

The Role of Visual and Printed Media in Raising Awareness of Environmental Risks and Pollution

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1. Abstract

Environmental issues are considered to be a substantial matter that the modern world is occupied with. This is due to the enormous development in the industrial field which lead to the development of environmental problems by affiliation. Which indicates the important role of media in spreading awareness among citizens about the environmental issues and risks with proposed solutions. The current study discusses pollution in Iraq, environmental issues and the importance of raising awareness of them, the role of media and its role of raising awareness of its environmental risks, the possible sorts of media used for raising awareness, as well as a hint of environmental media.

2. Introduction

The modern environmental issues tract the attention of the new world system and became one of the most issues that the world suffers from today, as well as, the global common concern that earth is threatened and polluted is increased, due to the negative contribution of human kind to it through the misuse of its environmental resources and the wrong practices towards them and the introduction of pollution of all kinds to the environment and all industrial and developing societies which effects living organisms and elements of the environment. With increasing social, economic and political pressures on the environment during the twentieth and twenty-first centuries, on the regional level and across the Arab world and the world, the need has increased for individuals and groups to gain experience with the elements, issues and problems of the environment, to take up the mutual influence between man and the environment with all its living and non-living elements, to identify environmental problems and to train to solve them and prevent their occurrence, and the consequent social, economic or sometimes political crises. Hence the task of environmental awareness in changing the behavior of individuals and the way they deal with the environment in which they live. The thing that occurred to the environment in the last century precipitated in the emergence of the so-called 'environmental media' with its various means, written, visual and audio, including daily newspapers, general and specialized magazines, radio and television channels.

This is one of the most important means that play a significant role in raising awareness of environmental issues and its problems, deepening the citizen's sense of his role towards the environment, and spreading the concepts of sustainable development, especially after the increase in social, economic and political pressures and the need for societies to access environmental news and gaining knowledge of the effects of disasters, environmental pollution incidents and climate changes on the social, economic and political conditions of the environment. Environmental media is a new specialty in the field of media that began to grow in the early seventies since the holding of the 'International Conference on the Environment' that was held in Stockholm in 1972, where it emphasized the right of environmental media for every human being without discrimination or dissipation to know news and information related to environmental facts. Then the Rio de Janeiro conference which was held in 1992, also, emphasized on the importance of the media in promoting for environmental issues and protecting them from all manifestations of deterioration and trying to preserve ecosystems. The interest of various media outlets in environmental issues increased as a result of pollution problems and environmental disasters that existed in the seventies and eighties, such as the "Exxon Valdez" oil spill in 1972, the crash of the oil tanker "Amococandes" in 1978, the explosion of an oil well in the Gulf of Mexico in 1979, the accident The nuclear reactor in "Three Mile Island", and the explosion of the Soviet nuclear reactor Chernobyl in 1986, etc.

The importance of the study revolves around clarifying the relationship between the media and the environment, by illustrating what the environmental media do in protecting and preserving the environment. which has become one of the most important and fastest means of identifying and exposure to all environmental issues and conveying them to the public to interact with them and evaluate them and change their behavior and be affected by them, which leads to an increase in environmental awareness and then knowing that their safety is in its safety.

3. Importance of the Study:

There is a close interdependence between man and the environment, as they are inseparable from each other. Man lives in this environment and deals with it in various aspects of life. He lives and dies in this environment. The environment began to deteriorate since the industrial revolution in Europe, so factories spread and the use of fossil fuels increased, which led to high levels of carbon dioxide in the atmosphere, and this has a long negative impact, both on living organisms in general or on humans in particular. The increase in interest in the environment began in the seventies of the last century, as a result of the deterioration of the environment and the extinction of many creatures, which led to the deterioration of the environment and thus negatively affect humans. As for Iraq, the environment collapsed as a result of the wars, most notably the 1991 and 2003 wars, which led to the burial of war remnants and mines, polluting rivers, affecting the proportion of agricultural land, and most importantly, affecting human health, especially children. The role of the media is not hidden from anyone, for it has a clear role in spreading awareness among citizens.

