

10.18686/eph.v2i2.4141

How Can News Media Influence the Future People to Help Save the Earth?

Bairui Liu¹, Yiming Wang², Xinzhi Guo³, You Lv⁴, Qiannuo Ren⁵

1. Yew Chung International School, Kowloon City District, Hong Kong, 00000, China

2. Beijing 21st Century International School, Haidian District, Beijing, 100089

3. Beijing Chenjinglun Middle School Jiaming Branch, Chaoyang District, Beijing, 100101

4. The High School Affiliated to Communication University of China(Beijing Middle School Media Branch), Chaoyang District, Beijing, 100024

5. HD Beijing School, Chaoyang District, Beijing, 100121

Abstract: With the development of science and technology, the forms of news media are constantly innovating and enriching. From traditional newspapers and television to today's Internet, social media, etc., the communication channels are increasingly diversified. The emergence of these new media makes news information spread faster, more widely, and has greater influence on the public. Therefore, how news media can use these new media platforms to spread environmental protection concepts and guide the public to participate in actions to save the earth is a question worthy of our in-depth exploration. Based on this, how can news media influence people's participation in saving the Earth in the future? Explore for reference by relevant practitioners.

Keywords: News media; Save the Earth; Impact; Strategy

1. Introduction

In the context of globalization, environmental issues on Earth have become a common challenge faced by all humanity. Climate change, resource depletion, ecological damage and other issues are becoming increasingly serious, and saving the Earth has become an urgent task. As a bridge and link for information dissemination, news media plays a crucial role in guiding public awareness and shaping social public opinion. Therefore, studying how news media can influence people's participation in saving the Earth in the future is of great significance for promoting global environmental protection.

2. The impact of news media on public action

2.1 Provide motivation and inspiration

When the public sees the real and effective measures achieving results, they will feel uplifted and encouraged. These reports convey to society the message that saving the Earth is feasible, inspiring public confidence and motivation. News media can report on some successful international environmental protection cases, such as the construction and restoration of marine protected areas, reducing plastic pollution, etc., to motivate the public to invest in a wider range of protection actions. News media can also inspire the public to think about environmental issues and adopt more sustainable lifestyles by reporting and promoting innovative solutions. Reporting on renewable energy can encourage public interest in the use of clean energy and attempt to reduce reliance on fossil fuels in daily life. By reporting on the progress and innovation of environmental technology, news media motivates the public to pay attention to and support these feasible solutions^[1].

2.2 Enhance public participation

The news media has increased public awareness and understanding of environmental issues and related policies by reporting on them. The report covers a wide range and is detailed, which can help the public understand global and local environmental issues, from climate change to the loss of biodiversity, from water scarcity to soil pollution, and so on. The transmission of this information helps the public understand the severity and urgency of the problem, and encourages them to participate more deeply in environmental actions. By promoting environmental activities organized by the community, organizing special seminars, interviewing experts and scholars, news media connects the public with those who are concerned about environmental issues. This interactive mechanism encourages the public to engage in discussions

and exchanges, convey their views and opinions, and encourage them to collectively think about how to solve environmental problems. This interactive form can stimulate public enthusiasm for participation and promote environmental issues to attract more attention in society.

3. The problems of news media in influencing public action

3.1 The authenticity and objectivity of news content are difficult to guarantee

With the increasing speed of information dissemination, competition among news media has become increasingly fierce. This has led some media to exaggerate facts, create topics, and even fabricate false news in order to pursue click through rates, ratings, and attention. This false reporting not only misleads the public, but also weakens the credibility of the news media, leading to a gradual decrease in public trust in the news media. News media are often influenced by various factors during the reporting process, which can damage the objectivity of news reporting. Some media selectively report or subjectively interpret certain events in order to cater to the needs of specific interest groups. This biased reporting can mislead the public's judgment and make it difficult for them to form a correct understanding.

