

Journal



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Journal of Public Relations Research Middle East

It is a scientific journal that publishes specialized research papers in Public Relations, Mass Media and Communication, after peer refereeing these papers by a number of specialized Professors.

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Employing the new media in spreading awareness of sustainable developments issues - Environmental awareness model – Field Study

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Abstract

Researcher in this part of the methodological procedures and steps in their field study of new media employ in raising awareness of development issues sustainable development Environmental awareness model applied study on a sample of the media in the period {From January 2016 until December 2016}.

The researcher used the descriptive and analytical approach; it depends on the facts and then assemble collation, analysis and interpretation to reach acceptable results. The researcher used survey practice methods for media practitioners in its different forms as the most able to benefit research.

The most important results: -

1. 64% of the research community see that new media did not employ in the field of environmental education, and 26% from the same society they see as employed to some extent, and 10% believe it has been the employment of new media in the field of environmental awareness.
2. 47% of the research community agree that the new media deficient in spreading awareness of environmental problems, and 23% agree strongly that there is a shortcoming, it is noted that the total of approved Overall, up to 70%, which is high, confirming that the Arab environmental organizations did not bother to new media as it should .
3. 49% of the research community agree that what is published in the Arab media for and protecting the environment are not commensurate with their importance, said 30% that they agree strongly, it notes that about 79% agree collectively on what is published in the Arab media for and protecting the environment are not commensurate with their importance.

The most important recommendations of the research: -

1. Raising awareness through media campaigns aimed at raising environmental awareness of the importance of good handle, through the involvement of influential new media in awareness campaigns.

2. The need for attention to wipe cultural literacy for rural women to play an important role in rationalizing the use of sources of wealth and waste recycling and the elimination of health and environmental pollution.
3. Promoting the theme of environmental protection has become a necessity imposed by the developments of the current era, and that the new communications media interest in increasing environmental send the message down to the community conscious of environmental issues and the need to protect it.