



“ROLE OF MEDIA IN BIODIVERSITY CONSERVATION”: A REVIEW

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ABSTRACT:

Biodiversity (Animal, Plants and Microorganisms) have multidimensional role in the sustainable development of ecosystem. Human is the dominant factor of ecosystem as he can alter anything according to his interest. Most of the anthropogenic activities related to development disturbed the biodiversity all over the world in large extent. There are many reasons of biodiversity loss but anthropogenic activities are at first rank. Habitat destruction, agricultural expansion at the banks of river and lakes, sand extraction, unplanned tourism, deforestation, construction of roads and rail lines through forests, fast expansion in industrial areas are some of the prominent anthropogenic activities responsible for biodiversity loss.



To educate and aware the peoples regarding the importance of environment and biodiversity is the need of time. Introduction of environment awareness course in schools and colleges, various activities conducted by biodiversity conservation institutes at national and international levels, organization of seminars, conferences, symposia to target group of audience are inadequate measure in this regard.

Now a day's media (print media, electronic media and social media) is having great impact on society as they attract most of the population throughout the world. So, the media plays vital role to aware the peoples about the importance of biodiversity.

KEYWORDS: *Biodiversity, sustainable development, anthropogenic activities, print media, electronic media, social media.*

I. INTRODUCTION:

Media is nothing but the communication means or tools used to store and deliver the information or data. It is associated with the mass media communication businesses such as print media, the press, photography, advertising, cinema, broadcasting (radio and television), and publishing. The purpose of public media is to provide programs and services that inform, educate, enlighten, and enrich the public.

Biodiversity or Biological diversity is the differences and variety among the living organisms of all sources. It includes all terrestrial, marine, aquatic, and other different ecosystems and ecological complexes. Biodiversity mainly explains the variety of life from genes to ecosystems, including their existences, genetic variations, their habitat, inhabitants and the ecosystem in which they are present and other evolutionary processes that maintain the system functioning, changing and adapting. There are mainly three types of biodiversity according to hierarchical levels these are, Genetic, species and ecological diversity. Biodiversity helps in maintaining the balance of ecosystem. Due to major anthropogenic activities, most of the flora and fauna undergo extinction and which results in

biodiversity loss. The causes responsible for biodiversity extinction are, alteration and loss of habitats, introduction of exotic species and modified organisms, pollution, climate change, overexploitation of natural resources etc. The loss of biodiversity could adversely affect our environment as the balance is lost and the natural food web is disturbed. Thus, as we realize its importance in our survival, biodiversity conservation has now become a matter of high priority. Now a day's media is having great impact on human behaviour. In fact, the human mentality totally depends on what are the things he watch and listen every day. Media is having great impact on human society.

II. TYPES OF MEDIA:

When contrasted with conventional media, which was just limited to prints (generally papers) and radio, present day media comes in numerous different structures, including print media (books, magazines, papers, Research diaries and so on.), TV, motion pictures, computer games, music, mobile phones, different sorts of programming, and the Internet. Each sort of media includes both substance, and furthermore a gadget or article through which that content is conveyed.

➤ *Print Media:*

Generally, just well off distributors approached complex sort setting advances important to make printed material, yet this has changed lately with the across the board openness of work area distributing programming and print-on-request production administrations, for example, Lulu.com (LINK). All the more as of late, electronic book perusers, for example, the Amazon Kindle which store several books on a solitary gadget and which enable perusers to straightforwardly download books and papers have turned out to be famous.

➤ *Television:*

TV has been portrayed as the advanced and prevalent kind of media when contrasted with print media. TV is the media which makes both various media sway on human culture and this media is more complex and effectively open than print media. Watchers may utilize DVR (computerized video recorder) gadgets, for example, a Tivo to record programs at one time and watch them at some other point.

➤ *Other Media:*

Other kind of media for the most part incorporates web-based social networking which just relies on computerized innovation. Such media incorporates Facebook, Whatsapp, Twitter, Orkut and so forth. Alongside this, DVD and Blu-Ray plates, which can be leased from stores and through-the-mail administrations, for example, Netflix, and through downloadable PC records, which can be legitimately downloaded from motion picture rental administrations, for example, Amazon and iTunes or gushed through Netflix or on-request link administrations. Home motion pictures delivered by novices with cheap camcorders are presently likewise generally accessible through video sharing sites, for example, YouTube.com and Vimeo.com.

