Social responsibility of media on environmental dangers: Warning productions

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Abstract

Environmental problems are the most serious matters which are caused by electrical and electronical and technological conditions in the world. Media are the most common instruments in the world and numerous messages are conveyed via media, even warnings or threats. Media have sovereignty on people and have power to persuade people and to persuade administrators. All topics and all matters can be used by media and media can change all matters to attractive topics and media can set a fantastic imaginary world for people. Environmental matters are sometimes used by media but media ususally focus sensational dimensions of environment and serious problems about environment are generally ignored. Media have many facilities and great power to warn people about environmental risks and envitonmental dangers and environmental responsibilities.

Keywords: Environment, media, responsibility, danger, warning.

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1. Introduction

Most of people are aware of environmental dangers and risks and learn dimensions of dangers via media in the world and media mostly use materials about environment and are interested in much because of environmental materials. Some of media are aware of that they are serious warning instruments about environment and they are able to prevent some risks about environment and they can also convey solutions of environmental problems, but some of media are not carefull about warning on environment (Cavallo et al., 2006). Power of media can be used to prevent or to solve environmental problems by warning people.

One of the most important problems is environment in the world because of contemporary conditions, and because of electrical and electronical improvements, and because of pollution and because of technology and a great number of people suffer from different environmental problems and are interested in solutions of problems recently. Some people especially watch media to find a way to solution for their environmental problems. Many people are interested in media to find solutions for their problems and to learn about environment agenda (Kentley et al, 2006). There are many news, articles, productions on media everyday and presentations of media guide people and present them some solutions and available ways.

Media which are stately products of technology response requirements of people from learning news to information and from identification to participate in public opinion and beside this media can impress on memories of people and can convey opinion, language and behaviors of people. Media are the most effective dynamics of societies recently and have sovereignty on agenda of society and can guide lives of people (Stamm, 2013). People are naturally interested in media to find some solutions for their health problems and to prevent health risks and environmental dangers. People think that it is easier to watch media to learn knowledge about environment and to learn solutions for environmental. Media are close ways for problems.

Effects of media embrace a large area and large masses use media and are interested in messages of media. Many people plan their daily life according to media and regard warnings of media (Mutz & Martin, 2001). Media works as a social actor. Media show numerous environmental disasters and environmental mistakes by people and people are aware of severity of dangers via media and some people seriously try to protect environment via warning productions of media.

Media have sovereignty on social life and people often front media to learn agenda and global events and plan their lives according to media. Beside political or economical events, people are especially interested in productions about environment on media because of general environmental problems as pollution or disasters or diseases (Cooper, 2002). Environmental topics are very available and productive materials for media and environmental topics provide media much gain because of interest of great mass (Woolley, 2000). Media use environmental materials much and media have many different productions about environment. There is not any possibility for environment productions not to be watched on media, because many people feel and know that they are a part of environment.

This study aims to evaluate function of media and to discuss relation between media and environment and to emphasize responsibility of media on environment. Media have some social responsibilities in contemporary conditions as social dynamics and as social guides. Functions of media in a society are known as conveying news and entertaining and teaching something and people are usually interested in media to learn and to have fun (Ladd & Lenz, 2009). Media have the most important responsibility on environment in the world in which environment becomes the most important problem in contemporary conditions because of electrical and electronical and technological improvements. At the end of this study, importance of warning productions of media on environment is emphasized and signed responsibility of media on environment.

2. Function of Media

Many people try to use media because of their power and their impacts on the earth. Politicians and businessmen and singers are the main characters of media productions and many other people try to be heros of media recently (Wilhoit, 1969). People who need fame and who need to be known by much people want to contact media and media want to contact them to produce colorful productions which attract people easily. In the world of media, everything brings with a novelty and lives of people change via media. Especially in underdeveloped societies, people perceive media as main references and live with guidance of media.

