UNIT 12 ENVIRONMENT AND MEDIA

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12.0 INTRODUCTION

Development is inevitable in a progressive society. However, when development happens relentlessly and does not account for the adversities it causes to the environment, it poses a threat to the survival of humankind. Human beings are a part of nature; they are increasingly exploiting it for selfish reasons. Humans and nature form an inseparable part of life support system which has five elements- i.e. air, water, land, flora and fauna which are inter-related and interdependent. Deterioration in any one element affects the remaining four. A short-term deterioration may repair itself, but if it continues for a long term it has the capacity to throw the entire system off balance. It is imperative and our moral responsibility to keep Earth safe for future generations.

Environmental issues such as global warming, pollution and wildlife conservation have been a concern for the scientific community for decades. However, it is only recently that public is increasingly becoming aware of such issues. This can be partially attributed to the way mainstream/news and other media have portrayed these issues alongside other significant events of the world.

Since 1990s, the shift from traditional to new media has indicated substantial changes in patterns of accessibility and interactions of people with information i.e. who has access to it, and who are considered "authorised definers" of various dimensions of environmental issues. The news serves to identify issues that are

important, works as a platform for advocacy and change, and provides information about environmental crises for civic participation and autonomy.

In this unit we shall try to understand the relationship of media and environment and why it is so important in the present context. This unit highlights the role played by media and communication processes in the public and political definition, elaboration and debates over environmental issues and problems.

12.1 LEARNING OUTCOMES

After going through this unit, you should be able to:

- discuss the relationship of environment and human beings;
- describe some environmental challenges;
- analyse the responsibility of media towards environment; and
- examine some environmental campaigns in India and the role of media in them.

12.2 PEOPLE, PLANET AND SUSTAINABILITY

Nature provides raw materials for industries, food for people, fuel for transport, etc. Environment absorbs waste that developmental activities generate. It acts as both - a *source* and *sink* for human activities. However, the ecological imbalance ensued from depletion of earth's resources leads to concerns about its life support systems. For achieving sustainable development, the well-being of humans and the ecosystem are equally important and a sustainable society needs to achieve both together. In 1997, United Nations' definition of sustainability "Development is a multidimensional undertaking to achieve a higher quality of life for all people. Economic development, social development and environmental protection are interdependent and mutually reinforcing components of sustainable development", was adopted in its Agenda for Development.

To understand the co-existence of humankind and environment, International Union for Conservation of Nature (IUCN), the World conservation union, developed the "Egg of Sustainability" model. It comprises of people (human, communities, economies) within the ecosystem (ecological communities), processes and resources together with their interactions. These interactions consist of bi-directional flows – from the ecosystem to people which includes benefits (life support, economies, resources) and stresses (natural disasters) and conversely from people to the ecosystem, in terms of both the stresses (resource depletion, pollution) and benefits (conservation). Being a subsystem of the ecosystem, people depend on it; it surrounds and supports them just as the white of an egg surrounds and supports the yolk. At the same time, a healthy ecosystem is no compensation if people are victims of poverty, misery, violence or oppression. Just as an egg can be good only if both the yolk and the white are good, similarly a society can be well and sustainable only if both the people and the ecosystem are in a state of equilibrium. For a sustainable society we need to achieve this balance with effective harmony, and people need to understand that policy decisions, especially decisions on environment related issues have profound influence on their lives as well as the future generations.

In 2015, the United Nations and the international community adopted a new global agenda – Sustainable Development Goals. Health is centrally positioned within the SDGs in SDG no. 3 – Ensure healthy lives and promotes wellbeing for all ages, but its accomplishment means more than just enhancing healthcare, it also incorporates environmental health. Thus, environment underlies each of those 17 goals, from eliminating hunger to reducing inequalities to building sustainable communities around the world. However, these SGDs directly indicate the urgency to address environmental risks – SDG 6: Clean Water and Sanitation; SDG 7: Achieving Affordable and Clean Energy; SDG 11: Sustainable Cities and Communities; SDG 12: Responsible Consumption and Production;SDG 13: Climate Action; SDG 14: Life below Water; and SDG 15: Life on Land.

