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RESEARCH ARTICLE

ROLE OF MEDIA IN INCREASING PUBLIC AWARENESS TOWARDS ENVIRONMENTAL ISSUES: AN EMPIRICAL STUDY

***Dr. Ankit Sharma**

Assistant Professor, Vivekananda School of Journalism and Mass Communication, Vivekananda Institute of Professional Studies (VIPS) (Affiliated to GGSIP University, Delhi)

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ABSTRACT

Media has constantly assumed an essential job in tending to the social issues. Over some undefined time frame media and web based life have moves toward becoming wellsprings of stimulation. Yet at the same time media, as syndicated programs, talks, news and accomplishments of people, addresses these issues. The present investigation is exact in natures and discovers the job of media in expanding the open mindfulness towards the environmental issues. The example size of the examination is 256 person, which were chosen through judgment inspecting by the scientist. The information has been gathered with the assistance of an organized shut finished poll. The scales utilized in the poll were ostensible and interval scale. The information investigation instruments utilized in the examination were mean, t-test and relapse investigation. In the outcomes it was discovered that the web-based social networking assumes an essential job in interfacing individuals and making individuals mindful about the basic natural issues.

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INTRODUCTION

Media is characterized as correspondence channels through which news; diversion, instruction information, or limited time messages are scattered. Media incorporates each communicating and thin giving medium such a role as papers, magazines, Television, radio, boards, standard mail, phone, fax and web. Media is the most dependable instrument to passing data to however many individuals as could be expected under the circumstances in the briefest time. Since media is of various sorts for example papers, radio, TV and different structures, it can reach the same number of individuals from various foundation and of various language gatherings. Since people group is a gathering of individuals with a shared objectives or destinations, media brings individuals from various foundations together by influencing them to comprehend that they have a similar normal issue, accordingly making a network whose primary point is to control natural corruption through relief and improving ecological preservation. In this manner individuals from the grass-root levels who tune in to neighbourhood vernacular stations, to those in the territorial, national, and worldwide dimension through different types of media are united by media and go

for accomplishing a shared objective that is accomplishing ecological maintainability. Natural mindfulness is key correspondence procedure to advance the information of condition, stay up with the latest about cataclysmic effects of human improvement and help them to think about feasible advancement. Media gives ecological mindfulness and cooperation by making data generally accessible through making individuals' mindfulness about natural insurance and protection of common assets. It can fill this need through the methods for multi-channel territorial and system administration including programming, for example, errands, interviews, plays and documentaries. The electronic media can distinguish and convey to a stop powers influencing regular and artificial assets. Broad communications assumes a vital job as a wellspring of data, in empowering learning and worry about ecological/environmental issues. Probably, the more educated the open is about ecological issues the more probable they will be to help legislators and approaches focused on natural insurance. Along these lines it is significant to explore broad communications commitments to the arrangement of open natural cognizance. Media conducts research of natural issues. This exploration is led with a point of improving ecological administration and insurance. This is accomplished by demonstrating ecological occasions and studies where modes expresses the probabilities of natural debacles eg. flooding, seismic tremors, environmental change, contamination and rapidly spreading fires plays a job in illuminating general

***Corresponding author: Dr. Ankit Sharma,**
Assistant Professor, Vivekananda School of Journalism and Mass Communication, Vivekananda Institute of Professional Studies (VIPS) (Affiliated to GGSIP University, Delhi).

society on such occasions. The media through research improve cooperation in natural administration and insurance for example Research on environmental change through metrological division.

