television can deal with environmental issues and communicate them to the viewing audience in an attractive way that makes them know the reality of their environment, which affects them in a way that allows them to modify, improve or stabilize some behaviors, and also enable them to participate in solving the problem.

2.2.2 Radio media:

Radio is widely spread in most parts of the world, as it addresses all social strata, in addition to that it accompanies the individual for long hours of time, and enables him to actively participate in radio events. This is what enabled it to persuade and influence as it can insist and add new information. Or, visions clarify and often respond to listeners' inquiries, so we can direct the radio and use it to spread environmental awareness.

The radio has proven its effectiveness in many fields that, although they differ in appearance from the environmental problem, are almost identical in terms of the subject, and we mention in this health awareness or literacy and others, in South Korea, a transmitter with a power (50 watts) can broadcast information about Tuberculosis, typhoid and intestinal parasites. This program, which included a fair amount of entertainment materials such

as songs, local folklore, and phone calls to citizens, took three hours and was broadcast three times a day. After testing a sample of listeners, it was found that less than half of them believed that TB is hereditary. Almost everyone knew how encephalitis was transmitted and the number of people who knew the source of the typhoid increased by 50% (Wilber Schramm 1970).

Experience has shown that radio clubs have a special feature that strengthens and increases awareness of problems and their solutions, under the slogan "Listen, discuss and implement.

2.2.3. the written media

2.2.3. 1 The Written Press:

Written journalism still occupies an important place among other media, as the newspaper is an easy and comfortable medium at the same time, as well as journalistic art and the diversity of its news, comments, opinions of specialists and the public, complaints, suggestions, cartoons and pictures.

All this leads to the importance of the press among the mass media for public opinion, this position gives the press an effective role in raising awareness in its various fields (Ali Al-Baz 2001), and in particular awareness of issues and problems of the environment and pollution at the local, national, regional and global levels.

2.2.3. 2 scientific journals:

Scientific magazines are considered one of the most important media through which environmental awareness can be spread, as they raise issues in depth and in a scientific manner, since more than a hundred years ago the National Geography Journal was published in America, with a circulation of more than 10 million copies all over the world, and since the beginning of the current century Many magazines have been published that deal with different aspects of the environment.

A number of studies dealing with the role of the media in environmental awareness indicated that the large increase in scientific journals with an environmental dimension that appeared in the United States of America was a reflection of the attitudes and desire of citizens, as the issue of pollution has become one of their main concerns.

2.2.4 New Media:

New media is one of the secretions of modern media and communication technology, which is mainly done from the Internet, where it includes specialized websites, blogs and wiki pages, and in recent years what is known as social media or social media networks, which are designed for specific purposes and goals, have emerged. Almost exceeding communication and chatting between users, it provides services and benefits that ensure continuity of communication.

It is clear that the new media are being used for more conscious and mature purposes due to their ease of use, wide spread and attraction to wide audiences. Environmental issues and problems are one of the topics raised through social media, and mainly the Facebook site, as many local and international associations and organizations are active through The site is in order to spread environmental awareness and culture by surrounding environmental information and news, and inviting to contribute to volunteer campaigns to protect the environment and the surrounding as well as including pictures, videos and comments in order to attract the attention of users and crystallize their environmental awareness, and some tend to define new media on the basis of rapid transition From written, audible, and printed speech to the stage of the perceived and tangible image, according to Mitchel Steven's expression, "The rise of the image and the collapse of the word."

2.3 Media Functions:

The contemporary world based on scientific and technological progress has cast its delusion on the field of media, and the media has turned into a manifestation of the daily life of societies, which has created the opportunity for individuals to diversify their sources of knowledge and use them according to their needs and trends, so the functions of the media are not limited to In introducing everything that is important to the public only, it has become used in managing various issues and problems, and in the following paragraphs we review these functions.

2.3.1 News:

The news function is considered as the focal point and starting point for various media jobs. Rather, other jobs are built on the basis of what the first job achieves from the credibility of the information it provides.

This function is to collect news, data, pictures, and comments about events, and broadcast them after processing them and putting them in the appropriate framework.

