ROLE OF MEDIA IN BIODIVERSITY CONSERVATION: A REVIEW

D.S. Kumbhar
Department of Zoology, Dada Patil Mahavidyalaya, Karjat. Dist. Ahmednagar, Maharashtra.

ABSTRACT

Biodiversity (Animal, Plants and Microorganisms) have multidimensional role in the sustainable development of ecosystem. Human is the dominant factor of ecosystem as he can alter anything according to his interest. Most of the anthropogenic activities related to development disturbed the biodiversity all over the world in large extent. There are many reasons of biodiversity loss but anthropogenic activities are at first rank. Habitat destruction, agricultural expansion at the banks of river and lakes, sand extraction, unplanned tourism, deforestation, construction of roads and rail lines through forests, fast expansion in industrial areas are some of the prominent anthropogenic activities responsible for biodiversity loss.

To educate and aware the peoples regarding the importance of environment and biodiversity is the need of time. Introduction of environment awareness course in schools and colleges, various activities conducted by biodiversity conservation institutes at national and international levels, organization of seminars, conferences, symposia to target group of audience are inadequate measure in this regard.

Now a day's media (print media, electronic media and social media) is having great impact on society as they attract most of the population throughout the world. So, the media plays vital role to aware the peoples about the importance of biodiversity.

Key words: Biodiversity, sustainable development, anthropogenic activities, print media, electronic media, social media.