Review of Literature: Condition is the prime worry for any nation. Hamid (2017) found that ecological manageability mindfulness isn't a completely new theme in the writing. It has been intensely examined in different scholastic distributions, for example, diaries and gatherings. Nonetheless, the subject is multi-faceted as it is drawn nearer from different edges as talked about above. Natural manageability and its mindfulness is presently a worldwide development, and discourse of this theme exists far and wide. Kakade (2013) found that in a majority rule nation like India, media is a fourth mainstay of the vote based system because of its social duties. The job of broad communications in forming open comprehension of natural issues has been very much archived as of late. Much research has hypothesized on and now settled the job of the broad communications in surrounding and re-shaping environmental change issues, regardless of whether logical or political. Kapoor (2011) distinct wellsprings of broad communications were not completely used in the contemplated zone which impeded the mindfulness dimension of the respondents as well as antagonistically influenced the appropriation dimension of new cultivating innovations by the rustic individuals. There is pressing requirement for powerful mass correspondence techniques to make natural mindfulness and augmentation of farming based innovations. Kaur (2018) found that there is a solid association between web based life locales utilization and change in condition issue mindfulness level. Khan (2016) opined that the job of the media to raise the network concerns and duty for social and ecological issue is a basic one. Mindfulness creation for the security of the earth and the supportable utilization of limited assets are matters that straightforwardly concern every native. The media can be an instrument in ending the quiet that encompasses the ecological issues and in making a situation that supports discourses of how the network can take an interest and change their conduct. It is genuinely significant to raise open attention to natural issues. Kushwaha (2015) found that media assume a critical job in shaping the uplifting frames of mind of the general population towards the earth. Media's job in expanding ecological familiarity with the populace is a tremendous one as it achieves an immense level of India's intricate society. There is currently an inquiry whether present day instruction as gave would sufficiently prepare the youthful age to take up the future difficulties of the innovation driven, earth debased globalized world. Media additionally incorporates internet based life, as now days web-based social networking is satisfying the duties of broad communications. Nalewajek (2015) found that web based life is an extraordinary apparatus for raising different issues which are of social nature like ecological and issues of social prosperity. Ors (2012) found that correspondence concerning nature should be completed, start at the nearby dimension and achieving national and global extents. Activities ought to be built up that fuse the standard of deep rooted instructive projects in regards to the earth. To put it plainly, correspondence at all dimensions neighbourhood, national and universal is basic with regards to taking care of ecological issues. Insufficient space is being committed in the media in Turkey to the subject of the earth.

In the supposition of Saikia (2017), mindfulness creation exercises completed by the media and the different enemy of natural debasement clubs and associations that manage ecological insurance have been ineffective. Today, due to media the mindfulness level for ecological issues in expanding with a quick speed. Shrivastava (2018) found that the dimension of natural mindfulness among provincial was normal acceptable however need more. There is an impact of sexual orientation and training on their frame of mind and natural mindfulness level. Sivamoorthy (2013) environmental mindfulness and practices can be used as an apparatus for sharpening the youthful understudies about natural assurance. Soundarapandian (2017) found that there is a huge connection between usage of online life and natural mindfulness among male and female college understudies. Thakur (2015) found that absence of natural mindfulness by parts of the general public, media specialists and earthy people prompts a much more dreadful condition. Media can assume a vital job in animating dialogs on the ecological issues. Thakur (2018) suggested that mindfulness creation exercises completed by the media and the different enemy of environmental corruption clubs and associations that manage natural insurance have been fruitless.

Objectives and Hypotheses:

- J To find out the role of media in increasing Public Awareness regarding environmental issues
- J To find the impact of various roles played by media on Overall Role of Media regarding environmental issues

Hypotheses of the Study

- J Null Hypothesis: Media does not play a significant role in spreading awareness about the various environmental issues.
- J Alternate Hypothesis: Media does not play a significant role in spreading awareness about the various environmental issues.
- J Null Hypothesis: There is no significant impact of media on environmental issues.
- J Alternate Hypothesis: There is a significant impact of media on environmental issues.

METHODOLOGY

The present study is descriptive in nature. The study establishes the relationships between the dependent and independent variables with the help of regression analysis. The study also tries to find out the magnitude of the role of media on environment. The sample size of the study is 256 individual, which were selected through judgment sampling by the researcher. The data has been collected with the help of a structured closed ended questionnaire. The scales used in the questionnaire were nominal and interval scale. The interval scale used in the study is five point Likert scale which is widely used in the primary research studies. The data analysis tools used in the study were mean, t-test and regression analysis. Mean shows the magnitude and intensity of the role of media and, t-test shows whether the role was significant or not and regression tells about the impact of independent variables (various roles of media in spreading awareness for the environment and the dependent variable as 'overall role of media').