2.3.2 Interpretation and direction:

The news needs interpretation and direction, and this is done by shedding light on past events and expectations of future events. The media performs the orientation function with the aim of helping the individual to understand matters and think in a certain pattern, or to adopt a certain behavior, amend it, or confirm it, and inform them of positive participation methods towards a certain issue, and the purpose of this function is that a small segment of society did not have access to it. The opportunity for formal education or its completion, therefore, the media have an important role in providing them with the necessary intellectual directions.

2.3.3 Education and Awareness:

The media play an important role in the educational and awareness-raising processes, as it provides individuals with information in various fields, which makes them have specific behaviors and diverse skills in facing what they object to. Education is knowledge acquired other than the formal method used in schools, and this knowledge helps expand the horizon The individual and his understanding of what is going on around him. In order to deal with people easily and adapt to the environment quickly, studies of psychology, anthropology and sociology have proven that education has a great impact in shaping the psychological trends of public opinion.

2.3.4 Education:

The media performs the function of education and education, as it pushes individuals to further research, learn, and acquire the skills necessary to develop performance, as the media helps transfer the cultural, cultural and natural heritage from one generation to another, while developing the modern formula to keep pace with development without prejudice to the original, which is what It leads to the intellectual development that will develop the individual's attitudes.

The function of education and teaching is of great importance, especially thanks to the audiovisual means, which, together with the written press, have become the necessary tools for a comprehensive and permanent education for young people.

2.3.5 Advertising:

Advertising is a major source of income for most of the mass media, because it helps them to continue and perform their role, and the advertisement appeared from the very beginnings of the emergence of newspapers, but it did not reach a main function until the middle of the ninth century, and advertisements began modestly that included materials such as books, medicines and lost things.

After the emergence of the industrial revolution and the growth of the size of productive projects, the need for advertising increased, and it became a stand-alone function that informs consumers of the types and advantages of different commodities.

2.3.6 Entertainment : The media perform this function, taking into account the fierce competition among other media outlets to seize the masses and link them to this or that newspaper, or radio or television channel, through what they present with the aim of entertaining and entertaining the public, and some creative people exploit artistic works aimed at inciting the masses to Fixing, modifying, or changing some behaviors.

This function has a positive psychological effect to relieve troubles and worries, but it may make society mired in illusions away from reality, which increases negativity as well as that entertainment can carry a delusive social or political value to pass on a message.

Therefore, it is necessary to choose the appropriate materials for the entertainment and entertainment of the masses in a manner consistent with the values of each society, and to exploit such programs in the development and promotion of thought.

2.4 Tasks and objectives of environmental media:

2.4.1 Tasks of environmental media:

The tasks of environmental media are represented in the following points:

The development of environmental awareness through the development of general environmental awareness towards environmental issues, which helps to create a popular current pressuring governments to pay attention to environmental problems.

Awakening determination and unity of individuals to stir the stalemate in the environmental arena, and motivate decision-makers through correct environmental information, in order to act responsibly towards the environment, and to improve the quality of life without damaging human resources, and without endangering the lives of future generations.

Advocating for the necessity of improving the standard of living, preserving diversity, lack of depletion of non-renewable resources, taking into account preserving the carrying capacity of ecosystems, and changing bad environmental habits and behaviors. Confronting futility and recklessness, strengthening the capabilities of those who desire better change, and empowering societies to protect their environment.

Work to win friends for the environment and development, and highlight the positives and efforts made to protect the environment.

2.4.2 Objectives of Environmental Media:

The media is one of the most important means of non-formal education, because of its role in the educational processes and education, and it seems that there is a strong relationship between the media and environmental education despite the different means and circumstances surrounding each of the two processes, but the goal is the same, which is to spread and support environmental awareness . The mass media play an important role in strengthening environmental education, as they represent the ideal means to reach the widest possible audience base.

2.4.2.1 Perceptual (knowledge) dimension: It refers to the information and concepts that individuals and groups should know about biophysical systems, and all that the natural environment contains in terms of resources, relationships, capabilities, and what they are exposed to in terms of problems, and here the role of informal institutions in the education and environmental education processes appears.

