



*Specialized mass media and media education on the sustainability of
environmental action Conceptual reading from the perspective of
functional constructivism*

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Abstract:

It is known that the book "Silent Spring" by the American thinker "Rachel Carson" talked about the pollution of the entire human environment with substances that have an amazing ability to cause harm. The dangers described threatened people as much as they threatened the planet Earth. Was this manifested in the media in a responsible manner? And my functionally? ..., The concept of mass media from the constructivist-functional perspective indicates that it is an institution of social action and socialization. It is part of a socio-cultural system that supports structurally in interpreting daily events that concern and serve society despite its diverse and different references.

✓ Keywords: Mass media - media education - sustainability - environmental action
- functional constructivism.

INTRODUCTION:

The consensus of communication science professionals indicates that the basic functions of mass media appear in the trio: News, education, entertainment, there are those who add a fourth function: education, the communication process as a social act in general, in which education and education are always translated into one or two things, and what distinguishes this function. (Education) is the possibility of translating education into a concrete behavioural act, and on the basis of this initial grant the function of casual education and education seems to be at the level of awareness of the audience of the recipients; Media functions of mass media in general may sometimes appear to be contradictory. However, the function of media education for the socio-communication act and by inviting the specialized media will be of public benefit in the public media spaces of any society, In this context, we can explore an important issue in humankind's life that calls for both the functions of education and education, but it is true to say that it is a universal public matter, namely environmental development. Environmental protection and development is no longer an acceptable or unacceptable option, rather, an integrated system of environmental action must be provided, because the natural and industrial environmental challenges in the Arab world are deepened by the wrong individual and collective practices, we find the exploitation of agricultural spaces at the expense of urbanization. water and air pollution, waste in all its forms and water and drought crises... and one of the foundations of this system is information education frameworks on the values of equality, justice and environmental development using communication tools together. The issue of environmental development is one of global and pivotal issues, as the issue of the environment lies not only in its problems, but also in the world ' But it highlights

the need to develop its resources and invest its potential, which requires the preparation of people capable of such development and the development of better environmental conditions, The mass media, especially local television and radio, in

their specialized departments have a vital function that can sustain the environmental development act. and deepens citizens' sense of duties and responsibilities towards the environment and disseminates the concepts of sustainable development in a way that contributes to the development of the sustainable environment and informs the Arab recipients of its themes, shapes and possible solutions. Through the previous conceptual context, the following key question can be asked : How can specialized mass media mechanisms be described through their materials and practitioners for the exercise of the function of education as an environmental development act?, Can there be a public debate on public environmental matters?

To elaborate on this problematic proposition, the topic can be dealt with from the following angles with construction and analysis:

1. Environmental media between the function of education and the act of development:

Environmental media is one of the specialized media branches and the latest types of development media. It aims to provide citizens with the right news, information and hard facts on environmental issues and their causes, dimensions and solutions proposed for them. It also aims to sensitize the public on environmental issues and work to create positive trends towards them. (الطلحاتي و الصالحي, 2011, p. 512), in order to help them form a sound opinion on these environmental issues, In another context, environmental media refers to the process of creating and disseminating scientific facts about the environment through the media with a view to creating a degree of environmental awareness towards sustainable development And on this basis the mass media, especially the visual and audiovisual, have a great role to play at this level, in particular for the impact it generates on the recipient and his awareness of the risks arising from his lack of respect for environmental requirements and for laws that ensure the preservation of the environment and the non-abuse of its resources for the present and future public information on the meaning of interaction between human beings and the

environment, To facilitate understanding of the broad contours and comprehensiveness of the word "environment", so that the proposed legislation for the protection of the environment is known to them, consciously and with desire, and not from ignorance and awe. (أحمد الديب, 2016, pp. 48-49). This environmental media is undoubtedly one of the most important environmental awareness wings, a tool that, if invested well, has a positive return on environmental awareness, spreading a sound understanding of environmental issues, facilitating understanding and awareness of contemporary environmental issues and building certain convictions towards the environment. (يوسف ومذكور, 2000, pp. 55-56), although this tripartite relationship between media, education and development may become ineffective to attend problems and obstacles to the proper functioning of environmental media; One of the most important is the lack of information for the receiving public. In this case, the missing person does not give it for the absence of circulation in the information space in the field of the environment as a development act, as a public matter if we want to influence the perceptions and behaviour of Arab public opinion And two do not disagree that addressing environmental issues is essentially a development act, and therefore the most important sustainable environmental development issues constitute conservation Because of multiple environmental problems, such as extinction of certain organisms, depletion of resources and general environmental degradation, the primary objective of these organisms will be to protect natural patterns, conserve natural materials as within the boundaries of natural systems and conserve resources and biodiversity. (المدني, 2018, p. 18), and therefore the United Nations concept of community development was based on a process designed for the social and economic progress of the whole community, relying as much as possible on the community's initiative and engagement. (عدي العبد وعاطف العبد, 2007, pp. 9-10) Perhaps the most important relationship monitored by "عاطف عدي العبد" in the relationship of audiovisual media to development and awareness-raising problems: awareness of the importance of the environment and preservation of its integrity, consumer awareness and the development and rationalization of consumer patterns.

