

## **The Role of Media on the Environmental Communication for Protecting the Society: A Sustainable Approach**

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**Abstract:** The concept of media and communication is not a new phenomenon in the society. It involves in the discourse of human civilization on this earth. Its significance is enormous since in the eighteen and nineteenth centuries. In fact, modern age is the outcome of the multimedia. There are also some limitations in this regard towards the human values. Its role is so diversified that has reached us in a global village. It has a critical role in shaping and making a sustainable society to the mankind through its diversified cultural role. Modern philosophers treat it as a four organs of a welfare state. Many laws and policy in this regard have been developed. Some laws in different countries such as the Information Act, Data Protection Act, the Environmental Court Act, the Stockholm Conference 1972; Rio de Janeiro 1992, the Johannesburg Conference 2002, the World Charter for Nature; the Basel Convention 1989; the EC Directive on Environmental Information 1991; the Industrial Accidents Convention 1992; the Eco-Labeling Legislation, etc. under the international environmental laws have been developed. It has been contributing to the theme of the environmental communication which is related to the concept of environmental governance. It is in fact a new idea in the history of the sustainable development on this earth. The scholars of the present age have been focusing the need for the environmental communication for sustainable development. It is based on the good governance mechanisms, human rights issue along with the spirits of the different religions, etc. This study will critically discuss the role of media with regard to the environmental governance issue to protect the society based on the primary and secondary sources. A case study may be done at the Department of Media and Communication, The University of Malay, Malaysia.

**Key words:** The media, environmental communication, sustainable approach and development, mankind, philosophers

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### **INTRODUCTION**

The term environmental communication is not a recent phenomenon although, it has been discussed all over the world in many dimensions and context. It relates to the world civilization and religious perspectives. Particularly, the Islam clearly discussed about the ways of life. It is called the complete code of life. Relevantly, other religions also may deal with the environmental implications. In order to explain the environmental communication, we need to know what the environment is. It bears several meanings and understandings. Its normal meaning relates to surroundings but obviously it is a concept that is relative to whatever object it is which is surrounded. It is originated from the French word *environ* which means encircle or make surroundings. In fact, environment is an integral part of human life. In brief, it is defined as the surroundings of inhabitation and economic activities of the people. Broadly, it is composed of three different components such as natural, techno

sphere and social environment. Everything is everything as pointed out Albert Einstein: Environment is everything that isn't me. It means that everything that may constitute environment (Ball and Bell, 1996). In order to the face the environmental consideration, we need to be very simple and well structured behaviors towards all beings on this earth including the flora and fauna. It also relates to the global environmental procedure and meanings. In order to support of the environmental consideration, we need to critically discuss the role of the international intergovernmental environmental actors, the international nongovernmental environmental institutions. In fact, many initiatives on the environmental conservation and development have been done by the international environmental organizations throughout the world. In order to maintain the sound environmental communication, the Islam along with some other religions guides the mankind. Particularly, we need to implement the procedure and messages as laid down by the several sources of Islam and Shariah law for the healthy survival

and competence. The development and the idea of environment is also very much related and connected with the world civilization. What we see and perceive of today's environment is quite unique from its different perspectives. With the creation and beginning of this universe, some ideas may be formed in relation to the environment. This concept is found in the different religious books such as the Holy Quran, the Hadith, the Ijma the Qias, the Gita, the Bible, etc. These books focused on the importance of the environment in different angles in various forms with the gradual development of the human civilization, the idea relating to environment is also expanded and flourished. The environment is very vague and vast and requires a wide range of understandings

### **BACKGROUND**

The idea is very closely connected with the world civilization and the creation of the nature. Environmental communication is a part of nature. It consists of the relationship between the nature and humans (Littlejohn and Foss, 2010). It deals with the human nature relations and impacts. It is field of communication discipline broadly. This topic is concerned with the ways the people communicate about the natural world and the impacts on the environment. There are several factors and context such as the social, economical, political that influence to the formation of the environmental communication. It is negotiated within the cultural communication, mass media, public communication, interpersonal communication, popular culture, etc. Environmental communication draws from the cultural theory, media theory, rhetorical theory, social movement theory, etc. History supports that it is originated from the early 1980s to 1984 based on theory. This study thinks that the environmental communication involves in the process and creation of this universe. This universe is involved with the human creation.