12.3 ENVIRONMENTAL RISKS

In this section, we shall discuss various environmental challenges that the world faces.

i) **Air pollution and transportation:** Air pollution kills more than 6 million people every year; it is the biggest environmental health risk of our time. Air pollution also causes alterations to earth's climate, with profound effects on the health of humankind. Air pollution comes from many sources – from cooking stoves and kerosene lamps to coal-fired power plants, vehicle emissions, industrial furnaces, wildfires, and sand and dust storms. The problem escalates in urban areas, particularly in Africa and Asia. In low- and middle-income countries, 98 per cent of cities with more than 100,000 inhabitants fail to meet the World Health Organisation's air quality guidelines.

   As economies grow, escalated transport activity around the world, especially in urban cities, implicitly suggests rising emissions from the sector. 95 per cent of the world's transport energy is obtained from fossil fuels. This poses a threat to environment and human health.

ii) **Energy:** Energy production and use is the single biggest contributor to global warming. This sector accounts for about two thirds of global greenhouse gas (human-attributed) emissions. More than a billion people do not have access to electricity, while 3 billion use dirty fuels – charcoal and animal waste – for cooking and heating. The challenge is to reduce reliance on fossil fuels to produce electricity, while making reliable, clean and affordable energy available to everyone.

iii) **Technology**: Technologies used for treating waste help solve environmental problems, while air conditioning and refrigeration systems use ozone-depleting refrigerants, which have huge environmental repercussions. How fast human society meets these and other challenges depends in large part on the pace and scale at which good technology displaces inferior technology in different global contexts.

iv) **Chemicals and waste:** It forms an integral component in everyday life, but they also have major impacts on environment and human health. As the world's population nears 8 billion, there is an urgency to promote sound management of chemicals and waste. The United Nations estimate productions of 2.2 billion tonnes of waste by 2025.

v) **Ecosystem degradation**: Humans depend on ecosystems to meet their basic needs, but it is crucial that their needs be met sustainably. Biodiversity loss and ecosystem degradation are expected to continue, or even accelerate. By 2030, the world will require 40 per cent more water, 50 per cent more food, 40 per cent more energy and 40 per cent more timber and fiber. The only way to meet these demands is by managing ecosystems smartly and sustainably, so as to make it healthy and productive (Integrated Ecosystem Management).

vi) **Water scarcity and pollution:** Oceans regulate the climate, and generate most of the oxygen. They also support sectors from tourism to fisheries to international shipping. Nonetheless, oceans are facing unprecedented threats as a result of human activity. Approximately 8 million tonnes of plastic waste end up in the oceans every year. Climate change damages coral reefs and other water ecosystems. Further, overfishing threatens the stability of fish stocks; nutrient pollution contributes to the creation of dead zones; and nearly 80 per cent of the world's wastewater is discharged without treatment.

Demand for water – for drinking, sanitation, farming and energy production, among many other uses – grows with the rise in population. At the same time, human activity and climate change disrupt the natural water cycles, acting as a stressor for freshwater ecosystems. Pollution, infrastructure development and resource extraction pose additional challenges.

vii) **Climate change:** It is one of the most pervasive and threatening environmental issues with far reaching impacts on the entire planet. Climate change is expected to have unprecedented implications on where people can settle, grow food, build cities, and rely on functioning ecosystems for the services they provide. In many places, temperature changes and sea-level rise are already leading to ecological imbalance and affecting human wellbeing.

viii) **Disasters and conflicts:** In the last two decades, the world has been a victim to more than 2,500 disasters and 40 major conflicts. These tragic events have affected more than two billion people. Such environmental hazards destroy infrastructure, displace populations, and hamper human security. They also compound poverty and challenge sustainable development.

ix) **Gender differences:** Men and women relate to environment in different ways, and environmental changes have different adversities in their lives.Women play a critical role in sustaining communities and managing natural resources, but their contributions are often undervalued and neglected. Women are more likely than men to live in poverty, and they are more vulnerable to the impacts of climate change, especially in developing countries. These differences are often magnified by other social determinants such as age, socio-economic status, and geographic location.