Media are the most favorite products of technology and are used commonly all over the world and influence billions of people with their attractive productions (Javed, 2003). Media which are used to learn universal knowledge and different impressions are the most common instruments in contemporary societies and they are valuable as much as opinion leaders. Though there are spiritual and philosophical contents on media, a lot of people are interested in media to make fun or to spend enjoyable times (Jenkins, 2012, 33). Media are products of advanced technology and they present people many colorful and entertaining facilities on technology base. Media provide people to learn knowledge and news and beside this to get different inspirations and opinions.

Media are the instruments that convey many messages from somewhere to somewhere and change positions of opinions or decisions from somebodies to somebodies and take people to social life in the world. Media are source of knowledge and opinions and a social movement because of their contents (Flowers et al, 2003). Media are in lives of people with their news and opinions, and with images, and with voices and with many different impressions during about 300 years. Media developed due to technology and adapted conjunctural structure of societies and response many requirements of people (Faflik, 2009). Many people perceive that media are main components of their lives and their future plans.

The first newspapers entered lives of people in the in the beginning of 17th century as amazing and exciting components. They were colorless papers but full of news which people wondered and were interested in. The first newspapers satisfied people much because of their sufficient contents as the first media (Camp, 1935). First media responded many social requirements of people who lived in urban areas and need to learn actual and need to communicate with others. Media used a familiar language which people know and speak everyday and media changed their language due to their actual policy.

People perceived media as source of knowledge via news and learnt many opinions and impressions via articles in the beginning of media age. Media became a main component of social life and people could not avoid media because of their necessity (Holmes, 1961, 251). People were affected because of seriousness and integrity of media in conditions of first media period. Media got a social information function in the beginning and responded information requirements of people. When media broadcasted numerous information and opinions and inspirations, they taught their own language. People were very interested in media in their social lives and media became social components which are concerned with all social components.

Newspapers, and radio, and magazines survived as staminal components of life for a long time and presented people information of the world and life. They mentioned about policy, and about economy, and about art, and about sport, and about current events and conveyed important opinions via articles of authors (Barabas & Jerit, 2009). There were less color and images on media because of technology and media were far away from popular culture which was entertaining and cheap. Internet participated in media world and was began to use much because of its wide facilities and colorful window recently (Girardi, 2012).

Media are naturally concerned with social structure and with culture and with global conjuncture. Cultur determines social roles and social organisations and identities and all other social components and provide people an energy to live together. There is also a relationship between social dynamics

and culture that result of all social accumulation and social dynamics (Barnett & Allen, 2000). Media are one of the most effective dynamics of a society and are affected from culture and influence media. All dynamics are components of an aggregate and effect another one.

A uniform culture relatively emerged on the earth because of media and billions of people began to wear same, speak same, and even think same. This is culture of media and media culture diverts people to points where they want (Lieber & Weisberg, 2002). Media broadcastings are always attractive and encouraging and people mostly can not object messages of media. A great mass who are interested in media and watch media speak the same language since media became dominant in the world. Media provide a unity for society and character of society form via media (Flowers et al, 2003). In forming process, media have many social responsibilities.

Media culture became dominant culture in society because of its great companions. A large mass are naturally bound up with media and they are also companions of capitalism which sells goods and images and simulate people. Because of this, media are mostly used by monopoly capitalists (Friendland et al, 2007). This is popular culture. There are many attractions like privatization and like democratization and like post-modernism in popular culture and people are attracted by them. Many different problems emerge in popular culture and people know many different concepts and methods in contemporary conditions.

Media are naturally concerned with culture and often use interesting and enjoyable materials of culture. Colorful characters and funny words and exciting stories and mysterious places in culture are main materials for media and media arrange all cultural materials as attractive products (Ernst, 1964). Media can change all materials attractive and entertaining materials by help of technology and media want everybody to understand and adopt them. Therefore media prepare plain and entertaining products as much as possible. Meanwhile media cause to change structure and use of language.