### **DISCUSSION**

In order to examine this study, we need to focus this topic in many related dimensions such as international perspectives, national perspectives, religious point of view, mass media perspectives with regulations, etc. which is broadly based on the environmental considerations and practices.

**Environmental communication and the role of ICT law:** In order to explain this topic, first of all, we need to explain the several aspects in relation to the environmental communication. The law of information and

technology is one of them. It seems that it may play vital role in this regard. We discuss on the freedom of the information law and communication. It has a critical role on the democracy. Due to the fact that we are living in an age of information and internet and it may be treated as a storehouse of knowledge that may have impacts on the governmental functions and its environmental aspects. However, freedom of information is one of the tools for ensuring the good governance issues (Abu Bakar and Yasin, 2010). It may deal with all the accountability, transparency, the rule of law, etc. Without it, it may allow inefficiency and corruption to thrive. This information may disclose the information to the proper authorities. According to Amartya Sen, stated that, there has never been a substantial famine in a country with a democratic form of government and relatively free press. It means that it requires information and participation for good governance. This law opens the secrecy which is healthy to the environment and development. In this regard, Johor Lal Nehru pointed out that never do anything in secret or anything that you would wish to hide. For the desire to hide anything means that you are afraid and fear is a bad thing and unworthy of you. Many laws on the information at home and abroad discussed its impacts at large. It creates and ensures some facilities for public disclosures such as access to public, openness, credibility rationality, public scrutiny, criticism request for information, copies of documents, inspection of documents, works and records, take, certified samples of materials of work, obtain information in form of printouts, diskettes, floppies, tapes, video cassettes or in any other electronic mode or through printouts, etc.

**The role of judiciary:** Judiciary is one of the core organs of any county of the world. Its aim is to ensure the administration of justice to all. All judicial functions may be treated as environmental governance. It also establishes the truth and punishes the wrongdoers in the society. The judiciary is treated as the core stone of peace and prosperity. It eliminates corruption from the society. It teaches us to be healthy to the environment and development. Some of the global judiciaries are very active particularly US and the European Court of Human Rights plays an important role based on the Article 10 of the European Convention on Human Rights. In this regard, some judicial decisions may be taken into consideration in relation to environmental communication as follows:

- To ensure public health in all aspects through all the obstruction such as emitting air pollution, public and private nuisance

- Free environment and establish human rights through all obstacles
- To ensure social justice for the vulnerable groups from the hands of elite classes
- Enforcement of human rights under constitutional obligation
- To establish environment balance for keeping nature and natural beauties
- Keeping up the provision of the constitution relating to environmental obligation for ensuring human rights
- To keep the human habitation free from pollution
- Laws relating to air pollution for maintaining ecological balance from the imbalance
- Pollution free environment for establishing human rights
- Enforcement of environmental issues should be implemented through Public Interest Litigation
- To have respect international laws including UN charter and other treaties, conventions and protocols in ensuring constitutional rights for establishing human rights
- Constitutional obligation of the executives
- Malafide exercise of the powers and functions by the concerned authority
- Maintaining equal rights and ensuring the rule of law
- To have respect on the common people interests
- Filling the petitions on behalf of the helpless
- Action to be taken with a view to building up the habitable world
- To keep the environment free from pollution
- To keep the status of the human rights
- Acts to be done for the nations building not for the personal interests

It may relate somehow to the environmental communication and broad based understanding. These judgements have made here based on the public interest litigation point of view as discussed in the many cases in the Indian, Pakistan, Sri Lanka, Bangladesh, USA and UK judiciary.

