Environmental Media: A Pathway to Spreading Environmental Culture and Raising Environmental Awareness - Insights from Various Arab Countries-

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Abstract:
The purpose of choosing this topic was to emphasize the critical role of environmental media in promoting environmental protection by providing individuals with accurate information and facts, thus changing their negative behaviors that may harm the environment. Media outlets have increasingly focused on addressing environmental issues, aiming to guide individuals toward appropriate and sustainable actions that protect their environment while fulfilling their needs without causing harm. The importance of media lies in its ability to cultivate environmental culture and raise awareness by prioritizing environmental issues within its programs. This study explores the concepts of environmental media and culture as tools for fostering environmental sensitivity and awareness, with examples from several Arab countries showcasing media programs and initiatives aimed at addressing environmental challenges.
Keywords: Environment; Environmental Media; Environmental Awareness; Environmental Culture; Environmental Media in the Arab World.
Jel Classification Codes : Q5, M3, Q56, Z1, P48

1. INTRODUCTION

Environmental issues have become a major global concern due to the negative exploitation of natural resources and ecosystem components by humans. As these issues impact all social, economic, and tourism development activities, there is a growing emphasis on creating cultural awareness and understanding the reciprocal relationship between individuals and the environment.

Preserving the environment and achieving sustainable development contribute to short-term benefits (avoiding damage caused by harmful practices) and long-term goals (protecting the rights of future generations). This involves conserving resources, especially non-renewable ones, and replacing them with renewable energy sources that meet societal needs, while also promoting responsible consumption. Recognizing the crucial link between humans and the environment fosters social and environmental responsibility. Implementing appropriate approaches and laws helps preserve natural resources and maintain ecological balance.

The media plays a crucial role in highlighting environmental issues, elucidating the detrimental consequences of neglecting them, and fostering environmental awareness and a culture of responsibility. Environmental media promotes responsible behavior by disseminating accurate information for public education and awareness. It occupies a prominent position in advocating for environmental protection and discouraging harmful practices.

With the rapid advancements in media programs and applications, various media outlets utilize modern technology to instill proper environmental values and behaviors. They prioritize environmental programs that disseminate information and facts, mitigating adverse effects and encouraging positive behavioral changes. This protects resources for future generations and emphasizes the educational aspect of environmental awareness.

Environmental media plays a vital role in raising awareness and promoting responsible behavior by incorporating environmental priorities into media programs. It aims to provide clear and consistent environmental information. This raises the following question:

How does environmental media contribute to disseminating environmental culture and promoting environmental awareness? What is the significance of environmental media in the Arab world?

To address this question, the following sub-questions are considered:

What is the concept of environmental media?

What is the importance of environmental media in establishing an environmental culture?

What is the current state of environmental media's contribution to environmental awareness and culture in some Arab countries?

The following hypotheses are proposed:

- Environmental media contributes to environmental awareness by changing individual behavior.
- Environmental media contributes to environmental protection and preserving the rights of future generations by disseminating environmental culture and promoting environmental awareness.

This research paper aims to highlight the importance of environmental media in establishing environmental values, promoting responsible behavior, and disseminating environmental culture. It focuses on the following:

- The significant role of environmental media in addressing environmental issues.
- The role of environmental media in engaging the public in collaborative environmental protection efforts.
- The importance that various media outlets place on raising awareness and providing education simultaneously.

Several previous studies have explored various concepts relevant to this topic:

A study by (Daleg and Wahiba) entitled "The Role of Environmental Media in Disseminating Environmental Culture" examined the importance of raising environmental awareness and culture, in addition to conveying environmental facts and news. The researchers found that Arab environmental media has launched awareness-raising media initiatives.

A study by (Sahibi and Wahiba) entitled "The Reality of Environmental Culture within the Algerian City Community" concluded that legal legislation contributes to environmental culture through continuous awareness and sensitization efforts to preserve the environment and achieve its balance. This involves developing plans, setting goals, providing financial and human resources, and prioritizing environmental issues among officials.

A study by (Majani Badis) entitled "The Role of Media in Spreading Environmental Awareness" highlighted the importance of environmental media by addressing various environmental issues and emphasizing the necessity of organizing training courses for journalists on environmental topics.

A study by (Kahil Fatiha) entitled "New Environmental Media and Spreading Environmental Awareness" concluded that social media plays a crucial role in raising environmental awareness among the Algerian public.

