

THE ROLE OF THE MEDIA IN THE PROCESS OF FORMATION OF ECOLOGICAL CONSCIOUSNESS

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The era of globalization has a significant impact on all aspects of public life. Developments in information technologies influence society in particular modernization of production, science and technology. The mass media play an important role in formation of the environmental awareness of society.

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The formation of public opinion in modern society plays a very important role. The public opinion is a state of social awareness, in which there is an attitude (hidden or explicit) of various associations of people to the manifestations and events of the world, concerning their requirements and interests [1]. In the era of globalization social changes are both positive and negative.

Modern society-information society, where development in the field of information technology, which affect science, modernization of technology are developing most rapidly. Information, thanks to the Internet is spreading rapidly and has a direct impact on all spheres of human life: the economy, politics, in General, on the worldview, lifestyle and culture of man, nation. Mass media have their own laws of functioning and existence. The mass media are not only means of information exchange, but also a powerful “weapon” for manipulating and imposing new values on society [2].

The influence of the media is largely negative now. Aggression that has struck a society, uncontrolled violence, the destruction of traditions, values passed on from generation to generation, the lack of moral and spiritual guidelines among modern young people changes in the psyche, health problems, depression, fatigue are ultimately the results of the negative impact of mass communication.

Environmental problems has become a matter of concern around the world. A significant part of the damage to nature can be attributed to low ecological culture and low awareness of the processes taking place in the environment. Despite the growing severity of environmental problems, education of the population in the spirit of respect for the environment, conservation and economic use of natural resources is at a low level. The mass media play an important role in the dissemination of environmental knowledge in society and the formation of environmental awareness of society. The mass media must reflect not only conflicts with nature, but also the complexity of their resolution.

Having the possibility to form the public opinion, mass media are united in communities and organizations, the main aim of which is to cover the environmental issues, identify different kinds of threats and possible dangers that can cause environmental disasters on the planet, as well as to involve the public in solving environmental problems [3]. The search for solutions to environmental problems largely depends on environmental education and upbringing of citizens, including the younger generation. The health of the natural environment and the health of the population should be included among the priorities of state policy.

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