

Media Literacy and Adoption of Green Lifestyle for a Sustainable Future: A Study with Special Reference to Digital Literacy Campaign

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ABSTRACT

The research paper attempts to identify and delineate the role of greenlifestyle communication and media literacyin general and specific roles of participatory communication channels in meeting the goals of sustainability in particular for attaining a sustainable future both at local and global level. An Informed and conscious citizens can utilize green communication programmes effectively and successfully. Informed and conscious citizens can also play a responsible role in promoting media literacy culture and protection and preserving biodiversity in various walks of their lives. In fact, to fulfill the goals of sustainable development through protecting biodiversity, there is an indispensable need to mould a lifestyle that is environment friendly and equitable all over the world. Participatory green communication alone is not sufficient to meet these objectives but is a crucial element in facilitating the fulfillment of these objectives. Media is an intervening variable without which the materialization of different goals of sustainable development is not possible. Therefore, Media has the key role in facilitating the participation of people relating to sustainable development. The paper examines the role participatory media, people's level of media literacy, green skill and application of that lifestyle in their everydaywalk of life for a sustainable future.

Keywords: Green Lifestyle, Participatory Communication, Biodiversity, Media literacy, Sustainable Living, Media Culture,Digital Literacy.

1.1.Introduction

Ever since the end of the Second World War, there was a commonly shared concern for macro level development among the development theorists and policy makers. The last six decades have witnessed a remarkable shift in the meaning and focus of development. Sustainable development though is a two decades old concept, still is considered as the latest and present trend of human development at local as well as global level. The research paper

deals with the issue of sustainable development and the role of media and its strategy in sustainable development. Whether its role in sustainable development is the same as that of it in relation to the previous trends of development or different? If it is different, to what extent? Why and how? It becomes very pertinent to ask these questions for two reasons: One, the scope of sustainable development is broader than the earlier notions of development. While earlier development was the concern of a few economists, policy makers and administrators, sustainable development has become everybody's concern. Two, it is pertinent to find out the implications of tremendous changes that have taken place in communication in relation to sustainable development.

There is no medicine to cure diseases like Corona virus and Cancer; prevention is a solution to keep preventing these diseases. Similarly, informed and conscious citizens can take steps to avert the danger to the environment and can take steps to promote safety to environment. Therefore, lifestyle communication can play an important role in sustainable development by creating awareness, educating the people, translating the technical knowledge into people's language, conscientizing the people, facilitating people's expressions and interaction at grassroots level. Participatory Communication in general and various communication channels in particular have a potential role to play in molding such a lifestyle. Poverty eradication, food security, protecting the environment, reducing the consumption of non-renewable resources and increasing the use of renewable resources, conservation of biological diversity, land degradation and deforestation, waste management, using appropriate technologies, land reforms, population control and stabilization, upholding basic human rights, social welfare and women's upliftment, promoting intra-generational and inter-generational equity, and participation of people from individual, local levels to global levels, being the various important objectives of sustainable development, different communication channels have a potential role to play in fulfilling these objectives. Health Communication has become one of the essential parts of humanlife. It plays a significant role in our daily life processes. The process of communication is not only important in our daily life matters but it has also become an essential need to survive in the society. Today directly or indirectly, media plays the most important role in communicating information around the world. Media is the reflection of our society and it depicts what and how society works. Media, whether it is print, electronic or the digital is the only medium that helps in making people informed. Media covers a wide dimension of our society in which health is an important aspect to looked upon. Media concedes various developments in the health sector. Media helps to inform,

encourage, motivate and promote people about the information related to health issues. In addition, the steps taken to make people aware of the health-related issues are known as health communication. In the era of information and technology, human life cannot be imagined without communication. Along with the importance of communication, the access and reach of communication are also a matter of concern. No doubt, our country India is reaching skies in terms of technological advancements but if we look into the problems of the rural part of the country few things are still the same. There is a myriad of challenges on which the developing country like India is facing a serious problem especially in the rural part of our country. Health is one of the most important issues to which an effective guidance is necessary.