This study deals with the environmental media because of its importance of dealing with the environmental problems that exist in Iraq, while raising some of the problems facing the Iraqi environmental media. The main purpose of this study is to clarify the concept of media in general, then address the issue of environmental media, clarify its nature, objectives, determinants, the problems it faces, the most prominent conferences, clarify the point of environmental sustainability, and then address the environmental problems in Iraq and how the Iraqi media deal with them, and this is by following up on some channels and websites, and follow up their publication of environmental issues, then show weaknesses, and finally suggest some solutions that may help in spreading environmental awareness.

4. Aims of the Study:

The current study aims at shedding the light over the following concepts:

4.1 Media

4.2 Environment

4.3 Environmental Media

4.4 Determinants of Dealing with Environmental Issues

4.5 Means of Environmental Media

4.6 Prominent environmental Problems in Iraq

4.7 Suggested Recommendations for developing environmental media

5. Media:

The concept of media is subject to differences between scholars. In the language, the term media is a source of the verb knower, and it is a quadrilateral of knowledge that is the realization of a thing as it is¹. Or it is the knowledge of a thing with quick news, or a quick perusal of the news that is the content of the media message². And in the Wholly Qur'an, God Almighty said: {O Messenger, convey what has been revealed to you from your Lord}³ and he also said: {And give permission to the people to perform Hajj}⁴ which means 'inform people'. As for the terminology, the media means the dissemination of news, information, ideas and opinions among the masses by the various means of media, and providing them with the largest possible amount of correct information and clear facts, whose validity and accuracy can be verified. It is also defined as "all aspects of communication activities aimed at providing the public with all the correct facts and news, and sound information on issues, topics, problems and the course of things in an objective manner without distortion, leading to the greatest possible degree of knowledge, awareness, perception and comprehensive briefing among the categories of

(¹)Al-Asfahany, A. (unknown). Vocabulary in Unfamiliar Qur'an: Investigation and control by Muhammad Syed Kilani, P33. Al-M'arif Publication. Lebanon: Beirut

(²)Al-Shaya, A. (2003). The Media and its Role in Achieving Environmental Security. A submitted thesis in Police Science/ College of Higher Education/ Nayif Arab Academy for Security Sciences. Egypt: Alexandria. P17

(³)Wholly Qur'an, Al-Ma'eda, 67

(⁴)Wholly Qur'an, Al-Haj, 27.

the audience who receive the media material And with all the correct objective facts and information about the agitated and raised issues, facts, topics and problems.⁵

The German scientist Autogrot defined media as “the objective expression of the mentality of the masses, their spirit, tendencies, and trends at the same time.”⁶, and the media refers to the process of obtaining information on the one hand, and giving and transmitting it to others on the other hand, meaning that it involves the idea of output for the sake of knowledge.⁷ The media is not a recent trend, as it has its ancient origins and modern methods, but it has gained great importance in the field of environment in recent times as a result of our increased knowledge of some major environmental problems such as desertification, global warming, housing, energy, food, pollution and depletion of environmental resources, which made it necessary for the media to publish those news. and raise community awareness.

6. Environmental Media

The term environmental media has appeared since the seventies of the last century and the term has evolved in concept and use. After it was a transfer of environmental news and press excitement, it has a legal entity, policies and plans to achieve various environmental goals, from the receiving and target audience of the message and environmental media material, which helps in rooting environmental development sustainable development, and enlightening the target audience to form a correct opinion on the presented issues and environmental problems. The meaning of environmental media is that the writer deals with topics related to the environment and related considerations in the environmental article, from new specialized topics that require

⁽⁵⁾ Rashwan, H. (1993). Public Relations and Media from a Sociology Perspective. The Modern University Office Alexandria, p264

⁽⁶⁾Al-Shaya, A. (2003). The Media and its Role in Achieving Environmental Security. A submitted thesis in Police Science/ College of Higher Education/ Nayif Arab Academy for Security Sciences. Egypt: Alexandria. P17

⁽⁷⁾Jabbarah, J. (2018). Media Sociology. Al-Wafaa Publication: First Edition. Egypt: . p93

knowledge of correct information, knowledge of sources and events, follow-up and verification of their sources, expression of environmental issues, and access to the structure and work of environmental organizations and programs globally, regionally and locally. Reviewing environmental treaties and following up on environment reports to analyze developments and learn about the latest global issues and raise community awareness of them. Also, comparing people's opinions and information in the past and present, concerning the environmental issues.

