



Discussion on “Friends of Nature” Environmental Protection Public Welfare Communication

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Abstract

With the continuous deterioration of the earth's ecological environment such as climate change, biodiversity loss, and environmental pollution, people pay more and more attention to the construction of ecological civilization and environmental protection. At the same time, there is more and more consensus on peaceful coexistence with nature. As a national non-governmental environmental protection organization, "Friends of Nature" uses the means of communication in the new era to stimulate people's awareness of environmental protection and help people establish a correct concept of environmental protection through various environmental protection public welfare activities. However, there are some problems in the process of communication, which seriously affect the effect of communication. Therefore, it is necessary to actively explore effective solutions in combination with the actual situation. This paper first expounds on the importance of "Friends of Nature" environmental public welfare communication, and then analyzes its shortcomings, aiming to find a countermeasure to improve the effectiveness of "Friends of Nature" environmental public welfare communication.

Keywords

"Friends of Nature", public welfare communication, environmental protection

Introduction

The "Friends of Nature" environmental protection public welfare communication can not only improve people's awareness of environmental protection but also guide the whole society to actively participate in ecological environmental protection and promote the formation of a green lifestyle. Therefore, in the process of "Friends of Nature" environmental protection public welfare communication, in order to improve its effectiveness, it is necessary to follow the pace of the development of the times, use novel communication methods, innovate communication methods, and enrich communication content, so as to affect people's lifestyles and ways of thinking, promote the development of environmental protection, and inject strong impetus and vitality into improving the living environment of human beings.

1. The importance of "Friends of Nature" environmental protection public welfare communication

1.1 Stimulate the public's awareness of environmental protection

In the process of "Friends of Nature" environmental protection public welfare communication, through the development of rich and diversified environmental protection activities, not only can increase the public's attention to environmental protection, but also enhance people's awareness of environmental protection. In the context of the new era,

while creating diversified environmental protection public welfare activities, it is more necessary to enrich the content of the activities, increase the interest and interactivity of the activities, and stimulate people's interest and active participation, so as to improve the effect of the "Friends of Nature" environmental protection public welfare communication activities (Zhang YX et al., 2022). In addition, we can also carry out vivid environmental protection lectures to provide people with more opportunities to understand environmental problems, carry out field trips to make people aware of the seriousness of environmental problems through personal experience, and create public welfare competitions to increase interest and strengthen the public's awareness of environmental protection.

1.2 Advocate the methods of green we go

The environmental protection concept spread by "Friends of Nature" is not only close to people's daily life, but also conducive to advocating the methods of green we go. In the process of environmental protection public welfare communication, it can not only effectively promote environmental protection concepts such as energy conservation and emission reduction, garbage classification, and green travel, but also guide the public to practice these concepts in daily life, so as to realize the "bi-directional travel" of individuals and society. This changes of lifestyle not only helps to improve the quality of life and health of individuals, but also represents a love and responsibility for our planet. By practicing a green lifestyle, people can contribute to environmental protection in their daily lives.

1.3 Promote social harmony and cohesion

The "Friends of Nature" environmental public welfare communication activities not only give people the opportunity to cooperate, communicate, and exchange with others but also enhance social cohesion and allow people to find a sense of belonging and satisfaction in common goals and values. This sense of belonging and satisfaction is one of the important driving forces to promote the harmonious development of society, and it is also one of the important goals pursued by "Friends of Nature" environmental protection public welfare communication. Through environmental protection public welfare communication activities, "Friends of Nature" has built a platform for all sectors of society to participate in environmental protection undertakings, and gathered strong social forces to promote the construction of ecological civilization.

2. Deficiencies in the "Friends of Nature" environmental protection public welfare communication

At present, there are many problems in the process of "Friends of Nature" environmental protection public welfare communication, which need to be improved and perfected in combination with the actual situation at this stage and by using a variety of ways and means to improve its effectiveness. At the same time, it is also necessary to see the efforts and contributions of the "Friends of Nature" environmental protection public welfare communication in the cause of environmental protection. Through continuous improvement and optimization, "Friends of Nature" will be able to continue to overcome difficulties, innovate methods, and make greater contributions to the development of China's environmental protection cause, so that the quality of "Friends of Nature" environmental protection public welfare communication has been effectively improved.

2.1 The communication channels are relatively simple

The "Friends of Nature" environmental protection public welfare communication channels mainly rely on traditional means such as school education and adult education. Although these channels can enhance the public's awareness of environmental protection to a certain extent, in the context of today's information explosion, they are relatively single and limited, and cannot play the real role of "Friends of Nature" in environmental protection public welfare communication. In the context of the new era, information technology not only facilitates people's production and life but also affects people's living habits. Especially for high school students, the communication effect of these traditional channels may be greatly reduced. High school students are more likely to obtain information through online platforms such as social media and short videos (Feng SY & Gao J, 2022). Therefore, in order to improve the quality of environmental public welfare communication, "Friends of Nature" needs to increase investment in digital channels, and make full use of emerging platforms such as WeChat, Weibo, and Douyin to spread environmental protection concepts in a more vivid and interesting way.

2.2 The content of the communication is too superficial

In terms of content, the public welfare communication of "Friends of Nature" may pay too much attention to superficial publicity and advocacy, and lack the analysis and discussion of the deep-seated reasons behind environmental protection problems. This kind of communication method is not only difficult to effectively disseminate, but also difficult for the public to truly understand and accept the concept of environmental protection, and it is even more difficult to form lasting environmental awareness and action (Li XM et al., 2022). Thus, "Friends of Nature" needs to dig deep into the root causes of environmental problems, conduct in-depth analysis from multiple perspectives such as science, culture, and society, and provide more comprehensive and in-depth environmental protection knowledge and information. At the same time, through case analysis, story narration, etc., the public can more intuitively understand the seriousness and urgency of environmental protection problems, so as to stimulate their enthusiasm and initiative to participate in environmental protection actions.