The media are considered the most effective in spreading environmental awareness among citizens of all ages, levels of culture and whereabouts.

To ensure a correct perception and understanding of the relationship that binds a person to his environment, attention must be paid to communication channels and their capabilities for performance in the delivery of environmental information and data.

In addition, environmental problems and ways to address them in order to attract the attention of the public. Newspapers can issue independent supplements to the environment, or create newspapers and magazines or banks of environmental information on the Internet.

If environmental information is provided on a regular basis continuously, then the defect and problem can be avoided, albeit relatively, and we mean here the multiple media because of their educational and technical capacity to transmit everything related to the environment at the local, regional and international level through a comprehensive treatment of events. In order to communicate it to all social strata and raise their awareness of the dimensions and risks of environmental problems, the media can devote information bulletins or programming documentary films or scientific slides related to the environment, whether radio or television.

2.4.2.2 The skill dimension (forming attitudes and values):

It is intended to help individuals and groups gain a range of feelings of interest in various aspects related to the environment. And also the acquisition of skills to identify their problems and how to solve them.

In this regard, the media must also prepare an audience that is receptive to changing their attitudes, traditional values and behaviors harmful to the environment and influencing it in order to improve them and raise their standard of living to preserve biological diversity, non-renewable materials and the absorptive capacity of ecosystems (UNESCO 1977).

This is to make individuals and groups more aware of the means of work and performance to protect the environment, hence the role of the media as

part of the system of continuous education and training, especially after the stages of education and school training.

The media can also achieve new patterns of positive trends, as they have a pivotal role in developing different attitudes and values, and making citizens live with environmental problems.

2.4.2.3 The Affective Dimension (Participation): It is the opportunity for individuals and groups to participate actively at all levels in solving environmental problems. Experience has shown that the participation of people in making decisions that relate to their future is essential. In this regard, the media should create channels for social dialogue between citizens to reach a common decision, which helps create a popular current that pressures governments when it comes to the environment. In order to achieve the continuity of this dialogue, it is imperative for the media to allocate an open space to present the opinions, ideas and proposals of the environment-interested public, and to transfer the problems of their environment to the research, implementation and decision-makers.

Through what was previously proposed, we will examine how the media message directed to the public can succeed, which can attract the most groups in society and that can cultivate appropriate awareness, and appropriate awareness to change or even modify individuals' behavior towards the environment.

3. The success of the media and communication message:

Before we deal with the media message, we know the media, as it is providing people with correct news, sound information and proven facts, that help them form a correct opinion about an incident or problem of problems so that this opinion expresses an objective expression of the mentality of the masses, their attitudes and their tendencies. Scientific and artistic conducive to collective contact with people, directly or indirectly, through the tools that transmit or express them, such as the press, radio, television, news agencies, exhibitions and conferences.

This concerns an important aspect of communication functions, which is the aspect of the media and its relationship to information in its various forms, from news to analysis to comment, i.e. various traditional forms. The printed matter includes newspapers, magazines, etc.

The media message includes many processes, including psychological ones, as it is exciting for the recipients to respond to it. The desired response must be non-boring, commensurate with the components of the personality of the individual and consistent with his personal demands, and the psychological field in which the individual, group, and experience are present. Based on whether the message is simple or complex, direct or indirect, sufficient or insufficient, clear or ambiguous, in addition to the following characteristics must be present for the success of the communication: That the message is attractive and content that interests the audience.

Using a common language between the sender and the receiver, with the aim of creating interaction and compatibility between the communicator and the receiver, and in the absence of this common language, the recipient will reject what the communicator provides because he does not understand it.

The media message in its content must raise some personal needs in the future and suggest ways to satisfy these personal needs, such as the need for security, belonging, reducing tension, love and reassurance.

The process of mass communication succeeds in exerting influence if it is appropriate to the patterns of understanding, trends, habits and goals that characterize the recipients of communication.

4. Effects of the communication media message on the public:

The effects of the media message that are reflected in several aspects are knowledge, understanding, emotional stimulation, assimilation and direction. Knowledge is the simplest form of influence that can be transmitted by the media and environmental media, and this knowledge is to make the recipients aware of events, people and expectations, and the media varies in how they To achieve this knowledge, each method has its own advantages.

