

Role of Mass Media in Climate Change Awareness Program

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Abstract

We can define the mass media as a diversified collection of media technologies that reach a large audience via mass communication. The technologies through which this communication takes place include a variety of outlets. According to BBC the mass media is the movement to enrich people's lives with programmes and services that inform, educate and entertain.

A climate change can be defined as a long-term change in the earth's climate, especially a change due to an increase in the average atmospheric temperature.

Mass- media can play a vital role in creating peoples' awareness about environment, climate change and conservation of natural resources. It can serve this purpose by means of its multi-channel regional and network service comprising programs such as talks, interviews, plays and documentaries etc. It is constantly framing the mitigation strategies, including the effects of media routines, factors that drive news coverage, the influences of claims-makers, scientists, and other information sources. The role of scientific literacy is interpreting climate change stories, and specific messages that mobilize action or paralysis. Thus the Media is always covering the social and environmental issues and found the most revolutionary device for spreading consciousness towards environment protection very effectively time to time. The development of awareness regarding the climate change through can be evaluated by observing through the syllabi of schools and colleges and universities from primary education to higher education because this important aspect has been included in their syllabi at different level. This is the net output and impact of mass media. In this paper the role and importance of mass media for the climate change awareness has been evaluated by observing the peoples of various levels such as educational, Social, economical, regional age groups, gender, technological approach and overall government policies.

KEYWORDS - Mass media, environment, climate change and awareness.

Introduction:

Climate change is a change in the statistical distribution of weather patterns when that change lasts for an extended period of time. Climate change may refer to a change in average weather conditions, or in the time variation of weather around longer-term average conditions. Climate change is caused by factors such as Natutal, biotic and abiotic processes, variations in solar radiation received by Earth, plate tectonics, and volcanic eruptions. Certain human activities have also been identified as significant causes of recent climate change, often referred to as global warming.

News papers, Radio and particularly Television can help to reach social community through mass demonstrations on how to prevent environmental and climate change problems and cautionary measures to face disaster strikes. The media play a critical role in building and sustaining democracies, societies and economies around the world by providing necessary information to make informed political and economic choices (Graves, 2007). Through media issues that hinder development such as degradation of the environment can be highlighted and appropriate measures taken to stop their escalation. According to Shanahan (2011) the media can inform vulnerable communities of impacts and how they can adapt them, and can promote mitigation activities that limit the amount of warming the earth experiences. Tengbers (1995) states that there are over 2600 global media channels supported by about 3000 satellites that disseminate information to 1.5 billion people all over the world. The media therefore can be relied on as a powerful tool for creating awareness on environmental and climate change issues. According to Burgess (1990) the media has a critical role to play in helping to halt and reverse future expansion of environmental problems and to maintain existing efforts in the community. Many researchers have been focused the role of media in environment and climate change and their effective use for the management these issues at national and international level Such researchers are as Bharvi Dutta, Garge K.C. and Aechita Bhatta (2013), Prathap, D. P. and Ponnusamy, K. A. (2006), Prabhanjan Yadav and Rapaka Jhansi Rani (2011), Sangeeta Rajesh, (201), Nimish Kapoor (2011), Filho, Walter Leal, Bandeira and Monica Villa. (1995), Graves, D. and H. Chang. (2007), Christine Sayo (2014) Onkargouda Kakade, Shilpa Hiremath and Namrata Raut (2013), Allen, William. (2001), Olayiwola Aro (2015) and Maxwell T. Boykoff (2008).

Material and Methods:

For the present investigation the study area was selected as a Parbhani district, which is one of the eight districts in the Marathawada region of Maharashtra state of India. It lies between 18.45 and 20.10 North Latitudes and 76.13 and 77.39 East Longitude. The district is bounded on the north by Hingoli and Buldhana district. On the east by Nanded and Hingoli district, on the South by Latur and on the West by Beed and Jalna districts. with total population 1,835,982 and demography is with 75.22 rate of literacy and sex ratio is 940. The target groups of sampling belongs to this area was based on the basis of various levels such as educational, social, economical, regional age groups, gender, technological approach and overall government policies. In the present investigation both qualitative and quantitative methods have been used to evaluate the role of mass media in climate change awareness. According to Creswell (2003) the use of more than one method to investigate the same research problem strengthens research findings through the combination of information sources and analytical approaches. Mixed method approach helps to overcome any bias, which is inherent within a single method approach, adds value to the theoretical debate and also complements the limitation of one method with the other. Qualitative method was used together narrative data that requires no numeral figures. It was used to collect information on how environmental messages are packaged for TV via in-depth interviews with TV producers, viewer, editors and journalists from various media houses and environmental stakeholders from both government and non-government entities.

The data collection methods is included with self administered questionnaires and in-depth interviews. Questionnaires were administered to gather quantitative data while interviews were conducted to gather qualitative data.

Result and discussion:

Media is a fourth pillar of the democracy in India due to its social responsibilities. It is very popular due to easily availability from house to house, door to door, Time to time. Media of India consist of several different types of communications media television, radio, cinema, newspapers, magazines, and Internet-based Web sites.