1.1.1. **Conceptual Background:**

Sustainable development as an emerging discipline and has occupied a pivotal place in every aspect of human life today. Sustainable development has become the concern of media academicians, economists, ecologists, administrators, lawyers, communication experts, environmentalists, human right activists, and NGO's. In other words, it has become everybody's cup of tea.

The world commission on environment and Development defined sustainable development as the 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs.' (WCED, 1987)

An economic definition places greater emphasis on the use of "renewable natural resources" in a manner that does not eliminate or otherwise diminish their usefulness for future generations (Goodland and Ledec, 1987).

A technology-based interpretation is that sustainable development includes a rapid transformation of the technological base of industrial civilization with the use of new technologies that should be cleaner, more efficient and less natural resource intensive (James Gustavo, 1989).

An ecological definition of the concept is that it involves improving the quality of human life while living within the carrying capacity of supporting eco systems (IUCN, UNEP and WWF, 1991).

From consumption point of view, sustainable development means a change in consumption patterns towards environmentally more benign products and a change in investment patterns

towards augmenting environmental capital (Pearce, Anil Markandy, Edward B. Barbier, 1989).

It's an assumption that sustainable development is a coin having two important obligations on its two sides. One side is the alleviation of poverty and the other, the protection of environment. Sustainable development is very much linked with the personal involvement and active participation of people. It is a holistic concept that can be on the global, national, local and individual scale. Media is an intervening variable without which the materialization of different goals of sustainable development is not possible. Therefore, Media has the key role in facilitating the participation of people relating to sustainable development.

1.2. Research Objectives:

Sustainable development being the most recent and the modern trend of social and economic development, the broad aim of the study is to analyze the role of participatory development communication for sustainable development and to recommend a suitable green communication strategy for sustainable development. Following are some of the important objectives earmarked for this study.

- a. To identify the role and implications of Media Literacy Campaign.
- b. To study and examine the developmental programs of Government towards promoting the media literacy, poverty alleviation and green lifestyle.
- c. To study and examine the role of participatory rural green communication campaign in communicating green lifestyles for the protection of media culture and biodiversity in the Koraput district of Odisha.

1.3. Media Literacy Campaign for a sustainable Future:

a. Green Lifestyle Awareness Campaign

Green Awareness among the people of Koraput in particular and Odisha in general is one of the primary requirements for the success of any media literacy programme relating to sustainable development whether it is a poverty alleviation program or stimulating people to adopt green lifestyle for a sustainable future. People should be aware of it, its importance and its utility. Green communication has a greater role in creating awareness pertaining to various aspects of sustainable development.

b. Environmental training and Promotion of Digital Media Literacy

For an effective penetration, the environmental education programme and digital literacy schemes has to be essentially location specific. At the first level, special attention should be paid to school children and women. Formal and non-formal educational institutions, mass media, governmental and non-governmental organizations have a significant role as channels of communication in educating people about the dreadful consequences of environmental depletions.

c. Disseminating Technical Green Knowledge in Digital form into Local Languages

For creating green awareness among people and for their effective participation in various developmental programmes aiming at sustainable development, technical knowledge and different aspects of international conventions have to be translated into peoples' languages.

d. Conscientization

For attaining the objectives of sustainable development, active involvement and commitment of every individual in relation to their decisions and acts is inevitable. To achieve this, people have to be actively conscious. Conscientizing people about their problems and also about environmental problems at national and global levels, their involvement and responsibilities have crucial role for sustainable development.

1.4.Green Communication Strategy and Poverty Alleviation Programmes in Koraput

This paper deals with the role of media channels in the success or failure of the implementation of poverty alleviation and green lifestyle adoption programmes initiated by the govt. It is believed that, those who are aware of the schemes or benefits meant for them can avail and utilize those schemes or benefits in a better way. Sometimes, due to lack of awareness, even educated people fail to avail themselves of some provisions or benefits meant for them.