As for understanding, it is one of the most important aspects of the cognitive impact of the media on members of society, as it is possible to understand the media material in a way that is presented with its truth or with the motive of sending this message, and the misunderstanding of the message among the recipient may be due to several factors, including:

The method of presenting the media material, the content of the media message itself, and the extent to which this content is close or far from the recipient's interests.

Values and attitudes of community members and their role in guiding their understanding of the issues presented to them.

The emotional alert appears in the effect of the media message on the emotional aspects of the individual, which depends on the way in which the individual perceives. This alert and the method of its interpretation leads to the difference of individuals in their perception of what the media provides, to their difference in emotional responses and this is due to differences in education, motivation, personality characteristics and differences In the mood.

As for assimilation, it is the autism or merging with a person from among the personalities of the media work presented to the recipient, and the assimilation occurs when the recipient experiences the events and topics he witnesses to the degree that leads to the emergence of the type of psychological or psychological relationship between him and one of the participants in this work, and reach him Trying to imitate this personality, and this leads to the recipient experiencing the material presented to him in a more personal way and with more depth, and assimilation often occurs based on several factors such as gender, age and profession.

As for the direction, the influence in it is definitely related to the influence on both knowledge, understanding and remembering, because the lack of knowledge resulting from poor stimulation or the inability to understand must impede direct influence on opinions. Advertising campaigns are among the most common media messages in influencing opinions.

The importance of public awareness of environmental dangers is because its perception if it is incorrect, the efforts made to protect the environment may not succeed, and that perception is a process that represents the focus of environmental behavior because it is the source of information about the environment as environments alert all the senses and provide the individual with much more information than he can handle. Efficiently, it can be difficult to separate the person from the environment as long as there is

constant interaction between the two and as long as perceptions depend on what the person is doing in the environment.

The development of environmental awareness is no less important than other issues such as political or economic, because the importance of public awareness of environmental hazards has the effect of sustainable development, and the fourth principle approved by the United Nations Conference on Environment and Development indicated that: For sustainable development to be achieved; Environmental protection should be an integral part of the development process, and it cannot be considered in isolation from it, so that the development and environmental needs of present and future generations are equally fulfilled.

Environmental awareness is one of the most important issues that environmental media focuses on in general, but it is the most important goal for it because reducing environmental issues or problems depends to a large extent on the level of awareness that the recipient or the public have, so the lack of awareness of the environment or lack of awareness of it is in. Mostly, it is the reason for the problems that the environment suffers from, and many assert that one of the goals of environmental media is to increase awareness and prepare the public to accept the idea of changing the traditional behavior if it is harmful to the environment, because the lack of environmental awareness may lead to trends and behaviors that are destructive to the environment.

5. Contribution of environmental media to spreading environmental awareness:

Written media are as old as mankind, especially the press in human history, thanks to preserving knowledge and science communication between civilizations, and despite the quantitative and qualitative development of various forms of media, especially electronic media in the modern era, it still maintains its presence in Society, as it is characterized by its superior ability to reach the scattered masses in a timely and continuous manner, thus eliminating the barriers of time and space to provide them with news and events, and this is due to the fact that the press has developed its performance mechanism thanks to modern technology and developed its means to suit the requirements and renewed individual and societal needs and needs. The variable, by giving details about facts and events,

accompanied by analysis, interpretation and comment, is thus more suitable for dealing with long and complex topics, as well as making it easier for the reader to deal with it according to his circumstances and whenever he wants.

And the interest of the media, especially the written press, in dealing with all political, economic, cultural, social and even environmental issues and events since the 1960s, and it has been a platform for environmental associations to express their views and present their activities in relation to the environment, thus becoming a source of resources that contribute to the development of environmental awareness in order to deal with environmental issues Which is complex and needs explanation and interpretation, in addition to its ability to influence from many aspects with correct knowledge, correct direction and appropriate behavior, in two aspects, the first of which is epistemic, and it is based on the following points: Creating an environmental awareness among the recipient audience by providing it with knowledge, information, concepts and facts related to environmental issues and problems, introducing them, their causes, impacts, and how to address them.

