

# **Role of Media/Literature in Sustainable Development of Natural Resources**

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## **Abstract-**

Today sustainable development is the common goal of world countries. Sustainable development is an integrated and holistic approach that calls for the participation of individuals, groups, organizations, public and governments at individual, local, regional, national and global levels. The goal of sustainable development is not confined to one locality or region or nation but it is for the entire globe. This is also not for a few years, but in to the distant or for the entire future. Thus spatially and temporally its scope is very wide. It requires people to think globally and act locally. Informed and conscious citizens can utilize natural resources effectively. The media can also play a responsible role in promoting the saving of natural resources in various ways that future of human race is not affected. The advances in information and communication technologies have introduced mediated-communication which in turn enabled the relationship development process and spread the concern for sustainable development of natural resources. The social media has enabled an individual to communicate with hundreds or even thousands of other people ideas, opinions across the world. Social media enabled users to learn about new ideas and social movements as their friends and colleagues become involved in them. Social media empower viral marketing of ideas, events, and organizations by enabling the rapid sharing of information received from one contact to all others. Since the early 90s, the conventional media played a remarkable role in creating awareness about the concept of sustainable development. However, this trend has changed with the emergence of social media which spread sustainable development concepts through peer learning. This paper is intended to explore the extent of social media's contribution to sustainable development of natural resources and how it is uniting like-minded people and driving them to take collective action.

## **Keywords-**

Sustainable development, social media, natural resources, common concern, opinion, participation.

## **Introduction-**

Sustainable development of natural resources has been a highly debated concern of the world. Last decades have witnessed a remarkable shift in the usage of natural resources. It was generally assumed that a nation became truly sustainable and developed when it arrived at that point where it closely resembled developed nations in terms of balancing the usage and recycling of natural resources and attitudes towards saving of natural resources. From 1940s to late 1960s economists,

sociologists, psychologists and communication experts believed that industrialization, urbanization and modernization were the routes to development.

## **1. Sustainable Development: for Evolving a better Life Style**

As a trend is spreading in the west, in other parts of the world also there is a need to adopt a new life style i.e., productive, equitable and environment friendly. In India hundreds of thousands of people belong to organizations, such as Ministry of environment, foundation for ecological society. The environmental movements exist as one of the most important social movements of the 20th century. Environmental movements are not confined to India.

In developing countries also such movements are gaining significance. In India Mrs. Medha Phatkar, Mr. Sundarlal Bahuguna are known for spearheading such environmental movements as Narmada Bachavo Andolon, Chipko movement respectively.

In west, in addition to joining national organizations, individual and family life styles have changed including behaviours such as recycling aluminium cans, increasing visits to national parks and purchasing environmentally friendly products. Manufacturers have responded by featuring green themes in advertising campaigns. More bio-degradable, compostable and recyclable materials are incorporated in packaging to meet consumer demand.

Neighbourhood cleanup programmes enjoy wide participation in all sizes of communities.

Every individual influences and is influenced by the environment. An individual can contribute for the degradation or up gradation of environment depending upon how one moulds one's life style. For instance, by throwing the garbage in streets, cutting trees, by over consuming or wasting water, power, fuel, and one can contribute for the environmental degradation. On the other hand by keeping surroundings neatly by planting trees, by recycling wastes, by adopting family planning, and by consciously using and minimizing the use of water, power and fuel, one can contribute to the up gradation of environment. If every individual raises a tree at his or her house automatically that village or

colony can become like a beautiful garden. Thus individuals and their life styles have a responsible role to play in making sustainable development a reality.

### **2. Importance of Communication in Development-**

Development programmes can only realise their full potential if knowledge and technology are shared effectively, and if populations are motivated and committed to achieve success. Unless people themselves are the driving force of their own development, no amount of investment or provision of technology and inputs will bring about any lasting improvements in their living standards.

Communication is central to this task in many ways. For example, it enables planners, when identifying and formulating development programmes, to consult with people in order to take into account their needs, attitudes and traditional knowledge. Only with communication will the project beneficiaries become the principal actors to make development programmes successful. Helping people at all levels to communicate empowers them to recognise important issues and find common grounds for action, and builds a sense of identity and participation in order to implement their decisions..

