



الإعلام البيئي في الجزائر

Environmental Media in Algeria

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Abstract:

The term environmental media or media supporting environmental issues reflects the activities and roles that the media can play in the field of environmental conservation in terms of making necessary and necessary changes in the concepts and values associated with environmental behavior through increasing environmental awareness among the public on environmental issues and problems and equipping them with skills and behaviors. Help him to play his role in preserving the environment.

Keywords: Environmental Media, Environment, Environmental issues, Environmental problem.

Résumé :

Le terme médias environnementaux ou médias soutenant les questions environnementales reflète les activités et les rôles que les médias peuvent jouer dans le domaine de la conservation de l'environnement en apportant les changements nécessaires et importante dans les concepts et les valeurs associés au comportement environnemental à travers augmenté la sensibilisation environnementale du public sur questions et problèmes

environnementaux et les doter de compétences et de comportements, qui l'aident à jouer son rôle dans la préservation de l'environnement

Mots clés : Médias environnementaux ,L'environnement ,Problèmes environnementaux,

ملخص :

يعبر مصطلح الإعلام البيئي أو الإعلام المساند لقضايا البيئة عن الفعاليات والأدوار التي يمكن أن يؤدها الإعلام في مجال الحفاظ على البيئة من حيث إحداث تغيرات لازمة وضرورية في المفاهيم والقيم المرتبطة بالسلوك البيئي من خلال زيادة الوعي البيئي لدى الجمهور بقضايا ومشكلات البيئة وإكسابه المهارات والسلوكيات التي تساعد في أداء دوره في الحفاظ على البيئة.

- **Keywords:** الإعلام البيئي، البيئة، القضايا البيئية، المشكلات البيئية.

Introduction:

The mass media is the main source of information related to issues that capture the interests of public opinion, especially in events related to public life in society. For the media .Environmental media is one of the most important pavilions of environmental awareness and the promotion of environmental awareness, and spread the awareness of environmental issues among individuals. The role of the media is one of the most successful roles that it can play towards the environment and its issues. By all means in the environmental field according to their ability to influence the unique of each medium, whether read, visual or audible.

I. Environmental Media

1. The concept of environmental media

It is a complex expression of two broad concepts: media and the environment.

A- Information:

It is an objective, honest and security translation of news, topics and facts and providing people with them in a way that helps them form a sound opinion in a fact.

B. Environment

The media is one of the basic elements of environmental preservation. Creating environmental awareness and acquiring the knowledge necessary to change attitudes and

intentions towards environmental issues depends on the growth and transmission of information and the willingness of the public itself to be a tool. In raising awareness to spread new values or advocating for the abandonment of wrong behaviors (**Gamal El-Din Ali Saleh, 2003, p. 09**)

Environmental media is a media that highlights environmental problems from their inception rather than after the fact and conveys to the public knowledge, attention and concern for its environment (**Hosni Mohammed Nasr & Sanaa Abdul Rahman, 2005, p. 13**).

2. Environmental Media Functions:

Environmental media as one of the aspects of specialized media performs many tasks and aims to achieve many goals and objectives, which we will address through the following element, through which we will shed light on the most important functions and functions of environmental media as well as the goals that it aims to achieve.

The tasks of environmental information are as follows:

Development of environmental awareness through the development of public awareness of environmental issues, which helps to create a popular current pressure on governments to pay attention to environmental problems.

- Awakening and motivating individuals to move the deadlock in the environmental arena, and motivating decision-makers through the right environmental information, to act responsibly towards the environment, improve the quality of life without harming resources, and without endangering the lives of future generations.
- Call for the need to improve the standard of living, preserve diversity, reduce the depletion of non-renewable resources, take into account the conservation of ecosystem capacity, and change bad environmental habits and behavior.
- Facing absurdity and recklessness and strengthening the capacities of groups wishing to change for the better and enable communities to protect their environment.
- Work to win friends of the environment and development and highlight the positive and efforts made to protect the environment.

Environmental media is not just news published in newspapers and magazines, pictures broadcast by television stations, messages adopted by media campaigns and awareness lectures delivered in front of slides.