A study by (Hamas Lamin and Ben Wahiba Nora) entitled "The Role of Media in Achieving Sustainable Environmental Development in the Arab World" focused on highlighting the problems and negative impacts hindering societal development, especially environmental ones. It presented the role of media in raising environmental awareness through the most important means used.

This study employs a descriptive approach to address the topic by presenting a range of concepts related to environmental media, environmental awareness, and environmental culture. To achieve the study's objectives, it investigates Arab experiences to showcase the reality of environmental media through various media outlets. It examines the extent to which these outlets contribute to creating environmental culture and developing environmental awareness among individuals.

2.The Environment and Its Components:

The term environment can be defined from two perspectives:

2.1. Linguistic Concept:

The term "environment" is derived from the word "بوأ" from the verb "باء," which means to return or come back (www.almaany.com, 2018). The expression "باء إلى الشيء يبوء بوءا" means to return, and "البيئة" "التبوء،" and "الباءة" refer to a place or home, often understood as the dwelling

place of a community (منظور, wiki.dorar-aliraq.net, 2018).

The term "environment" also refers to "the totality of natural and artificial elements that surround humans, animals, and plants, forming their natural habitat" (www.almaany.com, 2018).

2.2. Terminological Concept:

Definitions of the environment vary terminologically. Among the most significant definitions are:

The environment is "a collection of interconnected elements in a specific manner, comprising living and non-living components, leading to interwoven relationships that form a functional system encompassing both living and non-living parts." (النقار، 2007، صفحة 95).

The environment is the medium or spatial domain in which humans live, interact, and influence, deriving various resources and elements. It encompasses all traditions, customs, ethics, and values prevailing in society. (بدران، الصفحات 14-15).

The environment is defined as "a collection of natural, social, economic, biological, chemical, and physical factors that affect the lives of living organisms positively or negatively, and within which humans coexist with other living beings." (سلام جعفر، 2015، صفحة 17).

It is also described as "the surroundings in which living organisms exist, referred to as the biosphere. In its broad sense, it includes natural, social, cultural, and human factors that determine the form, relationships, and survival of living and non-living entities, including humans." (الكيلاني، 2014، صفحة 2).

Additionally, the environment is described as "a collection of interconnected elements in a specific manner, comprising living and non-living components, leading to interwoven relationships that form a functional system encompassing both living and non-living parts." (النقار، 2007، صفحة 95).

The German scientist Ernst Haeckel coined the term ecology (ECOLOGIE), composed of two parts: OIKOS, meaning home or place of existence, and LOGIE, meaning the science studying the relationship of living organisms with their surroundings. Meanwhile, Alan Bombard defined ecology as the study of the balance between different species of living organisms. (حافظ، 2017، ص.ص.10-11).

It is also regarded as "a collection of natural, social, economic, biological, chemical, and physical factors that affect the lives of living organisms positively or negatively, and within which humans coexist with other living beings." (الأسدي، 2015، ص.17).

Based on the aforementioned definitions, the environment can be considered as a set of social, economic, biological, chemical, and physical factors playing a role in human existence and interaction with their surroundings.

2.3. Elements of the Environment:

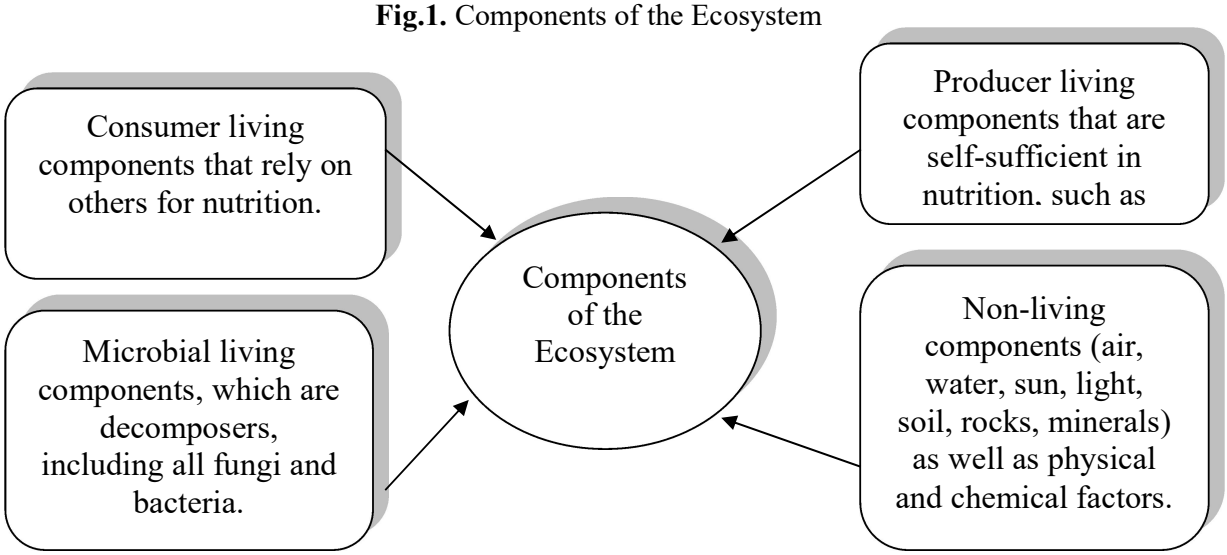
The ecosystem is divided into living and non-living elements. Living elements are further classified into:

- Producers: Organisms that are self-sufficient in feeding.
- Consumers: Organisms that depend on others for feeding.
- Microorganisms: Such as fungi and bacteria, which act as decomposers in nature.

- Non-living elements include natural components like water, air, and land. Natural forces, created by Allah, maintain atmospheric balance and form essential parts of the environment, such as gravity and atmospheric pressure.

The ecosystem consists of four elements, as illustrated in Fig.1.

Fig.1. Components of the Ecosystem

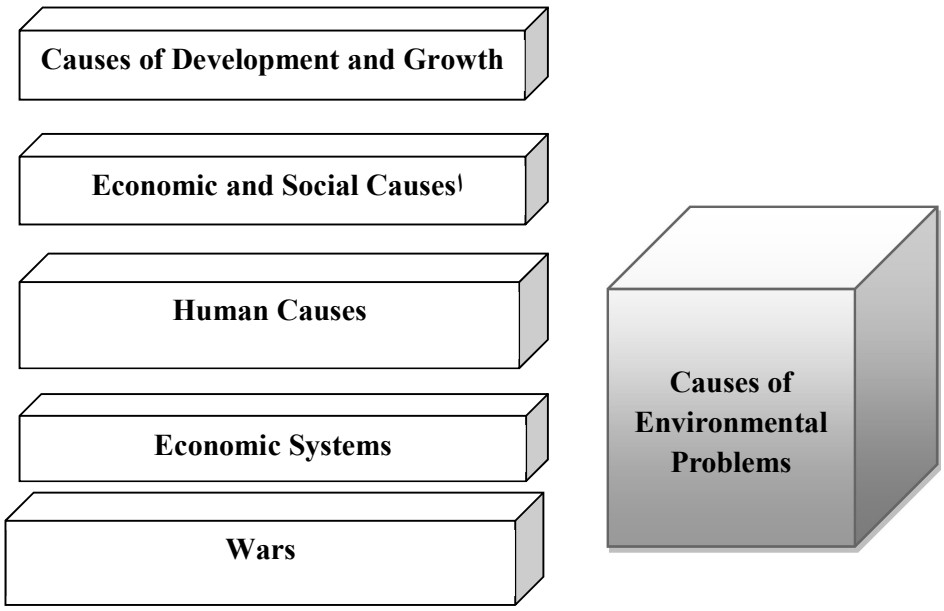


Source: Prepared by the researcher based on (الأسدي 2015، ص.ص.18-19)

2.3 Causes of Environmental Problems:

Many negative practices due to the lack of care for the environment and the indifference of individuals have led to the consideration of humans as the main factor contributing to the emergence of environmental problems. Unconscious and irresponsible behaviors are often linked to these problems, which may generally be attributed to several causes across various fields, as illustrated in the following figure. (سلام جعفر، 2015، الصفحات 21-24).

Fig.2. Causes of Environmental Problems



Source : (محسن، 2016، الصفحات 21-24)

3. Environmental Media

3.1 The Concept of Environmental Media:

The concept of environmental media emerged after the 1972 Stockholm Conference on the Environment, where attention to environmental issues increased due to environmental problems and disasters, as well as consecutive incidents such as the Amoco Cadiz oil tanker crash in 1978, the Gulf of Mexico oil well explosion in 1979, and the 1986 Soviet nuclear reactor explosion (المرزوعي 2012، ص388).

