

Exploring The Role Of Media In Creating Awareness About Environment Among University Students

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ABSTRACT

In Pakistan, discussions of the concepts of environment and environmental awareness are a very recent development. Therefore, Pakistan's experience in environmental education is fairly new. While primary school provides a semi-planned environmental education, it is obvious that in institutions of higher education environmental education is not adequate at all. Even though there are a great number of organizations engaged in environmental issues, their environmental education activities are inadequate. The purpose of this study is to examine Pakistan's environmental problems and how environmental awareness and education is conducted; to address the economic, social and communicative dimensions of environmental education; and to evaluate the media's contribution to environmental education and to environmental awareness. The researcher adopted the quantitative research design for the purpose of data collection. The self-made questionnaire will be the research instrument and the collected data will be analyzed by using SPSS 21.0.

Keywords: Environmental education, environmental awareness, higher education, institutions, social life, social relationships

Background of the Study

Because everything a living thing wants depends on its environment, it is their fundamental need. The continuation of life on Earth will be difficult if environmental protection is not prioritized. This is why environmental concerns are so significant on a global scale. To help the environment, everyone must do their part. Sustainability and environmental consciousness have attracted media attention recently. Our culture is becoming more conscious of how our actions affect the health of the environment as a result of the increased media attention. The media plays a significant part in raising public awareness of environmental concerns and encouraging individuals to take action to save the

environment in this respect. Nearly 1.5 billion individuals are connected to the world's communication networks. These findings lead to the conclusion that the majority of people are informed about the environment via the media. The world is now dealing with three major environmental issues: climate change, ozone layer depletion, and global warming. How are these concerns viewed by persons from various cultural backgrounds? What is their response to them? The goal of this study was to compare the actual levels of awareness and behaviour among people living in developing and developed countries towards the environment and the media in order to ascertain which factors were most significant in explaining different levels of awareness of

environmental issues. a significant part in establishing and raising awareness of environmental problems (Hansen, 2018).

Environmental awareness is a kind of strategic communication that encourages environmental consciousness, informs the public about the devastating effects of human progress, and aids in their understanding of sustainable development. Environmental awareness undoubtedly plays a significant part in stoking interest in the environment for the sake of our planet.

The French term "Environ," which means "Around," is the root of the English word "environment." The phrase therefore literally means "environment," namely "the human or societal living situation in its living circumstances." It entails the collection of social, cultural, and ecological values that exist in a location and at a certain moment and have an impact on current and future generations. that is, it encompasses not only the physical environment in which life arises but also the interactions between living things, inanimate items, water, soil, and air, as well as intangible elements like culture (Tilwankar et al., 2019).

Understanding the vulnerability of our environment and the significance of conserving it is a key component of environmental awareness. A simple method to protect the environment and contribute to building a brighter future for our kids is to spread environmental awareness. In order to describe environmental perception, we must first comprehend how the environment moves. An concept known as environmentalism emphasizes how important it is for people to respect, safeguard, and keep the natural world safe from man-made calamities. The movement's success depends heavily on environmental consciousness. We may start to solve the issues that endanger the physical environment by educating our

friends and family about how delicate and important it is (Kularbphetong, 2019).

There are many methods at your disposal to promote environmental awareness; group studies (in or out of class), educational and inspirational workshops like our Awaken to Dreams programme, books, and environmental brochures are just a few examples. It is simple to become disheartened when it comes to environmental health, but our children's future is what drives us to fight for a healthy planet. They don't have to inherit our environmental issues, and raising awareness is essential to preserving their future.

Statement of the Problem

Pakistan has substantial environmental issues, yet there is not enough public knowledge of these dangers to address them. Environmentalists contend that environmental infractions may be reduced by fostering caring behaviours at the root level of society. The public's understanding of the environment is greatly influenced by the media, social networks, conferences, and seminars, particularly among university students. Students engage with many forms of media, including radio and television. On television, there are several government programmes about environmental awareness. Social media platforms today are crucial for increasing students' knowledge of the environment. Into can be seen, social networks have quickly evolved as a form of online communication where users may express their emotions, remark, publish videos, images, and posts. Social media is therefore one of the most significant instruments that has altered how we communicate and transformed the way the world is. It keeps us up to date on current happenings, which substantially aids in raising environmental consciousness among the general public worldwide.