Check Your Progress: 1

Note: 1) Use the space below for your answers

2) Compare your answers with those given at the end of the Unit.

1) Enlist any three ways that transports contribute to environmental pollution.

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2) Why is it crucial to address water pollution?

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Activity 1

List various activities that you perform everyday and analyse if they impact the environment positively or negatively.

12.4 MASS MEDIA AND ENVIRONMENT

Across a wide array of disciplines, people have been interested in understanding and harnessing the influential power and scope of mass media for a long time. Because of this power of media to reach a large audience in a small amount of time, mass media is a tool that is incredibly good at rallying the support of a variety of diverse people at once. The media is also able to attract such a large audience because it simultaneously approaches people as the diverse beings that they are (Bennett & Entman, 2001).

The rapid expansion and new breakthroughs in the arena of science and technology have ushered humankind into a new age. Unfortunately, the same advancement has had devastating effect on the nature itself. At this juncture, media plays a crucial role in forming public opinion and influencing the policy decisions. A common citizen gains confidence and capacity to become effective agents of change when aware of environment and development related issues.

12.4.1 Environmental Communication

Robert Cox defines environmental communication as "the pragmatic and constitutive vehicle for our understanding of the environment as well as our relationships to the natural world; it is the symbolic medium that we use in constructing environmental problems and negotiating society's different responses to them."

Alexander Flor explains that "environmental communication has six essentials: knowledge of ecological laws; sensitivity to the cultural dimension; ability to network effectively; efficiency in using media for social agenda setting; appreciation and practice of environmental ethics; and conflict resolution, mediation and arbitration."

Symbolic action of environmental communication serves two functions **pragmatic and constitutive**.

1) Environmental communication is pragmatic because it solves environmental problems by educating, alerting, collaborating, persuading and mobilising the masses. Communication plays a vital role in this area by helping citizens and organisations to achieve the goals towards solving environmental problems.

2) Environmental communication is constitutive because by shaping our perceptions of environment it helps to shape people's understandings of environmental issues.

12.4.2 Environmental Journalism

To be an environmental journalist, one must write about nature but also have an understanding of scientific language and practice, knowledge of historical environmental events, the ability to keep abreast of environmental policy decisions and the work of environmental organisations. S/he should have a general understanding of current environmental concerns, and the ability to communicate all of that information to the public in such a way that it can be easily understood, despite its complexity.With growing environmental pollution and industrialisation environmental journalism came up to study and analyse all threats to the environment and ecology, and to convey these fears and their remedies to the people. The Bhopal Gas tragedy was the first instance which woke up the media and drove them to environmental journalism.

Dissemination of environmental facts: Technical jargon or generic terminology

Media is generally attracted to gloom and doom stories of climate change. But journalists are required to become more exposed to the language and the concept of risks in covering climate science. With climate models becoming more powerful and sophisticated, media professionals are better equipped to quantify uncertainties and generate probabilistic climate projections, easily comprehensive to the layperson.

Media is often a target for lobby groups, to amplify or underplay uncertainties around climate science for self-serving interests; leading to substandard reporting. In lieu of this, journalists must enhance their competencies to handle such risk, and be familiar with numbers and probabilities in order to formulate a more constructive narrative about climate change i.e. reframing technical uncertainties cited in scientific terms into more comprehensive measures of risk to the society. This would enable the people to perceive the problem, understand the risk and actively engage in public dialogue to seek sustainable solutions (Pidgeon and Fischhoff, 2011).

12.4.3 Functions of Mass Media towards Environment

The mass media plays a significant role in modern society. Mass media has certain important functions to perform which include influencing and moulding public opinion. In this modern knowledge-society, media can play following roles in spreading environment related information:

Information Disseminator: Mass media play a major role in shaping people's perceptions and their awareness of environmental issues. People unknowingly imbibe various kinds of behaviours and attitudes from media.

