

Research on the Media Mobilization Model of Environmental Ngos

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Abstract: Environmental NGOs establish direct interactive relationships with audiences via accurate selection, content delivering and publicity methods in the media-based approaches. And an environmental protection network system is thus established with extensive social attention and support utilizing media. That is to say, media is now serving as the liaison of giving the mobilization function of disseminating environmental protection concepts, raising environmental awareness, and constructing social environmental issues. And how to turn the concept of environmental protection into environmental protection practices is the last move of environmental protection. Under this background, this paper takes the 100 million suosuo project initiated by Alxa SEE public welfare organization as the research object, and proposes a mutual stimulation model of ideas and actions based on its rich media mobilization strategy and communication activities, to solve the issue of last mile among environmental protection.

1. Introduction

The environmental problems associated with modernity have become a severe challenge that must be faced in the course of human development. Not only that, environmental issues are also surrounded by a series of complex social issues that have a profound impact on the actual social order, ecological culture and international structure. Desertification is a typical environmental problem in northwestern China. The blast caused by sandstorms has once become the focus of public discussion on environmental issues. This article is based on an in-depth analysis of the media mobilization strategy and communication activities of the Alxa SEE public welfare organization *100 Million Tree Suosuo* project, to explore how environmental NGOs can form a broad social impact and achieve their environmental protection goals.

2. Layout of Multi-Platform Communication Channels

From the perspective of communication channels, the 100 million suosuo project is mainly used for two-way interactive transmission on Alxa SEE related Weibo, WeChat, website, tik tok and other new media platforms. That is, on the one hand, information on desertification control knowledge, environmental protection character stories, project progress and other information are transmitted to form public opinion hotspots. On the other hand, new media platforms can also be used to aggregate people's participation. Such multi-channel choices are because these new media platforms have a large number of active users, wide dissemination, and timely interaction. These characteristics can meet the daily communication needs of the organization. Second, the network new media platform provides a breakthrough for Alxa SEE. A model for environmental promoters to talk to the government through personal channels. In other words, through such an open and transparent discourse field with extensive public participation, the dialogue space between Alxa SEE and the government has been expanded.

It is worth mentioning that, in addition to the new media platform, Alipay, as a third-party payment platform, its internally developed ant forest game has become an important communication channel for the 100 million suosuo project. Now, users can get a conscientious tree planting due diligence certificate for all three trees in the ant forest by the Office of the National Greening Commission. This kind of behavior that uses the power of the country to affirm users' participation in ecological governance also Let users realize more personal identity. ^[1]In fact,

click-activism-type environmental protection similar to Ant Forest also exists in large numbers on other media platforms, that is, simply by clicking on online links for environmental protection actions. Sometimes called lazy activism. Some scholars commented on this kind of online click doctrine: This follow-up makes advocacy organizations encourage people to participate in stepped participation. With the further advancement of the event, more and more positive volunteer participation and actions can be brought. The process is full of rewards and transparency elements; that is, users can receive feedback on performance and feedback on competitors' performance.^[2] It can be seen that the gamification of environmental protection actions with the help of Internet technology is a current trend of public participation in environmental protection. It relies on game elements such as competition, fun, and social contact with others, and is being used in more and more environmental mobilization.

3. Construct the Whole Process of Disseminating Content

From the perspective of dissemination content, in the reports and pushes related to the 100 million suosuo project on various platforms, it mainly includes the following four contents: one is the report on the progress of the project; the other is the expertise on desertification management; The third is the news of public participation and solidarity by the public and social celebrities. The fourth is to raise the 100 million suosuo project to global action, forming a link with international environmental protection trends. It can be seen that in the 100 million suosuo activity, Alxa SEE builds the foundation of public participation through the model of popularizing knowledge-forming consensus-proposing solutions-gaining public recognition.^[3] In recent years, there has been a clear trend in the news of the project, and that is to include the 100 million suosuo project into the entire society's ecological civilization construction system. In reality, we also see the main person in charge of Alxa SEE Frequent voices at the International Climate Conference with a gesture of a community of shared human destiny around the world have formed China's bright green business card in the international carbon politics pattern. This approach of integrating environmental discourse into political discourse quickly gained widespread acclaim from governments and the public. It can be seen that this arrangement of communication content is a wise communication strategy. It not only mobilizes using the performance amplified by the media; but also leverages the power of the mainstream discourse of the society to fully stimulate the people's strong sense of homeland and emotional mobilization. In the end, it gained recognition and participation in the project's environmental protection concepts and actions.