In this study the findings are based on analyzing the questionnaire from 100 respondents for the evaluating the role of media for creating awareness about climate change. The questionnaire has been divided into 2 parts, first part deals with usage of media i.e Newspaper, Radio, Television, and Internet. Second part is concerned with analysis and valuation of programs on climate change by viewers.

Table -1 Availability of media at home of respondents

Sr.no	Media	Respondents	Percentage
1	Television	100	72
2	Newspaper	100	56
3	Mobile	100	68
4	Radio	100	63
5	Net browsing	100	18
6	Books/Magazines	100	05

A critical examination of table 1 indicates that 72 percent of the respondents have television in their homes, 56 (100) percent of the respondents subscribe for newspapers, 68 Percent of the respondents use mobiles, 63 percent of the respondents listen to radios, 5 percent of the respondents have magazine in their homes, and 18 percent of the respondents browse internet. The above result clearly shows that the more respondents use television in their homes and comparatively more respondents have less usage of internet in their homes

Table-2 Time of respondent spent for using the various media

users	Newspaper	%	Television	%	Radio	%	Internet	%
Daily	78	78	75	75	59	59	48	48
2-3 days in a week	12	12	10	10	11	11	22	22
Once in a week	7	7	10	10	15	15	20	20
Rarely	3	3	5	5	12	12	8	8
Not at all	0	0	0	0	3	3	2	2

The above table 2 shows that the 78 % (56) of the respondents read newspaper daily, 75 % (72) of the respondents watch television daily, 59% (63) of the respondents listen to radio daily, and 48% (18) of the respondents go through internet daily to read and watch the programs and articles based on climate change and environment awareness

The percentage of news paper readers 2-3 days in a week is recorded as 12 (56) percent ,10 (72) percent respondents ware watching TV , 2-3 days in a week, 11(63) percent

respondents were listening radio 2-3 days in a week while 11 (18) percent respondents were using internet 2-3 days in week to read and watch the programs and articles based on climate change and environment awareness. The percentage of rarely news paper readers is recorded as 3 % percent , 5 % respondents were watching TV rarely , 12 % respondents were found listening radio rarely while 8 percent respondents were using internet rarely and 2-3 % respondents were not using the above media to read and watch the programs and articles based on climate change and environment awareness. A large percentage of respondent say that the media content regarding the climate change is relevant they get complete information regarding climate change through media and utilize media content in their life and amongst them use that for some extent. Thus, in present study area the Television is found the most popular media among people to know about climate change, followed by Newspaper, Radio and Internet respectively. According to Dutta et al (2013) the news paper times of India devoted the maximum space for the environmental issue.

If media attempts to educate the masses on such vital issues, at least, the intelligent and right-thinking people will become aware about the need to take the precautionary measures and they get sensitized towards the natural resource conservation and protection. Media has certain characteristics that make them powerful instrument of disaster communication as they provide quick and easy access to large number of people located at different places. They highlight the problems and difficulties faced by the people affected by disasters. Media mobilizes public opinion for relief and rehabilitation assistance. Access to information is crucial for the effective management of disasters. All those who are concerned with managing disasters necessarily have the need to access timely and accurate information (yadav and Rani 2011).

The Electronic Media is playing the important role in management of natural calamities and climate change radio and television are extremely important communication tools to warn and assist the public. The officials use radio and television to communicate specific plans and procedures that end up saving lives and property. If disaster management officials have a warning of an impending disaster, they can broadcast warning to prepare the public. Mobile phones are the multimodal tool for excellence. In disaster management, SMS can be used to organize mass mobilizations, action alerts, precautionary and relief measures advocated by Government and Non-Governmental organizations

Table 3: Preferred Channels across different strata of society

Channels	Upper Class Respondents	Middle Class Respondents	Lower Class Respondents
Sony	22	31	23
Zee	24	18	22
Star plus	29	25	10
Doordarshan	0	2.4	18.4
National geographic	16	3.6	4.1
Other type	8.5	6	4.3
All channels	0	0	0

The Table 3 is presenting the Preferred Channels across different strata of society and their response for the various programs of particular channels. Overall data present that the Upper

Class respondents watch higher percentage of star plus channel 29% and 8.5% of other type of channel while there are no viewers recorded for Doordarshan. Similarly the all channels viewers were also not found in the upper class respondents

The Middle Class respondents watch higher percentage of Sony channel 31% and 6.0% of other type of channel while 18.4 % of viewers recorded for Doordarshan. Similarly the all channels viewers type respondent were also not recorded in the Middle class respondents.

The lower Class respondents watch higher percentage of sony channel 23% and 4.3% of other type of channel while 2.4% of viewers were watching the Doordarshan. Similarly the all channels viewers type respondent were are not found in the lower class respondents. The further analysis of data indicating that the There is a higher 43.2% of viewers using Entertainment programs of various channels, Educational programs were viewed by 3.4%, Environmental awareness based programs viewed by 10.8% , Social programs by 8.5% ,Program based on Current affairs have recorded by 22.7% viewers. Overall about 78 % of TV viewers agree that there is a need of more Environment awareness based programs. In conclusion, it can be said that different sources of mass media are working for environment awareness but there is also wide scope to intensify the work at different level of society class from rural to urban localities and there is urgent need for effective mass communication strategies to create environmental awareness.

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