2. Sustainable human development and environmental public space:

Sustainable development emerged as a new concept by the end of the last decade of the twentieth century along the lines of exacerbating the problem of environmental degradation environmental protection demands collide with development demands: in the face of widespread destruction of environmental resources and South-North conflicts and increased international public opinion on environmental collapse environment ", which was accompanied by international concern at all levels as to whether the environment would limit development, Whether development will cause ecological devastation, three dimensions of which are included in the concept: Social, economic and environmental, these dimensions are integrated into an objective content that ensures opportunities to meet the human needs of present and future generations. (طلعت والفاروق, 2001, p. 76), in the context of the recent emergence of interest in the issue of the environment as a development dimension that has led to the affirmation of the "dimension of sustainability" within the framework of sustainable human development, by emphasizing that future generations will not be harmed as a result of present human choices, and that the Earth is one planet and not only a legacy of the present generation but a common heritage of generations. (Tangara & PNUD, 2005, p. 116), where the role of mass media is not limited to transmitting or publicizing environmental news or listing information and guidance for its preservation, It is an effective and constructive monetary practice for decision makers and prompts them to include the environmental dimension in all development schemes to become a development partner through its contribution to the development, implementation and evaluation of public policies in the area of sustainable development, We see his presence in Western democratic countries, while he is absent in the Arab world due to the absence of conditions for achieving sustainable development due to wars and conflicts over power, Today's contemporary media is information and analysis. not to inform preachers and absurd assumptions, and specifically on the subject of the environment, we have passed the point of persuading people of the importance of

preserving the environment to the stage of identifying effective methods for achieving this noble goal. Which has become acceptable, and that means treating the environment informatively and as an issue and not as news in social activity pages. Media ", because recycling news without new information and without documented objective analysis renders the media ruminated and discredited. (حنون, 2021, p. 192), for example, an individual citizen's environmental awareness went beyond speculation of the concept of impact or functions in the language of communication that the mass media seeks to perform And much of it is shaped by the right information on environmental public affairs, And so awareness is about preparing man for successful interaction with his natural environment. development ", which includes various resources and requires the development of certain aspects of the learner, These include clarifying the concepts and deepening the principles necessary to understand the interrelationships between man and his culture, on the one hand, and the biophysical environment around him, on the other. And also requires the development of skills that enable people to contribute to the solution of problems and threats to their environment and to the development of their conditions (فريد, 2013, p. 113). In the light of the mention of the role of mass media in sustaining the act of development, "Marshall McLuhan" says that the vehicle is the message and each of their dependent audiences, which compiles its language and can easily understand and interpret it. This is why the means of communication in the field of development is chosen on two important criteria: The first criterion relates to "by the way the idea". Ideas may take the form of a verbal form of words said or read, and may take sign language and colors to express the message of development in environmental matters. The second criterion concerns "by the occasion of expected objectives", where the content of the message is affected (In environmental matters) to a large extent the needs of the audience receiving this message, there are means of creating real-time effects such as rhetoric and the identity of the fiancé..., and others that have a slow impact on the audience and thus weak public response. (خلفلاوي, 2011, p. 22), perhaps it is the success of this interrelationship between the mass media and the recipient's audience that constitutes environmental culture as a form of subculture,

starting from the provision of information sources to the involvement of environmental intellectuals in dialogues, radio debates, publications, incidents and environmental issues of direct and indirect relevance to society, especially those with an information yield. (على حافظ, 2017, p. 69).

