

MASS MEDIA AND ENVIRONMENT IN MEXICO

RESEARCH

Considering that the media contribute to the participation of citizens with a positive attitude, in the improvement of environmental conditions.

ENVIRONMENTAL
CONTAINS
IN MÉXICO

Lack of diversity

Lack of issues and actors

Lack of sources

OBJECTIVE

Identify the characteristics that distinguish information related to the environment, as it was disseminated in Mexico.

5 MEDIOS DE COMUNICACIÓN
2015 - 2016 - 2017



Francisco Javier Martínez Garza

TOOLS

The study, carried out with the quantitative content analysis technique, included the news and reports related to the environment.



ANALYSIS OF ONE WEEK,
FOR EACH ONE OF THE YEARS.

RESULTS

The results indicate that in Mexico the media, especially television stations, have forgotten to participate in society on issues aimed at participating in environmental conservation.

ATTENTION
SPECIAL
TO THE SUBJECT
WHEN...

Fires

Floods

Deaths