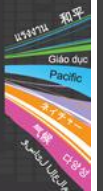


2011 아시아태평양 매스미디어와 국제이해교육 포럼

2011 Asia-Pacific Forum on Mass Media
and Education for International Understanding



Climate Change in Bangladesh: Role of Mass Media

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Bangladesh is one of the world's most vulnerable countries to climate change. This change will threaten the sustainable economic development of the country. There is a vital role of the mass media of Bangladesh to increase consciousness about climate change among people. It is well established that public awareness on the issues like climate change can reduce the negative effect at large.

It has been found that the public in Bangladesh gathers many of its knowledge about climate from the mass media, with television and daily newspapers being the primary sources of information. Awareness building and dissemination play an important role on many different levels from the general public, local farmers, scientists, policy makers, planners and politicians in the government. At all levels, lack of information hampers adaptation to climate change. Policy makers may fail to recognize the effect of climate change on the success of their projects and local farmers may be unaware of crop varieties that are less vulnerable to flooding and salinity.

Climate change coverage by the Bangladeshi media has steadily improved. The environment where journalists work has become more favorable in covering climate change issues thanks to the favorable attitudes of national and institutional policy makers.