3. Media Addressing Environmental Issues - Unsustainable Events:

The media sociology thinking indicates that the information and communication system in society is a subsystem of the general social format with its functions and roles and contributes to maintaining the balance and stability of society through its solidarity with other subdisciplines such as political, economic and cultural..., There is no doubt that this system, which is administered by the mass media in all its forms, may be irrelevant in carrying out its functions. "Dysfunction" of the role of the media in society, which refers to the injury of certain parts at the job level, and hence the impossibility of performing the job, and the apparent functions are the intended and socially recognized functions or effects (حامد, 2012, p. 103), the content of this context touches upon the question of the nature of the media treatment of the environmental public in various forms of the Arab Jamahiriya's media as it does not depart from the concept of function or role it plays. Many environmental studies have monitored the decline in space allocated to Arab newspapers, magazines, radio stations and television channels the environment and its issues rank modestly among the concerns of the Arab media on its diversity, unlike in many developed countries, very few publications and publications are devoted to environmental issues. Most of them are issued by official bodies and institutions that adopt a speech focusing on uncertain achievements and successes international statistics and credible international reports. (أحمد الديب, 2016, p. 50). In another context, the President of Oxfam, a British NGO, "Barbara Stocking", considers that most media coverage of environmental issues does not address the problem in its real dimensions and merely monitors the event, without public opinion knowing why we are where we are now. And Stocking adds in its commentary on the

phenomenon that the media (mass media) lacks "streamlining the scientific content of environmental issues so that the ordinary citizen can learn about the dimensions of the problem and benefit from expert opinions on the steps to be taken to deal with those phenomena in order to cope with their negative consequences". (أبو العينين, 2008). Environmental media as a specialization and as an area of information a strategy whose embryonic phase continues to suffer from the absence of an environmental information strategy. Information on events continues to emerge when environmental problems and crises arise and during events such as the celebration of National Day or World Environment Day and then disappears indefinitely.

The most important feature of the media treatment of environmental issues and their problems since today's human interest in these issues has increased is that it has two main characteristics. First, it focuses on the specialized media message of limited prevalence, which addresses the intellectuals and scientists involved in studying these topics. Thus, specialized scientific journals have begun to emerge. (سلامن, 2019, p. 197). The second is the media's wide interest in news media coverage primarily of conferences and research on environmental issues, here, it can be said that the media's treatment of environmental issues is mostly partial. s rights ", Annie, and takes part in the follow-up to events without the tendency to adopt a clear position on these issues and undoubtedly the best thing a journalist can do is be aware of and try to deal with hazard issues and report them, A guide for assessing, presenting or presenting environmental risks in a simplified manner in another of the problems facing environmental media is the volatility of public opinion towards environmental issues, which is a spectacle or theory presented by "Anthony Downs", 1972, where he considers that every environmental issue is in stages when presented and discussed in mass media. (Meisner, 2015), the first phase of experts and specialists in environmental matters, And then the stages of discovery and cognition, to the downward phase of popular interest, this reduces journalists' enthusiasm to take it up again. Despite all this, within the framework of all difficulties and indifference, the mass media at all levels

can provide serious and targeted environmental programmes to sensitize members of society to environmental problems to modify attitudes and establish new knowledge about environmental problems. Most importantly, the recipient's environment is a trend that drives the recipient to use his or her information, develop his or her skills and translate them into environmental protection practices. (أبو السعود، 2003، p. 133).

4. The environment in the civil priorities and media cadre between editor and expert:

Many media studies have confirmed that the expansion of coverage of any environmental event stems from political interest in it, as the American press addressed environmental issues, the conservation, and sustainable functioning of its resources during the Roosevelt period because it attached great importance to the remnants of the environment and its protection for future generations. (أبراهيم، 2001، p. 240). In contrast, media pressure led to approval by the United States Senate of the National Environmental Policy Act, which in 1969 gave the United States federal authorities the right to study the effects of industrial and development projects on the environment before they were authorized, and in another context "Anthony Giddens" believes that ecological communities (Environmental means) One of the social movements like labour movements, freedom of opinion and expression movements, peaceful movements ml "Green Peace" and environmental advocacy groups advocating what is known as sustainable development (Beck, 2003, p. 434), the latter which led to the identification and prioritization of environmental issues, as well as the new vision of the role of mass media audiences in publicizing environmental public affairs and its problems to the human person and even to the organism, NGOs in some African countries are also engaged in sensitization campaigns in the grass-roots community to raise the level of environmental culture and restore the ecosystem's vitality (UN environment programme, 2022, p. 12). Over time, some ecological movements have been transformed into political parties such as the French Green Party (greens) and the

British Ecologist Society, where their activity has coincided with politics. The paradox is that environmental and climate change issues seem global, and while important, Far from the concerns of Arab citizens suffering from multidimensional suffering From managing his daily needs, to suffering in the field of freedoms in another context, which, in the view of observers, does not relate to the relevance and repercussions of those issues, Rather, the living conditions of citizens in the Arab region, which, under the current conditions, are becoming more severe, are increasing. They also consider that there is a significant gap between the media mobilization of the conference (the climate summit in Sharm el-Sheikh, Egypt) and the authorities' genuine attention to environmental issues and problems affecting the Arab region (BBC News Arabic, 2022).

