

Abstract

PhD dissertation
«6D050400 –Journalism»

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«Ways of formation of ecological culture in the information sphere: foreign experience and national model»

General description of the work: In the last decade, people have realized the great catastrophe of technological progress that they have created. The atmosphere, soil, water are being polluted, forests are being cut down, minerals are decreasing, and the human gene fund is deteriorating. The public, non-governmental organizations and individuals are alarmed by the sharp deterioration of the environmental situation in the world. Scientists cite its anthropogenic, technogenic patterns and link these causes with human activity. The optimal solution and improvement of current environmental problems, social and cultural life are primarily associated with human memory and traditions and the environment in which they live. Creating and maintaining a micro and macro environment is also possible for humanity. Therefore, the centuries-old experience of the people, that is, concern for nature, protection, and harmony of life is on the agenda.

An individual's conscious attitude to the environment and their contribution to its improvement will become the basis for the formation of ecological culture in combination with environmental education and upbringing. Thus, the biosphere culture passes into noosphere sensations. And, the information, expert and integration discourse regarding environmental issues in the scientific work begins with the biosphere and noosphere.

When a high level of cultural-cognitive communication arises in the relationship between man and nature, technological environment forms and develops. One of the elements of culture is the coordination between man and nature. The establishment of harmony between society and nature is evident from the level of development of ecological culture in the given society.

Interactions between society and natural systems result in well-defined ways of formation of ecological culture. Among them, foreign and domestic experience reflects joint organizations, joint events, and joint design trajectories. When speaking about environmental education in the community and environmental issues in the field of education, it is important to point out the practical application and positive results of such activities.

One of the planned activities within the framework of the ecological education system is the adoption of a sustainable development strategy that requires the United Nations and states to introduce new environmental education systems, biodiversity conservation, energy, and resource-saving technologies.

Concerning the global development of ecological education and upbringing, the program "Man and the Biosphere" launched in 1971 by UNESCO at the UN level. For the first time, the program on protection and rational use of biosphere resources at the international level was adopted and ecologically acquired.

In Kazakhstan, a comprehensive solution to environmental issues is considered at the international, state, and regional levels. In modern Kazakh society, there are a number of planned measures to overcome the environmental crisis caused by human intervention. The main ones are the «Kazakhstan-2030» strategy, aimed at protecting the environment, improving the environment, turning the country into green spaces with clean air and water, getting rid of industrial and radiation waste, improving health, living conditions in Kazakhstan and the program «Green Bridge» which has been recognized as a global initiative. This program was approved by the United Nations in 2012 at the RIO+20 United Nations Summit.

It was of significant importance for alternative energy sources and environmentally friendly technologies that EXPO-2017 was called «Energy of the Future» and was held in the capital of our country.

In Kazakhstan, methods of environmental education and upbringing are established at preschool and school-age. For example, in kindergarten, educating children that the cleanliness of the environment begins in a family in their backyards, environmental contests, events; educational hours devoted to environmental issues are organized. Besides, among schoolchildren, there are scientific projects, studies, environmental actions, and circles devoted to environmental problems.

In many foreign countries, for example, in Europe, one of the many ways to create an environmentally friendly culture is to help children take care of domestic and wild animals at home. Much attention is also paid to the objectives of the environmental education program. In this way, theory and practice go hand in hand.

In addition to special training for teachers and volunteers to improve environmental education, it is necessary to have environmental education funds for certain specialties. In the Article 181 of the Environmental Code of the Republic of Kazakhstan dated January 9, 2007, in the paragraph «The purpose and main tasks of environmental education and training, advanced training and professional development» it is stated that «the purpose of environmental education and awareness is to create an active lifestyle for citizens based on the principles of sustainable development and the formation of environmental culture in society».

The role of traditional publications and new media has increased in the formation of environmental culture and education. Current media began to speak boldly about the social, economic and environmental situation. The mass media began to offer new media products that meet the needs of society and young people. Intensive development of the mass media, including the Internet, makes it possible to use it individually and to monitor multimedia texts. Therefore, the

media considers itself as a reliable source of information that can easily address to the public.

In general, a passion for environmental problems is traced from publications and environmental programs contributing to the formation of ecological culture in modern society, as well as by indicators of the content of the topic and the choice of content of the audience in social networks.

Consequently, due to social demand, the role of the media, as well as its scale has increased. As a result, in the present, environmental awareness is actively included in people's daily lives. All this, ultimately, contributes to the formation of ecological consciousness.

Researchers and sociologists believe that environmental intuition, attitude, behavior, and responsible attitude are the most effective ways to solve environmental problems. This, in turn, helps to increase the share of environmental education in preparing the modern young generation for a safe life. Moreover, it opens up an integrated approach in providing future journalists with comprehensive knowledge in the field of environmental education since this is a modern requirement. Therefore, environmental education for future journalistic professionals is one of the foundations for the formation of environmental culture.