Agents of Change: The media and interpersonal interactions work together to reinforce the message and bring about persuasion to change our attitudes, beliefs and behaviours. Though, these are very difficult to change, mass media plays a major role in helping to change political preferences and religious attitudes. Once an attitude is formed, the media functions to channel it in a specific direction.

Media as Stimulator: The mass media activates latent attitudes, prompting people to take action. It helps in mobilising the masses for collective action by appealing to people's conscience to participate in various environmental conservation and support activities, e.g. using paper bags or jute bags instead of Poly bags, etc.

Facilitator of development

Media coverage is crucial for any environmental issue to enter into the arena of public discourse and become a part of the political process. Civil Society Interest groups and non-governmental organisations (NGOs) working on environment related issues can cultivate the formation and spread of public opinion on issues of concern with the help of media.

Messenger to policy makers: Along with centre staging the environmental issues into the hub of debates and discussions, media also tries to triangulate the opinions of different stakeholders. It works as a bridge by amplifying the popular opinions of people and communities across geographies and shares them with the policy makers and vice-versa. This plays a significant role in encouraging governments to devise environment friendly policies.

Across the world, rigorously covering and following upon events like Bhopal Gas tragedy in 1984; and snowballing the discussion on the facts shared by the Academy Award-winning documentary on climate change, *An Inconvenient Truth*, in 2006, media has tremendously helped in creating a public opinion about significant environmental issues.

12.4.4 Media Platforms and Environmental Awareness

Media play an important role in influencing attitudes of the public towards the environment. Media's role in increasing environmental awareness of the population is an enormous one as it reaches a vast percentage of India's complex society. Following are some common media platforms:

Newspapers and Magazines: Newspapers have always been a profound source of information about daily events with the morning cup of tea. They act as a source of motivation, for example, when they educate farmers about ways of introducing organic farming, new agricultural technologies, or sensitise them about negative consequences of the use of pesticides, stubble burning etc. As a result of such exposure and subsequent public pressure, local authorities, governments, industries and other stakeholders are often forced to rectify their practices, to strongly enforce laws and regulation, and to abandon development projects if their environmental and social costs outweigh benefits (both organisational and societal).

Similarly, the environmental magazine "Down to Earth" covers a wide variety of environment related topics and their scientific background.

Radio: Radio is an affordable, most common medium of information and its signals cover almost the entire nation. It is noteworthy that the Ministry of Environment & Forests used to broadcast two weekly programmes on environment, "Kinare-Kinare" and "Aao Dilli Savaren" on Delhi FM. At the national level, the news on environmental aspects is scant and if they are broadcast they are most often at the regional level.

Community media: With the integration of media with community-based initiatives, community radio and video have opened doors for the remote population to not only participate but also initiate the dialogues regarding their regional environmental concerns. Community media also gives them the freedom to deliberate on environmental protection activities for conservation and regeneration of natural ecosystems. Henvalvani Community Radio (Chamba, Uttarakhand) has been extensively producing programmes on environment and climate change in the region.

Television: Studies indicate that television, by the virtue of its audio-visual elements, enables a greater retention tendency among the viewers. As a result, government is increasingly interested in allocating prime time slots to environmental programmes on the television. Presently, documentaries that revolve around environment attract fewer viewers, maybe because of the academic or obscure manner in which they are presented. Mainstream channels such as the Discovery Channel, National Geographic and Animal Planet broadcast exclusively on endangered species and wildlife, sea life, among other ecological aspects, etc. Programmes like "Virasat", "Race to Save the Plant", quiz show "Terraquiz", "Earth" was telecast by the Ministry of Environment & Forest in collaboration with Doordarshan. In addition, BBC's "Earth Report" offers interesting pieces of information on environment. In fact, reruns of "The New Adventures of Captain Planet" on Cartoon Network cater the younger population of children and sensitised them about deforestation, pollution, poaching and other environmental hazards.