Beside conveying news and entertaining messages, media are social instruments to participate in social activities and social ambiences and people know different components of society via media. Media work as active dynamics of society and guide society to global and universal trends and provide people many different facilities. Global agenda is also arranged on broadcasting of media and it is conveyed people via media (Matuozzi, 2002). Most of people can not ignore media because of their global and actual effects.

3. Role of Media in Society

Society is an organized unity that can respond all requirements with its organizations and with its active dynamics and provides its people many facilities in its planned decisions for physical requirements and also spiritual requirements of people. People used to respond their cultural and spiritual requirements in their traditional culture until Industrial Revolution and responded their requirements in rural area until urbanization (Chastain, 1996). Industrial Revolution and urbanization changed many conditions and many approaches in the world and people had different cultures in their new lives which was equipped by technological products.

Media are results of technological improvements but they changed approaches and cultures of people more than their physical lives. Media was emerged result of idea of man and was fed by idea of man and brought opinions of other people and brought other extraordinary ideas to people's lives and influenced them. In the beginning of urbanization, people found their cultural hopes on media and knew media as a close friend but media mostly conveyed but did not received (Linke, 2007). People could not completely communicate with media but they still enjoyed media. Because media are the closest entertaining instruments and the closest news sources.

In complex and problem lives of people, media presented people large imagination worlds and took them to worlds of imaginations in where people wanted to blackout. Media generally subjects to lives of other people and conveyed matters about other people and about many different region of the

earth. This is a respond for people who want to be interested in other lives and other worlds and media provides them a large facility. Meanwhile media use an attractive language and attract people to fantastic worlds via their languages (Baird, 2000). Media use all materials in the world and in universe to design attractive productions.

Media are requirements which are about social problems and about economical and political improvements and about entertainment of people and media respond social requirements of people in a simple level. Media are generally used to spend enjoyable time and to learn daily news and media are cared more than books or philosophical speeches in 21st century (Chen, 2004). People of 21st century are mostly interested in technology and technological productions and entertainment on technology but are not interested in philosophical or spiritual matters.

In a way, media present people common matters and provide people to meet around same matters in a society. Media are common cultural instruments in a society because of common matters and media usually inspire opinions to have decisions for a society. Media are one of social dynamics because of their social characteristic and because of their social impacts (Chernilo, 2002). One of the most important matter is health in societies because of contemporary conditions and artificial nutritions and because of technology use. Media are naturally interested in health problems and use health materials in their productions.

People look for solutions for their psychological and physical problems, because media are the closest instruments in social life. People need media to learn and to know what they need and what they wonder and media gain by conveying what people need. The relation between media and people cause faith between two components of social life and people believe that they are satisfied via media (Jacobs, 2009, 163). People find answers of their questions about health on media and media plan to increase their health productions to answer people. Common problems always provide media much gain because a great number of people suffer common problems and most of them front media.

4. Relation between Media and Health

Media use every material in life and in the universe to address people and to attract people in imaginary worlds. Any topic from economy to policy and from daily events to plans for future can be used in media and media especially choose topics which people are interested in much and try to change topics from ordinary to attractive. Environment is one of popular topics that people are interested in much recently because of contemporary environmental problems and common dangers. Many people suffer from different risks and look for solutions and often wait for solutions from media as social dynamics (English et al, 2009). Problems of people load media social responsibilities.

Media often use environmental materials because of interest of people and because of importance of environment and because of wonder of people about environmental dangers. Many different risks and different dangers and different solutions are used as materials of media productions and they are always much interested, because people are directly component of environment. A great number of people have problems about environment like pollution or like radiation or feel themselves problem and want to feel well and healthy. Media are closest way to reach knowledge and solutions and most of people rely on media to learn correct ways (Prior, 2005). Media are usually watched to learn knowledge about daily news and about individual or social problems and to find some ways to have solutions.