Significance of the Study

The study has a big impact on increasing university students' understanding of environmental concerns. In order to effectively teach ecological issues at the university level and, ultimately, to the general public, research will be crucial in establishing successful teaching methods. As a result, the study will be helpful to Pakistani university students who are developing content by offering practical advice. The current study will make creative recommendations for media tactics and techniques to educate college students about environmental concerns. This study will provide fresh opportunities for social change and be helpful to policymakers, planners, managers, researchers, and the general population in Pakistan with reference to environmental awareness.

Objectives of the study

1. To know the awareness level of university students about environmental education.
2. To study the awareness level of students about social issues which are related to environmental pollution.
3. To know the role of media in creating awareness about environment among university students.

Research Hypothesis

1. There is very little level of awareness of university students to environmental education.
2. There is very little level of awareness of university students to social issues related to environmental pollution.
3. There is correlation between demographic background and role of media in creating

awareness about environment among university students.

Research Questions

1. What is the extent of awareness of university students to environmental education?
2. What is the extent of awareness of students to social issues related to environmental pollution?
3. What is the role of media in creating awareness about environment among university students?

Environmental Issues at Global Level

Brown et al., (2017) states that people influence land that isn't reasonable. As indicated by certain appraisals, humankind utilizes over 67% of the planet's region for fundamental advantages (Ekayani et al., 2016) and as per Gailhard et al., (2015), people use merchandise on the earth land quicker than it very well may be re-energized. Notwithstanding these issues and their adverse consequences, there are nursery impacts and strange environmental change, also, worldwide environmental change is drawing in overall thoughtfulness regarding current time.

Natural issues, for instance, the decrease in the effect of nurseries, the exhaustion of the ozone layer and, less significantly, the issue of destructive downpours are inborn all over the planet and cause both The world thinks often about its pertinence as well as its effect. like natural change, desertification and the development of land for wood. Hsiao, Tseng, and Hsiao (2017) show that the catch of ozone depleting substances, principally carbon dioxide, isn't recoverable for dependable times old enough. These overall biological issues, for example, tree felling, worldwide temperature change and water

contamination or, on the other hand, current contamination is an open guileful, that is to say, a negative global effect. to the economy causes many expenses (Inthorn , 2017).

As recommended by Kakade et al., (2013), around 153 natural plans have been laid out comparable to the US nature program, not failing to remember that alongside these multilateral statements, there are perceived, separately, the independence of the United Nations these issues universally biological issues. Current nations have acquainted the need with guarantee environment. This began in 1972, the really United Nations (UN) meeting on mankind and conditions was held in Stockholm, Sweden. This is a vital action toward world biological administration and advances a subsequent United Nations meeting on natural advancement.

At all created nations (LDNs), explicit resources are the underpinning of the economy and give the presence of consistent encouragement networks for by far most of their family members. The majority of these nations are straightforwardly subject to land for their occupation, and are especially vulnerable against the impacts of natural changeability. During the beyond thirty years, in numerous nations all over the planet, nature has kept on being obliterated. Besides, request has extended notwithstanding the systems' endeavors to forestall and switch the slump (Ajeyalemi 1998).

As Kapoor (2011) calls attention to, desertification influences 46% of African nations and around 485 million of their family members. For instance, multiple million hectares of Libya's land stays corrupted after recovery. Soil disintegration and desertification are boundless. Besides, the issue is probably going to increment over the course of the following thirty years as populaces proceed to develop and air turns out to be more significant (Kushwaha, 2015). Because of these natural issues, worldwide

gatherings center around the significance of bringing issues to light through preparing and correspondence fully intent on accomplishing enduring commonsense advancement. The proceeding with worries about the natural estrangement of Western social orders and the ongoing lifestyle emerged some time before the worldwide shift away from the watchfulness of different social orders, particularly the native ethnic gatherings (Lokhandwala , 2010).

These admonitions have prompted the ongoing order of world relationship to reinforce the administration limit that is fundamental for social and social change at the general, commonplace and nearby levels (UNESCO 1993).). In the last conditions, Western and native analysts and trailblazers have recognized two fundamental regions that are fundamental for extension in the field of natural characteristics, ethics, mental states and practice in the social request . These locales are way of life changes and rules (Lokhandwala , 2010).

