

Research Article

Role of Media for Stop Environmental Change

Rudra Jha

2nd Year Student, Capital University, Jharkhand, India.

I N F O

E-mail Id:

rudrajha1991@yahoo.com

How to cite this article:

Jha R. Role of Media for Stop Environmental Change. *J Adv Res Jnl Mass Comm* 2022; 9(1&2): 22-25.

Date of Submission: 2022-03-20

Date of Acceptance: 2022-04-15

A B S T R A C T

At this point in time, the media plays a significant part in the effort to halt the progression of environmental change. Public awareness is the most important factor in the fight to rescue the environment and the media plays a crucial role in both public awareness and communication. In the present time digital media is extremely important. The term "environmental change" refers to the environment through which natural systems lose their equilibrium. The natural cause and the cause that humans have manufactured account for the majority of environmental changes. Natural causes include things like volcanic eruptions, shifts in the earth's orbit, ocean currents and variations in the sun, whereas man-made causes include things like deforestation, coal mining, greenhouse gases, agriculture and the combustion of fossil fuels. The quantity of environmental change continued to grow on a daily basis as a condition of the following: a rise in sea level; heavy rainfall; conditions of flooding; drought; a reduction in agricultural production; a change in the ecosystem; a rise in temperature; acid rain; the melting of ice; and so on. Therefore, we have an environment to protect our natural resources. It is of the utmost importance to educate people about how they may help conserve our environment. The media had an important role in the coverage of environmental issues.

Keywords: Media, Causes of Climate Change, Impact of Climate Change, Media and Climate Change

Introduction

The media are a kind of communication. Some of the ways in which media is delivered include the following: news, education, entertainment, data, newspapers, magazines, radio, television, mail, fax, telephone and the internet. There are a lot of different forms of media. Print Media (Books, Magazines and Newspapers), Electronic Media (Broadcasting, Radio and Television, Film and the Internet), New-Age Media (Blogs, RSS Feeds, Podcasts and Modile, etc.) and so on all fall under this category. The media has had an environmental effect on the effort to halt the change in the environment. The most important factor in protecting the natural environment is either communication or awareness. The environment has been severely contaminated over the last few years and as a result, it is environmental that we

work to preserve it and mitigate the effects of environment change. Because of the media, we are aware of the latest news on environmental proposals, meetings and reports from across the globe. Condition, it is possible for us to learn about the condition of the air pollution and the weather via broadcasts on radio, television and other media.

Objective

- Make an effort to reverse the damage being done to the environment by using environmental forms of media
- Raise public knowledge of environmental people via the use of the media
- Have an understanding of the function of the media and the many media it may take
- Determine the nature of the connection between the media and environmental shifts

Media

The word “media” refers to communication channels that provide information and content such as music, news, movies, education and other data. Also covers television and radio, as well as traditional and online newspapers. The notion of social media is quite recent. There are many different kinds of social media, including Whatsapp, Facebook, Instagram and Twitter. Because of social media, groups are now able to communicate with one another, provide context and raise awareness. One of them is broadcast media and the other is print media. These are the two primary divisions of the media.

Broadcast or Electronic Media

Broadcast or Electronic Media comes into the scene at the time of beginning and middle of the 20th century. There are many types of broadcast and electronic media.

- Internet: The Internet or also known simply as “the Net” or less precisely as “the web”. Internet is a most popular medium of Media. It is worldwide and transmit data by packet switching by using the standard Internet Protocol (IP)
- Broadcast, Radio & Television: Television and Radio program broadcast also live or recorded audio and video
- Film: Film is a broadcast and electronic media that helpful us to gather more knowledge. ‘Film’ name is called film stock

Print Media

All types of publications, Journals, Newspapers, Magazines,, Books and Reports are called Print Media. It is the oldest type of media.

- Newspaper: Newspaper means news in a paper. A paper covered by various types of News, Political News, Sports News, Local News, Entertainment News, District News, State News etc. Many various types of newspaper published daily but some kind of newspaper published weekly or monthly. In the year 1605 the first printed newspaper was published
- Book: A book is a collection sheets of paper, parchment. Book is many types like text book, story book, poetry book, thesis book, G.K. Book etc. By reading book we gather more knowledge and collect many data
- Magazine: Magazine is a variety of articles. Magazines are published weekly, biweekly and monthly

Causes of Climate Change

When natural climate lost its balance its called climate change. Climate change describe the change of average conditions such as temperature, rainfall, climate etc. There are mainly two cause like, I> Natural Factors and II> Anthropogenic or Human Caused Factors.

Natural Factors

The Earth’s climate affected by a number of natural factors. Continental drift, plate tectonics, variation in the earth’s orbit, plate tectonics, variation in the earth’s orbit, volcanic activity and ocean currents are some natural factors of climate change.