Environmental media is considered one of the pillars of environmental awareness through media programs and the development of positive attitudes toward environmental conservation and changing negative concepts (عفيفي 2010، ص.42).

The concept of environmental media is defined as specialized media that contribute to spreading accurate environmental news and information to raise public awareness about environmental issues (الجبور 2011، ص.12). Environmental culture is defined as a set of values and behaviors that characterize a community for the purpose of protecting the environment and its components (خاطر 2016، ص.56).

Environmental media is a term composed of two concepts: media and environment, with the goal of providing individuals with news and facts related to the environment (دالع، 2020، صفحة 156).Environmental media contributes to spreading scientific facts about the environment through media channels to create a level of environmental awareness leading to sustainable development (الجبور 2011، ص.16). It works to raise environmental awareness and culture among individuals to increase environmental consciousness in society, and provides reliable information to media outlets through communication networks with local and international institutions and organizations (حافظ 2017، ص.4).

On the other hand, environmental media is the process of informing and expressing that leads to the redirection and change of public tendencies, and thus it requires accuracy, objectivity, modernity, and significance. Environmental media is characterized by transmitting information, knowledge, and facts that are objective and correct to achieve sustainable development (بن وهيبة 2017، ص.3).

The success of the media message depends on religious, ethical, instinctive, economic, educational, and intellectual aspects. The religious and ethical aspect is based on the Islamic law that prohibits corruption and harm to the environment, considering these practices unethical. The instinctive aspect extends to future generations and threatens human life in the future. The economic aspect concerns the need to allocate expenditures and costs to address the imbalance, and the media message carries an educational aspect to reach different intellectual levels (خاطر 2016، ص.ص.62-63).

3.2 The Importance and Goals of Environmental Media:

The importance of environmental media lies in raising awareness among individuals about natural disasters, in addition to the political, economic, and social impacts resulting from these

disasters (المرزوعي 2012، ص.389). Environmental media plays a role in creating a positively interacting and balanced society with the environment by increasing environmental awareness and a sense of responsibility toward protecting the environment across all societal groups. The importance of environmental media is summarized as follows: (مجاني 2017، ص.369)

- Raising environmental awareness and promoting the concept of sustainable development.
- The rapid flow and dissemination of information.
- Working to reinforce positive attitudes and increase environmental awareness.

In this regard, the objectives of environmental media are: (المرزوعي 2012، ص.395)

- Presenting media programs on environmental protection to provide individuals with all necessary information, clarifying the severity of disasters, identifying environmental problems, and suggesting suitable solutions.
- Contributing to the creation of a new culture aimed at reinforcing environmental values in society.
- Raising awareness and environmental consciousness through print, audio, and visual media.
- Changing unethical attitudes and negative behaviors of individuals.
- Opening opportunities for individuals to participate and discuss environmental issues, equipping them with the necessary skills to mitigate environmental problems.
- In this context, environmental media performs several functions, which include informing, educating, and guiding.

4. Environmental Awareness

4.1 The Concept of Environmental Awareness:

With the increasing social and economic pressures on the environment and its components, the necessity to equip individuals with adequate knowledge of environmental issues and the pursuit of solutions has grown. Environmental awareness refers to the level of understanding of society in general and individuals in particular about the importance of preserving the environment from pollution and the rational use of its natural resources (خاطر 2016، ص.57).

Environmental awareness consists of three interrelated and distinct components: environmental education, environmental media, through which true environmental concepts are ingrained by addressing the mind and promoting positive attitudes to confront negative behaviors and concepts (الجبور 2011، ص.44).