The official strategic document «New Opportunities for Development in the Context of the Fourth Industrial Revolution» emphasizes the need to begin disseminating best practices and exchanging experiences between cities of Kazakhstan, noting that «Smart Cities» will become a driving force of regional development by spreading innovation and improving the quality of life throughout the country, setting the standards for «Smart Cities» on the experience of the capital city.

At the same time, in most countries of the world today the “urbanization” process is going on intensively. Currently, the most acute environmental situation is observed in large cities and industrial centers. In this regard, the “Smart City” project, which is being implemented to improve the ecological situation, is also significant. The project is providing positive initiatives and results in major metropolitan areas, such as Nur-Sultan (former Astana) and Almaty.

The simplest step in the formation of ecological consciousness is to accustom the young generation to show ecologically friendly behavior in the family and on the streets to prevent wastefulness. To explain the secret of the phenomenon of the proximity of nature with man, to evaluate the existing one, it is important to understand, that culture connects a person with nature.

The topic of ecology is of constant significance. The crucial evidence for this is a retrospective, which shows that the importance of environmental publications has not declined since the first publications, such as «Dala Ulayaty», and the continuity of journalistic etiquette to this day.

Actuality of the research theme: The environmental problems of humanity today are of extreme importance. Media outlets that closely monitor the effective and safe solutions to these problems can improve its relevance through publicity and freedom of expression. Paying attention to the inclusion of environmental issues in global and national media on the agenda, the prevention of environmental

disasters in the environment, measures to form an environmental culture through environmental education and upbringing, and methods for their implementation, demonstration of the results of good initiatives, research on modern exchange methods experience shows the relevance of scientific work.

The formation of environmental culture in modern society requires the improvement of high-level environmental education and upbringing. In this regard, we conducted comparative studies on the foreign model, analyzing several implemented successful activities, observing that the mass media play a large role in all educational institutions, government bodies and social unions aimed at improving environmental literacy in society.

We described the specific requirements for media professionals and the qualifications of journalists who provide competent information on political, social, economic, environmental, etc., issues encountered in foreign and national media. We have specified and added several measures to improve the training of media representatives. In our opinion, this should be one of the pressing issues of today.

Object of the research: Analysis of the methods of disseminating ecological culture on the basis of international normative documents on a specific problem, propaganda of ecological culture in domestic and foreign sources of knowledge of nature in human life, the nature of national knowledge about nature conservation in society, analysis of environmental measures for a positive solution of environmental problems in public education.

Subject of the research: Ecological problems in domestic and foreign media space.

Sources of the research: Conclusions and recommendations of the study are based on domestic and foreign sources related to environmental problems.

Research methods: When writing a dissertation, a descriptive method, comparative method, methods of content analysis, sociological survey and systematization were used.

A descriptive method was used to demonstrate a number of measures of the environmental situation and their solutions in society. A comparative analysis of materials from foreign and domestic media were conducted. Quantitative analysis (contentanalysis) demonstrated how the media focuses on environmental issues and how community members care about it. A survey was conducted to examine students' views on environmental issues and ideas about creating an environmental culture.

The scope of the study was formulated and summarized through a systematic review of the issues addressed.

At the same time, we focus on environmental issues in several fields of science through multidisciplinary approaches in the fields of history, sociology, political science, ethnography, philosophy and education.

Methodological foundations of the study: The methodological basis of the dissertation is based on theoretical conclusions covering the principle of objectivity in accordance with modern scientific technologies used in general practice. The basis was the scientific works of the following authors, considering

environmental problems in different directions: B. Zhakyp, A. Kurmanbaeva, N.Omashev, G. Maykotova, N.T. Zhurtbay, G.S. Ospanova, G.T. Bozshataeva, N.Dzhumagazieva, K. Olzhay, L.V. Peredelsky, V.I. Korobkin, O.E. Prihodchenko, S. Zalygin, N. Kiselev, O.K. Dreier, V.G. Los, V.A. Goreloz, M.S. Godet, J.L. Fabiani, F. Ramad, K.S. Losev, V.I. Danilov-Danilyan, J.N.Yakubov, M.A. Maslov, A. Hansen, L. Lester, C. LaMay, E. Freedman, E.E. Dennis, D.S. Jeffrey, J. Norman.

Aim of the research: One of the main tasks of solving environmental problems at the international and national levels and preventing dangerous problems is to show the ways of the formation of ecological culture using the potential of the media. Other tasks include the increase of the availability of environmental culture using modern media and public relations mechanisms, identify specific and promising opportunities for the union environmentalists, organize cooperation on common issues, improve the use of specific terms, consider ways to implement the mitigation measures, the mutual exchange of experience.

Main objectives of the research aim: Above mentioned aim covers the following tasks:

- to show the peculiarities of the ways of formation and stages of development of ecological culture in the description of environmental problems in foreign and domestic mass media sphere;
- to show the need to teach global environmental problems through electronic media, analyzing the system of ecological education in foreign countries and Kazakhstan;
- to conduct a content analysis of environmental information in a media discourse, providing specific digital indicators;
- to demonstrate general points by evaluating measures to form an ecological culture in the framework of domestic and foreign studies;
- to describe the formation of national ethical standards in the context of environmental knowledge, taking into account national characteristics;
- to offer a model of the formation of the ecological culture of a person, while showing the way of the formation of ecological culture, by demonstrating the individual, moral qualities of an environmentally knowledgeable, educated person.

