Media, Ecology and Technology: Holistic Approach

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Abstract : Today we are in the Hyperreal World in the Post Modern Era, bound to meet media, ecology and Technology. We need Mother Earth to have Ecological balance for Human and living organisms' Survival. To Every Individual to have a Holistic Life, we need eco-friendly Technology and an excellent environment to lead a pleasant, harmonious life. Ecology are the scientific study of the relationships between living organisms and their physical and biology environments. It encompasses the study of the distribution and abundance of living things, the interactions between organisms, and the relationships between organisms and their physical and chemical surroundings. The ecology perspective is a way of looking at the world that emphasizes the interconnectedness and interdependence of all living things and their environments. To have an Ecological Perspective, we need technological development and support to handle the issues and problems from a social perspective. This research study analyses the role of ecology, Technology and media and their interconnectedness in the holistic approach. The researcher conducted in-depth interviews with media specialists and Teachers in Environmental Studies and gathered valuable insights on media, ecology and Technology and their connectivity in bringing a holistic approach. Media and ecology today give a Hyperreal experience for the audience with the advancement in Technology. Media Creates a Hyperreal Environment in day-to-day life for the social well-being of humans and living organisms and awareness of environmental problems created. Environmental Activists use media platforms for their activist activities.

Keywords: Media, Technology, Ecology, Hyperreal Experience, Living organisms

Abstrak : Saat ini kita berada di Dunia Hyperreal di Era Post Modern, terikat untuk bertemu dengan media, ekologi dan Teknologi. Kita membutuhkan Ibu Pertiwi untuk memiliki keseimbangan Ekologis untuk Kelangsungan Hidup Manusia dan organisme hidup. Agar Setiap Individu memiliki Kehidupan Holistik, kita membutuhkan Teknologi ramah lingkungan dan lingkungan yang sangat baik untuk menjalani kehidupan yang menyenangkan dan harmonis. Ekologi adalah studi ilmiah tentang hubungan antara organisme hidup dan lingkungan fisik dan biologinya. Ini mencakup studi tentang distribusi dan kelimpahan makhluk hidup, interaksi antara organisme, dan hubungan antara organisme dan lingkungan fisik dan kimianya. Perspektif ekologi adalah cara memandang dunia yang menekankan keterkaitan dan ketergantungan semua makhluk hidup dan lingkungannya. Untuk memiliki Perspektif Ekologis, kita membutuhkan pengembangan dan dukungan teknologi untuk menangani isu dan masalah dari perspektif sosial. Studi penelitian ini menganalisis peran ekologi, Teknologi dan media serta keterkaitannya dalam pendekatan holistik. Peneliti melakukan wawancara mendalam dengan spesialis media dan Guru Studi Lingkungan dan mengumpulkan wawasan berharga tentang media, ekologi dan Teknologi serta konektivitasnya dalam membawa pendekatan holistik. Media dan ekologi saat ini memberikan pengalaman Hyperreal bagi audiens dengan kemajuan Teknologi. Media Menciptakan Lingkungan Hyperreal dalam kehidupan sehari-hari untuk kesejahteraan sosial manusia dan makhluk hidup serta kesadaran akan masalah lingkungan tercipta. Aktivis Lingkungan menggunakan platform media untuk kegiatan aktivis mereka.

Introduction

We live with Nature, and Nature supports our well-being through plants, trees, forest resources, minerals, water and resources on the earth. We use these abundant resources, alter the natural ecosystem, and shift the ecological balance. Due to a shift in the ecological balance, we are disturbed by tsunamis, Earth quack and other natural calamities. How to maintain an Ecological balance in the ecosystem? This is the question in front of every one of us. We must create environmental awareness among the public to bring a harmonious natural world.

According to Misra (2021), the role of media is mainly emphasized on the characters of society, which has an enormous effect on mankind. From the early period, it was widely accepted that the media mobilized to support, formed the norms, initiated significant change and impacted the policy for various social issues.

The critical role of media is to shape, Population, Lifestyle, Organization of Society and Technology at a more significant level from the Eco centric perspective. It has been established that media's activities influence society, and media is so authoritative and overwhelming, which delivers people's philosophies and illustrations about their reality

To find out the holistic output of life and approach by connecting media, ecology and Technology and To find out How Technology through hyperreal experience gives awareness of the Environment?.