**The environmental governance issues and the media:** In terms of media role, it may play a very important role on the environmental communication issues in the different areas of the environment. It may cover many things such as green ethics, morality, brotherhood, etc. on the environmental development issues in our daily life. It may play vital role for promoting sustainable environment and development based on the environmental sustainability index (Jha and Bhanu Murthy, 2003). It provides some environmental supports for us. It has been working with

at least 76 variables in line with the civil and political rights, legislations, policies, etc. which are more likely to effectively address environmental challenges. It tries to ensure the adequate environmental information, transparency and accountability, adequate capacity for credible enforcement and other policies that may promote the better environmental performance of the activities done by the concerned institutions at home and abroad. It may include the role of the judiciary, constitutional aspects, environmental laws and policies, organs of the state, etc. It is also related to the sustainability theme based on commonly accepted principles such as freedom, equity, justice, transparency and accountability like the concept of the good governance. It interlinks with the rights and duties. The sustainable governance is a set of written and unwritten norms that link with the ecological balance in the governance of the institutions as well as the organizations in the globe. It is in fact, intellectual governance on the environment for the sustainable development. The environmental sustainability index includes the environmental systems, reducing environmental stresses, reducing human vulnerability, social and institutional capacity and the global stewardship. This study is based on within this scope. This issues is based on the moral responsibility, ethics, earth charter initiatives, democratic practices, transparency and accountability, corporate social responsibility, interact with the government and the stake holders in decision making process, international environmental laws, policy, etc.

**The good governance issue and the media:** Good governance has eight major components such as participatory, consensus oriented, accountable, transparent, responsive, effective and efficient, equitable and inclusive and follows the rule of law. Many vulnerable situations occur in the society. Their views may be considered and heard in decision-making process. It is also responsive to the present and future needs of society. The media may play major role focusing in the areas such as participation, rule of law, transparency, responsiveness, consensus oriented, equity and inclusiveness, accountability. Its importance has been discussed in many ways. It promotes the good governance that may attain the environmental governance (Yadav, 2001). Now, it needs to implement the ingredients of the good governance for environmental communication for the well being of the people.

**The globalization and the media:** In order to meet the requirements of the global environment, the role of media is enormous (Mirza, 2009). It can also influence in the following matters:

- To transfer the idea and information and culture from anywhere in the world
- To ensure the knowledge and culture sharing from the developed west to the under developed world
- To influence to the people of the world at all levels
- To transfer of ideas and culture from the developed west to the undeveloped world resulting in a homogenization of consumerist culture across borders that threaten to disrupt and permanently alter indigenous values

**The role of press council:** Generally, the press council is observed in every country of the world. Its main objectives are to maintain the freedom of the press and improving the quality of news and those who present them. It works with the norms of the journalism. It formulates the code of conduct to the newspapers, news agency and journalism in the light of high professional standard. It also undertakes research on foreign newspapers and to take steps to accomplish these activities. It also maintains the professionalism. Under this discourse, the media can play a vital role for the environmental friendly communication and issues.

**The role of the intergovernmental organizations:** If we examine the role of the United Nations Organizations, specialized agencies of the United Nations, the United Nations Institute for Training and Research, United Nations Global Compact, the South Asian Association for Regional Co-operation, the organization of the African Unity, the organization of American States, the organization of Islamic Countries, Arab League, etc., we find that there are many issues dealing with the environmental communication for safety networking and prosperity for the mankind. The environmental communication basically depends on the organizational behaviors such as the aims and objectives, structure, intentions, principles, etc.

**The role of the international environmental institutions:** Around two hundreds environmental related organizations at home and abroad have been working towards the environmental conservation and development issues throughout the world. Their organizational behavior almost depends on the environmental conservation issues. They have been taking the world as their mother planet. Thousands of projects have been implementing with a view to developing the nature as quite friendly to us. For example, the activities of the IUCN, WWF, BELA, Friends of the Earth, SANDEE, PADELIA, CAI, E Law, Environmental Academy, etc. are notable for the meaning of the environmental communication. They have been working and sustaining on this issue (Rasustiala, 1997).

**The role of the human rights based organizations:** Let us examine the dealings and activities of the Amnesty International, International Human Rights Watch and Human Rights based different national organizations, they have been working for the services of the mankind. Their contribution is widely known. Their performance is quite humanitarian that may make sense relating to environmental communication as a whole. Their aims and objectives, objectives of the law school, human rights, institutions and organizations, etc. are based on the theme of the environmental communication as a whole.