Shedding light on all laws governing environmental pollution (air, water, soil).

Attracting the recipient's attention to the decisions taken by the agencies and authorities concerned with protecting the environment from pollution.

Familiarizing the public with the dangers arising from pollutants of all kinds and forms, such as water, air and soil pollutants.

The second is emotional and revolves around the following: Environmental media focus on raising awareness and preparing the public to accept the idea of changing traditional behavior if it is harmful to the environment, because the lack of environmental awareness may lead to trends and behaviors that are destructive to the environment.

The importance of public awareness of environmental hazards, because if its awareness is incorrect, the efforts made to protect the environment may not succeed, and that perception is a process that represents the focus of correct environmental behavior.

The role of the media must rise to the formation of positive trends and their sound environmental behavioral values and patterns, given that the main causes of environmental pollution problems lie in aspects of the behavior of individuals and groups towards the environment.

6. Environmental media theories and behavior change based on environmental values:

6.1 The agenda setting theory and its impact on changing behavior:

We refer to the agenda setting theory, which is one of the most important theories that researchers have relied upon in studying the impact of environmental media coverage on changing behaviors with environmental values, and it indicates that there is a strong correlation between media coverage of environmental issues and public interest in the same environmental issues, and it does not limit the effects of setting the agenda. It is necessary to formulate the public's interest in the issues raised in the media, but more importantly, these concerns contribute to shaping the public's attitudes and behaviors towards the same issues raised and this broader impact of setting the agenda.

Given the role of the media in disseminating information considering that these means are considered the main source of information that the public acquires, especially those related to the environment, in order to define its resources and components, many studies have been carried out according to the theory of the knowledge gap as well, in which the researcher assumes that there is a wide gap in the amount of information provided by the media on issues And environmental crises and the level of knowledge of the public about the same issues, and some studies have tended to research the directional effect of the media on the public, in which it became clear that there is a relationship between media coverage and the public's attitude towards what the media advocates in terms of behavior, and thus the potential of the media can be exploited to influence The public of the media and the development of environmental values, knowledge, attitude and behavior of the individual through the production of various programs such as cartoons and documentaries and the use of highlighting elements.

Adelstein and his colleagues went on to suggest that establishing the Uses and Benefits Model is a reaction to the concept of the power of the media,

and this model conferred a positive characteristic on the media audience as it considers the masses receiving media messages are not negative, but rather individuals consciously choose the media they wish to Exposure to it, and the type of content that meets their psychological and social needs through the available information and entertainment channels, and from the concepts of this theory: use, influence, need, motivation and gratification. Some other studies in the media have used the cultural implantation theory to reveal the long-term environmental media influences. In it, it turns out that viewers who spend more time following environmental media - unlike what the cultural implantation theory dictates - are less aware of environmental issues and are more likely to believe that science and technology have them. Harmful to the environment as they were less willing to sacrifice for environmental protection.

What these theories confirm is that the media's media coverage of environmental issues and their problems greatly contributes to raising public interest in and understanding of these issues and acquiring environmental values that guide their behavior.

Thus, the media plays a major role in changing values, as sociologists and communication scientists agree that any intended social change in society must reach people through the media. Which are important tools and help in addressing people and explaining and transmitting those new changes that will take place in society and in its structure and functions so that every individual knows his role and position for the change that will occur, and this indicates that it is the basis of the process of social change, because of the processes of forming opinions and changing concepts and patterns Behavior, fixation and reinforcement of desired values.

In order for the individual to play his positive role towards the environment, he must acquire environmental values that enable him to realize the impact of environmental degradation factors on human health and on continuous development efforts, which drives the individual to perform his role, and drives him to continuous participation with others to protect the environment.

