

The Role and Function of Mass Media on Environmental Issues

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Introduction: Nowadays the environmental degradation has become one of the major issues of concern. Media coverage of environmental issues is the most important issue that each of mass society can attend while drawing attention to the environment. Media attentions to the environmental issues were raised for the first time in the United States of America's media. Boom of the 60s decade was the beginning of a serious attention towards the environment in the media . Regarding paying attention to the environment, there is a significant increase in recent decades especially in some legislation which make it possible to pay more attention to environmental issues by the media in Iran. Media can shape people's behavior and attitudes towards environment. The influence in which the media has on shaping people's behavior is a fact and that is why media is important to improve and promote environmental protection.

Method: The study was conducted in the form of a library based research and was an attempt to utilize all relevant sources such as the media, environmental design and institutionalize environmental legislation. Its final aim is the expansion of environmental protection in the minds people and this aim was also investigated throughout this research.

Findings: there is a need to study what the public think about environmental issues in order to have accurate media programs and media training which will guide citizens to respect environmental issues and pave the way for the principles the country already have for its environmental programs.

Discussion: This study shows that the development of mass media and increase in its attention towards the environmental issues will lead to an increase in the public awareness and their concern about environmental issues.

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