

INFLUENCE OF GEOSCIENCE EDUCATION THROUGH MASS MEDIA FOR SUSTAINABLE DEVELOPMENT OF THE THIRD WORLD COUNTRIES

AKHTAR, A. Geological Survey of Bangladesh, Dhaka, Bangladesh

Televisions, Radios, Daily Newspapers are the most powerful media for mass communication not only for a country but also for the whole world. These media in modern world may play most vital role to focus geoscience knowledge and its application for sustainable development. Suffering from natural hazards, waste disposal, destruction of vegetation and wildlife, environmental deterioration, unplanned urbanization, abuse of landscape, meagerness of earth resources, shortage of food production are the major serious problems in the third world countries. Geoscience is the only science, the knowledge of which can give proper guideline to solve these problems. And the development of socio-economic infrastructure of any nation depends on proper solution of these problems, exploration and exploitation of mineral resources and also maintenance of hygienic environmental ecosystem. All these activities again depend on right application of geoscientific knowledge and technology. But without mass participation, development is not possible by professional geoscientists only. To get mass participation, people should be motivated to acquire geoscience knowledge through emphasis on influence of geoscience education for the development of a society, nay a nation.

As geoscience is an expensive outdoor subject, it is not always so convenient to educate common people by formal education system. In these circumstances, mass media especially the electronic media- TV, Radio will be the easiest, cheapest and quickest method to transfer knowledge to people. Internet system, which is now getting popularity, can also render valuable services worldwide in this regard. This type of informal education system can help to motivate people within a short time than that of formal education system, by showing effective documents on how the environment get deterioration and how to protect it and what are the ways to develop a sustainable society.