

ENVIRONMENT OF MEDIA PEDAGOGY

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The environment of media pedagogy is a very important topic. I was make survey, that how much environment news have got run in the radio and the tv. In my topic, I would like to confirm, that the media can be teaching environment.

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We are not only part of the ecological and humanecological crisis but active directors as well in the millennia. 100s of species disappearing in the western world's while we build cities and autobahns, there are cunamis in Bangladesh and 100s of millions watch the starving refuges in Zimbabwe. In the same time homeless live on our streets, armed gangs are selling amphetamines to teenagers and theft is common around our villages. We don't only react being sick physically and physiologically but we work out the possible explanations of pedagogy as well.

The job of a pedagogue is to develop the character, knowledge, attitude, value, and emotion of juveniles. The natural crisis surrounding us can be only answered by environmental education. This is our duty and to involve not only our knowledge but our hope and responsibilities for a better future. An environmental education – partly because of civil actions of green organizations, partly because of green pedagogic practices – will become the center of the revitalization and modernization of teaching – learning. In the rapid change of the situation there was no opportunity to summarize the results of those researches which could give us the benefits of an overall assessment and theoretical summary developed from the merge of natural educational practices and domestic pedagogy.

I focused my research on the media pedagogy of environment protection as outlined above and it spread into the efficiency of functional media pedagogy. Environment protection today – because of globalization – is the sole responsibility and duty of each member of humankind. Generation must grow up with a wide and exact understanding of the importance of preserving lives and environments. The basics of my research is: the educational materials published in Hungary today, is on a low level. There is a detailed researched backing up my analysis but I would refrain from disclosing it here.

Let's step out of the box. The goals and results of Green Movements and Environmental Education – in general the characters of the ecological thinking– should be published in wider circulation (Havas, 1994). Let's win over to our cause those who can help in communication: artists, journalists, managers, etc. Each organization should pay special attention to let itself known by its surrounding. We shouldn't think that only solution is written and electronic media. We should rely on personal relationship, personal contacts. Lets create a news agency that promotes environmental awareness and environmental news. The environment ally aware society should use the

opportunities provided by the electronic media (networks, binding of websites, email newsletters, etc) to ensure the one who looks finds environmental education news the quickest. We should achieve that ecologically sensitive materials appear in the media in more popular time slots, it is provided more finances and frequency.

Lets develop the current communication levels of our society and lets learn communicate more efficient in various different forms. Lets create study groups were we can learn the basics of communication. Lets learn the inner and outer basic elements of communication. This kind of education should be built into general programs designed for schools. Lets develop our personal relationships as well; reply to letters, keep deadlines, give each other proper notice, don't double book our calendars with event simultaneously. Differentiate between newsletters sent to our colleagues and those sent to the outside world. The latter doesn't always reach its goal with out own fonts on Grey Eco-paper. If you wish to engage people with different values make sure you use the language they understand. Before acting we need to determine what group we target with out campaign, involve in our work. Keep in mind that we have to communicate to different age-groups and groups with different aims. Give a face to local and national programs. Have recognizable marks in the media, connection with people, provide satisfaction and a sense of belonging. Don't only talk about the issues, the programs should have a positive, creative, humorous message with examples, group-activities. Use all available resources of the local and national media.

Establish a connection with the existing environmental and green media. Publish the goals of green movements and goals of environmental education in proper section of the dailies. Encourage the making of environmentally and ecologically themed short movies and it's screening in prime time television. Commercial channels ignore the subject of environmental education altogether. We have to mention the educational literature too (Iskolakultúra, Új Pedagógiai Szemle, Köznevelés, Fejlesztő Pedagógia, Fordulópont, Mentor-Támpont) which gives exposure to environment educational subjects. There is less than a 100 journalists working full time on environmental issues and there is a few between who is properly qualified in the subject. It is hard to raise a new generation of journalists. It pops up all over the media the so called "painting it green". This can damage the acknowledgement and acceptance of environmental issues. But a creative educator can use this for his / her advantage as well because every news or even the making of news can be a tool that gives opportunities to students for reasoning, debate, opinion.