Nonetheless, the ongoing discussion about natural stewardship will in general zero in on industry changes, overall understandings of nature, and progressively on proper educating, with restricted thought in regards to learning or preparing. media preparing. It is noticed that this discussion occurred even while recognizing the need to consolidate nearby and neighborhood individuals gatherings in worldwide improvement towards environmental maintainability, as well as the need to There is a need to remake formal instructional hubs in numerous Western nations (Lokhandwala , 2010). For instance, UNESCO has thought of a system for world nature preparing that is "extremely durable and intended to be an end-all strategy pointed toward modifying the ongoing rule structure and expanding on its full showing potential." outside the conventional preparation structure (Ma, Webber, and Finlayson, 2009).

Historical Background of Environment and Media

In the domain of the condition, the past beginning of a reasonable and limitless world hole for individual nations or nations to examine, as well as abuse for more financial improvement once more, has become impossible. The restricted thought of world space and its compelled mental limits has drawn in expanding thought in both the fields of scholastic composition and the media business. The circumstances are presently important for a befuddling organic framework, which is delicate and debilitated by serious unsettling influences from contending controls over overpopulation, property misuse, abuse current levels and contamination.

As Wong and Wong (2017) have proposed, the worldwide biocommunity approach isn't without rivalry, notwithstanding, neither centralism nor the humanist point of view knows about the confirmations top notch on worldwide advancement and wrongdoings against biodiversity. nature is just a single more. sign that the unrivaled nature of stretching out development to people and their lives will go against the actual idea of the objectives of advancement. Around then, the discussion spun around the administration of land creation to serve moderate requirements.

There is a wonderful biodiversity hardship, with the total end of species. A big part of the land initially got to the world has been lost (Wong and Wong, 2017). Likewise, current world examples, for instance, monetary globalization and the course of trade are firmly impacting nature at the nearby, commonplace and worldwide levels.

Because of globalization, numerous useful activities frequently connected with imaginative economies are being traded bit by bit to make countries (UNEP 1998). Most

organizations or exercises that transition to make nations show some chance of natural defilement. The outcomes are bothersome, less consideration is drilled or held, less properties are related with natural wellbeing, land is obliterated, backwoods vanish, and the air becomes contaminated. As a rule, natural human impressions have surpassed the profound furthest reaches of the earth (Wong and Wong, 2017).

As of late, the need to comprehend the association among means and conditions has become more pressing. The tremendous limit of numerous journalists for the media guarantees that they can move and shape states. During this wild period, the media plays had a significant impact in molding famous perspectives about the condition. During a natural crisis, everybody will rapidly go to the media for information. Whether or not individuals by and large trust the media to give information, there are astonishing pieces of media conduct that are seen adversely by everybody (Zita et al. 2014).

Naturalist improvement, as of late the biggest social relationship with the most qualifications and most assets preceding 1989, has been dependably kept up with an unfriendly environment by the media (Zita et al., 2014). Media affiliations are philosophically uneven, for instance sifting through natural advancements that best oblige corporate cases for data esteem. This prompts the improvement of individuals on the planet to recognize their causes by turning out to be more mediators (Brown et al., 2017) and masking correspondence valves to increment media inclusion. boundless correspondence. Natural development can significantly upgrade your media, yet it's unfathomable that key diversifying to acquire broad communications reach can limit your objectives. focus on your bigger residency imperceptible by your group (Brown et al., 2017).

During the beyond 25 to 30 years, nature has been viewed as an issue of public and government concern, reflected in the critical high points and low points likewise completed in the media, a more extensive dynamic. No matter what the rising power of natural turn of events, the commonness of open mindfulness on environmental issues doesn't actually contrast and the span of further developed media. To be sure, an examination of the natural contamination levels of the media from 1972 to 2000 shows that levels is steady (Ekayani et al., 2016). Hence, the campaigns around worries about natural contamination no affect the talk of the media and perhaps, the broad communications have restricted the issue to restricted natural advancement objections.

Disclosures or natural voices have been continuously failed to remember in the news. Hamid et al., (2017), in the World overview, contend that minimal advantages offset biological worries and that such natural worries have never been tended to in an unambiguous way. completely and genuinely. The edges we are compelled to consider by the overall motivation of disclosure are lopsided and barely natural. By mid 2005, the Global Task Force on Ecological Change guessed that scientists had arrived areas of strength for at that natural change was a genuine and unsafe issue (Gailhard et al., 2015).

As Hamid et al. (2017) shows that the spread of the West doesn't mirror the risky environmental change portrayed by government and philosophical order. Kushwaha (2015) additionally takes note of's how individuals might interpret natural changes overall is , also, worries about reasonability keep on being intensely upheld by the media. . As the investigation of natural change and biodiversity has developed, the widespread extent of these worries has become less.