New Media: Internet's exponential reach and easy accessibility make it the prime resource for the global population to seek information about climate change, environmentalism, and how to be green and eco-friendly. Nowadays, Internet services are more frequently utilised for environmental awareness among people to engage in public dialogue almost instantaneously. Social media sites such as Twitter, Facebook, etc. share news, information, and articles and are thus, most resourceful for concerned "netizens" to keep abreast of the environmental issues. Internet has also created spaces for convergence of traditional media with new media, in order to produce an eclectic and multifaceted resource for people to gain indigenous knowledge about environmentalism. Furthermore, with the advent of mobile applications using different strategies to provide people with a sense of ownership of the planet, a search engine "Ecosia", ensures its users to spend 100% of its profits on planting trees on suggested locations.

The next section provides information about prominent Indian Environmental Movements, discusses the initiatives taken by Indian media, and elaborates the functions of media advocacy for environmental projects.

Check Your Progress 2

Note: 1) Use the space below for your answers

2) Compare your answers with those given at the end of the Unit

1) Define environmental communication.

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2) Enlist the five functions of mass media towards environment.

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12.5 ENVIRONMENTAL MOVEMENTS

The environmental movement is a diverse scientific, social, and political movement for addressing environmental issues. Environmental movement is a type of "social movement that involves an array of individuals, groups and coalitions that perceive a common interest in environmental protection and act to bring about changes in environmental policies and practices" (Tong, Yank 2005).

According to Rootes, Christopher (1999), "The environmental movements are conceived as broad networks of people and organisations engaged in collective action in the pursuit of environmental benefits. Environmental movements are understood to be very diverse and complex, their organisational forms ranging from the highly organised and formally institutionalised to the radically informal, the spatial scope of their activities ranging from the local to the almost global, the nature of their concerns - from single issue to the full range of global environmental concerns. Such an inclusive conception is consistent with the usage of the term amongst environmental activists themselves and enables us to consider the linkages between the several levels and forms of what activists call 'the environmental movement"

Environmentalists advocate the sustainable management of resources and stewardship of the environment through changes in public policy and individual behaviour. The environmental movement is represented by a range of organisations - from large to grassroots.

12.5.1 Environment Conservation Movements in India

Name	Year	About the movement
Chipko Movement	**1973**	Chipko movement was spearheaded by Chandni Prasad Bhatt and Sunderlal Bahuguna in the villages of Garhwal Himalayas, Uttarakhand. The movement was carried on by local community members, especially women, against mindless deforestation. They registered their protest by hugging trees when the woodmen came to axe them.
The Silent Valley Project	**1978**	Save Silent Valley was a social movement aimed at the protection of Silent valley, an evergreen tropical forest in the Palakkad district of Kerala, India. It was started to save the Silent Valley Reserve Forest from being flooded by a hydroelectric project.
Jungle Bachao Andolan	**1980s**	The Jungle Bachao Andolan took shape in the early 1980s when the government proposed to replace the natural Sal forest of Singhbhum District, Bihar (now Jharkhand) with commercial Teak plantations. Historically, this region has seen rebellion, victory and loss in the tribal communities struggle to live and work in their own forests.
Navdanya Movement	**1982**	Navdanya promotes biodiversity conservation, biodiversity, organic farming, the rights of farmers, and the process of seed saving. Navdanya has led the national and international movement for bio-safety and against the dangers of Genetically Modified Organisms (GMOs) in agriculture.
Bhopal Gas Tragedy	**1984**	The Bhopal gas tragedy was a gas leak incident in India, considered one of the world's worst industrial disasters. It occurred on the night of 2–3 December 1984 at the Union Carbide India Limited (UCIL) pesticide plant in Bhopal, Madhya Pradesh. Scores of environmentalists, civil society and community based organisations are working together since then to bring justice to the ones who died in this tragedy by lobbying for tougher environmental laws and regulations.

