

عنوان مقاله:

The effect of communication globalization on citizen's tendencies towards environment protection: Case study of Tehran citizens

محل انتشار:

فصلنامه مطالعات اجتماعی، دوره 3، شماره 5 (سال: 1398)

تعداد صفحات اصل مقاله: 12

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خلاصه مقاله:

The increase in environmental pollutions and the daily increasing destruction of the ecology have caused worries in the societies and drawn their attentions towards the reasons, outcomes as well as the methods of reducing them. Various factors are involved in reducing the aforesaid threatening conditions. The present study emphasizes on the role of the media and globalization of the communications and deals with the inclinations towards guarding and protecting the environment amongst the citizens residing Tehran. The present study makes use of a survey method. A total of 277 residents from Tehran were selected in urban districts one, five and fourteen. To analyze the obtained data, use was made of correlation analysis and multivariate regression test. The study findings of the correlation analysis part are reflective of the existence of a positive and significant relationship between the globalization of the communications and tendencies towards the environment conservation. As for the tendencies towards the environment protection, the study findings are suggestive of the idea that the study participants have been assessed in three levels, namely cognitive, affective and behavioral (in two dimensions of intervention and participation), and that the increase in the enjoyment of the global communications brings about an increase in individuals' tendencies for environment conservation. These bioenvironmental analyses enable the instigation of more attention in the general public. However, the general public's sensitivity might be provoked by means of the media and communications. It seems that the media analyses of the environment shoulders the essential role for the favorable bioenvironmental governance. Therefore, the most rational thing to do about the protection of the resources and environment is giving value to the media and communications.

کلمات کلیدی:

Environment Conservation, communications' globalization, environment destruction, communicational awareness

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