Method

This research article is a qualitative descriptive study and in-depth interview of subject experts on media and environment. It critically reviews the valid inputs from media content like print and online media on the environment, films and documentaries on the environment. Finally, this article connects the three important terminologies Media, Ecology and Technology. How are these

three terminologies combined to give a Holistic approach to life? This is the preliminary study of this research article.

Result and Discussion

Carson Survives through the *Silent Spring*

The article Carson Survives through the *Silent Spring* Carson's contribution to environmental and pesticide issues was well crafted. Through her book on *Silent Springs*, she created awareness of the severe issues created by the toxins involved in pesticides. Passion for keeping the environment as natural as it should be made Carson write a book, and today, if she were alive, she would be writing on all issues dominating the existence of an environmentally balanced world. With that drive of involvement, Carson made the world's people care about the environment when they throw out a piece of plastic or cut too many trees. *Silent Spring* initiated and motivated the central environmental awareness in the world to the high level it is at today. Carson would tackle every environmental issue with the same commitment she did to reduce the use of cause and effects of DDT, not only making environmentalists and organizations aware but just every human being understands the value of nature.

Being Environmentally active makes Everyone Happy

People engaging in environmental activities and sustainable practices could cause them to feel that they have a greater purpose in life, and thus lead to a more perfect life and self-satisfaction. Every human must have a goal in life that activates him to lead a meaningful life. Being Environmentally active makes everyone in society happy. Everyone is responsible for working and safeguarding nature to make a holistic way of life. According to White (2012), There are three categories of human action to become environmentally active. Personal action, Communal action and Political action, Personal actions might involve recycling, composting, buying second-hand clothing, using renewable energy sources, or shopping locally. Collective actions involve

working or volunteering for environmental organizations, joining a community garden, becoming part of a community-supported agriculture system, planting trees in community parks, or participating in beach or park clean-up events. Political actions might involve campaigning, lobbying, calling or writing to government officials, protesting, or running for a governmental position.

Human Develpoment: People's Perspective

Print Media function in Creating Environmental awareness

Down to Earth, a magazine published in New Delhi, is one of India's popular Environmental magazines, which plays a significant role in creating environmental awareness for people from all walks of life. Daily newspapers and weekly magazines significantly promote the environment, sustainable development, health awareness, hygienic food habits, forest development, Ecosystem values, Biodiversity and Environmental Activism.

Environmental Activism is one of the significant areas in creating activities regarding environmental issues. Print media is a channel for sharing information on environmental communication and environmental Activism. This article covers the connectivity of media, ecology and Technology. Media, Ecology and Technology create a significant vibration in human life to understand the beauty of nature and create awareness about the issues on Earth. McLuhan(1994) States that Medium is the Message; every medium has its uniqueness in its presentation; apart from the content of the media, the medium has its function, like television, print media, social media, painting, Sculpture, architecture, and photography. Every medium creates a vibration in the audience regarding ecological contents and information, and the medium plays a vital role in human life.

In-depth interviews from media person and Environmental Studies Teacher

Interviews were done by an experienced media person who gave valuable inputs on earth, technology, environmental awareness, social media platforms and how we share thoughts and ideas. He shared that the mindset of every individual human being has been different in the past years, as we do not have technological exposure, social media platforms, or much media coverage on the environment, now the individual human mindset is occupied with much digital thinking, social media exposure, much technical skills, latest electronic devices with haptics technology. So these differences make human beings act more involved in social media and digital platforms, which is a need for everyone today. Anyone can write on any media platform today and share around the globe; communication is high-speed. Information can be shared within seconds globally. Secondly, hyperreal experiences and thoughts occupy everyone now in this postmodern era. It is hard to find the difference between real and unreal. This hyperreal experience merges the borderline of reality and unreal. When the wax model of a human being is placed near the original live model, it is tough to find the difference between the two. A teacher of environmental studies in undergraduate programmes speaks on environmental issues and says that there is a must to create awareness among students today. Today, teaching aids differ from the past; we have more digital platforms, smart classrooms, Google Classroom, video presentations, photography classes and many more options like e-content productions. An environmental studies teacher can give excellent presentations to students to bring them back and make them understand nature effectively. Students can be presented with virtual experiences through virtual reality presentations on Environmental content. This kind of presentation can give them Hyperreal Experience and bring them very close to nature.