1.5. Focused Attention through Digital Media literacy Program:

- i. What about the uneducated and poor people in rural areas in terms of utilizing the green environment and poverty alleviation programmes meant for them?
 - ii. To what extent do they have awareness about these programmes?
 - iii. What are the channels of communication or sources of information creating such awareness?
 - iv. To what extent is the awareness responsible for utilization of these environmental and other developmental schemes and
 - v. What is the overall impact of the Developmental schemes on the beneficiaries?
- These are the questions to be addressed from communication point of view, while

analyzing the role of communication in the success or failure of the green lifestyle promotion programmes.

1.6. Major Findings:

To conclude, the study reveals that awareness about the schemes is a crucial factor in availing and proper utilization of the scheme such as PM KoshalVikashYojana, Unnat Bharat Yojana, MGNREGA, Skill Development, Digital India and UjjawalaYojana. While all the beneficiaries of these schemes have awareness about these schemes, 36 per cent of the PM KoshalVikashYojana, Unnat Bharat Yojana, MGNREGA, Skill Development target beneficiaries and 25 per cent of Digital India and UjjawalaYojana target beneficiaries, who have not availed these schemes, do not have awareness about the schemes. Those, who have awareness about these schemes, acquired this awareness through interpersonal and group communication channels-government officials, sarpanch, friends and family members. Interestingly, no single respondent mentioned mass media as source of information. 54 per cent of PM KoshalVikashYojana, Unnat Bharat Yojana, MGNREGA, Skill Development, non-beneficiaries could not avail the scheme, lack of awareness being one of the reasons. Where there is more awareness and initiative on part of the beneficiaries, their effectiveness of the scheme is found to be more. For example, Digital India and UjjawalaYojanabeneficiaries in Nandapur and Digital India and UjjawalaYojanabeneficiaries of Pottangi, awareness and initiative have been found to be more. In their case, the respective schemes also have been utilized properly. In case of the majority of the PM KoshalVikashYojana ,Unnat Bharat Yojana, PM KoshalVikashYojana, MGNREGA, Skill Development, beneficiaries, there is some improvement in their financial condition, as every month they are saving some little amount of money. However, some beneficiaries are not in a position to pay the money every month, as their husbands continue to take liquor. Therefore, there is an indispensable need to create awareness and educate the people-both men and women-about the importance of regular savings and about the disadvantages of drinking habit, in case of PM KoshalVikashYojana ,Digital India and UjjawalaYojanaasset-giving schemes.

1.7. Research Discussion Through Statistical Interpretation:

ANOVA TEST

Model	Sum	of	df	Mean	F	Sig.
Regression	.615		1	.615	2.465	.117b
1	75.627		303	.250		

The coefficient of determination is 0.008 therefore 0.8% of the variation in sex data is explained by Awareness about Media (Television, Newspaper, Internet). Since p-value (0.117) is greater than ($\alpha=0.05$) we do not reject the null hypothesis. We are 95% confident that the slope of the true regression line is somewhere between (-0.543 and 0.061).

4. Media Literacy on Green Life Style, Green Skill and Health Related Issues**Model Summary**

Model	R	R	Adjusted Square	Std. Error of Estimate	Durbin-Estimate
1	.057a	.003	.000	.501	1.990

a. Predictors: (Constant), Awareness about Green Lifestyle and Health related issues

b. Dependent Variable: Sex

ANOVA^a

Model	Sum	of	df	Mean	F	Sig.
Regression	.249		1	.249	.991	.320b
1 Residual	75.994		303	.251		
Total	76.243		304			

a. Dependent Variable: Sex

b. Predictors: (Constant), Awareness about Green Lifestyle Health related issues

The coefficient of determination is 0.115 therefore 11.5% of the variation in sex data is explained by Awareness about Government Schemes for Green schemes, digital media accessibility and Poverty Alleviation (MNREGA, IRDP and SGRY). Since p-value (0.000) is less than ($\alpha=0.05$) we shall reject the null hypothesis. At the $\alpha=0.05$ level of significance there exists enough evidence to conclude that the slope of population regression line is not zero. We are 95% confident that the slope of the true regression line is somewhere between (-0.211 and -0.110).