Environmental media has become one of the mechanisms for overcoming and mitigating environmental problems and one of the elements in preserving the built environment by spreading environmental awareness, acquiring and transferring environmental knowledge, and human awareness of the danger of tampering with the various elements of the environment, to spread the new values of environmental protection or to call for abandoning habits and behaviors harmful to the environment and the willingness to interact with them and rely on environmentally friendly programs. It is practiced through several means, whether visual or read, and aims at achieving certain goals in the field of environmental preservation and its comprehensive development. It is a compound of two concepts, the media and the environment. Media is the objective translation of news and facts and providing people with them in a way that helps them to form a correct opinion and point of view about a certain incident. As for the environment, it is all the external conditions and factors that affect their lives, whether they are living organisms, inanimate objects, air or water. The environment is defined as "the concrete surrounding in which man lives, including water, space, soil, living creatures, facilities, etc.". In French, the word "Environnement" means the natural and artificial elements that surround the human being. While the word "Eenvironment" is used in the English language to denote the surrounding conditions affecting development, and it includes the elements of nature as well.⁸

The International Conference on the Environment, held in Stockholm in 1972, approved a definition of the environment as "a set of natural, social and cultural systems

⁸ Al-Jaff, A. (). The Concept of Environmental Media as an Attempt to Formulate a Media Strategy in the Kurdistan Region, Iraq. A publish essay on: www.kawamakurd.com

in which humans and other organisms live and from which they derive their livelihood and perform their activities.”. There is no specific definition for the environmental media, but the concept of media is subject to disagreement among scholars. In language, the term media is a source of the verb knower, and it is a quadrilateral of knowledge that is the realization of a thing as it is⁹. Or it is the knowledge of a thing with quick news, or a quick perusal of the news that is the content of the media message¹⁰. As for the environmental media, it is a new term that began to grow with the increasing problems of the environment and the deterioration and devastation that befell it. It takes upon itself the role of the conscience of society, which rings the alarm bells for individuals and governments in order to create a clean environment that meets human requirements, and calls for the establishment of a natural balance between the environment and the available development, which is known as sustainable development.

A set of definitions of environmental media has been received by media experts, including that environmental media is “the creation and dissemination of scientific facts related to the environment through the media with the aim of creating a degree of environmental awareness to reach sustainable development¹¹.” It addresses all elements of society because they are concerned with integrated development. It sheds light on environmental problems and increases public knowledge, information and awareness of them¹². Article 2 of the Arouses¹³. Media Convention defines the environmental field as:

⁹ Al-Asfahany, A. (unknown). Vocabulary in Unfamiliar Qur’an: Investigation and control by Muhammad Syed Kilani, P33. Al-M’arif Publication. Lebanon: Beirut

¹⁰ Al-Shaya, A. (2003). The Media and its Role in Achieving Environmental Security. A submitted thesis in Police Science/ College of Higher Education/ Nayif Arab Academy for Security Sciences. Egypt: Alexandria. P17

¹¹ Arabyat, B. & Ayman, M. (2004). Environmental Education. Al-Manahij Publication. Jordan: Amman. P15-16

¹² Al-Jaff, A. (). The Concept of Environmental Media as an Attempt to Formulate a Media Strategy in the Kurdistan Region, Iraq. A publish essay on: www.kawamakurd.com

¹³ At the regional level, an agreement on media and public participation in decisions affecting the environment, and recourse to the judiciary in environmental issues, which is the Eros agreement that emerged from the conference held in Sofia, Bulgaria in 1995, and this agreement was signed by 40 member states of the European Common Market and the United Nations The United Nations and the European Community during the Fourth Ministerial Conference entitled "Environment for Europe" in Denmark in Aros from 23 to 25 June 1998

“Every written, visual, verbal, electronic, or any other form that includes the state of the environment, such as air and its components, water, land, soil, landscapes and natural spaces, and the interaction between these elements, biological diversity and its components, especially the transgenic organs, as well as energy, materials, noise, radiation, administrative procedures, agreements related to the environment, policies, laws, programs and plans that have or are likely to have an impact on the environment, and the decisions that will be taken that may affect the environment and the health status of humans Its security and living conditions, and the state of cultural places and buildings that may be affected by the state of the elements of the environment, or because of activities affecting the environmental environment.”