Despite the fact that protection affiliations were at first the essential publicizing base with feast related organizations, their position changed during the 1990s. Change in extension was because of the executives limitations on statements. Moreover, worries about isolation and grouping by the media can be laid out through top notch intrigues (Lokhandwala , 2010). Understanding media and biological worries can assist with explaining explicit pieces of the matching system.

The vestige of correspondence proposes that, fully expecting what preceded, the old social orders depended to a great extent on the oral transmission of information. Without existing media workplaces, more often than not is burned through paying attention to others' discussions. The multiplication of the present method for correspondence in the first half of the twentieth century addresses a critical change in correspondence and fundamental human contact (Webber and Finlayson, 2009).

Media and Environmental Awareness

Mallick and Bajpai (2019) portrays that social systems administration has turned into a fundamental piece of the present way of life. With the progression of industrialization, science, innovation and globalization, different environmental issues are occurring locally and worldwide. This social organization can be utilized as a device to advance consciousness of different current environmental issues all the more rapidly and broadly in an extremely brief timeframe. The significance of environmental schooling in deciding the worth of social organizations can be acknowledged through the association between environmental teachers and understudies or customary individuals. Today, individuals are utilizing social media to help environmental missions and interface individuals locally and around the world on environmental issues from little to enormous.

It additionally empowers normal individuals to screen the air quality, water and climate around them and afterward share this information with others.

Jharotia (2019) portrays that print articles, for example, magazines, books and leaflets help to convey information, new and refreshed, while radio and TV are the primary instruments for passing on data sources rapidly because of wide inclusion. The area of the media is perhaps of the main figure advancing environmental mindfulness: gave that first, enormous quantities of the populace approach these advancements in Dar es salaam, and second, that individuals are keen on biological information. Broad communications is really the instructive starting point for mass schooling, paying little heed to standing, variety or geological area, it ends up being a significant instructive vehicle for all.

Saikia (2017) endeavored to feature the job of the media in laying out mindfulness and bringing issues to light about environmental issues. In ongoing many years, supportability and environmental mindfulness have acquired media consideration. Because of the rising media inclusion, our general public is progressively mindful of the impacts our exercises have on the soundness of the environment. In this sense, the media plays a significant part in raising individuals' consciousness of environmental issues. The latest advances taken by the Government of India to advance sterilization ' Swachchha Bharat Abhiyan ' have been effective thanks to the endeavors of the Government and the media working closely together. The media has consistently covered social and environmental issues, turning into the most progressive method for spreading mindfulness about environmental assurance.

Vandrick (2011) outlined that there are central points of contention: data, instruction and amusement. The job of the media is vital

in impacting public attention to worldwide environmental change. Innovations, for example, radio, TV and the media play had a bigger impact in raising individuals' familiarity with environmental change and safeguarding the environment than numerous different types of media. Individuals. Individuals need dependable wellsprings of information and data on the best way to take on a greener way of life. While TV stays an extremely famous wellspring of information, an ever increasing number of individuals are utilizing computerized strategies to see their news.

Boin (2010) contends that information, activity and proficiency are three significant qualities of environmental maintainability. The manner in which individuals act is a significant component of practical turn of events. Individuals really must foster a mindset of safeguarding and valuing the environment. The initial step of expertise building, individual ability advancement, and information procurement is to set up the environment.

Solace et al., (2010) depict that environmental training programs attempt to impact individuals' qualities, ways of behaving and strategies. The possibility of environmental maintainability, dealing with our natural assets and environment, is a result of environmental training. Manageability alludes to advancement that addresses the issues of the present without compromising the capacity of people in the future to address their own issues..

Role of Institutions media about environmental awareness

Eco-schooling is another overall innovation, it principally expects to overcome any barrier between different trains and subsequently make a significant, firm and deliberate way (Lokhandwala, 2010). As brought up by Lokhandwala, 2010) the assertion about the

circumstances isn't completely new. In this sense, it may not be viewed as one more sort of guidance, but rather endeavors to reestablish the accentuation of natural and pertinent interest in the ongoing course of action of guidance.