- 1) Introduce environmental issues, present them in a simple and comprehensive manner to the public and provide them with information related to the environment, inform them of all new locally and globally by relaying the most important news and topics related to the environment and follow up all actions and decisions taken by some bodies in the public and private sectors, and that would harm the environment, and thus Contribute to efforts to press for the cessation or reduction of these manifestations.
2. Forming environmental awareness in a positive way to contribute to pushing citizens to change their behaviors harmful to the environment, and to participate actively in the care of the environment, through pushing people to personal work, and encourage them to dialogue and communicate their views to officials, so they have an audible opinion that contributes to decision-making. It calls for a dialogue through which the views of the people are communicated to the officials, and clarifies to the officials the feasibility of measures and actions taken by Governments and official bodies to protect the environment.
3. Adopting the development and development of educational programs to protect the environment, raising awareness of environmental protection laws issued by the authorities responsible for the environment locally, regionally and globally and thus motivating individuals to change for the better by creating legitimate and possible aspirations, while finding and supporting appropriate trends and values, and raising enthusiasm to overcome Odds and obstacles.
- 4 - Correct some of the shortcomings and perceptions in dealing with environmental issues, and therefore to consider environmental issues as meaning only manifestations and sources of pollution, as well as saying that development by nature leads to the waste of environmental sources or pollution of the environment, it is important to link the environment and development, as the development of the environment Developing and improving them provides an opportunity for present and future generations to live better
(Tareq Osama Saleh, 2006, p. 34).

The objectives of environmental information are, in essence, noble if implemented on the ground in order to contribute effectively to the preservation of the environment.

3 - Objectives of environmental information:

The mission of environmental media is to use all media to raise awareness of human beings, to provide them with all information that guides their behavior, and to promote them to the responsibility of preserving the environment. Environmental media seeks to achieve a set of objectives, including:

- Creating awareness and raising awareness of environmental issues.
- Provide the individual with various information on environmental issues.
- Change the negative attitudes of the individual towards the environment.
- Encourage individual participation in the face of environmental problems.
- Providing the individual with the various skills necessary to participate in the protection of the environment and the development of its resources, and the ability to predict environmental problems before they occur.
- Create motivation for the individual to participate in solving environmental problems.
- Changing negative behavior towards the environment (**Abdul Jawad Saeed Rabie, 2005, p. 55**)

4. Environmental Media Functions:

A- News and Media:

This function is one of the main functions of environmental media, and is the focus of other functions by informing and informing the masses and different segments of society at different ages and levels of what is happening locally, regionally and internationally of environmental events.

B. Guidance and guidance:

The function of environmental media goes beyond mere news and information to explaining and interpreting environmental problems and explaining their causes and negative impacts.

C. Education and Education

Environmental media plays an important role in education and education, including new developments regarding the environment and its issues, and pushing individuals to research, acquire and acquire the necessary skills to develop performance and develop positive attitudes towards the environment(**Khaled Mustafa Kassem,2007, p. 43**).

5. Environmental media

The media has become an integral part of the education process and represents the cornerstone of non-formal education. This is evident from the relationship between media and environmental education. Despite the different means and circumstances surrounding the two currencies, the goal is one: to create and strengthen environmental awareness.

The media of all kinds, print, audio and visual, are working to achieve the mission of environmental media in the service of protecting the environment, spreading environmental awareness among the citizen, developing it and directing its environmental behavior in the right direction by stimulating it to participate seriously in protecting and caring for its environment.

- **Journalism:** The press plays an important role in the transfer of information and news, which helps to develop environmental awareness, and the technological development in the press has affected the quality of printing on the transfer of color image from the scene of events, increased its impact on those who get their environmental information from the press, where The press is characterized by its audience is literate and has a level of culture.

- **Radio:** Radio can also play an important role in the field of environmental education through various programs and classes dealing with environmental programs. The radio is characterized by the property of its transmission clearly to all areas, as well as a means of communicating environmental information to the illiterate and the learner, and is distinguished from other means Hear it anytime, anywhere.

- **Television:** TV is distinct from the press and radio that combines movement, sound, image and color, and makes the viewer at the scene of the event, which confirms the role of television as an effective means of environmental media in the media, news and education, and this is achieved through the accuracy in the selection of environmental topics of interest to the viewer And the time to broadcast these programs.

• **Mobile:** Mobile has become one of the fastest means of communication in the exchange of information among members of the public, and environmental activists have benefited from this special mobile phone, where they became dependent on it in emergencies that require the immediate transfer of environmental information, whether text messages or video to a large number of individuals at the same time and anywhere in the world and physically inexpensive.

