CHAPTER-VI

CONCLUSION AND FURTHER STUDY

6.1 Conclusion

While compiling the thesis, the investigator felt to gather maximum possible knowledge on Environment related issues, topics and practical features. The researcher therefore had gone through a wide study on Environment related topics issues etc. The researcher concludes the study analysis with following few lines.

Earth is the only planet where life exists. Increasing population, rapid industrialization and chemicalization of agriculture became obvious for survival of the race individually. It led our planet earth to pay good quantity ecological disturbances since last few decades. Therefore there is urgent need to create awareness among people and local corporations about effective waste management practices, waste water management, rain water harvesting, aforestation, conservation of natural resources, reduction of pollution methods so that our future generation can sustain in a green healthy environment. There must have a global movement for environment awareness and unanimous decisions adapting eco-friendly habits to save our earth. Here, Media has the ultimate responsibility to anchor the drives and the present research study has thus attempted to identify the present scenario of media's role in dissemination of environmental knowledge in the city of Guwahati itself. As the research study adopted two important hypothesis.

The research hypotheses are as follows-

H1: There are significant differences among level of awareness of the residents of the study area of the barrier of Socio-demographic profile and media use and availability.

H2: There is a significant difference among the resident's level of awareness of specific issues.
The study reveals that Media is playing an important role in environmental knowledge dissemination yet some lacunas are existing. The analysis of the survey results reveals that: The level of environmental awareness level among the resident’s of metro area is higher than the residents level of urban and rural area. Thus this result is very significant accepts the first hypothesis. Again the awareness level on specific issues among the different samples reveals that teachers are the main source of environmental knowledge which was then followed by the students with high levels of knowledge. Other sample categories also occupied different levels of awareness. This is also very significant which accepts the hypothesis no.3.

Thus the investigator feels these are the significant findings for the policy makers, stakeholders, academicians media houses and other related organizations who take the leading role for planning of institutional environmental education or other organization based environmental activities. The research findings have elaborated each and every minute deficiency in the whole process of knowledge delivery mechanism of the media houses it’s role in awareness generation. All the media houses will also be benefitted in searching out the significant challenges and negative points which could be manipulated for the betterment of the society. Developing attitude in persons through knowledge is very challenging task and media is the only power to adopt new methodologies for awareness generation programmes.

The researcher feels that his research findings will help the society in finding out the drawbacks and will provide opportunities to them in adopting effective formula and technologies for protection of the whole earth. Since there was no research conducted previously in this region on the of environmental knowledge delivery system, this research study is expected to offer fruitful outcome focusing the reality of the status of media in environmental knowledge dissemination.
6.2 Further Scope of the Study

The present study enables enough opportunities to the researcher to investigate the whole process in different way considering all the media aspects. A very broad ideology could be created from this study. The investigator here would like to put forward the scope for the further study which would help the other researchers in finding out their own specific fields of interest.

- The study could be performed taking electronic media as it has very prominent role in motivating people about any environmental issue by the audio visual effects where print media has some limitations in that point.

- Traditional media is very old and significant way of environmental knowledge dissemination and Assam is a place of traditional and mythological beliefs. People here are deeply attracted to tradition. Songs and drama, street plays, puppet shows are used by NGOs and also by some environmental organizations for generation of environmental awareness. Thus the effectiveness could be checked here.

- Another very significant experimental study could be performed to check the cognitive behavioural science among the samples using pre and post tests activities using some audio visual programmes. This would enable the learners the measuring level of awareness about some specific issues.

- People today are very much use to social networking sites like twitter, blog, face book and different environmental forums and share their thoughts. This offers the researcher an opportunity to check the quantitative and qualitative analysis of the discussion, thoughts shared, major issues of discussion.
- Last but not least the analysis of major regional environmental journals, other magazines, institutional environmental handbooks could be taken as the source of content analysis and both qualitative and quantitative experiments could be performed.