In this regard, studies and research confirm that the starting point for media interest in environmental issues began and grew after the Stockholm Conference, which emphasized the human right to environmental media, as

the print, visual and audio media play a central role in shaping environmental awareness among the general public, both in the context of providing it. With correct environmental information or the formation of trends and attitudes towards environmental issues and also in setting environmental priorities at all local, regional and international levels. And because the media performs multiple functions in society, it is possible to take advantage of their potential and characteristics to influence individuals when addressing serious environmental problems and changing negative behaviors among individuals. Some environmental experts argue that the role of the media is based on three axes:

The first axis focuses on building strong and influential public opinion on decision-makers and those working in the environment, which is a long-term impact.

The second axis tends to influence the general public itself to carry out the desired behavior towards protecting the environment in the fields of agriculture, industry and trade, and dealing with the environment in the home, street, field ... and others. And yet, like behavioral change, here is the most difficult and long-lasting type of change.

The third axis is directed towards the quality of citizens to ways to protect themselves from environmental damage resulting from long-term problems that require time, effort and abundant disposal.

Scientists and researchers in the field of environment have noticed in recent years the great role that the media play in revealing the dimensions of environmental problems and their causes, and they have also confirmed, as a result of the studies they have carried out, that these means can have effects from the cognitive, directional and behavioral aspect of the individual, on the social and cultural level. And even the standard of living, which characterizes the aspect of economic development, is its sustainability.

6.2 The role theory and environmental education: Among the topics that have asked many scholars and researchers to find the role theory, which was discovered by anthropologists, and added to it a lot of social psychology, as well as the work of sociologists, and this theory is somewhat

related to the career current, through their meeting in common concepts, such as the concept of rights Duties, expectations, social standing, social positions, etc..

The role can be defined as: “It is the behavior expected of the occupant of the social position, which indicates that there is a strong relationship between the social role and the social position. The social position of the social actor in society is what determines the nature of the actions expected of him or his social role”.

Linking this theory with the concepts of the media, especially in response to citizens' concerns, regarding how to influence it in modifying their behaviors and actions directed towards the environment and instilling an environmental culture in them. Since the media institution is like the approval of the rest of the social upbringing institutions, which are a mixture of social organizations, it has the role of contributing to preserving the environment from all pollutants and reducing its problems, especially those that are the work of the social actor (the citizen), and this is through the integration of efforts Everyone from the citizen, to the family, to the school, to the associations, the media, the state through its executive and legislative powers.

Hence, we expect the various media to play their appropriate role, to contribute to the advancement of society and to better preserve the environment, by creating good relations with the public of citizens, in order to give the environmental side a strong impetus, and this by restoring the citizen's confidence first, and benefiting from Their assistance and efforts, to entrench a culture of environmental preservation, with high responsibility, an environmental sense and a living conscience, to advance what is beneficial to the environment and society alike. This is through activating the sensitization process in dealing with and protecting the environmental phenomenon. This is what the specialists in the field of environmental protection are urging to emphasize the role of the media in general in directing actions and behaviors directed at the environment in an optimal way to preserve and reduce its problems.

7. Audience receiving environmental media:

Audiences for environmental media are not limited to environmental activists and environmental groups. It extends in all sectors of society, and

the specializations and ages intersect. Environmental activists, NGOs and scientific specialists related to the environment are the main base for environmental media audiences, because it addresses their direct interest. However, smart environmental media should interest other stakeholders: politicians, government institutions, and industrialists, not to mention intellectuals, students, professionals, employees and housewives.

Environmental media should identify the sectors of its audience, and address them with useful documented information that stimulates their interest, as the information and the method of its analysis remain the main element in the success of environmental media in reaching its audiences. He must also respect the interests of the public, and this is not happening now. An environmental public opinion poll in the Arab world showed that the public places its first concerns on: air pollution, hazardous waste, and health hazards from pesticides and fertilizers, while we find that these topics remain almost absent in the Arab media.

Media messages in Arab newspapers that concern environmental affairs are often focused on a topic such as waste in the streets, which is a subject that attracts direct visual attention, or a disaster such as an oil spill or wells burning, and other important issues such as the impact of industry on the environment, depletion of natural resources, water pollution and sabotage are neglected. Beaches and haphazard expansion of the tide. These are other important environmental issues. The Arab media content themselves with publishing about them when they get ready-made materials from international organizations or news agencies.