The scientific novelty of the dissertation research:

- in describing the view on environmental problems in domestic and foreign media, ways for the formation of an ecological culture are proposed;
- the significant integrity of the national environmental concept and international environmental terminology was explained;
- in order to provide theoretical and methodological foundations of environmental knowledge in higher education institutions that prepare journalists with higher education, a draft work plan for the curriculum on the subject "Mass Media and Global Environmental Problems" was proposed;
- by making content analysis on ecological information on the media discourse (television, newspaper, radio, Internet) through the presentation of

specific digital indicators, in case of need the assumption on foreign media were also made;

- the general trajectories of complex problems that are being made in yesterday's and today's media spheres in the preparation and implementation of environmental policies at the national and international levels have been identified;
- in the formation of environmental culture based on the national foundation, that influences on national outlook and upbringing, the cognitive aspects were systematically considered from a scientific point of view for the first time;
- in the formation of ecological culture, a model of formation of ecological culture of the personality was proposed, showing the personal characteristics of an environmentally literate and educated person.

The theoretical significance of the study: We believe that the theoretical results of the research work can help to consider the field of journalism, as well as similar specialties at a certain fundamental and special level.

The practical significance of the study: The scientific and practical significance of the dissertation is a comparison by using the analysis of the production of environmental information in the media and content analysis in the course of the study and conclusions were drawn describing the foreign practice, connecting it with the national characteristics.

The dissertation work which shows that the mass media plays a big role in informing the society with ecological problems will help as a source to:

- political organizations, institutions with environmental direction;
- press services that have a strategically formed position on environmental issues;
- strengthen the creative, journalistic skills of media representatives in the provision of environmental issues;
- as an additional manual for special courses that are held at the faculties of Journalism of Higher Educational Institutions;
- as a direction at conferences, press conferences, and seminars, debates organized by foreign and state organizations on the ecological theme;
- expert centers studying special environmental phenomena;
- for researchers who comprehensively study environmental problems.

Conclusions to be proposed for protection:

- in the formation of ecological culture, environmental problems in the foreign and domestic information sphere, integrating also with other areas of science (biology, psychology, sociology, philosophy, etc.) are aimed at coordinating the relationship between nature and man (human influence on ecosystems) in modern society;

- one of the actual problems today is the introduction of the discipline "Mass media and global environmental problems" from other countries, along with the discipline of "Environmental journalism", available in the national educational space of journalists;

- the mass media not only reports to the society about environmental problems about the environment and its protection but also contributes to the formation of ecological knowledge among people through the propaganda and

distribution. In this regard, comparative studies were conducted on discourses in the mass media: on the indicators of watching a television program on environmental topics, which are presented on television channels of "24 Information" and "ECO-TV of Russia", along with environmental programs on television channels of the national channel "Qazaqstan", "Khabar", "Eurasia 1", and also the indicators of a television program on environmental topics in Internet portals were analyzed.

- researches were conducted on news indicators of (2016, 2017, 2018 years) on environmental topics in "Azattyk Radiosy". Comparisons were also made on Russian-language publications such as "Central Asia Monitor", "Inform BUREAU Megapolis", "Argumenty i Fakty", "Time", conducting content analysis on the number of publications on environmental topics in the newspapers of "Atameken", "Egemen Kazakhstan", "Zhas Alash", "Ana tili".

- attention has been paid to the publications of environmental issues in the regional newspapers such as "Semey tany", "Atyrau", "Ontustik Kazakhstan", "Atbasar", "Shu oniri";

- common trajectories were presented (conferences that were held together, organizations, for example, the international program "Zhasyl Kopir", the "Smart City" project in each foreign country (Russia, Germany, USA, etc.) between Kazakh and foreign (environmental organizations and environmental problems) practices, environmental activities, regular work directions, a number of modern films on ecological problems of the globe;

- evaluation and knowledge of natural phenomena and supernatural forces, the manifestation of national ethical standards, specifically speaking, superstition and taboo, national behavior, national outlook, characteristics of the prediction of a nation in the context of environmental knowledge are observed in national characteristics;

- a model of human ecological culture is recognized through ecological knowledge, ecological cognition, ecological work, ecological activity, ecological value, qualities of love for nature, taking into account the individual's own personality characteristics, who established a comprehensive ecological knowledge and upbringing in the formation of ecological culture.

Publication and Approbation of research work: The main materials of the research work were published in national scientific journals created by the Supervisory and Certification Committee on Education and Science of the Ministry of Education and Science. It has also been published in peer-reviewed, non-zero peer-reviewed international journals and collections of international and national scientific and practical conferences. The dissertation was discussed, reviewed and presented at the Department of Press and Electronic Media.

Structure of the dissertation work: The research work consists of an introduction, three main chapters, conclusion and list of references. In our opinion such a structure, contributes to the full disclosure of the essence of the research.