

## GLOBAL AWARENESS OR BLIND SPOTS? ANALYZING THE COVERAGE OF ENVIRONMENTAL PROBLEMS IN INTERNATIONAL INTERNET PUBLICATIONS

Mashkhurakhon Rakhmonova Azamatjon qizi

4<sup>th</sup> Course Student of Audiovisual and International Journalism

Faculty of Journalism and Mass Communications University of Uzbekistan

### Annotation:

In an era of unparalleled connectivity, international internet publications hold immense power to shape global narratives and influence public opinion. Among the most pressing concerns of our time, environmental problems demand urgent attention and concerted global efforts. This article delves into the coverage of environmental issues by international internet publications, aiming to shed light on the extent of global awareness and identify potential blind spots that hinder comprehensive understanding and effective action.

**Keywords:** global awareness, blind spots, environmental problems, coverage, international internet publications, National Geographic, balanced reporting, editorial biases, collaboration, sustainable future.

### Introduction

International internet publications serve as catalysts for global environmental awareness. Through their expansive reach and accessibility, these platforms have the potential to engage audiences worldwide, transcending geographical boundaries and fostering collective action. Social media, in particular, has emerged as a powerful tool, amplifying environmental messages and catalyzing viral campaigns that drive public discourse and mobilize change.

Global awareness or blind spots in the coverage of environmental problems by international internet publications have far-reaching implications for addressing urgent ecological challenges. Understanding these dynamics is crucial for improving information dissemination, fostering global cooperation, and inspiring meaningful action. "The media plays an important role in the functioning of this science and the formation of environmental awareness and environmental culture in informing the population at the International and territorial levels of existing environmental problems, their elimination."<sup>1</sup>

<sup>1</sup> Қосимова Наргис. Экологик журналистика Ўзбекистон сиёсатида: ривожланиш тенденциялари ва ўзаро ҳамкорликни амалга ошириш усуллари [Матн]: монография / Наргис Қосимова. - Тошкент: Ta'lim-media, 2020. 224 bet.

Addressing blind spots and promoting global awareness requires collaboration among international internet publications, environmental organizations, and readership. Publications should prioritize balanced reporting, covering both high-profile and lesser-known environmental issues. Additionally, transparency in editorial decision-making processes and diversity in newsroom representation can help mitigate biases and expand coverage to include underrepresented regions and perspectives. Environmental organizations can actively engage with publications to provide accurate and up-to-date information, contribute expert analysis, and advocate for comprehensive coverage of pressing ecological concerns. Finally, readers can play a pivotal role by actively seeking out diverse sources of information, critically evaluating the news they consume, and demanding balanced and inclusive reporting on environmental problems.

An in-depth analysis of the coverage of environmental problems in international internet publications reveals a diverse spectrum of topics. While prominent issues like climate change, deforestation, and pollution tend to garner significant attention, there may be blind spots in terms of lesser-known but equally important environmental challenges. It is crucial to evaluate the factors influencing editorial decisions and strike a balance between popular demand and responsible journalism to ensure a comprehensive coverage of global environmental issues.

Coverage of environmental problems varies across different regions and countries, highlighting potential biases and disparities in international reporting. Publications from developed nations may disproportionately focus on their local concerns, inadvertently neglecting environmental issues prevalent in developing regions. This imbalance hampers international collaboration and impedes a holistic global response to environmental challenges. Efforts should be made to bridge these gaps and promote a more inclusive approach to reporting. "The purpose of Environmental Journalism is to meet the information needs of the population in terms of environmental problems, their consequences, ways to eliminate them, human activity on the path of conservation and the impact of Ecology on human health."<sup>2</sup>

International internet publications possess a pivotal role in advocating for solutions to environmental problems. Beyond highlighting issues, these platforms can actively promote sustainable practices, showcase innovative initiatives, and inspire collective action. Responsible reporting should not only focus on problems but also provide actionable steps for individuals, communities, and governments to address environmental challenges effectively.

While international internet publications have made substantial contributions to environmental reporting, they face various challenges. Limited resources, corporate interests, and the need for sensationalism can hinder objective reporting and impede the identification of blind spots. However, there are also ample opportunities for

---

<sup>2</sup> N.Qosimova. Ekologik jurnalistika. Darslik. -T., Jurnalistlarni qayta tayyorlash markazi. 2023, 11 b

collaboration, innovative storytelling, and the use of data visualization tools to enhance the impact of environmental reporting. Embracing these opportunities can help overcome challenges and pave the way for more comprehensive coverage.