So, information in the field of environmental protection means collecting, publishing and informing the public of data related to facts, activities and projects that may affect the environment or cause damage to it, and the right to have free access to information related to the environment, especially those related to the activities to be carried out and which are owned by the administrations. Information does not have to be limited to cases of pollution only, but must also include all incidents that would harm the environment, such as overexploitation, resource depletion, soil erosion and earthquakes.

7. Determinants Dealing with Environmental Issues

These determinants mean the set of factors that affect the media's handling of environmental issues and that result in a specific method of addressing these issues. They are factors that the media in general may be exposed to in dealing with any of the topics, and they are not limited to environmental media only, so, this is what made media and communication scientists warn the need to study the required and unrequired results of media performance, whether they are latent or apparent. Among these determinants are what is related to the goal of the media process, or the target audience, or the appropriate mean of media according to the type of the target audience and this media study, or the communicator who should have credibility with the audience...etc. These determinants may be political, economic, or media.

7.1 Political Determinants

They are the media's coverage of some environmental issues due to:

- 7.1.1 Obvious media interest of environmental issues is related to the media policy of each country and its compatibility with the activities of media. The style of media ownership also plays a role in this process.
- 7.1.2 The degree of politicization of environmental issues has become evident at the global level, which is clearly evident in the candidates programs for elections in many countries of the world like industrial countries¹⁴.
- 7.1.3 Different visions of environmental issues among industrial countries and third world countries, Which had a clear impact on the degree of attention the media gave to these issues among the countries of the world.

7.2 Economic Determinants

It plays an essential role among the industrial and developing countries

- 7.2.1 Multinational companies have a role in the environmental field, as they dominate 70% of world trade, 80% of foreign trade, and control the transport of gases that cause climate change. These firms recognized the importance of the media in raising awareness of environmental threats, therefore they hired some journalists to ensure that their image was not corrupted.
- 7.2.2 Multinational companies took advantage of the developing countries' need for industrial projects and transferred many industries that result in a high degree of pollution for many of these countries, and leased some of their lands to bury toxic waste harmful to human health.

7.3 Media Determinants

It means the factors related to construction and the nature of its work, the level of its workers in terms of professionalism, their degree of knowledge and their awareness of

¹⁴ Abul-Amoud, M. (1992). The Media Role in Handling Environmental Issues. A published essay on: www.dijital.ahram.

environmental issues. It is known that environmental issues require a certain degree of science and culture so that the media can absorb and express them in the form of a media message.

8. Means of Environmental Media

Media played an essential role in developing awareness of environmental issues and problems, deepening the citizen's sense of his duties and responsibilities towards the environment, and spreading the concepts of sustainable development. The role of environmental media is represented by making use of the means of media to raise humans' awareness and provide them with information to affect their behavior and towards preserve their environment. The great and rapid development in technology in the last century led to a change in the patterns of communication between individuals and the spread of various means of communication that attracted many people with different intellectual and social levels.

8.1 Printed Media: It is represented in the press, magazines, books, brochures, posters, flyers...etc

8.2 Audio Media: Such as radio, tapes, CDs, lectures, speeches, seminars and conferences...etc.

8.3 Visual Media: Such as television, museums, the Internet, films, specialized satellite channels, mobile multimedia messages ... etc.

8.4 Personal Media: such as interviews, meetings, visits, conversations...etc.

The media has a great role at this level, especially for the impact it generates over the recipient and his awareness of the dangers resulting from his failure to respect the environmental requirements that ensure the preservation of the environment and the non-arbitrary of its resources in the service of the present and the future, so, the admission of the Stockholm Conference in 1972, for example, was the result of media pressure¹⁵.

