

# A Study on the Environmental Campaigns in Traditional and Social Media

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## ABSTRACT

This article describes how the environment is a significant part of today's world. The media has the responsibility of educating the audience about the prevailing environmental issues such as pollution, global warming, and climate change as they threaten the humankind and sustainable development. Environmental campaigns play a major role in creating awareness about environmental issues and its adverse effects on people. This article examines the content of environmental campaigns in traditional and social media. It also intends to find out the impact of those campaigns on the environmental awareness of different cross-cultural sections of people. The article is designed based on the Theory of Planned Behaviour according to which human action is guided by a number of factors. A few centralized social media campaigns together with selected campaigns on radio, print and television were taken for the study. To determine the effectiveness and impact of these campaigns, content analysis and surveys were conducted. The findings revealed that the campaigns had many positive benefits and a number of factors were influencing the promotion of environmental awareness. The study tested a few factors based on communication theories and discussions were drawn.

## KEYWORDS

Awareness, Environmental Campaign, Impact, Social Media, Traditional Media

## INTRODUCTION

A few decades ago our environment was totally covered with greenery in the form of trees, grass, forest, etc. We depend on the environment for our basic needs such as food, shelter, clothing, and water. But now the environment is under threat due to various factors. For example, abundant groundwater was available a few decades ago but today most households buy water for their daily needs. Water may not be available even to buy after a few decades. Where are we heading to in terms of water resources which are essential for the survival of human beings? Here arises the concept of sustainable development. It is not the matter of water alone. Environment also constitutes the air we breathe, soil, the plants and animals around us and much more. The advent of urbanization and industrialization has contributed more to the present environmental conditions. Today, the priceless water is priced and the agricultural production is less. Rainfall is inadequate, and an increased state of deforestation and adverse change in climate is observed. Air, water, and soil pollution has increased rapidly which in turn has increased the frequency of natural disasters such as floods and cyclones. It is high time that we wake up and save our environment. Over a period, people have become insensitive towards the environment without realizing that human activities are the major cause for environmental degradation. Hence creating awareness about the depletion of natural resources and its effects on environment is vital for achieving the Sustainable Development Goals.

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## **MAJOR ENVIRONMENTAL ISSUES**

Globally, the alarming environment issues faced by most of the countries irrespective of its economic condition are global warming, ozone layer depletion, and various forms of pollution such as air, groundwater, and soil. Also, loss of bio-diversity, extinction of wildlife, nuclear wastes and radiation issues, being negative extractions of developmental activities, are threatening the environment.

Developing countries like India are expecting an unprecedented drought as a result of destruction of forest and degradation of agricultural land, depletion of resources (water, mineral, forest, sand, rocks etc.), and environmental pollution. This has resulted in public health degradation, loss of biodiversity, increased number of disasters, climate change, etc.

## **ENVIRONMENTAL DEGRADATION**

Environmental degradation occurs as a result of environmental down-throw through depletion of resources such as air, water, soil, elements and compounds leading to the destruction of ecosystem (Kapur, 2016). Environmental degradation can spoil the land, water and the air.

The major factors that contribute to environmental degradation could be rapid growth of population in a country, which adversely affects the environment and resources (Anand, 2013). Due to an increase in the global population growth, there is an increasing pressure on the worldwide natural resources including air and water, arable land, and raw materials. There are a number of causes for environmental degradation the most of which are based on human activity such as urbanization, industrialization and deforestation (Daniel, 2011). Migration is yet another phenomenon as a result of deprived employment opportunities in rural areas. Movement of people from rural to urban paves the way for emerging mega cities and expansion of urban slums.

Pollution is also a major factor in causing environmental degradation. When rubbish or trash from factories and households are dumped in the environment, it pollutes the land and the soil. The primary and secondary contributors to air pollution worldwide are industries and automobiles respectively (Kay, 1999). Globally, it was found that environmental degradation is the main cause for major health disorders (Donohoe, 2003).

## **ENVIRONMENTAL EFFECTS**

Due to environmental degradation there are lots of environmental effects on our surrounding. They are climate change, natural disasters like tsunami and earthquakes. Natural disasters constitute a very important environmental problem in today's world. The adverse effects of disasters have got an intimidate effect on the growth and development of a nation. The tsunami or giant wave affected coastal areas in India, Malaysia, Myanmar, and Thailand, Bangladesh, Maldives and Sri Lanka on 26 December 2004. With a toll of 227 thousand and 1.8 million displaced people spread over a dozen countries, it is by far the worst natural disaster of its kind in recorded human history (Athukorala, 2012). The more frequent causes of tsunami are underwater disturbances: a volcanic collapse, a landslide or an earthquake.

India was the third country severely battered after Indonesia and Sri Lanka. The State that severely affected by tsunami are Tamil Nadu, Puducherry, Kerala, Andhra Pradesh and the Andaman and Nicobar Islands. Tsunami caused huge destruction and loss of life and property in the Tamil Nadu state. Fisher folk were the worst affected as they lived along the shore and could hardly escape.

## **CLIMATE CHANGE**

Climate change has become a global burning issue of concern in recent years due to an increased severity and frequency of climatic trends and through some disastrous events (IPCC, 2012). The causes

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