III) MEDIA AND BIODIVERSITY:

As far as the biodiversity of entire globe is concerned and if we focussed only on hotspots of biodiversity, There are about 14 important biodiversity hotspots globally; these are East Melanesian Islands, Himalaya, Indo-Burma, Japan, Mountains of Southwest China, New Caledonia, New Zealand, Philippines, Polynesia-Micronesia, Southwest Australia, Forests of Eastern Australia, Sunderland, Wallacea, Western Ghats and Sri Lanka. Within which African continents have about 8 hotspots, 14 Hotspots represent important biodiversity within Asia-Pacific continent, 4 hotspots are unique in their diversity in Europe and Central Asia, North and Central America hosts to thousands of acres of important habitats, South America has some of the richest and most diverse life on Earth. As far as India is concerned, it has been divided into 10 recognizable bio-geographic zones; these are Trans-Himalayan Region, Himalayan Zone, Indian Desert Zone, Semi Arid Region, Western Ghats, Deccan

Plateau, Gangetic Plain and North East Region. Animals are broadly classified into two main groups i.e. Invertebrates and Vertebrates. One more group which acts as connecting link between these two is Proto-chordates. Plants are broadly grouped into Angiosperms, Gymnosperms, Pteridophytes and Bryophytes. Biodiversity includes some microscopic plants and animals. Among the entire biodiversity, only 20% was studied worldwide while remaining 80% remain undescribed till date. As the biodiversity is very important and crucial part of human life, it is today's need to aware the peoples regarding the importance of biodiversity so, in this context media plays very important role.

As far as print media is concerned, different types of newspapers of all languages publish some news on biodiversity and aware the peoples. Wildlife institutes at national and international level like Bombay Natural History Society (BNHS), Indian Board for Wildlife (IBWL), International Union of Conservation of Nature (IUCN), Indian Council of Forestry research and education (ICFRE), Forest Research Institute (FRI), World Wildlife Fund (WWF) etc. releasing different types of Biodiversity Magazines like Nature, Biology Today, Nature insight, Biodiversity conservation, Ecological Science Review, Bird watching, Defenders, Bird Life, The Red List, Pacific conservation Biology etc. plays very vital role to understand the importance of biodiversity. Various types of research journals like Asian journal of biodiversity, Biodiversity Journal (Speciation & Taxonomy), International journal of molecular evolution & biodiversity, Iranian journal of animal biosystematics, Journal of biodiversity & environmental science, Conservation biology etc. also have great impact on biodiversity conservation.

Television media is becoming more popular and effective in biodiversity conservation. Many television channels like Discovery, Animal Planet, National geographic, Nat-Geo-WILD, *Vigyan Prasar* etc. are broadcasting biodiversity programmes. Many movies on biodiversity like Jurassic park, The evolution, Call of life, Jungle book etc. and many wildlife documentaries are succeeded to create positive impact on human mind regarding the conservation of biodiversity. Short films of biodiversity on you tube also becoming popular day by day.

Social media like facebook, Whatsapp, Twitter and Orkut also proved their significance with respect to biodiversity conservation. Of these facebook and whatsapp are very popular among the peoples. Biodiversity related groups on facebook like Bombay Natural History Society, Insect India, Jumping Spiders, Indian Flora, Bird watchers, Maharashtra Zoology, Dragonfly India, Life Science, Malabar Nature club, Frogs of India, Butterflies of India, Amphibians of India etc. are very active facebook groups as the share some photographs and important information about a particular species. Some whatsapp groups like *Paryavaran Samvardhan*, Life sciences are also share some valuable information regarding biodiversity.

IV) CONCLUSION:

Biodiversity conservation is an issue of public awareness. In this regard to organize various conferences, seminars, symposia at national and international level and discuss biodiversity issues with target group of participants is not the concrete solution with respect to biodiversity conservation. To educate and aware the layman about importance of biodiversity is need of the time. Also it is impossible to study or observe the entire biodiversity of the world to any single person; so media plays very vital role to know and understand the biodiversity within very short period of time as well as aware the peoples in very simple and easy way. As compared to print media, the electronic media is having great impact on audience and hence they underlined their importance throughout the world. In this context, some television channels like Discovery, National geographic, Nat-Geo-WILD, *Vigyan Prasar* etc. are playing some biodiversity programmes 24x7.

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