Table 1 Profile of Respondents:

Gender	No. of Respondents	% age
Male	154	60.1
Female	102	39.8
Total	256	100.0
Age Groups		
Below 25	130	50.7
25 or above	126	49.2
Total	256	100.0
Qualifications		
UG degree	113	44.1
PG degree	87	33.9
Others	56	21.8
Total	256	100.0
Income		
Below 25000 thousand pm	42	16.4
25000-50000	122	47.6
Above 50000	92	35.9
Total	256	100.0

Table 2. Impact of Media

Sl. No.	Statements (rate on the basis of their degree of influence on decision making)	Mean value on scale of 5	Rank
1	I listen news about environment protection on media	4.13	3
2	I learn methods to save environment through media	4.06	5
3	Media sensitize people to do good for environment	3.87	7
4	Media connects environment with common people	3.95	6
5	Media delebrates a technical issues of environment protection that are commonly messed	3.62	8
6	Media has a mass reach which influence people at a mass scale	4.15	2
7	Media inform people about events to save environment	4.10	4
8	Media connects likeminded people and convert efforts into movements	4.17	1
9	Overall Role of Media in increasing public awareness towards environmental issues	3.95	DV*

Data Analysis and Interpretations:

Demographic Profile of the Respondents: Table 1 above shows that demographic profile of the respondents. There are 60.1% males and 39.8% female respondents. Out of the above there are 50.7% below the age of 25 and 49.2% are above the age 25. There are 44.1% respondents who are under graduate or below, 33.9% are post-graduate and 21.8% have other qualifications. 16.4% respondents are below 25000 income level per month and 47.6% are between the income levels of 25000 to 50,000. Also, 35.9% respondents are above the income level of 50000.

Role of Media in Increasing Public Awareness: The first objective of the study is to find out the Role of Media in Increasing Public Awareness and rank them on the basis of their importance.

Dependent variable: Table 2 presents the impact of media in increasing public awareness. Today, Media connects likeminded people and converts efforts into movements which lead on rank 1 with a mean value of 4.17.

On the other hand Media has a mass reach which influence people at a mass scale which has become an in centric part of every individual's life ranks at 2 with the mean value of 4.15. Listening to news about environment protection on media which stands on rank 3 with a mean value of 4.13. Media inform people about events to save environment ranked 4, followed by learning methods to save environment through media at rank 5 and Media connects environment with common people is at rank 6 are the other preferred social media tools. Rest all the statements which can be seen in the table have got a rank of 7 or above and the mean values close to 4. Hence it may be stated that all the mean values are quite promising and show that there is a great role of media in spreading awareness about the environment among public. The last statement is a dependent variables and the same has a good mean value -3.95. The statements shows the *Overall Role of Media in increasing public awareness towards environmental issues*.

To check the significance of the values of the above variables one sample t-test was applied. The one sample t-test was applied to check the hypotheses. The following are the results of t-test: As per the results of t-test significant of those t-values are seen which are positive. Hence out of the above 8 hypotheses all have positive values. The significance column shows that in case of 7 hypotheses, the null hypotheses have been rejected. A null hypothesis is rejected where the value under the significance column is below .05. In only one case the significance value has been found to be below .05, and the statement is - *Media deliberates a technical issues of environment protection that are commonly messed*. Overall it may be concluded here that the media plays an important role in public awareness about the environmental issues.

Multiple Regression analysis: The multiple regression analysis is conducted in three phases. The first step is Model summary, second step is ANOVA and third step is coefficients. As per the table 4, the value of R square and adjusted R Square tells the % of variance explained by the independent variables of dependent variable. Here the value is 72% hence the model is robust. Table 5 shows the results of ANOVA. The value under significance column is .000 which is below the critical value of p i.e. .05, which means that an overall impact of independent variables is significant on the dependent variable.