In keeping with the narrative of environmental constraints in the Arab region, the absence of qualified media personnel capable of dealing with the environment and its problems is high on the list of environmental media problems. And that the most Arab media are devoid of editors or experts specializing in environmental issues, These issues often cover editors and journalists who lack the knowledge and scientific capabilities that constitute the basic pillar of the work and understand the different aspects of environmental problems in their political, economic and social dimensions. It is known in the field of environmental media globally that journalists specializing in environmental issues need intensive and continuous training courses (دسوقي, 2005, pp. 168-178), which is largely absent in most of the Arab region's media sector, There is no one who possesses basic scientific qualifications in this area and in most cases there is no training or professional development necessary to raise the workplace and increase its efficiency. To achieve the desired goals of environmental media offering in the interests of the nation, the specialization in environmental sciences in the Arab region is relatively new. And so when the environment addresses a major problem, it requires familiarity with other disciplines. Environment issues have interrelated dimensions with the economy, development, society and politics, In addition, the time required to write an environmental press report takes longer to review some technical,

scientific and statistical matters. (دسوقي, 2005, p. 180), and in another talk that the origin of the environment press is to serve a specific agenda, that is, the primary responsibility of those who work on it is to address his country's local issues and then go to talk about regional and global environmental problems, and talk about the most important foundations to be made available in environmental journalism, explains "رَبِّي عَنبَتَاوِي" that the professionalism and professionalism of writing comes in the first place, noting that environmental knowledge is important, but not a requirement to be very deep and complex, because it is a good environmental journalist who is 80% professional in humanized writing, possessing environmental knowledge in proportions. He possesses 20% environmental knowledge, and he has to be a believer in the issues he writes about. The five journalistic patterns of news, report, dialogue, article and investigation can address environmental issues, and each mode of use is independent, but at the same time, investigative investigations are the master of writing in this type of specialized journalism; Because of its ability to uncover the facts and present them to the recipient audience (أبو دون, 2019), the human dimension is most important in addressing environmental issues, because today the world is moving towards sustainability in addressing all the details related to survival and human life.

5. Environmental media, education and public debate - modified part and all...

Where do functions start?

Environmental media and education both seek to create national awareness of the importance of the environment to the requirements of social development and culture to involve the entire population voluntarily, not coercively, in a responsible and effective manner in the formulation of decisions affecting the education of the environment in all its components; Environmental information and education in today's world are aimed at creating a steady and open awareness of the importance of environmental integration in today's world. And to improve the quality of the environment by bringing about real change in people's behaviour towards their

environment (الحاج مخلف, 2016, p. 125), thus creating a self-disciplined personality who behaves with environmental vocabulary in a responsible manner. Environmental media is one of the wings of environmental awareness. Its environmental media activity must not be separated in the programmes it produces and targets young people from the curricula of the school and general education. There is an educational and media link, where environmental media, environmental education - environmental education are important windows, civilization and an important part in addressing the imbalance that is expected to occur. And seeks to create a compact public opinion in the governing official websites, as well as motivating specialists and forming public opinion in the audience of recipients (نش وبوهالي, 2018, p. 202). In another context, there is a disparity in Western vision (specifically Anglo-Saxon society) For the environmental year, the latter has long been a part of public life and political debate, and thus a functional topic for the media, where so-called media coverage has emerged. "Self-generated tendency», "Brookes ", and colleagues guess that once an abstract bond is made, it may be easy to clarify certain types of environmental concerns. But it's all fun just seeing the environment as a problem. Overall, media coverage in the 1970s and 1980s in America and Canada succeeded in agreeing that the environment was a purely major political issue. (Leicester, 2012, p. 52), which led to the possibility of discussion on environmental public affairs and the responsibility of the mass media in doing so, thereby focusing on the processes of shaping public opinion and subsequent political steps Certainly, many of the important points of this public debate are particularly relevant to the analysis of media roles. In environmental conflict, contemporary environmental debate is dominated by formal and informal groups and organizations with structures and spokespersons providing their members, whether they are citizens with environmental concerns, companies, scientific organizations or Governments, and the individual citizen may participate in the ongoing environmental debate but often through a narrow range. (Leicester, 2012, p. 65), in a similar context. According to some thinkers, the environmental issue must pass at least one of three attention-grabbing tests, legitimacy and/or decision-making, failure to pass the three tests would