• **Internet:** As traditional media play an active role in environmental awareness, alternative media on the other front has become an effective supporter in mobilizing civil society efforts and stimulating popular participation in environmental protection (**Fatiha Mohammed Hassan, 2006, p. 66**). This area is as follows:

A - Blogs: These are pages on the Internet that Internet users create and take notes, diaries, opinions, and ideas. The most famous:

- ✓ **Green blogs**
- ✓ **Enviroblogs**
- ✓ **Araenvironment Montior**

Through environmental blogs, bloggers publish environmental news, inform blog readers of conferences or seminars held by civil society organizations concerned with the environment, comment on some current events in the environment, as well as mobilize and mobilize volunteer efforts for the public to make a decision or behavior towards environmental issues that call for immediate public action.

(B) Online discussion groups: Some Internet users who advocate for environmental issues create news sites on the Internet to provide specialized news in the field of the environment to the participants in the group by sending e-newsletters to his e-mail.

C - online experiences exchange: Through what is known as global communities that take chat rooms and online discussion points points of convergence of people of common interest each other, and advocates of the environment to exchange ideas and experiences among themselves in order to develop their skills and the site ONE WORLD is one of the most

famous sites Working in advocating global environmental issues (**Razak Asmaa, 2007, p. 55**).

6 - Environmental media audience.

Media coverage of environmental issues targets many categories and sectors. The objectives for which media messages are directed are different for each category, as well as the methods of grooming and persuasion.

- ✓ Decision-makers and legislative and executive decision-makers: This group is empowered to issue legislation and laws and to take decisions and actions to reduce environmental degradation. The aim is to increase the likelihood of adopting a sound environmental policy.
- ✓ Community opinion leaders: university professors, thinkers, religious scholars, members of parties and trade unions, in order to persuade them to exert more efforts to pressure decision-makers towards issuing environmental legislation or laws and to take decisions and measures to preserve, protect and reduce their degradation.
- ✓ Members of associations: as a form of active public participation in the preservation of the environment, they also have a significant role in lobbying decision makers and implementers.
- ✓ Journalists: Many studies have proved that they have a fundamental role in determining the priorities and concerns of the public in all issues and problems, including environmental issues.

Ordinary readers: in all their sectors and categories through a simplified message in attractive forms of journalism commensurate with the characteristics and interests of each category, helping them to develop their environmental awareness through a correct understanding of environmental issues as well as urging them to participate in efforts to protect the environment (**Roland Kairon, 1984, p. 39**).

7 - ingredients of the success of environmental media

Media in the field of environment is considered one of the basic elements of environmental protection, creating environmental awareness, transferring new experiences, knowledge and values related to environmental protection, calling for abandoning harmful behaviors, and directing the media to the public in order to form pressure forces to urge decision-makers to adopt a balanced development policy that respects the environment. On their natural resources.

For the positive impact of environmental media to be realized in the public, there must be full coordination between these media, and this requires scientific planning based on the following principles:

- Provide positive models and support all efforts supporting the environment.
- Provide the necessary material and human resources to adopt new behaviors and change patterns of harmful behaviors.
- Attention to environmental education in schools and universities and among all members of the community.
- The need for the participation of parties in all efforts to protect the environment and support the official bodies in this area.
- Encouraging associations that aim to contribute to solving environmental problems facing society.
- Enact and enforce environmental laws strictly and strictly, so that environmental discipline is achieved in cases where persuasive efforts are not sufficient to achieve this goal
- Attention to field studies and researches that deal with environmental problems in universities and specialized scientific research centers.
- Redistribution of the population to the largest possible geographical area of the country.

Environmental media should use all persuasion strategies capable of influencing and persuading new behavioral patterns and changing prevailing behavioral patterns (**Ibrahim Sulaiman Issa, 2002, p.90**).

8- Persuasive approaches used in the media treatment of environmental issues:

Environmental outreach messages to the media should focus on the multiplicity of persuasive approaches in order to achieve public attraction and desired impact. The

persuasive approaches targeted by environmental awareness messages can be summarized in the following points:

- ✓ Focus on health damage from pollution.
- ✓ Clarify the attitude of religion to wrong environmental behaviors.
- ✓ Highlight financial and economic losses to environmental degradation.
- ✓ Highlight the resolution in applying the environmental law to violators.
- ✓ Highlight fear for the future of future generations to live in a healthy environment.
- ✓ Comparison of public behavior in developed countries.
- ✓ The right of the public to take initiatives in protecting the environment from pollution.
- ✓ Highlight voluntary efforts in initiatives to protect the environment from pollution.