Narmada BachaoAndolan	**1985**	Narmada Bachao Andolan is a social movement against a number of large dams being built across the Narmada river which flows through Madhya Pradesh,Gujarat and Maharashtra. Tribals, farmers, environmentalists and human rights activists carried out their protest by doing hunger strikes and garnering support from noted film and art personalities, together with its leading spokespersons Medha Patkar and Baba Amte.

12.5.2 "Save our Tigers" Campaign

Decline in the number of tigers in India was highlighted by a media campaign. The current population of tigers in India constitutes over 50% of the world's tiger population. The coming years will be extremely crucial for the long term survival of the tiger. In 2004, environmentalists were shocked when not a single tiger could be spotted at the popular Sariska wildlife reserve in Rajasthan. It was seen as the biggest crisis in India's conservation history and led to initiation of campaigns to save the tiger. India has struggled to stop the rapid decline of tiger population from an estimated 100,000 at the beginning of the 20th century, in the face of poachers, international smuggling networks and loss of habitat.

NDTV and telecom operator Aircel launched a media campaign called "Save Our Tigers". The campaign was a social campaign to create awareness about the alarmingly dwindling population of tigers across the country, promote tiger conservation efforts and save tigers from extinction. The campaign is spearheaded by Sanctuary Asia, India's premier wildlife magazine and the Wildlife Conservation Trust with film star Amitabh Bachchan being the face of the campaign.

The campaign provided a platform to tiger conservationists to raise this issue, engage key stakeholders in discussions and provide concerned citizens an opportunity to voice their opinions and contribute to the cause. In a bid to save tigers, this campaign ignited people across the country to come together for collective action. There were marches, cycle rallies and signature campaigns demanding from the government to act before it's too late.

12.5.3 Media Advocacy in Environmental Organisations

Strategic uses of news created through mass media can promote public debate and generate community support for changes in community norms and policies on environmental issues in India and other nations. It is necessary for such platforms to devote an adequate amount of airtime and space to produce effect on people, who then take the desired action. Many studies establish that members of the general public are the ultimate decision makers and opinion leaders in our society. Dialogues that take place within families and social networks we experience in our everyday lives, shape our attitudes, beliefs, norms, and practices. Therefore, leveraging on the potency of media advocacy in attaining the goals of sustainable development is key to healthy and prosperous communities. Building

on this backdrop, many organisations have evolved their advocacy units to address the most complex environment issues. We briefly discuss the endeavours of a few environmental organisations:

A) **The Palm Oil Controversy:** Greenpeace's strategic use of social media to urge Nestle to stop buying palm oil for its infamous chocolate bar 'KitKat' was a breakthrough. Palm oil used in the manufacturing of this chocolate (and many other household products) is an endangering threat to Orangutans, and Nestle used to avail the ingredient from Sinar Mas, a company that deliberately smoked out Indonesian rainforests to make space for palm oil plantations. Greenpeace demanded Nestle to refrain its use of palm oil and used Facebook, Twitter, YouTube, and even blogosphere to its aid. The environmental organisation also wrote an open online letter to the Public Relations team of Nestle when the latter began to avail palm oil from an intermediary (Cargill) to avoid direct repercussions.

B) **Basin Report Card Initiative:** Basin report cards provide a platform to gather information about basin health, which is then synthesised and delivered via a public platform, and people are empowered and can take action. Developed from the ground-up and rooted in science, report cards identify what is most important to the diverse water users in a given basin, hence creating a common understanding of the basin's health in order to foster a shared vision for its future. World Wildlife Fund (WWF) seeks to empower stakeholders around the world to develop and effectively use credible, locally owned report cards in their basins, fostering sustainable water management across basins around the world. It provides visual elements such as photos, maps and conceptual diagrams to the media to disseminate among government entities, private sector and public at-large, with an aim to initiate dialogue and inspire positive change.

   Further, WWF has designed a simple online quiz for users to play and determine the health of any fresh water basin. Results of this quiz suggest possible actions to reduce water pollution.

