

**THE EFFECTIVENESS OF A PROPOSED MODEL TO  
PROMOTE ENVIRONMENTAL CULTURE TO  
READERS OF PUBLIC MAGAZINES**

**Submitted By**

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## ABSTRACT

The research problem of the current study has been defined as the scarcity of adequate coverage on environmental issues in general interest magazines. This does not help readers acquire the required environmental awareness or culture. In addition, such magazines lack studies and research on environmental issues. Hence the need for an analytical study on the environmental topics and issues covered in general interest magazines, and the manner in which they are tackled.

Several research methods were used. The descriptive method was used to analyse the content of the weekly Cairo magazines: Akher Saa, al-Mussawar, and October. The semi-empirical method in social research was used through measuring the response of a group of readers to The Environment Issue Folder, a model publication of a number of environmental topics prepared and designed by the researcher. The study sample was 30 young men and women from among the members of the Arab Union for Youth and the Environment.

The current study lists the environmental issues and problems which interest readers, depending on a number of research tools: content analysis of the general interest magazines, questionnaires for 60 of the magazine readers, an environmental information test and awareness attitude measure.

### **The following results were reached:**

**First:** Results of the content analysis of the magazines under study

1. An obvious deficiency was detected in the coverage and tackling of environmental issues and problems in the general interest magazines.
2. Environmental topics and issues in the general interest magazines were perceived to be scarce relative to the significance of these topics.

**Second:** Results of the environmental information test

The results showed the presence of statistical difference between pre and post reading of The Environment Issue Folder at a significance level of 0.01, in favour of the post-reading.

**Third:** Results of the environmental awareness attitude

The results showed the presence of statistical difference between pre and post reading of The Environment Issue Folder at a significance level of 0.01, in favour of the post-reading.

**Fourth:** questionnaire results

- Akher Saa was rated by the sample group as the best among the magazines in question on environment topics.
- The insufficiency of environmental topics in the magazines had a negative impact on the knowledge, skills and positive behaviour vis-à-vis the environment acquired by the readers.
- The environmental topics of most interest to the readers, tackled by the general interest magazines were air, water, and food pollution, and waste management.