Natural information in schools and colleges ought to be facilitated all through the preparation cycle. As brought up by the EPA (Lokhandwala, 2010), there is no different green directing system and functional arrangement at the state level. Therefore, environmental preparation has been impacted by government issues and plans from various fields and procedures. The sifting of instructive projects affirms that it is found that the thoughts of environmental preparation as far as discernment and data seem, by all accounts, to be adequately justified, while advancing aptitudes for natural moral investigation. , height and stronghold activities are much more exact. A few investigations reason that the focal point of their endeavors is on focusing on biological issues and proposing strong ideas to youngsters on the most effective way to move towards a greener way than doing get the consistent premise free from environmental issues (Lokhandwala, 2010).

One more method for tending to nature worries in schools is the eco-club scheme (Kushwaha, 2015). The most persuading

contrast from the typical kinds of conditions is the endeavor structure used to examine biological worries. These responsibilities proposed by EPA (2007) shift generally. The point of the undertakings is to establish a green and ideal environment in the school by gathering waste and establishing trees and blossoms. Most exercises urge kids to address the natural worries they face in their typical day to day routines and make solid suggestions on the best way to do it in an environmentally sound manner. The accentuation of the EPA (2007) is that among the most youthful individuals, interest in natural issues is exceptionally high. In any case, this discernment will possibly naturally prompt valuable way of behaving on the off chance that understudies are advised how to respond.

Results and Discussion

The general objective of this study was to analyze the Exploring the role of media in creating awareness about environment among university students. Five universities were randomly selected from district Faisalabad. At third stage, the 50 students from each university were randomly selected from 5 universities of Faisalabad district. The data was analyzed and is presented as under:

Following demographic characteristics of the respondents are given, i.e. age, marital status, education, etc.

Table 4.1 Gender wise distribution of the respondents

Gender	Frequency	Percentage (%)
Male	78	31.2%
Female	172	68.8%
Total	250	100%

Table 4.2 Using social media

Use social media	Frequency	Percentage (%)
Yes	250	100%
No	0	0%

Total	250	100%
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Table 4.2 shows the frequency distribution of the respondents according to their social

media usage. The results shows that all 100% use the social media.

Table 4.10 Device used for social media

Device	Frequency	Percentage (%)
Mobile Phone	53	21.2%
Computer	4	1.6%
Both	193	77.2%
Total	250	100%

Table 4.10 shows the frequency distribution of the respondents according to their devices used for social media. The results show that majority respondents i.e. 77.2% used both

computer and mobile phone for social media usage, while 21.2% use only mobiles and only 1.6% used the computer for social media usage.

Frequency of social media usage

Frequency of social media usage	Frequency	Percentage (%)
Once a day	8	3.2%
Twice a day	36	14.4%
Thrice a day	67	26.8%
More than 3 times a day	139	55.6%
Total	250	100%

Table 4.11 shows the frequency distribution of the respondents according to their devices used for social media. The results show that

majority respondents i.e. 77.2% used both computer and mobile phone for social media usage, while 21.2% use only mobiles.

Most visited social media networking site

Most visited social media networking site	Frequency	Percentage (%)
Facebook	28	11.2%
Whatsapp	41	16.4%
Twitter	24	9.6%
Instagram	29	11.6%
Youtube	125	50.0%
Snapchat	3	1.2%
Total	250	100%

Table 4.13 shows the frequency distribution of the respondents according to their most visited social media networking site. The results show that majority of the respondents i.e. 50.0% visited the Youtube mostly, while Purpose of using social media

16.4% visit whatsapp, 11.6% visit Instagram, 11.2% visit facebook , 9.6% twitter and only 1.2% visited snapchat on most of the occasions.

Purpose of using social media	Frequency	Percentage (%)
News and information	15	6.0%
To increase knowledge	25	10.0%
Awareness about environmental condition	27	10.8%
Awareness about science and education	15	6.0%
All of them	168	67.2%
Total	250	100%

Table 4.14 shows the frequency distribution of the respondents according to their purpose of using social media. The results shows that majority i.e. 67.2% use the social media for all purposes including news, information, knowledge, awareness about environment,

science and education, while 10.8% use social media for awareness about environmental condition, 10.0% for increasing their knowledge, 6.0% use for news, information and awareness about science and education.

Table 4.15 First priority of using social media

First priority	Frequency	Percentage (%)
News and information	89	35.6%
Increasing knowledge	52	20.8%
Awareness about environmental condition	65	26.0%
Awareness about science and education	44	17.6%
Total	250	100%

Table 4.15 shows the frequency distribution of the respondents according to their first priority of using social media. The results shows that majority i.e. 35.6% use the social media as first priority for news and information, 26.0% use social media as the first priority for awareness about

environmental condition, 20.8% for increasing knowledge, 17.6% for awareness about science and education.