C) **The Energy and Resource Institute:** In addition to a vast body of scientific knowledge on energy and environmental issues, TERI produces films portraying stories of change, which capture the human side of the story through powerful images and voices from across India that brings out the many struggles and solutions related to sustainable development.

D) **Center for Science and Environment:** CSE organises media fellowships for media professionals to develop systematic content on various thematic areas of environment such as good food, smart cities, minerals use, pollution and renewable energy. They conduct capacity building workshops for journalists representing different platforms of television, radio and newspapers. By the virtue of these trainings, the fellows are groomed to write data-driven, thought provoking stories to influence the general public and enhance their competence to determine the course of action beneficial to society at-large.

   Other organisations include Central Pollution Control Board (India), United Nations Environment (UNE), Wildlife Protection Society, Indian Environmental Society, Center for Environmental Studies, Development

Alternatives (DA), Navdanya Trust, Water Aid, Water for People, among many others.

In addition, campaigning organisations such as *Jhatkaa.org* are standing up against large-scale corporations like Hindustan Unilever, and issuing online petitions using innovative methods. To create awareness about mercury poisoning in Kodaikanal, *Jhatkaa.org* roped in a Chennai-born rapper to write a parody song. The video of the song took an undisguised jab at Unilever for its failure to clean up mercury contamination for over 14 years or compensate workers affected by its thermometer factory, despite promising numerous claims about its social responsibility towards environment. With more than 3.1 million hits on YouTube, it stirred a mass movement by reinforcing the message - '*Kodaikanal Won't (suffer)*'; this ensued desired action by the corporation.

Check Your Progress 3

Note: 1) Use the space below for your answers

2) Compare your answers with those given at the end of the Unit

1) Briefly discuss two environmental movements with an objective of preservation of Indian forests.

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2) Give two examples of media advocacy.

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12.6 INTERNATIONAL ENVIRONMENTAL AGREEMENTS

Countries around the world have formulated Environmental Agreements at the global, national and local levels. Each country has laid down specific laws and legislations, which are unique to their region. International Agreements have been formulated to collectively address the issues of Environment. Some of the important Environmental Conventions and Protocols are tabled below, while many more are being formulated.

12.6.1 Key International Conventions and Protocols

S. No.	Conventional Protocol	Objectives	Year
1)	Montreal Protocol	The Montreal Protocol on Substances That Deplete the Ozone Layer specified that the production and consumption of compounds –chlorofluorocarbons (CFCs), halons, carbon tetrachloride, and methyl chloroform, that deplete the ozone layer in stratosphere, be phased out.	1989
2)	Base Convention	The Base Convention on Tran boundary Movement of Hazardous Wastes and their Disposal was adopted in response to concerns about the toxic waste from industrialised countries being dumped with economics in transition. It aimed to:- • minimise the generation of hazardous wastes in terms of quantity and hazardousness;- • dispose them off as close to the source of generation as possible; - • reduce the movement of hazardous wastes.	1992
3)	Convention on Biological Diversity(CBD)	The three objectives of the CBD are: conservation of biological diversity; sustainable use of its components and; fair and equitable sharing of the genetic resources.	1993
4)	UNFCCC	The United Nations Framework Convention on Climate Change (UNFCCC) is the foundation of global efforts to combat global warming. The objective of this Convention is stabilisation of greenhouse gas concentration in the atmosphere at a level that would prevent dangerous anthropogenic interference with the climate system.	1994
5)	Kyoto Protocol	In December 1997, more than 160 nations met in Kyoto, Japan, to negotiate binding limitations on greenhouse gases for the developed nations, as per the objectives of the Framework Convention on Climate	1997