Official efforts alone are not sufficient to address pollution(**Sayed Ashour Ahmed, 2006, p. 99**).

9- Factors affecting environmental issues:

They are a set of factors that affect media coverage of environmental issues that result in a particular approach to addressing these issues. They may not necessarily be consistent with the required role of media in this area. These factors include:

- Political factors:

Political factors play an important role in media coverage depending on:

- The extent to which governments, NGOs and parties adopt these issues, where the degree of interest in these issues varies from society to society and from country to country.
- Differences of vision between the major industrialized countries and third world countries, while the issue of the dumping of toxic and nuclear waste in the territory of third world countries is an important issue for these countries, the issue of reducing the degree of air pollution with carbon dioxide is the most important issue for the major industrialized countries.

- Different vision of the political decision-maker on environmental issues, and different appreciation of their importance.

-Economic factors:

The economic factor has emerged as an influential factor in addressing environmental issues. Developing countries considered that the problems on the table concerned industrialized countries in the first place and that they were not a priority for those countries whose industrialization programs were still in their infancy.

Media Factors:

Media determinants are a set of factors related to the institutional structure of the media, the nature of its work, the level of media workers in terms of craftsmanship and their familiarity with environmental issues and the level of technology.

- Determine the objective of the media process, such as confronting industrial pollution.
- Identify the target audience as a first step to identify the means for each sector, as well as the appropriate message.
- Link the message to positive incentives while providing positive models of environmental behavior, and give audiences specific instructions on how to properly deal with the environment.

Determinants related to environmental thought itself:

In order to differentiate the incident as a result of environmentalists address the problem and provide different solutions and various proposals to address them, in addition to their differences on the priorities that each team gave them to these phenomena, which had a clear impact on the media to deal with the issues of the neighborhood, there are those who say should be thrown on land As a result of the media effort in addressing environmental issues, a range of results can be achieved, most notably:

Increased awareness of the number of environmental problems, as evidenced by the departure of the environmental media message from the scope of the practical elite concerned with these topics to the trend of making environmental issues global global issues pertaining to the entire planet.

- The emergence of ideas and programs to address the problems of the environment in the agendas of different governments, and began to form a national opinion and international support for and support to solve these problems.
- Increasing interest in environmental education from basic education to university level, where academic disciplines in environmental culture and media are emerging.
- Increase media attention through mass communication of environmental issues (**Boudiaf Malika, 2009, p. 123**).

II. Environmental information and environmental challenges in Algeria

1- Algerian Environmental Media:

Algeria is one of the countries and countries heavily concerned with environmental issues. It is concerned with the phenomenon of desertification and is also threatened with severe water scarcity soon. Needs that are more or less closely linked to the environment (eg energy, agricultural expansion, which require significant amounts of water and also measures to protect agricultural land from Bouar).

It is well known that the Algerian state has adopted several strategies to face environmental crises such as desalination of sea water, construction of dams to increase the storage capacity of water, and the establishment of filtering stations for use in irrigating agricultural land. And others are all challenges that present themselves, especially in Algeria, and here it is clear that environmental media must play its role in these important circumstances, and serve as a supporting paper in the creation of sustainable development based on the optimal exploitation of wealth and resources Environmental Algerian, and by creating environmental awareness among individuals, and to discuss and analyze plans and strategies adopted for the purpose of evaluating modified, strengthened or even change them if necessary (**Emad Mohammed Thiab Al-Hafeez, 2005, p. 156**).

The following is an overview of the Algerian media and how they deal with environmental issues and ways of dealing with them and how to deal with them:

-Written Journalism: The only daily journalist in Algeria that devotes a weekly page to the environment is "El Sabah", a newly established and limited distribution, with local and global topics. It focuses on simplified information aimed at environmental awareness. The weekly environmental page, which appeared for three years in Al-Shorouk Newspaper, stopped

even though it touched on important issues that started with domestic waste, dirty water, assault on green areas and revealed some major environmental violations. However, the environment remains an issue in the Algerian press at the level of local pages, variety and investigations, although no special pages have been allocated to them. Industrial pollution, pollution of the sea and beaches are at the forefront of Algerian environmental information, followed by solid waste, disasters, desertification and environmental health.