**The role of the soft law and hard law policy:** The state global actors have already developed as soft laws and hard laws on the different environmental conservation and development issues under the public international laws and the international environmental laws. Some laws in this regard are discussed in connection with the environmental communication.

**The role of the Stockholm and 1972 and Johannesburg Conference:** The conference led to the formation of the UN Environment Programme. If we look at the principles, action plan, aims and objectives and philosophy of the Stockholm Declaration and Action Plan, we can argue that these are quite based on the principles of the preservation and enhancement of the natural environment and development. The conference indicated that industrialized environmental problems such as habitat degradation, toxicity and acid rain were not necessarily relevant issues for all countries. The 40 chapters of Agenda 21, the 27 principles of the Rio Declaration that may relate to the environmental communication theory and theme. The UN Conference on Environment and Development, the Earth Summit, agreed the Agenda 21 and the Rio Declaration. All ingredients of these conference lead to the creation and formation of the environmental communication and conservation along with the sustainable development modes.

The Basel Convention on the control of transboundary movements of hazardous wastes and their disposal usually known simply as the Basel Convention is an international treaty that was designed to reduce the movements of hazardous waste between nations and specifically to prevent transfer of hazardous waste from developed to less developed countries. It aims to protect human health and the environment against the adverse effects resulting from the generation, management, transboundary movements and disposal of hazardous and other wastes. It ultimate deals with the clean environment and development that is prerequisite for environmental communication.

**The world charter for nature:** The charter confirms and affirms the fundamental purposes of the United Nations, in terms of the maintenance of international peace and security, the development of friendly relations among nations and the achievement of international cooperation in solving international problems of an economic, social, cultural, technical, intellectual or humanitarian character. This charter is also aware that mankind is a part of nature and life depends on the uninterrupted functioning of natural systems which ensure the supply of energy and nutrients, civilization is rooted in nature which has shaped human culture and influenced all artistic and scientific achievements and living in harmony with nature gives man the best opportunities for the development of his creativity and for rest and recreation. The charter also convinces that every form of life is unique, warranting respect regardless of its worth to man and to accord other organisms such recognition, man must be guided by a moral code of action, man can alter nature and exhaust natural resources by his action or its consequences and therefore, must fully recognize the urgency of maintaining the stability and quality of nature and of conserving natural resources. In line with the nature, some principles are also mentioned in the charter such as some general principles:

- Nature shall be respected and its essential processes shall not be impaired
- The genetic viability on the earth shall not be compromised; the population levels of all life forms, wild and domesticated must be at least sufficient for their survival and to this end necessary habitat shall be safeguarded
- All areas of the earth, both land and sea shall be subject to these principles of conservation; special protection shall be given to unique areas, to representative samples of all the different types of ecosystems and to the habitat of rare or endangered species
- Ecosystems and organisms as well as the land, marine and atmospheric resources that are utilized by man shall be managed to achieve and maintain optimum sustainable productivity but not in such a way as to endanger the integrity of those other ecosystems or species with which they coexist
- Nature shall be secured against degradation caused by warfare or other hostile activities

Some functions:

- To follow the natural system in all decision making process
- To consider the conservation of nature that is an integral part of the nature

- To enhance the projects through the science and technology
- To protect the natural beauty in all levels
- Not to be wasted of natural resources
- To use the living resources
- Shall not be utilized in excess of their natural capacity for regeneration
- To prevent erosion and all other forms of degradation
- Resources including water which are not consumed as they are used shall be reused or recycled
- Activities which are likely to cause irreversible damage to nature shall be avoided
- Agriculture, grazing, forestry and fisheries practices shall be adapted to the natural characteristics and constraints of given areas
- Discharge of pollutants into natural systems shall be avoided

The principles set forth in the present charter shall be reflected in the law and practice of each state as well as at the international level in order to save the generations on the mother earth.