1.1 Social Media and Environmental Awareness

Table 4.16 Role of media for creating environmental awareness

Media play its role for environmental awareness	Frequency	Percentage (%)
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Often	114	45.6%
Sometimes	58	23.2%
Seldom	78	31.2%
Total	250	100%

Table 4.16 shows the frequency distribution of the respondents according to their views about role of media for creating environmental awareness. It shows that majority of the respondents i.e. 45.6% stated

that media play its role for environmental awareness oftenly, while 31.2% stated that media do this seldom and 23.2% stated that media play its role for environmental awareness sometimes.

Table 4.17 Environmental Awareness Issues posted on social media by the respondents

Environmental Awareness Issues posted on social media	Frequency	Percentage (%)
Often	84	33.6%
Sometimes	82	32.8%
Seldom	39	15.6%
Never	45	18.0%
Total	250	100%

Table 4.17 shows the frequency distribution of the respondents according to their frequency of posting the environmental awareness issues on social media. The result shows that majority of the respondents i.e.

33.6% posted the material on social media regarding environmental awareness issues oftenly, while 32.8% posted sometimes, 18.0% never posted such material and 15.6% do this practice seldom.

Table 4.18 Focus of respondents on environmental issues as a social media user

Focus of respondents on environmental issues as a social media user	Frequency	Percentage (%)
Often	51	20.4%
Sometimes	168	67.2%
Seldom	31	12.4%
Total	250	100%

Table 4.18 shows the frequency distribution of the respondents according to their focus on environmental issues as a social media user. The results shows that majority i.e. 67.2%

focus on environmental issues sometimes, while 20.4% often do this and 12.4% seldom focus on the environmental issues while using social media.

Table 4.19 Motivated by the social media to pursuit the environmental issues

Motivated by the social media to pursuit the environmental issues	Frequency	Percentage (%)
Often	84	33.6%
Sometimes	82	32.8%
Seldom	39	15.6%
Never	45	18.0%
Total	250	100%

Table 4.19 shows the frequency distribution of the respondents according to their motivation by social media to pursuit the environmental issues. The result shows that majority of the respondents i.e. 33.6% were motivated by social media regarding environmental awareness issues oftenly, while 32.8% posted sometimes, 18.0% never posted such material and 15.6% do this practice seldom.

Main Findings

1. The results show the frequency distribution of the respondents according to their gender. Out of total respondents interviewed, a vast majority of the respondents (68.8%) were females and (31.2%) were males.
2. The results show the frequency distribution of the respondents according to their age. Out of total respondents interviewed, a vast majority of the respondents (74.4%) were between the age group of 19-24 years, while 25.2% belonged to age group of 25-34 years and only 0.4% belongs to 35-44 years of age.
3. The results show the frequency distribution of the respondents according to the university. Out of total respondents interviewed, all universities have equal number of students participated in this study,

i.e. 20% students from each five universities participated in this study.

4. The results show the frequency distribution of the respondents according to their residential background. Out of total respondents interviewed, majority of the respondents i.e. 53.6% belongs to urban areas and 46.4% belongs to the rural areas.
5. The results show the frequency distribution of the respondents according to their residential background. Out of total respondents interviewed, majority of the respondents i.e. 53.6% belongs to urban areas and 46.4% belongs to the rural areas.
6. The results show the frequency distribution of the respondents according to their degree level. Out of total respondents interviewed, majority of the respondents i.e. 62.4% were studying in M.Phil & above degrees, 28.4% were undergraduates students and only 9.2% were studying in master degrees.
7. The results show the frequency distribution of the respondents according to their monthly expenditure. Out of total respondents interviewed, majority i.e. 82.4% respondents' monthly expenditure was 10,000 PKR and below, while 17.6% respondents' monthly