¹⁵ Nesima, B.(2013). Environmental Media and its Role in Preserving the Environment. Al-Ma'yar Magazine, Volume 4, Number 8, Pages 86-107

Public confidence in environmental media varies according to the media and the country, in developed countries, the majority see daily newspapers and television as the most important means of highlighting environmental information. While the situation is different in developing countries, especially in those where the government directly or indirectly controls the media, the masses believe that the media only publish what official authorities allow. In our Arab world, the media specialized in environmental affairs is still at a low level of awareness of global and regional environmental problems. The essential steps of change is for a person to be aware of what he is doing and why he is doing it. Awareness is the basis because a person can bear the consequences of his attitude towards a subject, and seek by all means to change his behavior. Hence, it is clear that the most superior goals of environmental media is to spread awareness.

9. Environmental Problems in Iraq

Concern for the environment became evident in the seventies of the last century, and the concept of sustainability emerged, which is not to harm future generations due to the depletion of environmental resources and pollution of the environment. The Iraqi environment has witnessed many processes of dismantling, deterioration, change and alteration, which require great efforts to reform and protect it. The levels of deterioration, sabotage and destruction, and what was left by successive wars, acts of violence and poor stability, led to many environmental and humanitarian transgressions. These are some of the most prominent environmental problems in Iraq:

9.1 Air Pollution: as a result for using oils and war remnants.

9.2 Radioactive Materials: Such as depleted uranium and radioactive materials, and these materials have become a source of concern, especially in southern Iraq.

9.3 Mines: As a result of the 1991 and 2003 wars, a large amount of mines, unexploded ordnance, destroyed weapons and chemical pollutants were scattered. These munitions pose a danger to children, especially not only because of their

spread in water, air and soil, but also as a result of the amputation of limbs and the use of shells by children as toys.

9.4 Retrograding Green Spaces: A large percentage of the green areas have turned into places for dumping waste and dirt.

9.5 Increasing population growth.

9.6 Unsustainable development.

9.7 Lack of use of modern technological methods in the treatment of pollutants.¹⁶

10. Problems that Face Environmental Media

Talking about environmental media leads to the talk about the problems faced by this type of media in the Arab world, the most important of which is the lack of information available to the public and the media. Thus, while in the digital age and the Internet age, it is not possible to talk about environmental awareness, environmental media and environmental education, in the absence of a data bank and mechanisms for storing, providing and circulating information in this field. It is primarily about providing information and data, if there is the need to influence public opinion and influence perception and behavior in the future.¹⁷

Other problems that environmental media suffer from is its reliance on traditional means, and its failure to adapt modern media, which are in harmony with the digital age to keep pace with information and knowledge development. The lack of a specialized, experienced and qualified media cadre in environmental media continues, here, we must note the failure of media departments and colleges to respond to the requirements and needs of the market, and the insufficient coordination between media institutions on the one hand, and academic institutions on the other.

¹⁶ Jabr, W. (2014). Environment and Sustainable Development in Iraq: the Dialectic of Exploitation and Protection. *Lark for Philosophy, Linguistics and Social Sciences*, Issue, 14, pp345-362.

¹⁷ Al-Qeerat, M. (2013). The Arabic Environmental Media: Problems and Challenges. *Al-Bayan Magazine*. Algeria

Environmental media, as a specialty and as a strategic media field, is still in its embryonic stage, suffering from the absence of an environmental media strategy, and occasional media still appears when environmental problems and crises arise and during events, such as the celebration of the National Day or World Environment Day, and then disappears indefinitely. In light of this momentum of problems, noting the lack of prioritizing areas of the environmental media message, such as focusing on human settlements, desertification and the marine environment, slum industry, renewable energy sources, appropriate technology, nature conservation and water scarcity. This is due primarily to the absence of environmental awareness in the community. Among the problems that environmental media suffer from as well, is the absence of a clear media approach to dealing with environmental issues, and the spread of the phenomenon of indifference and lack of interest in environmental issues in society, whether at the individual, familial or institutional level, or with regard to civil society, political society, school, family or the mosque.

These are the most prominent problems facing the Iraqi media in particular¹⁸:

10.1 Official and popular attention is limited to environmental problems that have become the center of attention around the world. The issues of waste, war remnants, water pollution, chemical radiation, the problem of the ozone layer, river pollution and noise seem completely absent from the attention of government agencies, while the local media do not give an appropriate space for these issues, although Iraq is one of the countries facing Big environmental challenges..