**The role of European Council:** The council directive 97/11/EC of 3 March 1997 amending Directive 85/337/EEC on the assessment of the effects of certain public and private projects on the environment It states under the Article 3 as follows: the environmental impact assessment shall identify, describe and assess in an appropriate manner, in the light of each individual case and in accordance with Articles 4-11, the direct and indirect effects of a project on the following factors:

- Human beings, fauna and flora
- Soil, water, air, climate and the landscape
- Material assets and the cultural heritage
- The interaction between the factors mentioned in the first, second and third indents

According to the Article 6(1): it is a fact that the authority has given an opinion under this paragraph shall not preclude it from subsequently requiring the developer to submit further information. Member states may require the competent authorities to give such an opinion, irrespective of whether the developer so requests. The information to be provided by the developer in accordance with paragraph 1 shall include at least:

- A description of the project comprising information on the site, design and size of the project

- A description of the measures envisaged in order to avoid, reduce and if possible, remedy significant adverse effects
- The data required to identify and assess the main effects which the project is likely to have on the environment
- An outline of the main alternatives studied by the developer and an indication of the main reasons for his choice, taking into account the environmental effects
- A non-technical summary of the information mentioned in the previous indent

**The 1992 Convention on the Transboundary:** Effects of industrial accidents is designed to protect people and the environment against industrial accidents. The convention aims to prevent accidents from occurring or reducing their frequency and severity and mitigating their effects if required.

The convention promotes active international cooperation between countries before during and after an industrial accident. The convention helps its parties to prevent industrial accidents that can have transboundary effects and to prepare for and respond to accidents if they occur. The convention also encourages its parties to help each other in the event of an accident, to cooperate on research and development and to share information and technology.

**The role of religions:** Islam is a complete code of life based on the sources of shariah law including the Madina Sanad. Islam never compromises with the wrong. It deals with the external and internal ways of life. The Christian and Jews emphasizes for the services of the mankind. It enhances to lead the man kind calm and quiet. The Holy Quran precisely discusses the way of life to the Muslim Ummah that matches and denotes completely the meaning of the environmental communication and the sense of the environmental protection based as follows.

The Holy Quran reveals as with regard to the importance on the environment, the concept on environment in Islam also bears enormous values (Amina, 1995):

Verily this Quran doth guide to that which is the most right

Muslims believe that only when humanity believes in the One God and sincerely follows the teaching of this divine book will all the problems of the world then be solved:

Do not evil nor mischief on the (face of the earth) (2:60)

Let there arise out of you s band of people inviting to all that is good, enjoining what is right and forbidding what is wrong (3:104)

Do good to parents, kinsfolk, orphans, those in need, neighbors who are of kin, neighbors who are strangers, the companion by your side, the wayfarer (ye meet) and what your right hands possess (4:36)

God forbids all indecent deeds and evil and rebellion: He instructs you that ye may receive admonition:

Verily the most honoured of you in the sight of God is (he who is) the most righteous of you (49:13)

#### **Generosity:**

Give of the good things which ye have honorably earned and of the fruits of the earth which we have produced for you

If disclose (acts of) charity even so it is well but if ye conceal them and make them reach those really in deed that is best for you (2:271)

By no means shall ye attain righteousness unless ye give freely of that which ye love (3:92)

Those saved from the covetousness of their own souls, they are the ones that achieve prosperity (59:9)

Do not expect in giving any increase (for thyself) (74:6)

#### **Gratitude:**

Eat of the good things that we have provided for you and be grateful to God if it is Him ye worship

Show gratitude to me and to thy parents: to Me is (thy final) Goal

God liked not ingratitude from His servants: if ye are grateful, He is pleased with you (39:7)

#### **Contentment:**

In no wise covet those things in which God hath bestowed His gifts more freely on some of you than on others: to men is allotted what they earn and to who prostrate themselves in adoration (15:98)

The servants of (God) Most Gracious are those who walk on the earth in humility and when the ignorant address them, they say, Peace (25:63)

The basic principles such as compliance with the Islamic Code of Conduct including the security to members, brotherly communication, morals, security to life, etc.:

- Compliance with the human rights in Islam to be protected and observed
- Compliance with the tawhid, amr bi al-ma'ruf wa nahy, ummah, taqwa, amanat, etc., to be carried out
- Compliance with the sources of Islamic law such as Al-Quran, Hadith, Ijma, Qius etc; to be carried out:

Abdullah bin 'Amr does not say that by nature the Holy Prophet (SM) nether talked indecently nor did he listen to indecent talk. He used to say: the best of you are those who have the best manners

Among the Muslims most perfect as regards his faith is one whose character is excellent and the best among you are those who treat their wives well. Reported to Abu Hurairah and recorded by Imam Tirmidhi

Do not consider even the smallest good deed as insignificant even meeting your brother with a cheerful face is a good deed

Make things easy and convenient and don't make them harsh and difficult. Give cheers and glad tidings and do not create hatred

God the most high has revealed to me that you should adopt humanity, so that nobody oppress another nor one should hold himself above another

A Muslim never taunts or courses or abuses nor resorts to vulgar talking

Let no Muslim male entertain any malice against a Muslim female. Plenty of provision or abundance do not make a person rich and wealthy; real richness is the benevolence of heart. Prayer is light; charity is a proof; patience is illumination and the Quran is an argument for or against you. Each person's every joint must perform a charity every day the sun comes up. Righteousness is good morality.

There are five pillars such as prayer, angles, Day of Judgment and the Hereafter, pilgrimage, fasting, etc. of Islam to be practiced. Islam is a complete code of life that governs all facets of life, moral, spiritual, social, political, economical, intellectual, etc. Terrorism, unjustified violence and the killing of innocent people are absolutely forbidden. Hijab is used as modesty and protects women from unwanted advances from men. Respect for privacy and confidentiality to be carried out. That is why Islam is called the complete cod of life.

**Some environmental messages in Islam:** The Quran states that everything belongs to Allah:

He to whom the kingdom of the heavens and the earth belongs. He created everything and determined it most exactly

Allah is real owner of the natural world. In terms of natural resources, it is a common property. Everyone is entitled to it and accountable. Any kind of abasement of rights is made that could be of course a punishable offense. Natural resources should be made wisely. Islamic governance is promoting the good and forbidding wrong doing. However, there are clear indications here as to how this Islamic heritage has been and could again be put to good use in the modern context.

**The role of the human rights law:** It is a matter of pleasure that in the mean time, some human rights laws such as the National Human Rights Commission Act 2009, the Malaysian Human Rights Commission Act, Indian Human Rights Commission, Pakistan Human Rights Commission, etc. have already been developed perhaps in the light of the Universal Declaration of Human Rights in 1948; the International Covenant on the Civil and Political Rights in 1966 and the International Covenant on the Social, Political and Cultural Rights 1966, the Magna Carta, 1215; the Petition of Rights, 1628; the Bill of Rights, 1689; the French Declaration of Rights of Man and Citizen, 1789, etc. along with the human rights treaties as passed by the United Nations Human Rights Commission in the different countries in the world. In fact, the philosophy of these laws denotes to be very friendly to all the communities along with the communications to all as human being on the earth.

**The globalization and the media:** In fact, we are living in an age of internet. Its impacts on the global environment are enormous. It turns the world into global village. It is one of the best tools for research and communication without which we could not do anything for the survival in terms of academic environment. Computer and internet connectivity still reflect social and economic realities. Poor and rural peoples still largely lack the ability to access the internet. It may be helpful to the environmental communication aspects. Under the Data Protection Law, it may be stated that the undersigned principles may reflect the theme and philosophy of the environmental communication as a whole:

- To use the data for specific purposes for which it was collected
- Data must not be disclosed to other parties without the consent of the individual whom it is about

- To collect date, we need to obtain authorization
- To apply the right of access to the information held about them, subject to certain exceptions
- Personal information may be kept for no longer than is necessary and must be kept up to date
- Personal information may not be sent to other purpose including the European Economic area
- To register the personal information within the jurisdiction with the information commissioner's office
- To ensure adequate security measures in place, etc.