- expenditure was 10,000 to 50,000 PKR.
8. The results show the frequency distribution of the respondents according to their marital status. Out of total respondents interviewed, majority i.e. 78.4% respondents were single and 21.6% were married.
 9. The results show the frequency distribution of the respondents according to their social media usage. The results shows that all 100% use the social media.
 10. The results show the frequency distribution of the respondents according to their devices used for social media. The results show that majority respondents i.e. 77.2% used both computer and mobile phone for social media usage, while 21.2% use only mobiles and only 1.6% used the computer for social media usage.
 11. The results show the frequency distribution of the respondents according to their devices used for social media. The results show that majority respondents i.e. 77.2% used both computer and mobile phone for social media usage, while 21.2% use only mobiles and only 1.6% used the computer for social media usage.
 12. The results show the frequency distribution of the respondents according to timing of using social media. The results show that majority respondents i.e. 30.8% used social media at night, 27.2% use social media at midnight, 20.4% at evening, 16.8% at afternoon and only 4.8% use the social media in the morning.
 13. The results show the frequency distribution of the respondents according to their most visited social media networking site. The results show that majority of the respondents i.e. 50.0% visited the Youtube mostly, while 16.4% visit whatsapp, 11.6% visit Instagram, 11.2% visit facebook , 9.6% twitter and only 1.2% visited snapchat on most of the occasions.
 14. The results show the frequency distribution of the respondents according to their purpose of using social media. The results shows that majority i.e. 67.2% use the social media for all purposes including news, information, knowledge, awareness about environment, science and education, while 10.8% use social media for awareness about environmental condition, 10.0% for increasing their knowledge, 6.0% use for news, information and awareness about science and education.
 15. The results show the frequency distribution of the respondents according to their first priority of using social media. The results shows that majority i.e. 35.6% use the social media as first priority for news and information, 26.0% use social media as the first priority for awareness about environmental condition, 20.8% for increasing knowledge, 17.6% for awareness about science and education.
 16. The results show the frequency distribution of the respondents according to their views about role of media for creating environmental awareness. It shows that majority of the respondents i.e. 45.6% stated that media play its role for environmental awareness oftenly, while 31.2% stated that media do this seldom and 23.2% stated that media play its role for environmental awareness sometimes.
 17. The results show the frequency distribution of the respondents according to their frequency of posting the environmental awareness issues on social media. The result shows that majority of the

- respondents i.e. 33.6% posted the material on social media regarding environmental awareness issues oftenly, while 32.8% posted sometimes, 18.0% never posted such material and 15.6% do this practice seldom.
18. The results show the frequency distribution of the respondents according to their focus on environmental issues as a social media user. The results shows that majority i.e. 67.2% focus on environmental issues sometimes, while 20.4% often do this and 12.4% seldom focus on the environmental issues while using social media.
 19. The results show the frequency distribution of the respondents according to their motivation by social media to pursuit the environmental issues. The result shows that majority of the respondents i.e. 33.6% were motivated by social media regarding environmental awareness issues oftenly, while 32.8% posted sometimes, 18.0% never posted such material and 15.6% do this practice seldom.
 20. The results show the frequency distribution of the respondents according to their attention paid to environmental posts on social media. The result shows that majority of the respondents i.e. 67.6% usually paid attention to environmental awareness posts on social media, while 18% always paid attention, 11.6% seldom paid attention and only 2.8% never paid attention about the environmental awareness posts.
 21. The results show the frequency distribution of the respondents according to their comments on any post regarding environmental awareness on social media. The results reveal that majority i.e. 33.2% usually comments on the posts regarding environmental awareness on social media, while 32.8% seldom do this, 17.6% never commented and 16.4% always commented on these posts.
 22. The results show the frequency distribution of the respondents according to their information regarding environmental awareness posts on social media. The results shows that majority 54.0% usually have the information regarding environmental awareness posts on social media, while 25.6% always have information and 20.4% seldom have the information regarding this issue.
 23. The results show the frequency distribution of the respondents according to their manifestation of different environmental issues on social media. The results shows that majority i.e. 36.4% always manifest the different environmental issues on social media, while 32.0% usually do this, 28.0% seldom do this and only 3.6% never do this practice.
 24. The results show the frequency distribution of the respondents according to their views about the role of social media for increasing the environmental awareness. The results shows that majority i.e. 59.6% were agree that the social media increases the environmental awareness, while 26.8% were strongly agree, 13.2% remain neutral and only 0.4% were strongly disagree in this regard.
 25. The results show the frequency distribution of the respondents according to their views about the role of social media for increasing the environmental awareness. The results shows that majority i.e. 59.6% were agree that the social media increases the environmental

- awareness, while 26.8% were strongly agree, 13.2% remain neutral and only 0.4% were strongly disagree in this regard.
26. The results show the frequency distribution of the respondents according to their views about the statement that “air pollution is worst environmental problem for the whole world”. The result shows that majority i.e. 46.4% were agree and 44.0% were strongly agree that air pollution is the worst environmental issue for the whole world while only 9.6% remain neutral in this regard.
27. The results show the frequency distribution of the respondents according to their views about the statement that “there should be course to deal with the environment in all the educational institutions”. The results reveals that majority i.e. 65.2% were strongly agree, 24.4% were agree that there should be courses in educational institutions for dealing with the environmental issues, while 8.8% remain neutral and only 1.6% were strongly disagree in this regard.