Table 6 shows that the results of the multiple regression analysis. The dependent variable here was 'Overall Role of Media in increasing public awareness towards environmental issues'. On the basis of significance value in the table 6 it was found that the variables such as I listen news about environment protection on media, I learn methods to save environment through media, Media sensitize people to do good for environment, Media connects environment with common people Media inform people about events to save environment, Media connects likeminded people and convert efforts into movements and I listen news about environment protection on media have a significant contribution in spreading awareness about the environment. In fact these are the most important variables that contribute to the power of media message regarding the environmental protection. However, at the same time two roles of media namely Media deliberates a technical

Table 3 Impact of the Tools of Social Media (Test value of 3.5 on a scale of 5)

Sl. No.	Statements	T-Value	Significance Value	Results
1	I listen news about environment protection on media	4.735	.00	Significant
2	I learn methods to save environment through media	4.128	.00	Significant
3	Media sensitize people to do good for environment	3.112	0.01	Significant
4	Media connects environment with common people	3.432	.00	Significant
5	Media deliberates a technical issues of environment protection that are commonly messed	2.782	.14	Insignificant
6	Media has a mass reach which influence people at a mass scale	4.813	.00	Significant
7	Media inform people about events to save environment	4.013	.00	Significant
8	Media connects likeminded people and convert efforts into movements	4.907	.00	Significant

Table 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862(a)	.743	.720	.61032

a = predictors

Table 5. Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.678	9	4.102	15.830	.000(a)
	Residual	23.123	246	.310		
	Total	65.81	255			

Table 6. Multiple Regression Analysis Results

Dependent Variable:		Unstandardized Coefficients		Std. Error	t	Sig.
	B	Std. Error	Beta			
Constant	1.666	0.5		4.165	.000	
I listen news about environment protection on media	0.521	0.229	0.563	4.742	.000	
I learn methods to save environment through media	0.49	0.19	0.576	5.112	.000	
Media sensitize people to do good for environment	0.333	0.21	0.324	3.542	0.01	
Media connects environment with common people	0.389	0.194	0.45	3.416	.002	
Media deliberates a technical issues of environment protection that are commonly messed	0.188	0.211	0.136	1.037	.812	
Media has a mass reach which influence people at a mass scale	0.192	0.189	0.139	5.102	.116	
Media inform people about events to save environment	0.503	0.199	0.459	4.132	.000	
Media connects likeminded people and convert efforts into movements	0.4	0.213	0.353	3.781	.000	
I listen news about environment protection on media	0.336	0.192	0.358	3.903	.000	

issues of environment protection that are commonly messed and Media has a mass reach which influence people at a mass scale do not contribute to the 'Overall role of media in public awareness regarding environmental protection'. Hence the respondents want to say that only mass reach and technical issues cannot contribute to the overall role, rather when media connects people to each other then only the better results come.

Findings and conclusion: In the outcomes it was discovered that the media assumes an imperative job in interfacing individuals and making individuals mindful about the basic natural issues and therefore expanded familiarity with individual's results in better ecological insurance. Individuals feel associated with the media stages in light of the fact that directly media is associated with individuals through web and different methods. Media additionally welcomes specialists and other individuals who work in the field of social work or environmental issues. In the most recent decades, the media channels have worked superbly in raising the voice with respect to sparing timberlands, air, water and earth. Media meet individuals where the issues of environment are appropriate and it is just through media that legislature additionally awakens and take activities.

The present examination affirms and reconfirms the job of media in open mindfulness about the natural issues. It was discovered that individuals tune in to the news and they feel increasingly worried about the natural issues when the issues are very much associated with them. Individuals additionally feel increasingly dynamic to spare condition when they are included by media and when media brings up this issue in various structures, for example, interfaces the issue to the everyday citizens, compose occasions and advise how to secure the earth.

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