erase the public issue as an environmental public area of the public's mass media priority, in a similar conversation acknowledging "Ulrich Beck " (German sociologist (1944-2015) with the terms risk society and second modernity), frequently centralizes the media (Media) In deliberating, discussing and interpreting knowledge of environmental risks, it is already saying that a society of danger - or societies facing self-creating potential challenges initially disappeared and then increasingly emerged because of the annihilation of all forms of life on Earth, so the media became a field of ordinary voices, including what it called "Beck" sounds side effects, where political activism and civic decisions are expressed not on the street but on television, Where the bad accumulated conscience of representatives and consumers of the liberated industrial community can be And yet the media is not directed to regulate environmental problems as serious issues, It is constrained by a range of factors including PR activities and other forms of damage control. Where does functions start? (Leicester, 2012, pp. 84-85).

6. Environmental sustainability media and economic development - paradox of buildings and functions:

Journalists specializing in environmental issues have long been considered militants and activists or simply have a perfect view of the world. Moreover, their discoveries were often at odds with the economic systems of the dominant states behind profit making. It is the paradox of economic development and its extraction of wealth, with polluting emissions, the resulting CO2 emissions and their health effects (CFI, 2023), a different destruction of the environment and human beings in the Arab States. Conflicts and wars have contributed to environmental damage. This is why there is an urgent need to develop strategies to protect the environment and to put an end to environmental degradation by encouraging general environmental production processes and practices. The underdeveloped Arab environments have certainly been linked to the existence of poor communities, where environmental protection is already

in last place on the priority line. environmental degradation ", there is also a rotation between economic growth and environmental degradation, while environmental degradation has negative effects on growth and economic activity, this same activity has caused such degradation. On the other hand, greater stringency in establishing stringent standards of control and control to mitigate environmental degradation will inhibit growth and allocate resources to finance mitigation policies. This devastating cycle is repeated without end, exacerbating environmental degradation and hence hunger and poverty. (خليل ابراهيم, 2015, p. 72). In another context, economists distinguish between growth, which is an increase in the size of the economy resulting from the use of resources, and development, which is the achievement of better living standards. Growth and development follow different laws. Free world trade may increase one country's gross domestic product (GDP) and increase its growth, but at the same time ignore the overall human and ecological interest. (فرحات, 1998, p. 28), yet the brilliance of the present mind and issues of environment and economic development, some of which were once independent, are now intertwined indivisibly. Environmental degradation drives people into poverty in increasing numbers and is often portrayed in environmental mediums. (Poverty) has become a factor of ecological degradation (environmental), as people, who are interrupted and whose hope is lost consume the assets of the resources on which they depend, and the issue is not an option between poverty alleviation and stemming environmental degradation and reversing it. States now face the impossibility of achieving either objective other than pursuing the other goal, namely the environment and sustainable development. (لزار, 2021, p. 134).

CONCLUSION:

It is true that environmental media does not have a magic stick to counter human activities that damage the environment but at least constitutes an instrument of change in order to improve life's chances, It is clear that the experience of environmental media in the Arab world has exceeded the limits of theoretical awareness environmental policy ", which is part of a public environmental policy and not merely a tool for

announcing a ready environmental policy, is aimed at developing environmental awareness among different sectors of society, Whenever mass media contribute to raising social awareness, it reduces the laws binding on man's relationship as an individual to the environment, and what has come to be called "Green media" to contribute to promoting sustainable practices and encouraging affirmative action towards preserving the environment The obstacles and obstacles to the operationalization and activation of environmental media are numerous and sometimes deplorable. For example, there is no comprehensive and deliberate information strategy, as evidenced by its neglect of public health and nature, Media coverage of these topics, if any, is instantaneous and the event is born. Environment ", the mass media is an important tool for raising environmental awareness and promoting environmental conservation, as a need and necessity. Without this awareness, environmental protection remains a difficult slogan to apply and is difficult to monitor, especially if it is linked to the circle of poverty and the concept of marginal society. environment issues in virtual spaces or new mediums, and at the professor's discretion "محمد قيراط" We are in the digital age and the internet age it is primarily about providing data, information and data if we want to influence public opinion and influence perception and behavior in the future. The Arab environmental media also suffers from problems such as its reliance on traditional means and its non-adaptation to modern media that harmonize with the digital age in order to keep abreast of information and knowledge development. Finally, the challenge is great and the responsibility for man and the planet is greater.

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