CONCLUSION & RECOMMENDATIONS

One of the drivers behind progress is the media. The media may be a useful tool for promoting environmental awareness if utilised properly. Through the media, a variety of environmental concerns that are directly linked to the destruction of property and lives may be brought to the public's notice. When individuals are able to defend themselves from damage and care more about the environment as a result of having knowledge about environmental concerns. Television may be used to show, in example, how to better control environmental damage. In addition to environmental challenges, the media also contributes significantly to

economic, social, and democratic stability by informing the general public about the aforementioned issues. The elements contributing to environmental deterioration may be identified through the communication channel, and appropriate steps will be implemented to stop the degradation's spread.

Not only does a significant portion of daily time go toward watching TV and reading newspapers, but it also appears that viewers, followers, and audiences record and reflect the natural events reported in the media. at least in part, whereas the problems that the Pakistani media mainly ignores are actually global ones that do not enter the public consciousness at all. Furthermore, a broad spectrum of Pakistan's complex society may be reached through the media on a fundamental level. Ecological projects must clearly address all relevant target groups (age, educational level, dialect, urban and rural population, etc.). Despite the fact that radio audience and listening time are obviously lesser than those of television, the broadcaster's efforts in this specific case should not be undervalued. likewise print media. The vast majority of people in the nation lack access to TV and paper, making paper mode impossible given Pakistan's high prevalence of illiteracy. Although the coverage of natural topics has increased recently, the availability of information on the state of the media is still extremely limited and uneven: because the diversity of natural themes is so wide-ranging and intricate, it should not only cover ecological issues but also political motivations at the very top, and inclusion must be even more tenacious. It is vital to make it apparent to the media that the presentation of irrelevant material is insufficient in the area of conditions in order for them to comprehend these suggestions. The media's coverage of ecological concerns must go beyond merely reporting facts; it must also have an uplifting and illuminating tone. Information supplied by the media may only inspire individuals to act in a more

environmentally conscious manner when the repercussions of environmental contamination are amply illustrated and linked to personal behaviour.

The general objective of this study was to analyze the Exploring the role of media in creating awareness about environment among university students. Five universities were randomly selected from district Faisalabad. At third stage, the 50 students from each university were randomly selected from 5 universities of Faisalabad district. The data was analyzed by using SPSS 21.0. The results revealed that the female study participants were in majority i.e. their contribution in this research was 68.8%. The results show that majority respondents i.e. 77.2% used both computer and mobile phone for social media usage, while 21.2% use only mobiles and only 1.6% used the computer for social media usage. It shows that majority of the respondents i.e. 45.6% stated that media play its role for environmental awareness oftenly. This study found that although there was a little percentage of respondents who comment on the posts regarding environmental awareness on social media and their contribution was only 33.2%, but 59.6% with the majority were agree that the social media increases the environmental awareness. This study found that majority i.e. 65.2% were agree that the educational institutions should play their role to create environmental awareness in their curriculum.

5.1 Recommendations

The findings of this study showed a variety of facts, and suggestions would concentrate on the media's function in promoting environmental consciousness in Pakistan. The report suggests the following to ensure knowledge of TV media:

- 1) It is advised to offer a variety of age-appropriate television programmes with various

environmental topics, such as children's environmental cartoon shows, documentaries, and movies. For adults and young adults who are less busy, there are environmental conversation shows. This will enable individuals of all ages to comprehend environmental challenges in the manner that best suits them.

- 2) This research suggests giving prizes to the media outlets who air the most environmental programming and interviews. This is so that more environmental programming may be broadcast, according to studies. The report also suggests promoting media outlets and journalists that cover environmental concerns. As a result, fostering a competitive attitude will further aerate the surrounding material.
- 3) According to research findings, most environmental programmes are of poor quality since few journalists are familiar with environmental reporting. As a result, training journalists in suitable reporting techniques for environmental concerns is essential.
- 4) Providing financing to mediate environmental concerns will aid in boosting television's environmental programming.
- 5) Information sharing over the Internet has shown to be quick and effective. Therefore, this study

suggests undertaking more research on efficient online strategies for raising environmental awareness.

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