- Continental Drift: When the continental drift process, occurs it is effected our environment Plate Tectonics- For the huge temperature in the core of the earth, the mantle plumes and convection currents forces the earth’s plate continually run not stay within a proper place or area. That is effect climate and atmosphere. Indian land mass is moving towards Asian land mass, very slowly and th Himalayan range is rising, 1mm per year
- Variation in the earth’s Orbit: The seasonal distribution of sunlight reaching in the Earth’s surface is not same, this variation in Earth’s orbit leads to variation of temperature distribution across the world
- Volcanic Activity: Volcanic is a natural component, when the volcano erupts a huge amount of gases and dust covered the sky of surrounding areas that polluted the air and soil or water. The gases and ash change the climatic condition for many days or the several years

Manmade Cause of Global Warming

There are some manmade cause of global warming are:

- Deforestation-For any type of development man cutting down a lot amount of trees. To increase the agricultural land and city area cut down the trees. Trees create our environment pollution free. The deforestation increased the greenhouse gases
- Over Population-For the over population, environment polluted highly. It is increase air pollution, soil pollution, water pollution. Green house gases like CO₂ highly heated the air temperature. More people means more demand, for product or more pollution
- Fertilizer Use-For more food production farmers used more fertilizer. The fertilizer polluted the air and also soil and water. Produces Nitrous Oxide and Nitrous Oxide is 300 times more dangerous than the Carbon Dioxide
- Mining-In the mining industry produce a lot amount of greenhouse gases carbon dioxide, methane mixed with the air and that polluted air condition more sunray
- Fossil Fuels-By the fossil fuel industry, it is the main contributor to global warming. Everyday various of gases release into the atmosphere. Coal is the main fossil fuel to produce the electricity, it is the major fuel to produce power. Different gases have different heating capacity. Methane is more effective than carbon dioxide

Impacts of Climate Change

For the climate change the weather and climatic condition like changes in rainfall, drought, flood, rain type change. Sea level increased and low areas covered by sea water.

- High Temperature: Green House gases like CO_2 , Methane, Nitrous Oxide highly collect the temperature and increased the air temperature
- Wildlife and Ecosystem at Risk: Dell to huge change of air temperature changing the weather and vegetation pattern across the globe. It lost the biodiversity balance. Many species are not found they are totally extinct
- Landscapes Changing: For temperature increasing and changing the patterns of rainfall and snow. For snow melt the sea water level increased and change the landscape pattern
- Increased the risk of Drought, Floods and Fire: Higher temperature increase the drought condition and heavy drought increase the forest fires condition
- Agricultural and Food Production: Agricultural crops grow in a particular temperature but due to the climatic change crop are not growth properly. That is also decrease the food production
- Economic Loss: For the climate change it is effected agriculture and decrease food production, increase flood and drought condition, high sea temperature also decrease the amount of coral reefs. That is effected economic condition

Kyoto Protocol

The signing of the Kyoto Protocol took place in Kyoto, Japan, on December 11, 1997 and the treaty did not become legally binding until February 16, 2005. At this summit, the goal of providing 100 billion dollars to climate financing initiatives in underdeveloped countries was established as a target for rich countries throughout the globe. The second era of the Kyoto Protocol, which began with the Doha Amendment (COP18), will continue until 2020. The Kyoto Protocol is a protocol to the United Nations Framework Convention on Climate Change (UNFCCC). Its purpose is to combat the effects of global warming by reducing greenhouse gas emissions. It is a pact that covers environmental issues on an international scale. 191 countries have signed the agreement as of September 2011. The primary aim of the green house gases project. The emission measured in tons of greenhouse gas produced per person and expressed as a percentage of the world's total emissions for that measure. According to the International Energy Agency, China contributes 15% (5.8), the European Union contributes 11% (10.6), the United States contributes 16% (24.1), Indonesia contributes 6% (12.9) and India contributes 5% (2.1) (IEC,2007, p.201).

The Inter Governmental Panel on Climate Change

The International Panel on Climate Change was founded in November, 1988 by WMO (World Meteorological Organization) and UNEP (The United Nations Environment Program).

United Nations Framework Convention on Climate Change (UNFCCC)

On 21 March 1994 The United Nations Framework Convention on Climate Change entered into force. 195 countries joined in this commety.

Paris Agreement

195 countries signed in Paris Agreement. It is under United Nations Framework Convention on climate change (UNFCCC). The main objective of this agreement are to control the global temperature this century below 2 degree Celsius. Develop mechanisms to support and help the countries. The targets of this agreement are CO_2 emissions reductions by 20%.

Steps Taken by Indian Government

To stop climate change Indian government take many steps like:

- National Mission for a Green India-To save the ecosystem, species and adaptation the forest dependent communities. There are some targets of this mission like increase forest and tree cover on 5 million hectors of forest and non forest lands also improve quality of forest cover. Conserve the ecosystem and biosphere, increase forest based livelihood income and enhance annual CO_2 by 50 to 60 million tones in 2020.

Conclusion

The media are painting a favorable picture and establishing a positive image in an effort to halt environmental change. That is something that is really important to us. Because we won't have the power to get started on our task if we aren't aware of or don't comprehend why it's important. The media generate either the power to conserve the environment or interest in doing so.

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