		Change of 1992. The outcome of the meeting was the Kyoto Protocol, in which the developed nations agreed to limit their greenhouse gas emission, relative to the levels emitted on 1990.	
6)	Stockholm Convention on POPs	The Stockholm Convention on Persistent Organic Pollutants (POPs) is a global treaty adopted to protect human health and the environment from POPs. The Convention seeks the elimination or restriction of production and use of all intentionally produced POPs (i.e. Industrial chemicals and pesticides).	2001
7)	Nagoya Protocol	The Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilisation to the Convention on Biological Diversity is an international agreement which aims at sharing the benefits arising from the utilisation of genetic resources in a fair and equitable way – a) by appropriate access to genetic resources; b) by appropriate transfer of relevant technologies, taking into account all rights over those resources and to technologies, and; c) by appropriate funding, thereby contributing to the conservation of biological diversity and the sustainable use of its components.	2010

12.6.2 U.S. India Partnership on Climate Change

As the world's third largest carbon emitter, India is a top priority for the U.S. Presidential Global Climate Change Initiative. The U.S. Government is supporting clean energy in India through the inter-agency Partnership to Advance Clean Energy (PACE) effort, which includes USAID; the U.S. Departments of Commerce, State, and Energy; the Export-Import Bank; the Overseas Private Investment Corporation; and the Trade and Development Agency. The goal is to accelerate India's transition to a high-performing, low-emissions and energy-secure economy as part of the U.S.-India partnership on climate change.

Check Your Progress 4

Note: 1) Use the space below for your answers

2) Compare your answers with those given at the end of the Unit

1) What are the steps taken at the international level to collectively address the issues of Environment?

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2) Throw some light on U.S. India partnership on Climate change.

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12.7 LET US SUM UP

In this unit, you learnt about various risk factors for the environment, such as air pollution, chemical wastes, climate change, water scarcity, etc. The differences between environmental communication and environmental journalism and the role of various mass media in creating awareness about environmental issues were explained. You were also exposed to several movements initiated in India over the years to help protect the environment. Towards the end, various international environment agreements that have been formulated to address the issues of Environment and create a better living for us were outlined.

12.8 FURTHER READING

Acharya, K. & Noronha. F. (Eds). (2010). The Green Pen: Environmental Journalism in India and the South Asian Region. New Delhi, India. SAGE

Bennett, W. L. &Entman, R. M.(Eds). (2001). Mediated Politics: Communication in the Future of Democracy. New York, NY: Cambridge University Press.

Cox, R. (2010). *Environmental Communication and the Public Sphere* (2nd ed.). Thousand Oaks: Sage Publications

Flor, A. (2003). Environmental Communication Diliman, Quezon City: University of the Philippines-Open University

12.9 CHECK YOUR PROGRESS: POSSIBLE ANSWERS

Check Your Progress 1

1) Use of fossil fuels which degrade quickly; rising fuel emissions cause air pollution, and pose a threat to environment and human health.

2) The demand for water – for drinking, sanitation, farming and energy production, among many other uses – grows with the rise in population. At the same time, human activity and climate change disrupt the natural water cycles, acting as a stressor for freshwater ecosystems. Pollution, infrastructure development and resource extraction pose additional challenges.

Check Your Progress 2

1) It is the pragmatic and constitutive vehicle for our understanding of the environment as well as our relationships to the natural world; it is the symbolic medium that we use in constructing environmental problems and negotiating society's different responses to them.

2) Five functions of mass media towards environment are: information disseminator, agent of change, media as stimulator, facilitator of development, and messenger to policy makers.

Check Your Progress 3

1) Chipko Movement - in the villages of Garhwal Himalayas, Uttarakhand. People protested against deforestation by hugging trees when the woodmen came to axe them. The Silent Valley Project - in the Palakkad district of Kerala, India. It was started to save the Silent Valley Reserve Forest from being flooded by a hydroelectric project.

2) *Jhatkaa.org* ; against mercuric poisoning in Kodaikanal

Greenpeace; campaign against Nestle's use of Palm oil

Check Your Progress 4

1) Countries around the world have formulated Environmental Agreements at the global, national and local levels. Each country has laid down specific laws and legislations, which are unique to their region. International Agreements have been formulated to collectively address the issues of Environment.

2) The U.S. Government is supporting clean energy in India through the inter-agency Partnership to Advance Clean Energy (PACE) effort.