And in a study on Arab scientific media presented at a meeting organized by Al-Arabi magazine, "Arab media appears to be reeling between the hammer of the decline of the values of science and technology in general within Arab societies and the anvil of poverty in capabilities and cadres and weakness in the face of the flood of entertainment and consumer media." And that "it is rare that you find scientific Arab media that has addressed sober scientific issues related to real development issues, and sparked creative debate and controversy within society."

This expresses a fundamental problem faced by the scientific and development media in general, as it turns into an extension of the mentality of underestimating science and dealing with it with a superficial, abstract approach, without linking it to development issues.

8. The role of environmental media in environmental awareness:

The media is the main pillar in the field of environmental awareness, especially after the exacerbation of environmental problems in all countries of the world, where we have become in great and urgent need to educate society in its various segments without exception. And through the media and confirmation of the sayings of many writers that the latter is the most influential means in changing the attitudes of individuals and society towards environmental issues, and the broadest area in reaching the largest possible number of individuals across different regions of the world.

The environmental media may be interested in environmental affairs and its problems, as it has the role of the community's conscience that sounds the alarm that is now imminent threatening the entire world and which does not recognize either individuals or geographical borders, calling for the establishment of a natural balance between the environment and sustainable development and creating a clean environment. Suitable for everyone to live simultaneously and rest later.

Environmental media has an important role in spreading environmental culture and promoting environmental awareness through various media, audio, visual and readable, and the desired goal is to discuss ways to reduce the current environmental problems, which harm individuals and societies alike, because the environment We already know it is everything that surrounds man, which was defined by the Dictionary of Social Sciences as being the external factors to which individuals and society as a whole respond to an actual response or an overall response, such as geographical and climatic factors such as temperature and humidity, and cultural factors that affect the life of the individual and society. And shape them and print them with a certain character.

And here comes the role of environmental media in educating people about the damages to their environment, raising awareness of how to confront and reduce them, and also raising awareness of the best way to deal with, preserve, and even improve their environment.

Each individual has to play a specific role in this social system and the rest of the individuals must play the same role because the environment is stable for everyone and neglecting to perform the roles assigned to them leads to harm and corruption that affects all generations. This is what George Herbert Mead confirmed, "that any individual is Always conscious of either

a little or a large proportion of his playing a role and he believes that the social interactions carried out by ordinary individuals are a reference to the mind, because without the mental processes that lead to occupying the role these individuals will not be able to coordinate their daily activities ”(Ian Crib 1999)

Hence, it can be said that the importance of the media lies in creating communication and interaction with the citizen's public through the programs presented in order to preserve the environment and the environment together, through newspapers, advertisements, conferences, television and radio, as they contribute to uncovering environmental dangers and disasters caused by the citizen with his behavior and behavior. The responsible person throwing his waste randomly everywhere and at any time, which if he does not stop doing so, inevitably contributes to an ecological ecological disaster.

9. Conclusion: After this connection about the concepts that were projected on the reality of the media and environmental media, and in its various means of communication, and by activating the passage of the media message and thus its success in passing the real discourse that directly touches the individual's life, with the aim of establishing environmental values in society that would change or modify behavior The researcher concludes with a set of results and necessary recommendations about this duality that surrounds the two propositions: environmental media on the one hand, and correct environmental values on the other hand, among the most prominent results reached are the following: The success of the mass communication process in exerting influence is appropriate to the patterns of understanding, trends, habits, and goals that characterize the communicators.

The importance of public awareness of environmental hazards, because if its awareness is incorrect, the efforts made to protect the environment may not succeed, and that perception is a process that represents the focus of correct environmental behavior.

The role of the media must rise to the formation of positive trends and their sound environmental behavioral values and patterns, given that the main causes of environmental pollution problems lie in aspects of the behavior of individuals and groups towards the environment.

Environmental media focus on raising awareness and preparing the public to accept the idea of changing traditional behavior if it is harmful to the environment, because the lack of environmental awareness may lead to trends and behaviors that are destructive to the environment. The call for establishing a natural balance between the environment and sustainable development and creating a clean environment suitable for everyone to live simultaneously and rest later.

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