Technological development in Sharing Environmental problems and Digital Divide

Today we have, Technology and social media platforms play a significant role in sharing information on the environment with the general public. Every day we see a WhatsApp group sharing much information on the environment, video files on ecological issues, and photographic images of natural disasters like earthquakes, tsunamis, cyclones and weather reports around the globe. Today's development in Technology and multimedia authoring tools make every individual act fast and share information at the global level. Today a teacher of environmental studies can share much information with students, make them aware of environmental problems and degradation, and provide a virtual reality experience to understand nature. Feature films and Documentaries on Environment is the best example to motivate people on ecological issues. A few examples, we can say that *Even the Rain,* a Bolivian film that speaks on water issues and *The inconvenient truth*, a documentary on ecology, are all powerful films which create awareness in the general public. Facebook and Youtube provide an excellent platform for sharing information with the public on ecology every moment, every day. Even now, there is Digital Divide in India, which is the gap between internet users and non-internet users. There are still people who are away from Technology, and those people will be losing social media connectivity and Technology at large.

Hyperreality and Environmental Awareness

Connor(1993) States that 'hyper' means not more but excessive, something high in its standard than the genuine original. A copy of a colourful image of a celebrity in a magazine is high in standard than the original; the image creates an excess vibration to the viewer and impression and creates curiosity to look into the matter seriously. Hence through printed copies, environmental content or images can impress the audience. According to Barroso (2022), hyperreality and simulation are connected.

They produce and represent the reproduction, copy or sign (image) without referent, without objective correspondence with reality. Hyperreality is a simulation of reality that is more accurate than reality. Through Feature films, when we show the beauty of nature, we show more than real, and the audience gets impressed by watching it; Hyperreality merges reality and virtual reality where we stand now in all our daily routines. Through this hyperreal technology, *Fremont Street* in Las Vegas is surrounded by a digital screen in the ceiling. In Chennai, Kotturpuram Planetarium *and Birla Institute of Science and Technology* also have a projector on the surround screen where we can feel the universe when we watch. *Disney Land* by Walt Disney is one of the best places which connects the public with the Hyperreal Experience to make people feel that they are in physical reality without their presence in the real place. *Hyperreality* is the new technological and communicational paradigm which is associated with the development of technology. Hyperreality implies profound transformations but also several concerns and effects. The concept of "phygital", - "physical", and "digital" represents the evolution of the modern day-to-day experience based on and influenced by technology. The best example of a phygital is using a kiosk where users can accomplish routines tasks quickly and efficiently using digital technology in a specific physical space. The kiosk in restaurants and public places adapts to our changes in social behaviour. Another example is the Hyper Mirror, "a video conversation system that does not simulate face-to-face communication but allows various users from different locations to feel as though they are all in the same room". The integration between the physical world and the digital world provided by the "*phygital*" reveals, on the one hand, the fusion of these two worlds, and, on the other hand, we can share ecological ideas through this technology and create excellent environmentalism for the public at large. Therefore, hyperreality invites us to reflect on what it is, its nature, and its characteristics. Hence it is also relevant to conceptualize and problematize how the future will be. Technique always brings a new way of thinking about it naturally. This is the classical idea that the copy

replaces and seems more accurate than the original in showing our natural beauty to the world of ecological perspective.

Conclusion

This research study presents valid inputs like print media and online media environmental contents, In-depth Interpretations of media person and subject experts, The role played by *Down-to-Earth* Magazine, Rachel Carsons *Silent Springs*, Simulations of Hyperreal digital presentations in the *Fremont street* experience of Las vegas,and *Disney land* of Walt Disney in Los angels, environmental contents from digital platforms in social media , the impact created by films and documentaries on environment all these excellent avenues shapes every human individual to understand the value of nature and responsibility of human to maintain the ecological balance what is a must today. The study finally concludes that Media, Ecology and Technology are interconnected for a Holistic approach in life . Digital Divide must be eliminated from the society and internet technology should be made as an easy access to everyone to have an holistic life with the connectivity to nature

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