3.2 Lack of moral and social responsibility in news media

As a social tool, news media should bear the responsibility of spreading positive energy, guiding social atmosphere, and maintaining social stability. In practical operation, some media outlets overlook these responsibilities, excessively pursue commercial interests, and even spread vulgar, violent, and harmful information, causing negative impacts on society. News media often lack in-depth investigation and cautious judgment when reporting on sensitive events, but blindly follow the trend or engage in hype. This irresponsible behavior not only leads to misunderstandings and panic among the public, but also poses a threat to social stability. In the pursuit of news value and attention, some media may infringe upon the privacy rights of others and disclose their personal information, which not only infringes on the legitimate rights and interests of others, but also causes inconvenience to the lives and work of the parties involved.

4. The improvement direction of news media in influencing future people's participation in saving the earth

4.1 Attracting the public and maintaining information accuracy

News media can adopt various methods to attract public attention, using eye-catching headlines, interesting illustrations, or multimedia elements to attract attention. The framework and structure of news reporting also need to be designed to be attractive enough, by telling engaging personal stories or showcasing stunning field reports. While striving for public attention, news media must adhere to the principle of information accuracy. Environmental issues themselves are very complex, with different perspectives and conflicts of interest, so news reporting must be based on reliable data and independent professional opinions. News organizations should establish strict editorial standards to ensure that journalists conduct sufficient research and verification when reporting on environmental news. News media should focus on selecting authoritative experts to provide comments and interpret environmental issues. These experts should be scientists, scholars, or practitioners with solid experience and authoritative positions in relevant fields, rather than relying solely on the voices of politicians or the general public. By following these principles, news media can establish public trust and reliability in their reporting, and effectively attract public participation in actions to save the Earth^[2].

4.2 Balanced reporting of environmental news and content that attracts public interest

News media should provide balanced and comprehensive reports on various environmental issues, including climate change, biodiversity, pollution and resource consumption. News media should avoid paying too much attention to specific aspects of the problem, but choose according to its importance and social attention. By comprehensively reporting various environmental issues, the media can help the public understand the breadth and urgency of the entire environmental agenda. The media should adopt various forms of reporting to attract public interest, including character stories, visual display, animation, audio and other forms, as well as cultural and entertainment elements related to environmental issues. By linking environmental issues with daily life and personal experiences, the media can make the report more grounded and arouse the public's emotional resonance and willingness to participate.

4.3 Educate and inspire the public

In the process of news reporting, special reports can be made on environmental issues to guide the public to pay attention to and understand the seriousness and urgency of these issues. Through in-depth investigation and independent reporting, news media can provide accurate and comprehensive information to the public and help them better understand environmental problems. News media can choose environmental events or problems that have great influence for in-depth reporting. Report the relationship between extreme weather events and climate change, and the impact of these events on ecosystems and human society. Through detailed and solid reports, the public can more intuitively understand the current situation of environmental problems and possible solutions. Holding public welfare activities, special discussions or

symposiums on the theme of environmental protection can provide more opportunities for the public to interact and participate.

4.4 Report on environmental issues from multiple perspectives

Environmental problems often involve not only science and technology, but also economic, political and social fields. By presenting different perspectives and voices of stakeholders, news media can break the limitation of a single perspective, help the public understand the problem more comprehensively, and further explore possible ways to solve environmental problems. Environmental problems often involve complex interests and disputes, and the views and interests of all parties are not always consistent. News media should obtain different views and information by interviewing different affected parties and voices (including government officials, representatives of environmental organizations, scientists and professionals). Only when the public understands the positions and opinions of all parties can they make better judgments and decisions for themselves^[3].

5. Conclusion

In summary, as an important force in information dissemination, news media plays an irreplaceable role in guiding public attention and participation in saving the Earth. With the continuous progress of technology and the increasing awareness of environmental protection, the role of news media in environmental protection will become more prominent. We should make full use of the power of news media, strengthen the dissemination of environmental protection concepts, and promote the active participation of the public in actions to save the earth. News media should also continuously improve their professional competence and sense of responsibility, ensure the accuracy and objectivity of their reports, and contribute more to the cause of environmental protection.

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