### **3. Social Media**

Social media is a platform for people to discuss their issues and opinions. Social media are computer tools that allow people to share or exchange information's, ideas, images, videos and even more with each other through a particular network. Now a day's social media has been the important part of one's life from shopping to electronic mails, education and business tool. Social media plays a vital role in transforming people's life styles.

Social media includes social networking sites and blogs where people can easily connect with each other. Social media has revolutionized the way we view ourselves, the way we see others and the way we interact with the world around us. Social media has many positive implications, including promoting awareness of specific causes, advertising businesses and helping foster friendships between individuals who may have never met without social networking.

Environmental Protection and Social Media

### **4. Social media and population control**

Population has become one of the most important issues in socio-economic development worldwide. Population growth directly triggers higher demand for provision of various aspects of human existence including food, healthcare, housing, jobs, infrastructure, access to resources and many other issues. The higher the rate of population growth, the greater must be cut into present

standards of living in order to prevent a fall in future standards of living. The year 2007 marked a new milestone for human population growth: for the first time, more people worldwide were living in cities than in rural areas.

This trend is driven by several factors: people migrating from rural regions to cities; rural areas being reclassified as urban areas because of population growth; and urban populations growing and expanding their boundaries to incorporate land that was formerly classified as rural.

### **5. Natural Resources, Economics, Sustainable Development and Sustained Growth, Sustainable Development**

Sustainable development is the management of renewable resources for the good of the entire human and natural community. Built into this concept is an awareness of the **animal** and **plant** life of the surrounding environment, as well as inorganic components such as **water** and the atmosphere.

The goal of sustainable development is to provide resources for the use of present populations without compromising the availability of those resources for future generations, and without causing environmental damage that challenges the survival of other **species** and natural ecosystems.

The notion of sustainable development recognizes that individual humans and their larger economic systems can only be sustained through the exploitation of natural resources. By definition, the stocks of non-renewable resources, such as metals, **coal**, and **petroleum**, can only be diminished by use. Consequently, sustainable economies cannot be based on the use of non-renewable resources. Ultimately, sustainable economies must be supported by the use of renewable resources such as biological productivity, and solar, **wind**, geothermal, and **biomass energy** sources.

However, even renewable resources may be subjected to overexploitation and other types of environmental degradation. Central to the notion of sustainable development is the requirement that renewable resources are utilized in ways that do not diminish their capacity for renewal, so that they will always be present to sustain future generations of humans.

To be truly sustainable, systems of resource use must not significantly degrade any aspects of environmental quality, including those not assigned value in the marketplace. **Biodiversity** is one example of a so-called non-valuated resource, as are many ecological services such as the cleansing of air, water, and land of pollutants by ecosystems, the provision of **oxygen** by vegetation,

and the maintenance of agricultural **soil** capability. These are all important values, but their importance is rarely measured in terms of dollars.

A system of sustainable development must be capable of yielding a flow of resources for use by humans, but that flow must be maintainable over the long term. In addition, an ecologically sustainable economy must be capable of supporting viable populations of native species, viable areas of natural ecosystems, and acceptable levels of other environmental qualities that are not conventionally valued as resources for direct use by humans.

### **Conclusion-**

The social media has enabled an individual to communicate with hundreds or even thousands of other people ideas, opinions, products, services, and culture across the world. While the sustainable development is an integrated and holistic approach that calls for the participation of individuals, groups, organizations, public and governments at individual, local, regional, national and global levels, social media can be helpful to achieve the goals set by sustainable development. Development programmes can only realise their full potential if knowledge and technology are shared effectively, and if populations are motivated and committed to achieve success. In order to achieve this, we need social media such as Facebook, YouTube, Twitter may prove equally beneficial for environmental

groups to access user mind space. Information and counselling services through interactive forums on websites, free direct call and interactive social networking will likely be more important in the future. In rural areas, full use of local and traditional institutions such as youth, religious and cultural, rotational and savings associations, neighbourhood and working groups would all be helpful for sustainable development of natural resources.

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