**The role of Eco-Labeling law:** The roots of ecolabelling can be found in growing global concern for environmental protection on the part of governments, businesses and the public. The Eco-Labeling legislations include the provisions on the environmental impact assessment, the right to environmental information, environmental management, auditing, integrated pollution control laws, freedom of information law and the financial instruments. It reduces adverse environmental impacts and leads to ensure the consumer rights as to natural, recyclable, recycled content, etc. It is designed to maintain the air quality and human health. It encourages the fresh and clean vehicles and fuels. These laws are basically based on the human rights perspectives for saving the generations on this earth. Some ideas on this issue may be added (Gertz, 2005).

**The role of the environmental institutional arrangements and the media:** Some departments and ministries such as the Department of the Environment, Ministries of the Environment and Forestry, Fisheries, Agriculture, etc. can play a significant role as the protection of the environment and development that may denote the environmental communication. Moreover, some non-governmental organizations can also play an important role to the environmental conservation and development. It is reported that the Publicity and Environmental Awareness Unit of the Department of Environment is primarily responsible for creating awareness regarding the urgent need to preserve the environment among the general public using various local media as well as educational and non-governmental partners. The unit also produces and distributes educational brochures, posters, pamphlets and leaflets that are used in schools, workshops and training programmes. The department organizes events to celebrate and promote a number of environmental awareness days including World Environment Day, 5 June; International Ozone Day, 16 September; World Desertification Day, 17 June; International Biodiversity Day, 22 May; Documentaries and TV Spots; a number of documentary films and

telescopes have been produced to highlight environmental issues throughout the country. Recent TV spots have included: black polythene bags and CNG conversion of auto-rickshaws.

**The role of television on the environment:** Television is a significant part of the lives that we have to wonder whether or not it has an affect on us. In fact, it is now capable of bringing the world into everybody's drawing room within a fraction of a second. TV technology was invented towards the end of 1920s and Arthur C. Clerk played a significant role in promoting its further development. He said in 1945 that by placing three satellites over three oceans it would be possible to bring any part of the world on to the TV screen. The regular transmission of TV programs began immediately after the Second World War. TV appeared in this subcontinent two decades later. TV can be used to enhance many important aspects of everyday life. It gives us these in documentaries or educational aspects including the environmental aspects of the globe. It may be a weapon for fighting against corruption. But it is also a way of getting information across the world to the mankind. The concerned authorities of the TV may use for the public awareness relating to the environment.

## CASE STUDIES

The respondents pointed out that the Islamic culture and communication is a divine matter based on the sources of the Islamic Law. It is ethical, full of scientific and logical arguments, proper guidelines and the complete code of life. But in practically, the most of the Muslim people did not follow and obey the exact meaning of culture in Islam. There is no excuse in Islam. But as a Muslim, the cultivation is not good. Time has come to look into the matter. The other cultures are not divine. These are almost customary based which cannot be compared to Islam due to its divinity. But practically, the culture of other people other than the Muslim is quite good and friendly compared to Muslim.

## CONCLUSINON

From the above study, it is noted that may initiatives nationally and internationally have been made in order to maintain good relationship with the environment. In fact, there are many problems in its implementation. Due to the fact that the human beings on this earth are not properly guided by their own religions and also under the rules and regulations framed by the soft law and hard law policy. Therefore, many problems are created. In order to maintain the environmental communication, we need to learn

lessons from the religious instructions. we need to reconsider the recommendations made in this study for the welfare of the mankind on this the mother earth.

### **RECOMMENDATIONS**

From the study, some recommendations may be made here as per the methodology:

- We need to implement the religious instruction in the daily life
- Need to implement strictly the soft law and policy properly
- Need to implement the research findings related to this issue
- To ensure the independence of mass media
- To have respect truly to all sections of people in the society
- Need to change the outlook of the people positively
- To eliminate racial discrimination
- To ensure quality education
- To develop quality mechanisms
- To utilize modern facilities
- The mass media needs to emphasize on the human rights based education for the mankind
- We need to implement all religious instructions for the daily life and the generations
- We need to introduce some courses on the environmental communication education, etc.

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