2.3 The assessment methods and means are unscientific

"Friends of Nature" also faces a major challenge in evaluating the effectiveness of communication. Due to the lack of scientific and effective assessment methods and means, it is difficult to accurately measure the impact of communication activities on public environmental awareness. This not only limits the pertinence and effectiveness of communication activities, but also makes "Friends of Nature" lack sufficient basis for strategy adjustment and optimization. To this end, "Friends of Nature" can actively learn from the successful experience of other fields and introduce more scientific and objective assessment methods and indicators, such as questionnaires and data analysis. Through appropriate communication methods, we can more accurately understand the changes in public awareness and attitude towards environmental protection issues, so as to provide more powerful data support for future communication activities.

3. Countermeasures for improving the communication of "Friends of Nature" environmental protection public welfare

3.1 Innovate communication methods

In order to ensure effective communication, "Friends of Nature" needs to consider the diversity of communication channels. At present, "Friends of Nature" mainly uses social media platforms and offline activities to disseminate environmental public welfare. Although these channels reach some audience groups to a certain extent, there is still a lot of room for expansion (Hu SM & Zhang JY, 2022). With the rapid development of digital media technology and the emergence of new social media, "Friends of Nature" can actively try to publish a variety of environmentally friendly content on some emerging platforms to improve the effectiveness of its communication.

For example, we can produce and publish short videos, live explanations, interactive games, and other forms of content to attract the attention and participation of more young users. At the same time, "Friends of Nature" can also cooperate with mainstream TV stations, radio stations, and other traditional media to produce high-quality environmental theme programs to expand the scope and influence of communication. Through diversified communication channels, "Friends of Nature" will be able to reach a wider audience and further enhance the public's awareness and action on environmental protection.

3.2 Enrich the content of dissemination

"Friends of Nature" not only needs to innovate communication methods but also to enrich the content of communication. From the perspective of the professionalism of the communication content, "Friends of Nature" has a solid knowledge base and rich practical experience in environmental protection and public welfare communication. However, with the increasing complexity and diversification of environmental issues, "Friends of Nature" needs to further improve the accuracy and depth of its communication content according to the actual situation and needs. Environmental issues not only involve expertise in ecology and environmental science, but are also closely related to many fields such as sociology, economics, and political science (Zhang G & Zheng XY, 2021). Therefore, "Friends of Nature" needs to reveal the nature and impact of the problem more comprehensively and deeply, so as to enhance people's ideological awareness and provide positive assistance for the future "Friends of Nature" environmental public welfare communication activities.

For example, when discussing climate change, in addition to popularizing the basic concepts and common sense involved in global warming, it is also possible to deeply analyze the scientific principles behind global warming, including the formation mechanism of the greenhouse effect, the operation process of the carbon cycle, etc., and show the far-reaching impact of climate change on human society, biodiversity, natural landscapes, and other aspects. Through in-depth and comprehensive communication, the public will be better able to understand the seriousness of environmental protection problems and take active action to raise environmental awareness.

3.3 Formulate a communication plan

In addition to paying attention to the content and methods of communication, the "Friends of Nature" environmental protection public welfare communication also needs to pay more attention to long-term planning and systematic thinking in formulating communication plans and strategies. Environmental public welfare communication is a long-term and arduous task, which requires continuous and stable investment and planning. At present, the communication plan of "Friends of Nature" is still scattered and random, and lacks systematic and long-term nature (Ma XL, 2021). Therefore, it is suggested that "Friends of Nature" should formulate a clearer and long-term communication strategy and goals to ensure that environmental public welfare communication can be carried out continuously and systematically. At the same time, we can establish a stable partnership and work with other environmental protection organizations and government departments to promote the development of environmental protection public welfare communication, so as to make greater contributions to environmental protection and social responsibility.

3.4 Carry out communication activities

In order to enhance the interactive and participatory nature of communication activities, "Friends of Nature" can also take more innovative measures. Environmental public welfare communication should not only be a one-way information transmission, but a two-way interactive and participatory process. By setting up online interactive links and carrying out offline experience activities, the public can be encouraged to participate more actively in the communication of environmental protection and public welfare.

For example, "Friends of Nature" can launch environmental challenges or online discussion topics on social media platforms to encourage the public to actively express their views and opinions. It is also possible to organize the public to participate in offline experience activities on the theme of environmental protection, such as garbage sorting games, environmental protection creative workshops, etc. These activities not only allow the public to experience the fun of environmental protection through hands-on participation but also make the public aware of the significance of environmental protection (Zhou YH, 2021). In this process, by enhancing interactivity and participation, the "Friends of Nature" environmental public welfare communication will be more attractive and influential, and inspire the public to participate more actively in environmental protection actions.

4. Conclusion

Altogether, there is still room for improvement in the professionalism, channel diversity, interactive participation, and communication strategy formulation of "Friends of Nature" environmental public welfare communication. By strengthening the professionalism of communication content, expanding communication channels, enhancing interaction and participation, and formulating clear and long-term communication strategies, "Friends of Nature" can further improve the effectiveness and influence of environmental protection public welfare communication, and make greater contributions to promoting environmental protection and social responsibility. In the process of "Friends of Nature" environmental protection public welfare communication, through a variety of ways and rich communication content, the role of "Friends of Nature" is brought into play, so that public welfare communication continues to innovate and progress, and contribute more to the construction of a beautiful China and the realization of sustainable development goals.

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