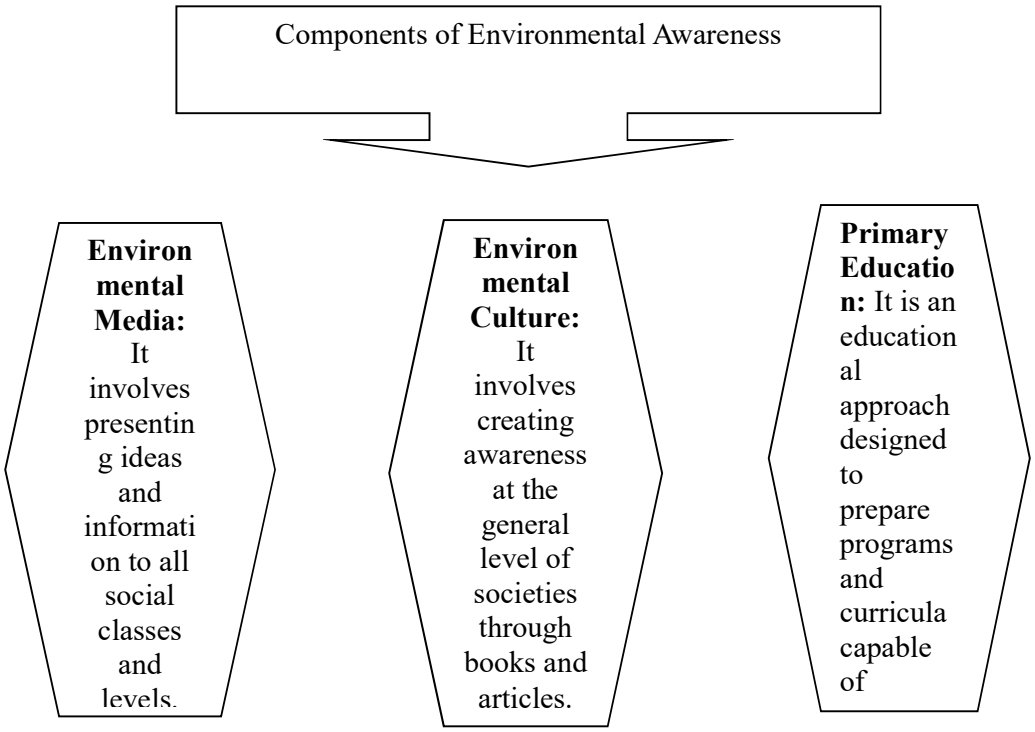
The concept of environmental awareness differs from environmental education, as the latter focuses on disseminating knowledge about the importance of the environment and reducing harmful practices and behaviors that may cause imbalance or harm to human health and the environment's equilibrium. The difference between environmental awareness and education lies in that environmental awareness is a result of environmental education, which is achieved by spreading environmental culture that suits the age, habits, environment, and culture of the individual through media and educational means (خاطر 2016، ص.ص.56-57).

Thus, the concept of environmental awareness has expanded to include economic, cultural, and social aspects by identifying the different environmental impacts on living organisms, whereas it was previously confined to biological elements (وزوز 2014، ص.19).

4.2 Components of Environmental Awareness:

Environmental awareness, as shown in the following figure, consists of the following components:

Fig.3. Components of Environmental Awareness



Source: (العوضي بلا تاريخ، ص.ص.7-8)

Environmental awareness deficiencies are manifested through several practices, which include:

- Excessive use of water by individuals or factories and workshops, which reduces the distribution of water in other areas.
- Increased solid waste resulting from higher consumption rates.
- Disposing of waste and trash in rivers and watercourses, which leads to the death of fish and marine organisms.
- Water pollution with heavy metals, which increases the spread of diseases.
- Overuse of fertilizers and pesticides, which raises the rate of cancer incidence.
- Excessive use of electronic and plastic materials, which results in harmful substances.

Environmental Culture:

4. The Concept of Environmental Culture:

The concept of culture refers to a set of values, experiences, and social practices that influence individuals' behaviors in their public lives and govern their actions. *(*سميشي، 2019، صفحة 18*)*. Culture consists of a set of social values that affect the individual from birth, leading to the creation of a lifestyle in the environment to which they belong. It also includes knowledge,

beliefs, ethics, laws, and customs that organize behavior patterns in the environment in which humans live. *(*صاحبي، 2020، صفحة 737*)*.

As for environmental culture, it reflects the cognitive and behavioral components of the individual through their interaction with the environment in a healthy manner, by taking responsibility against potential environmental risks. *(*صاحبي، 2020، صفحة 737*)*. Environmental culture also means possessing cognitive and emotional behaviors that allow individuals to interact with the environment in a correct and non-negative manner. *(*دالع، 2020، صفحة 157*)*.

4.1 The Role of Environmental Media in Spreading Environmental Culture:

Environmental media is considered a process of disseminating scientific facts related to the environment through media outlets to raise environmental awareness about various environmental issues, which will contribute to creating environmental culture by informing the public through various media, including written, audio, and visual forms. Environmental media also uses various methods for environmental protection through governmental and non-governmental organizations to make environmental and health awareness programs successful. The goal of environmental media is to raise awareness about environmental issues in order to redirect negative behaviors towards the environment into correct behaviors that may help in finding possible solutions to protect the environment. *(*صاحبي، 2020، صفحة 741*)*.