El-Watan, a French-language newspaper, features in-depth coverage of environmental issues, particularly those related to international environmental treaties and conferences. Among the Algerian newspapers published in Arabic, "Al-Khabar", which is the most prevalent, highlights its continuous coverage of environmental issues through the news and investigations carried out by a specialized editor. The environment is almost a daily issue in Al-Khabar, where environmental editor Karim Kali carried out field investigations of pollution of the coast with untreated wastewater, ship waste, theft of coral coral and depletion of forest wealth. In addition to the investigation of the problems, "El Khabar" newspaper extensively covers the activities of the Ministry of Environment and the creation of the region.

-Radio: Since 1999, two radio programs on the environment have appeared in Algeria, at the local and national levels. In the first national channel, Ahmed Melha presented a 50-minute program entitled "Environment and the Ocean", which opened hot files, including pollution of beaches and water with solid waste, desertification and wastewater. The second radio program, prepared and presented by Fatiha al-Shara on a local radio channel in southern Algeria, entitled "The Green World", is in the form of an audio magazine of fifty-five minutes containing paragraphs of news, investigations, miscellaneous and messages. Since 2004, the Algerian Cultural Radio has started to broadcast a successful weekly program entitled "Environment and Life" every evening. The content of the program is centered on protected areas, biodiversity and industrial pollution, as well as news, investigations, interviews and various environmental information. It should be noted that there is an environmental program at the level of almost all Algerian radio stations, such as Radio Constantine, Annaba, Oran and others. As for the Algerian television, it in turn provides occasional environmental

topics ranging from news, investigations and information, in the framework of special programs or through news coverage, but they remain insufficient and need more depth as well as continuity in the launch and not only in the context of events and environmental disasters . The goal of environmental media is to educate the public and decision-makers on the importance of preserving the natural environment and managing its resources in a balanced manner, through the proper personal treatment of individuals and groups with the natural environment, and the integration of environmental consideration in national development plans. Hence, the awareness of the masses does not stop at merely urging them to act individually, but extends to providing them with the knowledge and motivations to form a public opinion that respects the environmental system and pressures decision makers to adopt integrated development plans that take into consideration Bar. Environmental media is a key link in developing awareness about environmental issues and problems, but efforts must be made from environmental education to mass media in order to achieve the ultimate goals and objectives and to achieve environmental awareness and awareness(**Shadwan Ali Shaibah, 2005, p. 90**).

2 - Media treatment of environmental issues: The tremendous technological advances made by the media since the invention of printing, and until the present stage have profound repercussions in the expansion of the media in terms of quantity and quality and access to diverse groups that have increased in number in the current century, and the means of mass communication to remote areas It is no longer confined to cities and capitals, resulting in a fundamental shift in the nature of the functions and roles of the media within society, especially the press and radio, as well as the wide spread of television. Media treatments of environmental issues do not take an independent form from other aspects of social, political and cultural activity in society, but are determined in the general context that achieves the interests of the social forces that control the sources of economic wealth and political power, and despite the importance of the role played by the media in the environmental field, The type and volume of media treatments for environmental issues are still not up to the level of environmental problems and dangers facing the world. They occupy a marginal priority for the audio-visual and print media. All of these factors influence the process of shaping the environmental awareness of individuals (**Abdul Rahman al-Saadani, 2007, p. 176**).

3 - Development of media treatment of environmental issues

The media's handling of environmental issues is not new, but the new one is the increasing media interest in these issues at the present time. The media treatment of environmental issues has known different stages of development that can be summarized in three basic stages as follows:

The first phase

Media coverage of environmental issues at this stage until the pre-1970s was limited to the dissemination and broadcasting of some news about incidents occurring at great intervals.

In particular, marine accidents resulting in pollution of sea water, and the general characteristic of this treatment is that it is within the scope of media excitement, which seeks to attract the attention of the recipient using all available means and means to achieve a head start. To adopt a unified position towards these issues, and note that the media address of environmental issues at this stage was characterized by the following:

- Media coverage of environmental issues has been associated primarily with a dramatic event.
- Media coverage focuses on the negative effects of an environmental event and its losses as it is amplified. Media coverage is often superficial based mainly on statements by some officials.
- Rarely follow-up to the environmental event after it occurs and its media coverage.

