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THE ROLE OF PUBLIC RELATIONS TECHNOLOGIES IN THE COVERAGE OF ENVIRONMENTAL PROBLEMS

Gulyamova Mukhtabar Abdujabbarovna
Senior Lecturer of the University of Journalism and
Mass Communications of Uzbekistan

Annotation

At present, during the industrial and scientific-technical revolution in the world, the socio-economic development of mankind has radically changed. As a result of these rapid changes, many environmental problems arose in the world, that is, before humanity. The reason why such environmental problems are called global is that these environmental problems exert their influence on all processes taking place on our planet and the living conditions of living organisms. One of the Global environmental problems is the depletion of the ozone layer. The ozone layer is the Shield of the Earth's surface, holding ultraviolet rays coming from the sun. It is known that ultraviolet rays have a negative effect on living organisms on the Earth's surface. Radiation in humans causes skin burns and skin cancer-like diseases. It causes serious damage to the yield of grain crops. In this article, we can discuss a number of forcing behind factors and their solution about ecological problems and also we give some benefits reporting about this in public relations.

Keywords: Ecology, ecological issues, climate change, air and water pollution, research, public relations, solution, cause and effect

Introduction

The aggregate of adult citation needed] population opinions or beliefs about the science, economics, and politics of climate change is known as public opinion on climate change. Climate change coverage in the media has an impact on it. Climate change public opinion is multifaceted, dynamic, and differentiated. Beliefs on anthropogenic climate change, perceptions of climate change dangers, concern about its seriousness, and thoughts on what, if anything, should be done to address it are among the various elements. Personal, social, political, economic, and environmental issues all influence public opinion, which changes over time. Finally, there are differences in public opinion. Variation in public opinion on climate change is predicted by a variety of socio-demographic, political, cultural, economic, and environmental factors.

Who people vote for can have an impact on public opinion on climate change. Although some people's perceptions of climate change are influenced by media coverage, research reveals that voting behavior has an impact on climate change denial. This demonstrates that people's views on climate change tend to coincide with the candidates for whom they voted. In Europe, opinion is not sharply divided between the left and right. Although European political parties on the left, such as the Greens, strongly favor actions to combat climate change, conservative European political parties, particularly in Western and Northern Europe, have similar views. For example, Margaret Thatcher, never a friend of the coal mining industry, was a strong supporter of an active climate protection policy and was instrumental in founding the Intergovernmental Panel on Climate Change and the British Hadley Centre for Climate Prediction and Research.

Since the 50-ies of the XX century, there is an increase in the amount of Freon gases (chlorine, fluorine) in the air. And this began to eat the ozone layer (ozonosphere), which is about 25 km away. As a result, an "ozone hole" was formed. The ozone layer is formed and accumulates as a result of Lightning, Lightning, that is, with the participation of oxygen nitrogen oxides and other gases under the influence of sun Rays. At present, as a result of the extensive use of Freon gases, and the explosion of atomic bombs, a large number of harmful substances and fumes are released into the atmosphere. This does not allow the ozone layer to accumulate.

As a result of aviation and rocket launch, a large amount of aluminum oxide is released into the atmosphere. Released aluminum oxide is in the form of white powder, which prevents the sun's rays from falling on the Earth's surface, and as a result, the return of sunlight is observed. Missiles spend a lot of oxygen without polluting the atmosphere and also affect the ozone layer. According to the calculations of scientists, if at the same time 125 missiles, similar to Saturn-5, are launched, they can destroy the ozone layer that surrounds the Earth's surface, destroying all living organisms on the Earth's surface. Today, an ozone hole is formed in the atmospheric air in the lower regions of Antarctica and Australia. A number of works are being carried out to prevent this situation. In 1981, the Helsinki Declaration on protection of the ozone layer, adopted by scientists and specialists of 81 countries, and until 2000, measures for reducing the production of freon gases were determined. As a result, in recent years, the area of the ozone hole is shrinking.

Analysis Literature

Positive climate change ideas can be influenced considerably by social media. Furthermore, social media can assist individuals in learning about the physical

foundations of climate change, as well as a variety of information on its effects. It can also inspire cognitive elaboration and reflection on material seen in the media in relation to what is going on around them. Using social media as a news source to distribute information about climate change has caused the gap between Democrats and Conservatives to narrow, resulting in a less polarized attitude on climate change acceptance. In addition to encouraging pro-social attitudes, social media has contributed to a rise in scientific credibility, which will benefit the climate change movement in the long run. People can be motivated to participate in the climate change movement if they are acting in a way that expresses their dissatisfaction with a higher power's actions. A majority of scientists and nonscientists were spotted marching in 2017 on Earth Day to protest the Trump administration's actions on climate change. People were also motivated to join the march in order to defend the use of science for the benefit of the community and for the general good.

Climate change opinion is the aggregate of public opinion held by the adult population. Cost constraints often restrict surveys to sample only one or two countries from each continent or focus on only one region. Because of differences among questions, wording, and methods—it is difficult to reliably compare results or to generalize them to opinions held worldwide. Currently, the problem of lack of fresh water has become more acute under the influence of anthropogen factors. Some industrial, household communal farms and the waters used in agriculture are flowing into rivers without recycling. As a result of this, various infectious diseases occur in combination with river water pollution.

Research and Methodology

The UNDP collaborated with Oxford University to release the world's largest survey of public opinion on climate change in January 2021. It examined 50 countries, representing the bulk of the world's population and spanning all inhabited regions. Its findings suggested that people are becoming increasingly concerned about climate change. Climate change was deemed an emergency by 64 percent of respondents. All regions had high levels of belief, with Western Europe and North America having the highest at 72 percent and Sub-Saharan Africa having the lowest at 61 percent. It also discovered a correlation between average income and climate change concern. 72 percent of people in high-income countries thought it was an emergency. For middle-income countries, it was 62 percent, while for low-income countries, it was 58 percent. It asked participants whether they favored 18 important policies across six domains, from the economy to transportation. All policy recommendations received widespread support. A majority of respondents in eight of the ten countries with the greatest

emissions, for example, want more renewable energy. The broad consensus was that the public wanted more policies enacted and that policymakers should do more. Overall, 59 percent of those who say climate change is a disaster believe the world should respond by doing "everything necessary and urgently." On the other hand, respondents showed a surprising lack of support for no measures at all, with Pakistan receiving only 5% of the vote. According to the report, there is widespread public awareness, concern, and a desire for more action.

Conclusion

Since the above environmental problems are related to that is, the human factor. So what should one do? What measures should we take? Of course, there is no point in the fact that man is limited to pollution of nature. It is also implementing measures to eliminate it. In many states, an ecological policy is being pursued. In our state, too, a solid integrated legislative base has been created that regulates relations in the field of Environmental Protection, rational use of Natural Resources. In particular, Article 50 of the Constitution of the Republic of Uzbekistan states that "citizens are obliged to treat the environment with caution". Article 55 states that" the land, underground resources, water, plant and animal world and other natural resources are national wealth, rational use of which is necessary, they are in state protection".

In fact, it is the duty of each of us to preserve the air of the atmosphere we breathe, to use the natural gifts wisely, while preserving the native food we live in.

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