Environmental culture plays a crucial role in achieving environmental awareness within society by creating awareness, increasing knowledge about environmental issues, providing individuals with various information on environmental realities, and encouraging them to participate in addressing environmental problems. (سميشي، 2019، صفحة 19*)*.

5.Arab Models of Environmental Media

5.1 United Arab Emirates: The United Arab Emirates has some media channels that focus on environmental issues, contributing to raising environmental awareness by covering local, national, and international environmental activities, promoting individual behaviors, and broadcasting environmental protection slogans. Some environmental programs on Dubai TV, municipal programs on Abu Dhabi TV, in addition to media coverage of environmental events such as National Environment Day, the celebration of Municipalities Week for the Environment, and Tree Planting Week, are some examples. Radio stations like Abu Dhabi Radio, Dubai Radio, Ajman Radio, Sharjah Radio, and others contribute by broadcasting daily programs in cooperation with environmental specialists to raise awareness among Emirati citizens about the importance of protecting the environment. Furthermore, newspapers such as Al-Bayan and Al-Khaleej play an essential role. *(*دالع، 2020، صفحة 164*)*.

The UAE News Agency is the main source of news for government environmental agencies, and as a result, environmental issues occupy prominent pages in written press such as Al-Khaleej, which dedicates a weekly page for such topics, along with Al-Bayan newspaper. (مجاني، 2017، صفحة 380).

5.2 Lebanon: An-Nahar newspaper allocated a daily page for environmental issues, and similarly, Al-Mustaqbal newspaper had a weekly page. Lebanese TV also aired a weekly program for three seasons. A weekly environmental program titled "Blue Green" was broadcasted on the Future News channel. Furthermore, "Your Environment is Your Home" was one of the most

significant environmental awareness programs on Al-Noor Radio, in addition to other programs focused on addressing people's environmental complaints. (صعب، 2022).

5.3 Tunisia: Tunisia has shown considerable attention recently, with the Tunisian press focusing on covering environmental topics, news, and awareness. Written press has dedicated periodic pages, while newspapers like "As-Sabah," "Al-Hurriya" in Arabic, and "Le Temps" and "La Presse" in French have continuously covered environmental issues. Additionally, the National Radio and Radio Youth aired two weekly environmental programs. A weekly scientific program titled "Secrets of Nature" was also broadcasted on Tunisian TV.

6. CONCLUSION:

The environment is one of the main challenges faced by countries in achieving the dimensions of sustainable development, which requires the formulation of developmental plans aimed at changing individuals' behaviors towards environmental awareness and spreading environmental culture.

The focus on environmental issues by national and international governmental and non-governmental organizations has increased, due to the rapid spread of negative phenomena and their harmful effects, including various forms of pollution and the misuse of natural resources. The human element has been the primary contributor to environmental degradation and the disruption of its balance. Media plays an essential role in changing human behavior by creating developmental plans through discussions and dialogues to spread environmental awareness, which can modify unethical and incorrect practices towards the environment. Environmental media, in all its forms, seeks to disseminate environmental news and facts and contribute to finding suitable solutions to reduce environmental risks and achieve sustainable development in all its dimensions.

Environmental media aims to create environmental awareness and culture that aligns with the elements of sustainable development. The primary function of environmental media is to foster environmental responsibility, guide and direct individuals' behaviors, ensuring the rights of present and future generations by achieving economic, social, and environmental goals. In this context, environmental media plays an important role in spreading environmental culture by providing scientifically accurate information and facts that will help raise environmental awareness, change individual lifestyles, and address harmful behaviors, while finding early solutions to potential environmental threats and mobilizing public opinion.

Based on the above, the following suggestions can be made:

- Develop environmental awareness to enlighten individuals on the severity of the negative impacts of environmental issues and their environmental responsibility.
- Highlight the importance of environmental issues to individuals in order to change their harmful behaviors.
- Present environmental issues clearly by identifying causes and the consequences of their harmful effects on the balance of the environment.
- Foster interaction and discussion about the negative impacts of unethical practices and find appropriate solutions.

- Support Arab environmental media and encourage government agencies to establish specialized media institutions to increase environmental culture.
- Organize training courses to enhance the media capabilities focused on environmental issues to raise environmental awareness.
- Conduct awareness campaigns, conferences, and seminars to introduce environmental problems and attempt to find appropriate solutions.

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