The second phase:

Researchers called it the stage of specialized media. A new vision by scientists on environmental issues calling for the preservation of environmental balance and this vision made it clear that the environment can no longer regenerate its natural resources and disturbed the balance between its elements and the atmosphere became polluted by car exhaust and factory chimneys (**Boumkhela dispute, 2006/2007, p. 154**), has led to the effects Public media attention to environmental issues, this phase has two main characteristics:

1 - Focus on the specialized media message: limited circulation that addresses the category of intellectuals, scientists and those concerned with the study of these subjects in a specialized study.

2. The widespread interest of the mass media in news coverage: mainly in conferences and research on environmental issues, in addition to the publication of important incidents that occur here and there and resulting in environmental damage.

Third phase:

Some serious global accidents in the second half of the 1980s, such as the nuclear reactor at Chernobyl in the former Soviet Union in 1986 and the flow of chemicals such as mercury in the Rhine during a fire in a warehouse in Switzerland caused the loss of millions of fish and contaminated drinking water in Germany. The Netherlands has led to increased public interest worldwide in environmental issues, combining elements of excitement and scientific vision, which contributes to the development of specific objectives of the media message.

This phase has been called the stage of mass media, namely:

A - News level: which was linked to news coverage of events related to the environment, such as conferences and seminars, in addition to incidents associated with the environment, and newspapers devoted pages specializing in the environment and the emergence of specialized magazines for the environment, as well as programs specialized radio and television.

B - the level of creating an opinion about the environment: through motivating individuals to protect the environment through the media as well as activists of associations interested in the environment and the inclusion of environmental science in the curriculum.

The most important media characteristics of this stage were:

- Simplifying scientific information related to pollution problems and linking them with some direct life problems, which helped to formulate communication messages addressed to large segments of the public or recipients in an understandable or appropriate form.

Formulate a specific goal or an integrated vision of media messages addressed to such topics, which is to achieve environmental balance.

- Increased space allocated to these topics in all mass media as a result of a request from the recipients for information on environmental issues.

Achieving a clear degree of blending between the media message addressed to the elite and the average citizen, which led to an increase in the confidence of the recipient in the information provided by the media in these subjects.

4 - Objectives of media treatment of environmental issues

Media treatment of environmental issues seeks to achieve the following objectives:

- ✓ Introduce environmental issues and problems.
- ✓ Develop environmental awareness and skills.
- ✓ Develop positive environmental trends.
- ✓ Stimulate participation in solving environmental problems.
- ✓ Develop the ability to evaluate by enhancing the pros and avoiding the negatives.

The responsibilities of media professionals towards environmental issues are as follows:

Transferring all the issues that concern individuals in their different environments from the environment problems, following up their solutions and transferring them to the individuals, so that the media process can be resonated and the specificity of the environmental issues from one community to another.

-Continuous Ongoing training with simplification of environmental information and delivery to different segments.

-Continuous cooperation with the official authorities charged with environmental affairs.

- ✓ View environmental topics and events in a timely manner and predict them before they occur.
- ✓ Linking environmental issues and issues to the immediate concerns of citizens.

Media treatment should not be limited to presenting the viewpoint of officials only;

Activating the role of the media portal guardian, and reinforcing his positive attitudes towards environmental protection and conservation (**Alfie Adel Maher, 2009, p. 76**).

5 - Patterns of information technology used in dealing with environmental issues

When addressing environmental issues in media, there are generally two techniques used to present environmental issues:

Specialized media technology: It is the scope of the provision of specialized scientific material for a specific group of interested in a particular subject, and is characterized by reliance on research and studies with specialization in a particular subject addressed to a small number of recipients, the main media tool in this framework is the specialized scientific journal or Specific scientific books subject, and this media style resulting from this technique is called the pattern of scientific elite media.

- ✓ Public Information Technology: It has been used in the field of environmental issues at several levels:

A - News level: It is linked to the speed of news coverage of events related to the environment, conferences, seminars or the results of research conducted in this area, in addition to exciting incidents associated with the environment, and depends on the level of news or media precedent, the motivation is a professional motivation linked to the media profession The media message at this level is simple and superficial.

