

**SOLUTION OF  
ENVIRONMENTAL  
PROBLEMS THROUGH  
THE MEDIA: CASE OF  
KAZAKHSTAN****Introduction**

Anders Hansen reminds us that: 'Communication is central to how we come to know, and to know about, the environment and environmental issues, and the major communication media are a central public arena through which we become aware of environmental issues and the way they are addressed, contested and resolved' (Hansen, 2011, p.9).

Media (and Communication and Cultural) Studies research and teaching plays a central role in understanding how environmental issues are constructed, contested, understood and acted upon. Yet, the importance of mediated communication in understanding the environment appears not to be getting through to our students. One obvious answer is to explore the status of the environment as a topic of concern within the discipline – thus, we could turn around the question and ask, where is 'the environment' within Media Studies research? Hansen correctly claims that since the 1990s, and during the last decade in particular, environmental communication research has matured into an established field. However, it is still a relatively small subsection of Media and Communication Studies. This is evident when we take a brief look at the number of book publications on environment and media produced over the last 20 years. In the UK and USA, these include: Anders Hansen (ed), *The Mass Media and Environmental Issues*(1993); Alison Anderson, *Media, Culture and Environment* (1997); Barbara Adam, Stuart Allan, and Cynthia Carter (eds), *Environmental Risks and the Media* (2000); Robert Cox, *Environmental Communication and the Public Sphere* (2006); Julia B. Corbett, *Communicating Nature* (2006); Tammy Boyce and Justin Lewis (eds.), *Climate Change and the Media* (2009); Libby Lester, *Media and Environment* (2010); and Anders Hansen, *Environment, Media and Communication* (2010). This constitutes a very small amount over such a long period of time. Research often sets the agenda for teaching. Is it any wonder then that students do not think matters of the environment and sustainability are central to the discipline?

## Main body

The thematic justification: Nowadays is that generally speaking, the environmental situation is the biggest problem in Kazakhstan today. It is opinion that the topic of the environment is pivotal for our society. This difficulty begs the people of Kazakhstan to be unified. In the process, the most important factor is the media which educates the people environmentally and develops green thinking.

Object of research: the print media in Kazakhstan. First there were the newspapers «Dala ualayatynyn gazetii» (1888-1902 gg.), «Kazak» (1913-1918 gg.) «Saryarka» (1917-1918 gg.). And the first magazines «Aykap» (1912-1914 gg. ), «Abai» (1917-1918 gg.) «Sholpan» (1922-1923 gg.), «Jas Turkistan» (1929-1939 gg.), «Sana» (1923-1924 gg.), «Tan» (1924-1925 gg.). These were followed by the modern Kazakh national newspapers «Egemen Kazakhstan», «Ulan» and the regional newspapers «Evening Almaty», «My City» (Oskemen), and electronic websites devoted to environmental issues.

Subject of research: printed material concerning the handling of regional and national environmental problems, examining the existence of the media's influence on the past and present environmental situation.

Aims and goals of the research thesis: In this work the content of print media in Kazakhstan, related to the ecological situation will be examined. Historical-typological analysis of the development of the materials covered in Kazakh publications from the XIX century to the present, allowing the dynamics of the development process of environmental topics in Kazakh journalism, to be seen, uncovering its advantages and disadvantages, and showing the potential for further development.

- A brief historical and typological analysis of the emergence and development of the themes of ecology in the Kazakh press, starting with the publication of the XIX century to the present;

- Genre and thematic typology utilized in Kazakh journalism covering environmental problems;

- Regional print media informed the public concerning the existence of ecological problems;

- A comparative historical and typological content analysis of newspaper articles, revealing the dynamics of environmental issues in Kazakh journalism;

- The role and place of journalism in the formation and development of ecological culture;

- Genre and thematic originality in the journalistic skills of Kazakh writers covering ecological areas;

- The impact of the printed journalism on Kazakhstan's environmental themes.

Methodological basis is the use of quantitative research methods, using computer programs such as SSPS, as well as the methods of comparative, historical-comparative and genre-themed, typological analysis of newspaper articles of Kazakh journalism.

Scientific novelty of this study. Subject offered authors not previously included as extensive historical and thematic range, and did not offer the use of new research methods that allow to consider the problem both vertically and horizontally, that is, in historical and typological and thematic aspects.

This allows scholar the following novel conclusions from the research:

- In the traditional sense of the nomadic culture of peace, this work is the first to deal with the process of formation, the development of environmental topics in the Kazakh press.

