

**Role & Impact of Media in spreading awareness of energy conservation : A  
comparative study of Print & Electronic media**

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**Abstract**

As we all have been experiencing the pivotal role of Mass Media in our lives and its great impact on our cognitive as well as behavior patterns, this study must be helpful in future to choose more effective medium of mass communication for dissemination of information associated with conservation of energy.

For this study 250 households were randomly selected; survey was done based on questionnaire having questions related to awareness of unites regarding energy conservation through different mass medium. The methodology of semi structured interview of this study included quantitative & qualitative analysis of data related to the exposure of a particular section of urban society to critical issues of energy conservation raised by Media. This study also tells about the accessibility and effect of messages of energy conservation through National News Channels, News papers & popular Radio Stations of India.

Conclusion of the study was really surprising showing minimal impact of such a prominent & persuasive means of communication.

The need & importance of this study lies in this fact that all knowledge & methods of energy conservation innovated & evolved in the world are useless if not practiced by people in which media can play vital role.

**Introduction**

Role & Impact of media in each & every sphere of life is vivid, direct & dominating; this fact must be true for the issues related to conservation of energy. In the light of this fact issues related to the conservation of energy were checked, acknowledged & analysed in a section of urban population. The taken section of population was divided into working & nonworking. A questionnaire was formatted based on questions related to the awareness of need & implementation of the methods of energy conservation.

While asking questions sources of the information were mentioned. TV, Radio, Newspaper & Magazines were explored as a source of information of the unites of sample. Data was collected to get the percentage of role & impact of different mass medium regarding energy conservation.

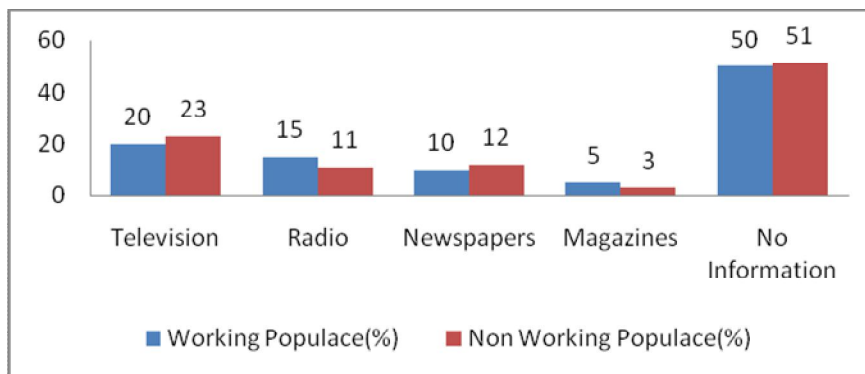
**Methodology**

Sample of 250 households was taken & unites of the sample were asked different questions related to their exposure to earth day, issues related to Renewable energy, knowledge about any media campaign related to energy conservation, about BEE & many more. This was insured that whether they had knowledge or not and if they had knowledge, through which mass medium they got that knowledge.

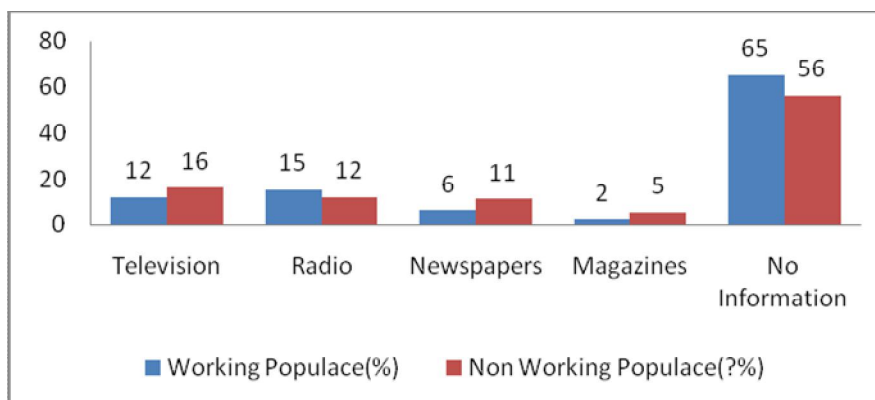
Data was collected from working & nonworking units separately. The age group was from 18 years to 60 years. After collection tabulation was done to arrange & systematize data. Simple statistical methods were used to get percentage & establish co-relation. Graphic representation was done based on Table.

Followings are the graphical representation of the results came after Survey

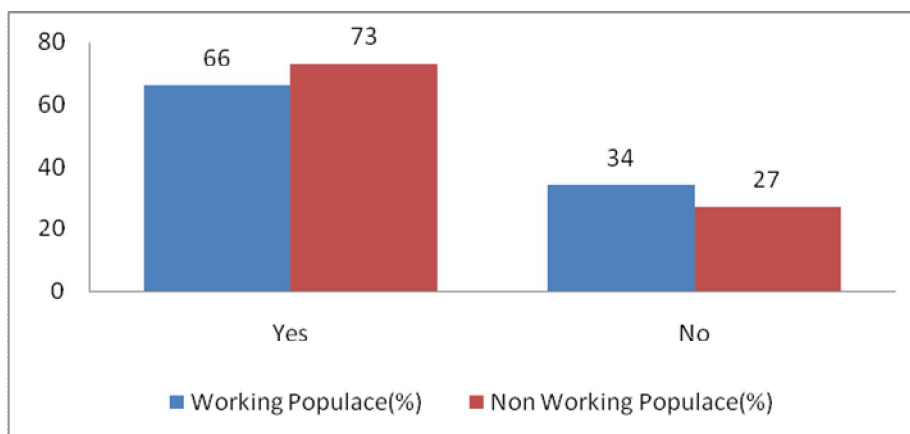
**Exposure to Earth Day:**



**Exposure to the issue of renewable energy:**



**Exposure to any media campaign on energy efficiency/conservation:**



**Conclusion**

After analyzing data the result came was astonishing. The impact of media was not much in energy conservation as it is very much in other cases. As far as our segmentation of population was concern surprisingly non

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working people were more aware of energy conservation as represented in above shown graph. When reason behind it was analyzed, it was found that in non working group people from 18 to 25 were much exposed to the information through different mass medium.

When compared it was found that print media was having less impact than electronic media regarding issues related to energy conservation. For working people Radio played a bit important role in disseminating information associated with energy conservation.

Overall conclusion is very clear that media is not very much effective & not playing bigger role in spreading awareness of conservation of energy. After analysis of the result it is very much clear that because of non commercial nature of information related to energy conservation, corporate media don't give waitage to these types of information. Organizations like BEE( Bureau of energy efficiency) which comes under ministry of power runs many programs and campaign related to energy conservation but media is quite ineffective to make it known let alone popularity. People were not aware of the energy conservation related media campaigns for example campaign of NDTV.

Seeing the poor impact of media in energy conservation. There is a great need to redefine the role of media in serious issues like energy conservation. When we look into this problem we find that we don't have an energy crisis. We have a consumption crisis. It has to be figured out that what's wrong with the way we think and talk about the problem. Though we generally believe we can solve environmental problems with more energy—more solar cells, wind turbines, and biofuels—alternative technologies come with their own side effects and limitations. How, for instance, do solar cells cause harm? Why can't engineers solve wind power's biggest obstacle? Why won't contraception solve the problem of overpopulation lying at the heart of our concerns about energy, and what will?

We need to shift our focus from suspect alternative energies to improving social and political fundamentals: walkable communities, improved consumption, enlightened governance, and, most notably effective use of media to make people informed and aware of issues related to energy conservation.

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