B - Level of seeking to create a new public opinion or a new direction of the recipient of environmental issues:

It is the most complex level, and the media can play a role in adopting new views and trends, especially in subjects where the recipients have not expressed or formed opinions.

Research conducted by UNESCO has pointed to media technologies through which the media can disseminate new ideas:

- Induction or activation: through programs designed to arouse interest and alert and induce the need to adopt a new idea.
- Assessment: through programs designed to provide information to those interested in a particular subject and are looking for additional materials to help them evaluate what they are looking for.

- **Reinforcement:** It is within the scope of developing a media plan to support attention to the issue to be adopted by the recipients continuously on the vision to be communicated to the recipients through intensification and repetitive communication.

- **News:** intended to provide simple news paragraphs containing new information related to different aspects of the issue of concern.

- **Professional technology:** It is the preparation of programs designed specifically for groups and individuals directly linked to the concern, and includes two levels: the level of recipients, and the level of communicators (**Abu Ain Kawther Mohammed, 2006, p. 133**).

6 - Environmental Media Public: Unlike other specialized media, which is directed to a specific category of society, such as women's media, for example, directed only to the category of women, or child media directed to children, etc., we find environmental media does not belong to a specific category, but It is addressed to all sectors of society.

The audience of environmental media is not limited to those interested in environmental activists, but extends to various sectors of society, ranging from the young child to the elder Sheikh regardless of the educational, cultural, social and economic level of these individuals, and is considered "environmental activists and civil society. However, intelligent environmental media should be of interest to other stakeholders: politicians, government institutions, industrialists, not to mention intellectuals and intellectuals. Lab professionals, employees and housewives.

Asked about who is the environmental media audience, Wajdi Riyad, the deputy editor of Al-Ahram newspaper, who is in charge of the environmental page, said: Eligibility, investors, and jurists are the fundamental base of the environmental media audience, as are the executive politicians. The environmental media audience is:

- Decision makers and legislative and executive decision makers.
- Community opinion leaders such as university professors, thinkers, religious scholars, members of parties and trade unions.
- Members of NGOs and civil society organizations.
- Media Leaders (**Aporia Susan, 1999, p. 76**).

7- Environmental issues addressed by the media:

Media coverage and prioritization of environmental incidents varies from country to country, period to period and from one media to another depending on the objective circumstances perceived by the media.

There are many environmental issues that the media are supposed to address and can be grouped under the following main categories:

-Conservation and conservation of the environment, protection of the environment from pollution, linking environment and development within the framework of the ongoing development strategy.

There are many environmental issues, including:

- Balance between population and resources, problems of hunger and thirst, sound environmental management.
- Combating desertification and drought, management of hazardous wastes, protection of water resources, conservation of biodiversity, nature-friendly technology (**Ahmed Bakr El-Sheikh, 2005, p. 79**).

8-Press and environmental issues

Journalism is one of the means by which the development of societies is measured. Lerner, the author of the theory of the decline of traditional society, believes that journalism is one of the most important media by which the development of any society is measured.

With the current technological developments in the journalistic industry, public newspapers that have been directed to a large audience have receded, and specialized journalism has emerged as one of the ways the newspaper is working.

Given the fact that media coverage varies between different media outlets, media researchers agree that the medium is almost unique to the rest of the audio-visual media. That they need to cover events in an urgent and visible way, journalists have time to think about how best to deal with the crisis, including thinking about the complex problems associated with the issues involved.

Newspapers are an important media, especially since a wide class of society can own them. Hence, the legal responsibility of newspapers, as well as the moral responsibility imposed by the sensitivity of the subject it deals with in more detail than in other media, is increasing.

One of the basic functions of journalism in particular is to spread environmental awareness and to direct the behavior of individuals towards proper dealing with the elements of the environment and its resources. Without this, development plans cannot succeed. To environmental problems(**Ahmed Bakr El-Sheikh, 2005, p. 85**).

Conclusion:

Despite the importance of environmental issues at the present time, in light of the increasing problems around the world, including Algeria, and the need for serious and effective media treatment in the Algerian media, the Algerian media does not attach importance to environmental issues and problems, where the treatments are Environmental issues are temporal, often related to natural disasters such as earthquakes or floods in Algeria or other countries. To create positive attitudes among readers, therefore, the Algerian media does not play its role in contributing to the protection of the environment by spreading environmental awareness among individuals.

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