

## ***Short Communication***

# **Impact of Environmental Pollution on Human Behaviour and Uplift of Awareness Level Through Mass Media Among the People of Faisalabad City**

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## **ABSTRACT**

To create awareness among the people about the ill effects of environmental pollution, it is necessary to utilize the mass media e.g. newspapers, magazines, radio and television. This paper presents the results of a study conducted to find out the impact of environmental pollution on human behaviour and uplift of awareness level through mass media among the people of Faisalabad city.

**Key Words:** Pollution; Environment; Human behaviour; Awareness; Mass media

## **INTRODUCTION**

Environmental pollution means pollution of the environment due to release of any substance from any process which are capable of causing harm to man and other living organisms supported by environment (Hussain, 1998). Rapid industrialization, urbanization and mechanized transport are introducing new and disturbing elements into the environment. A variety of factories, chemical mills, machines are adding to environmental problem and vehicles as well as Industrial smoke are causing wide spread respiratory diseases and discomfort. The devastation caused by atomic radiation and fallout is too well known in this connection (Khan, 1992).

Polluted air adversely affects the health of human beings, animals, plants, soils, damage buildings and other property. There are five main classes of pollutants: carbon monoxide, hydrocarbons, nitrogen oxides, sulphur oxides and particulates (Collins Encyclopedia- I). When the concentration of the pollutants in the air becomes very high, many people had difficulty of breathing and as a result few deaths may occur. Air pollution contributes the incidence of Bronchitis, emphysema and other respiratory diseases. Among children air pollution has been shown to be associated with the incidence of asthma, acute respiratory infections, allergies and other ailments.

In cities, widespread use of low quality fuel, combined with a dramatic expansion in the number of vehicles. On Pakistani roads, had led significant air pollution problems. Lead and Carbon emissions are major air pollutants in urban centers such as Karachi, Lahore, Faisalabad and Islamabad (ENN, 2002)

In large cities, the emission from vehicles is another source of pollution. It is estimated that vehicles emit 25 times more the amount of Carbon Monoxide, 20 times the

amount of hydrocarbons and 3.6 times the amount of nitrous oxide of an average vehicle in Pakistan as compared to United States (Jahangeer, 2000).

The other sources of pollution are sewerage water, industrial wastes and disposal and controlling emissions from factories, particularly those located in residential areas, pollution of subsoil drinking water because of seepage of industrial effluents and sullage and inadequate solid waste disposal. A village near Lahore hundreds of cases of deformity of bones was found and it was due to contaminated drinking water. (Anonymous, 2002). To create awareness among the people about the ill effects of environmental pollution Government should take steps like advertise striking photographs, vivid reports, timely articles that precisely explain such a complex matter in plain words. Such efforts do contribute as much as scientist's computer, the administrator's analysis and politician's decision. The best way to reach the people is the use of mass media i.e. newspapers, magazines, radio and television.

Keeping in view the above facts, present study was conducted to find out the impact of environmental pollution on human behaviour and uplift of awareness level through mass media among the people of Faisalabad city.

## **MATERIALS AND METHODS**

The present study was conducted around the Sargodha and Circular roads of city Faisalabad at random. From each area 60 respondents were selected at random, thus making a sample size of 120 respondents. A detailed questionnaire was developed to synthesize the awareness of the respondents about the environmental pollution. A pre-test of 10 respondents was made and questionnaire finalized after deletion of all errors and omissions. Thus data was collected and analyzed for interpretation.

## RESULTS AND DISCUSSION

Table I depicts that over whelming majority (80.8%) of the respondents were aware of dust as environmental pollution source followed by dirty water (60%), smoke (56.7%), noise (51.7%) and liquid (30.0%). These results are strengthened by the study of Bonita (1999) on “Smoke and its harms for mankind” and reported that smoke was highly dangerous for mankind and environmental media. He also reported that 4.2 million people were dying every year in the world because of smoke in environment.

**Table I. Distribution of the respondents with regard to their awareness about environmental pollution sources**

Environmental Pollution sources	Awareness		Unaware		Total	
	F	%age	F	%age	F	%age
Gas	4	3.3	116	96.7	120	100
Liquid	36	30.0	84	70.0	120	100
Solid waste	11	9.2	109	90.8	120	100
Noise	62	51.7	58	48.3	120	100
Dust	97	80.8	23	19.2	120	100
Dirty water	72	60.0	48	40.0	120	100
Spray	28	23.3	92	76.7	120	100
Smoke	68	56.7	52	43.3	120	100

The major human health problems reported by respondents as shown in Table II are throat diseases (75%), depression (65%), Influenza (56.7%) and skin diseases (33.3%). The results are some what equivalent to Altaf (1998) who reported that 15.3% respondents were suffering from eye problems, 12.8% affected by the throat diseases 8% affected by lung diseases, 13.3% suffering from skin problems and 15.3% affected by coughing problem.

**Table II. Distribution of respondents according to health problems they faced due to environmental pollution**

Human health problem	Yes		No		Total	
	F	%age	F	%age	F	%age
Eye burn	8	6.7	112	93.3	120	100
Throat diseases	90	75.0	30	25.0	120	100
Skin diseases	40	33.3	80	66.7	120	100
Depression	80	65.0	40	35.0	120	100
Influenza	68	56.7	52	43.3	120	100

Table III shows that group discussion was at top with 70% of the respondents for its effectiveness to create the awareness about the environmental pollution, whereas 50.8% respondents told that T.V. was effective “To some extent”. These results are support those of Mehmood (2000) who stated that communication sources have been playing a vital role in creating awareness about environmental pollution and harmful effects of effluents. He further added that a great proportion of the respondents were satisfied with the communication sources in spreading information about pollution.

**Table III. Effectiveness of communication sources in disseminating information about environmental pollution**

Sources	Not at all %	Some extent %	Great extent %	Total %
Radio	72 (60.0)	48 (40.0)	-	120 (100)
T.V.	14 (11.7)	61 (50.8)	45 (37.5)	120 (100)
News paper	18 (15.2)	54 (44.8)	48 (40.0)	120 (100)
Magazines	46 (38.0)	52 (43.3)	22 (18.3)	120 (100)
Lectures	119 (92.2)	1 (0.8)	-	120 (100)
Seminars	117 (97.6)	3 (2.4)	-	120 (100)
Group discussion	15 (12.5)	21 (17.5)	84 (70.0)	120 (100)

Table IV reveals that the majority (58.3%) of the respondents got awareness through advertisements on T.V. about environmental pollution. News, documentaries and expert discussion with 50.0, 23.3 and 3.3%, respectively were known to respondents in above connection.

Nisar (1995) also discussed that T.V. and radio could tell our people about dangers of deforestation instead of indulging in empty slogans about nation building, but margin that was left by the newspapers should be honestly filled by them.

**Table IV. Distribution of respondents with regard to T.V. programmes from which they get maximum information about environmental pollution**

Programmes	No.	% age
Lecturers	1	0.8
Expert discussion	4	3.3
Drams	-	-
Advertisements	70	58.3
Documentaries	28	23.3
News	60	50.0

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