Environment is an indispensable base of life and environment provide people to live in health and in peace and to feel good and to produce and to communicate well. Therefore environment is perceived as an important matter in life and official and nongovernmental organizations are set for environmental risks and for environmental dangers (Byrne et al., 2004). Anybody can not survive unless solve his environmental problems and everybody try to live healthy to aware of life. Governments also attempt to solve environmental problems and to train people about environment

and environmental organisations are contributed (McFarland et al., 2006, 604). Beside governmental organizations, people front other services and instruments as media about environment.

Media follows all events and all problems and all activations in society and use them for their productions as attractive materials. People are naturally interested in media to learn daily news and to participate in social life and to learn global events and to have some knowledge for their problems. They always read newspapers and listen to radio and watch television and search on internet to find last agenda and to find available ways for their health problems and for environmental dangers (Sprague et al., 2008). Many academicians and environmentalists write or speak about environment on media and communicate with a great number of people about environment via media. Environment is used as material for news and for interviews and for serials and for disscussing and etc.

Though media mostly use imaginary materials to prepare different productions, people watch messages of media as real messages and rely on people and media. People read or listen to people who write or speak about environment on media correctly and try to do what they say and try to apply technics which environmentalists say on media (Carpenter, 2002). Media are important environmental source for solutions and for cures for health problems and environmental productions increase on media day by day because of importance of environment.

Hundreds of people call environmental productions on media via telephone and tell their problems and ask for solutions and sometimes feel themselves as problem people in offices. All newspapers have environment unites on their pages and write many knowledge about environment, about risks and about dangers. Radio channels host an academician or an environmentalist everyday and connect with people to learn their environmental complaints and television channels convey information about environmental dangers and about solutions technics everyday and they also connect with people via telephone or mail (Hartley, 2002). Some of media works as professional environment organizations.

Beside knowledge about environmental dangers or about risks or about solution technics or about global environmental matters, media warn people about environmental risks and dangers on environment on the world and convey people different methods. Many people follow media correctly and apply warnings of media about environment and have preventions against risks via media (Kirkland, 2001). Media are serious instruments to warn people an environmental dangers and warnings of media prevented many environmental problems and helped to solve some environmental problems in the world up to now (Baker, 2005). To use media to solve environmental problems is one of available ways to protect environment and to prevent environmental dangers.

5. Conclusion

Health means to feel good in psychological and physical body and man can understand life in health and health is possible in a protected environment. Environment is an indispensable component to live in peace and to be healthy and to participate in social life. Everyone try to protect his health in a healthy environment against risks and can not ignore environmental problems and try to find solutions for their environmental problems. People follow all facilities for environment and search for protection technics and ways and apply all ways to solve their environmental problems. Media are the most popular sources as environmental solutions and environmental knowledge and people mostly front media to learn about environment and to find solutions for environmental dangers and problems.

Everybody has to care environment to live in quality and to feel powerful. Environmental health is an important necessity of life and quality of life and position of man depends on environment. Therefore environmental organisations and services are mostly organized by government and people front all environmental facilities in social life. Media that are the most common and the most popular instruments of 21.st century convey many different messages and knowledge about thousands of

topics and also environmental knowledge and warnings about environment. Informate people about different matters and warning people about different matters are responsibility of media and media presents many knowledge and warnings about environment.

Media are indispensable instruments in contemporary world and people front media to learn agenda and to plan their life and to know everything what they need in their daily lives. People look for solutions and available ways for their problems on media because of measure of media, they are closest instruments in social life. As a social responsibility, warnings of media about environmental dangers are necessary for quality life and social life involves more organized and more developed environmental productions in media. Media have to be interested in environment as much as policy and as much as economy and present people more warnings in the risk-full world.

Media are enormous products of technology and they cause some physical and some social problems like other technologies but media can cause more charities for society and for the world. Media can prevent many environmental risks and dangers and many problems by warning people about risks via their productions.

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