- This is the first time that journalistic materials were systematically examined in regards to the disclosing of the causes of environmental disasters and their consequences.

- For the first time provides a comprehensive assessment of the role and importance of Kazakhstani journalism from the perspective of environmental activity;

- First proposed genre typology and thematic content analysis of newspaper materials designed for different age groups of the population of Kazakhstan;

- Compared for the first time, in terms of their effectiveness, the Kazakh press publications on environmental issues;

- First examined, from the aspect of journalistic skill, Kazakh journalists specializing in environmental topics.

- For the first time, a comparative content analysis of media materials on environmental issues from the perspective of decision-making by public authorities, and the impact of the media on environmental education and culture.

The scientific and practical significance of this research justifies the demand for special lecture courses in the faculties of journalism, political science, universities, and institutes of public administration as well as the work of journalists and media editors.

As a teaching tool, this study will serve as a guide for conferences, seminars on environmental topics,

and can be used by state and public organizations, and specialized think tanks researching environmental issues.

Human activity has a huge impact on the environment. Economic theory states that the society from time immemorial operates on four-link model, which includes the production, distribution, exchange and consumption of material goods. Economic theory states that the society from time immemorial operates on four-link model, which includes the production, distribution, exchange and consumption of material goods.

Impact on the environment in order to create the necessary wealth, and their continued consumption, of course, are an essential condition for the survival and development of our civilization.

Unfortunately we have not learned to produce and consume in a way as to avoid a negative impact on the environment.

Toxic industrial waste, illegal logging of forests, pollution of water bodies, and mountains of everyday domestic garbage in the cities as a result of irresponsible consumption. – All of these are the realities of today. It is not in any particular country, instead it is spread throughout the world.

Now is the time when high human industrial consumption is a prerequisite of its existence. It destroys nature's demand for balance of the environment, forming this road to destruction.

Environmental problems are not new issues to the world community. This is a globally ranked concern of high priority. In all of the world the investment towards this issue is growing.

Now is the time when high human industrial consumption is a prerequisite of its existence. It destroys countless demands of balance from the environment, forming this road to destruction.

The world ocean «greenhouse effect» movement is in the center of public attention. Commodity factors have active efforts to develop and implement green technologies of industrial activity.

High human industrial consumption is a prerequisite of its existence.

That's countless demands destroy balance of the environment, forming a destructive nature.

Create active effort to develop and implement green technologies of industrial activity. Varied effects of the conflict between man and nature have led to slow climate change on the planet. And it has become an inescapable, present ecological crisis that has no choice but to be addressed.

Thus, despite all efforts to change the situation for the better, the sad epithet «global» environmental challenges, retains their validity.

The environment and maintaining a balance with nature is becoming more acute.

The solution to these problems is beyond independent organizations, and current efforts; the issue needs larger attention. This problem has become more important and should be discussed and solved at the level of the state, political parties, education, and all parts of society.

## Conclusion

Environmental problems unfortunately are very common in Kazakhstan. Widespread production of raw materials (oil, gas, uranium, mercury, copper, lead, zinc, brass, steel, coal, etc.) on an industrial scale. The Aral Sea has been declared a zone of ecological disaster, which threatens to disappear from the face of the earth. Active reduction of water levels in Lake Balkhash. The testing of nuclear bombs which were held in Semey, Azgyr, and Baikonur, cosmodrome activities, brought a great irreversible damage to flora and fauna in the general environment.

The genesis of the formation of the ecological aspects of the media:

1. Nomads period of formation and the traditional approach of environmental awareness in society;
2. Period of the formation of the Kazakh media ecology theme (1888-1918);
3. Period of Kazakh political media coverage environmental theme (1917-1930);
4. Soviet Kazakh newspapers printed environmental topics and concerns raised during the period (1930-1980);
5. Environmental raised by an informal social movements and non-governmental organizations active in media publications of the period (1980-1991);
6. Independent media themes regional features and aspects considered classified is classified as the period covered.

Kazakh mass media publications devoted to the ecological system, TV broadcasts, radio broadcasts, creative, different, content and genre searches reasonable. Discussions of environmental issues and discourse, different views and opinions, their direction and effectiveness, the stability of the themes and principles, the impact of the government, environmental education and culture, which is reflected in issues such as the impact of the formation of a stable conclude that does not allow.

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