10.2 News and reports related to the environment and its problems form about 1% of the content of news and reports published in the local media, in an indication of the lack of interest in this specialized sector like the rest of the specialized sectors, a problem due to the absence of specialization in the Iraqi media.

¹⁸ The report included monitoring of a sample of 14 media outlets, including five television channels, news agencies and three newspapers during the last three months for the period from January 1st, 2017 to March 31st, 2017. The report includes statistics on the published reports and their documentation

- 10.3** The scarcity of investigations and exclusive reports on the environmental problems and challenges facing the country, and that most of the reports come from media outlets and international organizations, and news about them are often written or edited by non-specialized journalists, mainly because media institutions do not pay enough attention to environmental issues.¹⁹
- 10.4** Most of the news and reports related to the environment published in the local media depend on official statements issued by the Ministry of Environment or government agencies or statements issued by officials about risks facing certain regions and problems, while the media do not pursue these news in more details through specialists in environment and health affairs. Nor does it give explanations for global environmental terms such as climate change, depletion of the ozone layer and changes in the nature cycle.
- 10.5** Most of the news and reports related to the environment deal with issues from a political perspective without paying attention to their environmental impacts. For example, statements by head officials about environmental risks are addressed from the angle of mutual accusations about who bears responsibility without highlighting their direct effects on natural and human resources in the long run.

11. Media's Coverage of Environmental Issues

- 11.1 Al- sumaria News TV:** A search in the archives of Al-sumaria TV website " Al-sumaria News" for the period from January 1st to April 1st, 2017, revealed the existence of 35 press articles that dealt with various environmental issues, ranging from a declaration and a press statement, to televised news and field reports, and a televised episode, distributed as follows: 22 news reports based on declarations and press statements, a televised episode of the “Shabab and Banat program”, 11 news reports, and two televised reports.

¹⁹ Environmental Press: Absent despite of Catastrophes. A published essay on the Iraqi media house on 2022.

- 11.2 Al-Rasheed TV:** A search in the archives of Al-Rasheed TV website for the period from January 1st to April 5th, 2017, revealed the existence of seven press materials that dealt with different environmental issues, ranging from news reports based on declarations and statements, and between televised news reports. It was distributed as follows: two televised reports, four press releases and statements, and one short report.
- 11.3 Iraqi Media Network / Al-Iraqiya TV:** The search in the archives of Al-Iraqiya TV website for the period from January 1st to April 1st, 2017, revealed the presence of ten press materials that dealt with various environmental issues, and they ranged from news reports based on press statements and declarations to articles. It was distributed as follows: eight news reports, one article, and one field follow-up.
- 11.4 NRT Arabia TV:** A search on the NRT Arabia website for the period from January 1st to April, 1st 2017, revealed the existence of nine press materials that dealt with different environmental issues, and they ranged from news reports based on press statements and declarations, and between televised field reports and a television episode. They were distributed as follows: three televised field reports, five news reports based on press statements and declarations, and a report transmitted by Reuters.
- 11.5 Al-Taghiyr TV:** The search on the Al-Taghiyr channel website for the period from January 1st to April 1st 2017, revealed the existence of four press materials that dealt with different environmental issues, and they ranged from news reports based on press statements and declarations, and televised field reports. Distributed as follows: three news reports, one televised field report.
- 11.6 Al-Furat News TV:** The research in the Euphrates News Agency for the period from January 1 to March 1, 2017, showed that it published only two articles regarding the environmental aspect.
- 11.7 Al-Qirtas News Agency:** The research in Al-Qirtas News Agency for the period from January 1 to March 1, 2017, revealed the presence of three press materials dealing with the environmental aspect, ranging from one report to two statements.

- 11.8 Al-Ghad Press:** It turned out that Al-Ghad Press Agency was one of the most news agencies that published materials related to the environmental aspect. In the period between January 1 and March 1, we revealed the existence of nine press materials, ranging from follow-ups, special reports, statements and statements.
- 11.9 Al-Mada Press:** Al-Mada Press Agency published only one article, regarding the environmental aspect, and it was a press statement, noting that the agency stopped working on February 3, 2017.
- 11.10 Shafaq News:** The search on Shafaq News website revealed the presence of four press materials dealing with the environmental aspect, ranging between statements and statements only.