1.8.Suggestions/Recommendations

Following are some of the important suggestions/recommendations emerged from the research study for attaining the goals of sustainable development.

1.8.1. For DigitalMedia:Environmental education through green communication should be an integral part of our national education system.

i. OTT platform based developmental filmson social issues being an important and influential medium is used effectively to disseminate educational green information among the people for conserving biodiversity.

ii. Green advertisements containing literature, leaflets, billboards and transit media, folk media like puppetry, daskathia Pala and yatra related to biodiversity and other developmental issues be given priority.

iii. Digital Media has to be strong in its science and facts and is in need of an interpreter who could convert technical jargon into simple and local language interestingly.

iv. The print and digital media in general should document green practices by the tribal populations in particular and public more often.

v. Focus of environmental journalism has shifted from the larger role that it can play in the development of the society to just selling.

vi. Internet reaches policy makers worldwide. Hence, it can be instrumental in bringing about a sustainable change in livelihood.

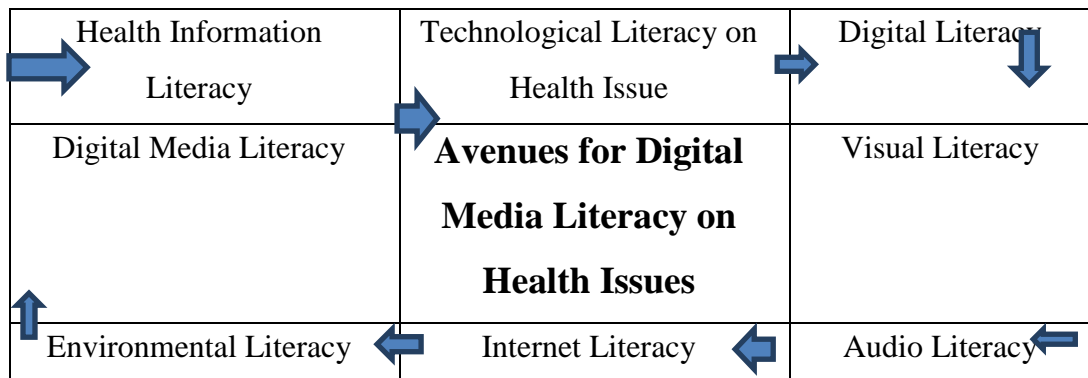
1.8.2. For Digital, Audio-Visual, and Broadcast Media

i. Video programmes on environmental communication and green issues need to be short and to the point, so that it can hold the viewers' attention.

i. Audio-visual medium is only one of the tools and we should look for synergy with several other media and initiatives to achieve sustainable development.

ii. Broadcast scenario is changing to a greater extent. Traditional/Folk Media, Local and regional channels should be given preference for green lifestyle promotion programmes and these channels must have a special slot for its transmission.

iii. Development film makers should start to think beyond recognition for their films and see how they could also contribute to make a difference to the communities they portray in their films.



iv. Video programmes produced from different development quarters need to have accountability, affordability and accessibility.

v. Outreach activities with videos in such as film festivals would be successful if it provides information on the issue in discussion, inspires similar action from the audience, and integrates diverse information into one forum.

vi. Most people in developing countries depend on western news channels for information. However, the western channels seem biased in their coverage of stories from developing nations. This needs to be checked on urgent and priority basis.

vii. Focus should be given on enhancement of media literacy of the downtrodden. Media use pattern needs to be upgraded using motivational content of participatory communication.

viii. Information literacy campaign should be streamlined and the development agents should ensure making it more accessible to every body’s doorstep.

Model No 01. Media Literacy Campaign Model(Source:Author)

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