



# **Environmentalism and the Mass Media: The North/South Divide (Global Environmental Change (Hardcover))**

*Graham Chapman, Caroline Fraser, Ivor Gaber, Keval Kumar*

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The mass media in different countries reflects dominant concerns of contemporary societies. Ideas of 'environmentalism' are often broad and imprecise, holding neither meaning nor currency.

*Environmentalism and Mass Media* sheds new light on the diverse ideas of 'environmentalism', the way environmental ideas circulate, and public reaction to environmental concerns conveyed by the media. Drawing on unique interviews with journalists, media pictures, and public opinion surveys in both UK and India, the authors outline the differing cultural, religious and political contexts against which 'world views' form present a fascinating picture between North and South.

Mass media and communication technology is in danger of locking Northern countries into a ghetto of environmental self-deception, thereby perpetuating poverty in the South. The South's goal remains the attainment of development; the North sees 'environmental' problems occurring 'elsewhere' - in Eastern Europe and developing countries. Whether or not 'environmentalism' becomes a universal cause depends on how and to what extent such sharply contrasting world views can converge.

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