Readership engagement is a crucial aspect of addressing blind spots and fostering global awareness. Readers should critically evaluate the sources of information, actively participate in online discussions, and share environmental content to expand the reach of important messages. By becoming conscious consumers of environmental news and advocating for balanced coverage, readers can play an active role in driving global awareness and positive change.

By analyzing the coverage of environmental issues in international internet publications, we can identify gaps, biases, and blind spots that hinder global awareness. Through collective efforts and a commitment to responsible journalism, these publications can become powerful agents of change, spreading awareness, empowering readership, and fostering a global understanding of the urgent need to address environmental problems. By shedding light on the global awareness or blind spots in environmental reporting, this analysis contributes to the broader conversation on effective communication, collaboration, and action towards a sustainable future.

The coverage of environmental problems in international internet publications has the potential to shape global awareness, influence policy decisions, and inspire collective action. While acknowledging the positive contributions made by these publications, it is essential to critically evaluate their coverage to identify blind spots and ensure a comprehensive understanding of global environmental challenges. By addressing biases, bridging geographical disparities, and empowering readership, international internet publications can become powerful allies in the fight against environmental degradation, promoting true global awareness and fostering a sustainable future for all. National Geographic's coverage of environmental problems has been extensive and diverse. The publication has focused on a wide range of topics, including climate change, biodiversity loss, deforestation, plastic pollution, and sustainable practices. By providing in-depth reporting, engaging narratives, and captivating visuals, National Geographic has successfully educated and informed readers about the urgency and complexity of these environmental challenges.

One significant area of coverage by National Geographic has been climate change. The magazine has highlighted the science, impacts, and potential solutions related to climate change, emphasizing the need for urgent action. The coverage has shed light on the effects of rising temperatures on ecosystems, extreme weather events, and vulnerable communities. It has also showcased innovative technologies and initiatives aimed at reducing greenhouse gas emissions.

In addition to climate change, National Geographic has delved into other environmental problems, such as deforestation, plastic pollution, and biodiversity loss. The publication has effectively communicated the consequences of these issues, emphasizing the importance of preserving natural habitats, reducing plastic waste, and protecting endangered species.

The coverage of environmental problems by National Geographic and other international internet publications has had a significant impact on society. It has raised public awareness, educated readers, and inspired individuals to take action. The compelling stories and visuals presented in these publications have the power to engage a wide audience and spark meaningful conversations about environmental conservation.

**In conclusion**, the coverage of environmental problems in international internet publications plays a pivotal role in shaping global awareness and influencing public opinion. These publications have the power to transcend geographical boundaries and engage audiences worldwide, making them crucial in addressing urgent environmental challenges. Publications should strive for balanced reporting, covering both well-known and lesser-known environmental problems. Transparency in editorial decision-making and diversity in newsroom representation can help mitigate biases and broaden the coverage to include underrepresented regions and perspectives. By addressing blind spots, promoting balanced coverage, and empowering readership, international internet publications can become powerful drivers of global awareness. Through collaborative efforts and responsible journalism, we can foster a sustainable future by spreading awareness, inspiring collective action, and ensuring a more informed global community.

## REFERENCES

1. Hansen, A., & Machin, D. (2013). Analyzing environmental media. In *Media and the Ecological Crisis* (pp. 57-82).
2. Қосимова Наргис. Экологик журналистика Ўзбекистон сиёсатида: ривожланиш тенденциялари ва ўзаро ҳамкорликни амалга ошириш усуллари [Матн]: монография / Наргис Қосимова. -Тошкент: Та'лим-media, 2020. 224 bet.
3. Bowers, C. A. (2019). Environmental journalism and its role in shaping public opinion on climate change. In *Handbook of Climate Change Communication* (pp. 153-166).p
4. N.Qosimova. Ekologik jurnalistika. Darslik. -T., Jurnalistlarni qayta tayyorlash markazi. 2023, 11 b
5. Roberts, D., & Parks, M. (2013). Environmental journalism in the global south: A comparative analysis of challenges, priorities, and approaches. *Global Media and Communication*, 9(3), 211-228.