12. Recommendations

- 12.1** Working to adopt, set and develop educational and educational programs to protect the environment, and to spread environmental culture with a mature and conscious environmental behavior. If the young child is brought up to know the environment, its origins and its importance, then he/she will undoubtedly grow up respecting and loving that environment, and working to preserve and maintain it, which is the civilized behavior that any country desires and works to achieve. If the environmental agenda enters the educational curricula, family, association, institution, and various components and institutions of society, then it thus enters the individual's perception and behavior in society.
- 12.2** Environmental media faces great challenges, and faces huge tasks, as it initially needs a central environmental information base, which is at the disposal of media and environmental agencies and institutions.
- 12.3** It also needs a specialized and experienced media cadre, through workshops and training courses on a regular basis, in order to be at the level of responsibility.
- 12.4** Environmental media needs a logical, smooth, understandable and clear scientific presentation, and a scientific and methodological treatment of

environmental issues, based on logic, proof, compelling evidence and convincing data, and in-depth explanation and interpretation of the environmental problems that it raises and discusses, which must not be limited to narration, description, excitement and simplified surface coverage.

- 12.5** Giving the local media more attention to environmental issues by rehabilitating a number of its workers and communicating with specialists in environmental affairs from official institutions such as the ministries of environment, health and water resources, and academics from university professors who have the knowledge of this specialty.
- 12.6** The interest of the media and the specialization of the majority of journalists in political and security coverage does not preclude coverage of environmental issues, For example, the remnants of wars and oil fields that were exposed to the fires in the country and the pollution of the Tigris and Euphrates rivers and desertification and the absence of greenbelts are one of the most important challenges facing the country.
- 12.7** Training courses to strengthen capacities in the field of environmental media. (Environmental media writing techniques in traditional and digital means to make it smooth, simple and understandable, far from technical terms, scientific language that alienate the reader and make him escape from everything related to the environment. The main goal is to get people to read the topic, listen to it or watch it, and therefore build an environmental awareness and spread environmental culture.
- 12.8** Introducing the importance of the “Media, Environment and Sustainable Development” charter treaty and stating its importance, dimensions and role in promoting environmental development media.
- 12.9** Encouraging environmental media diplomacy by supporting national environmental media networks and associations, and prompting them to establish partnerships with global environmental media associations /African-European-Arab-Asian-American.

13. Conclusions

Environmental issues are not a novel to society, but rather an issue that has been raised for nearly fifty years as a result of human pollution of the environment in the last century. Environmental movements began to appear from the seventies of the last century. The environment is everything that surrounds the human being from living and non-living factors where he affect and gets affected by. As for the media, it is the dissemination of news, information, ideas and opinions among the masses through various media, and providing the masses with the largest possible amount of correct information, and clear facts, whose validity and accuracy can be verified. Environmental media is “the creation and dissemination of scientific facts related to the environment through the means of media to create a degree of environmental awareness towards sustainable development.”. There are few factors that play an essential role in the environmental media, which are called the determinants of environmental media, political, economic and media determinants. The media uses several means to reach the target audience, which varies from time to time and from place to place. As for the environmental media, they are visual media such as television, readable means, such as the newspaper, audible media, such as radio, personal means such as social media.

As a result of Iraq's exposure to many wars, terrorist operations and bombings, the Iraqi environment has rapidly deteriorated and even collapsed. Among the most prominent environmental problems facing Iraqi society; water pollution, especially the Tigris and Euphrates rivers, air pollution, mines, radioactive materials and retreat in green spaces. While the most important problems facing the Iraqi environmental media are, absence of specialization, public interest in environmental issues is very weak, newspapers and media reliance on government reports only and not following up on events as well as addressing environmental issues from a political perspective without taking into account the importance of preserving the environment. At the end of this study, the researchers came up with some solutions to promote environmental media, as adding this specialization to the faculties of media, raising awareness among journalists and conducting intensive courses for media professionals in the environmental field and spreading awareness among citizens through school curricula.

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