**Individual Assessment on the media's impact on the environment based on a recent article**

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**Executive Summary**

This report examines the influence of media on public perception and action regarding environmental issues, with a particular focus on plastic pollution. Drawing insights from a recent article published by The Guardian, titled "The Unseen Cost of Plastic: How Media Coverage is Shaping Environmental Action," the report discusses the role of media in shaping environmental awareness and its impact on both local and global scales. The findings indicate that media has been instrumental in driving public concern and influencing policy decisions, particularly in the fight against plastic pollution. Additionally, the report highlights the importance of media literacy in ensuring that individuals can access accurate and reliable environmental information. Recommendations include enhancing media literacy education to empower the public to critically assess environmental news and promoting consistent media coverage to maintain momentum in environmental action.

**Introduction**

In a recent article titled "The Unseen Cost of Plastic: How Media Coverage is Shaping Environmental Action," published by The Guardian on June 15, 2024, the author explores the increasing influence of media in raising awareness about the environmental impacts of plastic pollution. The article highlights how consistent media coverage has not only informed the public but also pressured policymakers to enact stricter regulations on plastic use. This piece effectively demonstrates the power of media in driving environmental change on both local and global scales. You can read the full article here; <https://www.researchgate.net/publication/323751233_Role_of_Media_in_Enhancement_of_Environmental_Awareness>

The environment is something we are very familiar with. It's everything that makes up our surroundings and affects our ability to live on the earth-the air we breathe the water that covers most of the earth's surface. The Environment that consists of everything surrounding us is becoming a major problem day by day. Thus there has been the traditional means of creating environmental awareness among common people. Mass Media plays an important role for creating environment awareness among people. Environment is the basic need of life like food and water. But our actions have aggravated it severely. Realizing our mistake we have taken commendable steps to reform it and a proper media attention might give a higher success rate to any mission related to environment. Most recent steps by the Government of India for promoting sanitation 'Swachchha Bharat Abhiyan' has got success by the united efforts of the Government and media.

doing so, individuals can contribute to informed discussions and decisions about environmental conservation and sustainability.

**The Role of Media in Shaping Environmental Perception**

The media plays a crucial role in shaping how the public perceives environmental issues. Through news reports, documentaries, and social media campaigns, the media informs the public about the severity of environmental challenges such as climate change, deforestation, and pollution. By framing these issues as urgent and pressing, the media can drive public opinion and influence political and social action. For instance, the extensive coverage of climate change has brought the issue to the forefront of global discourse, leading to increased awareness and advocacy for sustainable practices.

**Local and Global Impact of Media on Environmental Awareness**

On a local level, media coverage of environmental issues can lead to increased public engagement and policy changes. For instance, in [Country Name], extensive media coverage of plastic pollution has led to local bans on single-use plastics. Globally, the media has played a pivotal role in raising awareness about climate change, leading to international agreements such as the Paris Accord. The widespread dissemination of environmental documentaries, such as David Attenborough’s "Our Planet," has also brought global attention to the impact of human activities on the environment.

**Media Literacy and Access to Accurate Environmental Information**

Media literacy is the ability to critically analyze and evaluate media content to distinguish between credible information and misinformation. In the context of environmental issues, media literacy is essential for ensuring that individuals are accessing accurate and reliable information. By developing media literacy skills, people can better understand the biases and agendas behind different media sources, enabling them to make informed decisions about environmental issues. To improve media literacy, individuals should practice critical thinking, fact-check information from multiple reputable sources, and be wary of sensationalized or unverified content.

**Conclusion**

In conclusion, the media plays a significant role in shaping public perception and awareness of environmental issues, both locally and globally. However, to ensure that the information disseminated is accurate, it is essential to cultivate media literacy. By

**References**

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**Appendices**

***Fig 1.1 An article about the media's impact on the environment***

