

## Chapter 9

# Media Education for Sustainable Development: Integrating Sustainable Development Into Media Education

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### **ABSTRACT**

*This chapter describes ways sustainable development education can be integrated into media education on various levels: institutional or university level, program content, and teaching—learning arrangements. Several chapter topics relate to the relationship between sustainable development and media education, such as the role of communication in development, communication strategies for the implementation of sustainable development, education for sustainable development, and reorienting media education programs to address sustainability. The chapter also details a guideline for media education decision makers regarding planning and implementation of the integration of sustainability and sustainable development on macro levels (institutional) and micro levels (programs structure, content, teaching, and learning).*

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## **INTRODUCTION**

Since the importance of mass media in our modern and postmodern life, media education is considered now a major tool for reaching development and achieving Sustainability and Sustainable Development. In view of the United Nations 2030 Agenda objectives, Media education is seen as a powerful way of contributing to achieve the Sustainable Development Goals (SDG). Information and media literacy skills is a good way to improve the autonomy of individuals of any society and allow them to participate more fully in their country's political, economic, social and cultural life.

### **How Sustainable Development Is Defined?**

Sustainability is considered a model or paradigm for thinking about the future in which environmental, social and economic considerations, intertwined, are balanced in the pursuit of development and improving the quality of life. (UNESCO, 2012)

Sustainable Development was defined as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. (Herweg et al., 2017).

The 2030 Agenda for Sustainable Development is a plan of action for people, planet and prosperity. It comprises 17 Sustainable Development Goals (SDGs) that are “integrated and indivisible and balance the three dimensions of sustainable development: the economic, social and environmental. All Member States, the entire UN system, experts and a cross-section of civil society, business and, most importantly, millions of people from all corners of the globe, have committed themselves to this comprehensive agenda seeking to address globally-shared concerns and to promote the public good. (UNESCO, Education Series, 2017).

Sustainable development is highly related to the Millennium Development Goals. It is strongly recognized that there is increasingly relationship between human wellbeing, and the health of ecosystems. The Millennium Development Goal focusing on environmental sustainability is still not being met, and societies are faced with challenges of climate change impacts and loss of ecosystems and ecosystem services. (UNESCO, 2010)

There is, sometimes, confusion about the meanings of “sustainable development” and “sustainability” and the relationship between them, though there is a difference between sustainable development and sustainability. Sustainability is often thought of as a long-term goal (i.e. a more sustainable world), while sustainable development refers to the various processes and pathways to achieve it (e.g. sustainable agriculture and forestry, sustainable production and consumption, good government, research and technology transfer, education and training, etc.). (UNESCO, 2012)

A report on Education for Sustainable Development by the New Zealand “Parliamentary Commission for the Environment” explained that: “Sustainability is the goal of sustainable development – an unending quest to improve the quality of people’s lives and surroundings, and to prosper without destroying the life-supporting systems on which current and future generations of humans depend. Like other important concepts, such as equity and justice, sustainability can be thought of as both a destination and a journey.” (UNESCO, 2010)

Principles of sustainable development are considered perspectives that have become part of the global sustainability dialogue, These sustainable development principles include, for example: A system thinking approach, rather than an approach that looks at problems in isolation, sustainability issues are

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