To summarize it; we can say that the media is influenced by mass consumption, even in state controlled media advertisements weight in heavier than any subjects related to environment or environmental education. In this situation the ideology that opposes the mass consumption in the media, should use more effective communication methods. We need to shake up the average citizen with radical methods that requires them to change their habits, thinking, life style. I want to tell them to buy less, switch their cars for bicycle whenever it is possible. This is inconvenient for most of us, after being 40 years behind the iron curtain, especially when there is now plenty to choose from and anything can be purchased with only a 10% deposit.

Lots of school started media programs and communication related studies, the interest is also growing in the field in universities. This is an important place for the environmental education to find it's feet and influence the method of teaching, the teaching materials, inform and win

over the students. We are in a difficult situation if we think we can't sell environment protection the same way we sell washing powder or mobile phones to the masses. Do we have enough time to only focus on long term solutions instead of using today's business marketing tools to build social awareness? To achieve social acceptance of our ecological principles we must use all acceptable marketing strategies available in the business world. For environmental education, to reach its goals, media is one of the most important communication tools but not the only one.

We have to achieve that at university's media faculties and journalism majors will focus more on environment. We have to raise the efficiency of environmental journalism. We have to find the way to "green" already active journalists. It would help in the public view if relevant information was distributed to the public in prime time television before government introduces new laws – like the garbage laws. Simplified explanations, debates between researchers and non-researchers could bring these topics closer to the general public. This way the preparation for involvement would come into effect, what is necessary in every democracy.

With major news agencies the basic question is; who has decision rights, the journalists, the managers, the owners. This changes from company to company and it dedicates the publishing of environmental news. Free press is important because it helps if journalists have dedication towards the topic and has personal interest when pursuing certain leads (Könczey & Sükösd, 2003).

If the topic is environment protection, it is very likely the journalist is in touch with green organizations and he / she'll read assignments and reports related to the topic. If the journalist has absolute freedom, he / she can write about all his / her personal experiences, than it can also positively influence the environmental news. The employees of the news agencies basically can freely write about anything. News agencies receive several invitations to different events, press conferences and different information to be made public. The chief journalist than picks what must be published.

Also the journalists can decide what else to write about, what topic to pursue, what news to follow up on. At the MTV the chief journalist decides alone what events the journalists have to visit. The Hungarian National Television has a duty to deal with environmental issues, but it isn't specified when, what time and how long. According to our source the owner – our government – doesn't clearly describes what it wants – only in general. TV2 has only a 7 minutes environmental slot in its morning news. The anchor explained that he picks the topics from the internet, from e-mails and from other international news agencies. Morning television is uninteresting with few viewers, therefore TV2 screens all its must does in these time slots. Despite all these it could be important as usually decision makers and managers watch TV in the morning. None of the scrutinized internet portals have separate environmental sections, usually it is attached to something else. It can be either related to politics or to economy, if a bit more interesting in mainstream media. If it can't be linked to any of the above, it is treated as an environmental study. The advantage in this is that this way it can reach a wider audience, since people interested in politics only can read about it. The disadvantage is that it can become too complex to be understood. It is hard to fit into media on its own because it involves too many subjects. If there is no clear, pure environmental section it is harder to search it.

According to many media figures, there is no need for environmental education by the majority of the viewers. For example from the 400 news topics a week by the Studio Pecs of the Hungarian National Radio, only 2 has anything to do with the environment. Same at Radio Danubius is 4-5 out

of the 2000, while at the Aktiv Radio Channel in Pecs is 1 out of the 250 per week. Environmental protection is part of our life like any other news. According to some of our sources, once the media positioning stabilized, the power structure between channels becomes clear with their own group of listeners than won't be necessary to chose only popular topics. To build environmental awareness is a long process and in today's challenging situations nobody is taking it on board.

The fight to the more educating radio channels is a difficult transition from today's popular mass media into tomorrow's interactive radio and TV channels. We should teach it's limits, dangers, possibilities. We don't know what will the future bring – the decentralization of computer networks is not an option at the moment, but some individual suppliers might decide on it claiming copy rights, easier access and order.

We can establish that the media has to reach the point when it has to use it's opportunities. I can honestly conclude after reading all the available literature on the topic and having done my own researches that the general public receives most of their information from the mainstream media. Therefore we need a change in the way the media views environmentally sensitive issues and it should accept it's responsibilities in teaching, educating the general public on the topic as it would also ease the life of all. The conclusion of my work is that we need to change of the way we look at environmental issues as it interests a very low level of percentage of the general public in Hungary at this moment. We need to change the way we think, adapt, and adjust our values.

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