4. Variety of Narrative Strategies

4.1 Diverse Text Style

According to the differences in the content of the communication, Alxa SEE adopts different style strategies in terms of text content. For example, when popularizing suosuo planting technology and desertification control expertise, it will generally use more understandable language, and cooperate with pictures or videos for visual interpretation. While telling the story of the project and the progress of the project, the rhetorical technique of white drawing is often used, and the language style is mostly kind and lively, conveying a spirit of happiness and dedication. Besides, when expressing that the project is of great social significance, generally strong language is used to appropriately stir the public's emotions and call on all citizens to devote themselves to this ordinary and great cause in multiple ways of social participation.

4.2 Pictures with Visual Impact

In the field of environmental communication, images are both a means of mobilization and a symbol of communication. The image has actually become an intermediary social relationship. In the reporting of the 100 million suosuo project, resorting to images is the most commonly used means of communication. In the early stage of the project, Alxa SEE selected a large number of photos of disasters of land degradation and desertification. This deliberately enlarged the ecological

crisis caused great panic to the public, causing the public to have to think about the local fragile ecological environment issues. After a period of time, the image changed the main color of the previous gray to yellow, mainly showing the green new idea after the local suosuo planting. This strong visual contrast left the public with the impression that the environmental protection action has great ecological significance. Among them, public participation in suosuo planting is the highlight of these pictures. Also, Alxa SEE designed exclusive cartoon characters based on the suosuo tree and hibiscus as the prototype. The easy and witty cartoon shape conveys the environmental protection concept of happy public welfare.

4.3 Narrative-Oriented Videos

The video brings a story-like diachronic experience. The use of montages gives meaning to different pictures, and continuous pictures give people a more documentary feeling. In the video text related to 100 million suosuo, the stories, characters and activities related to the project are usually recorded in the form of records. These videos do not pursue the reconstruction of the meaning brought by the editing, but directly perform the project with a long lens, allowing the public to build confidence in green public welfare projects by spying on the real experience.

4.4 Shaping Multi-Level Environmental Protection Figures

First of all, Alxa SEE takes advantage of the particularity of its membership, such as Zhiqiang Ren, Shiyi Pan and other high-profile public figures, to endorse 100 million suosuo. They use their influence to speak for the desertification control in the media and form. After a certain amount of public opinion influence, the public was called on to participate in the suosuo project by appealing to emotions. After the mobilization of these internal opinion leaders, it formed a good communication effect. Secondly, Alxa SEE is also actively cooperating with social public figures outside the association. For example, Weiwei Tan sang the theme song All Spirits and participated in public auctions on the tenth anniversary of the project. Yiyan Jiang and Xuan Huang were hired as Alxa SEE love Ambassadors ... With their strong calling ability for fans, these stars have attracted tens of thousands of fans to like and forward stars to participate in environmental protection projects. Not only that, some fans have also imitated the practice of stars and participated deeply in reality. The field planting link of the 100 million suosuo project has formed a deep interaction with the online retweets. In addition, in addition to using public figures as environmental protection public opinion leaders, Alxa SEE also uses some ordinary grassroots as resources for emotional mobilization. Their stories are published on the media platform in a non-fictional way. This ordinary character's green deeds for desertification control on the Gobi have a strong sense of authenticity and resonance for the public. These character stories effectively help Pushed the project's emotional mobilization.

5. Opinion Leaders with Social Impact

Environmental NGOs are aware that just the incident of environmental public opinion and Internet click environmentalism are afraid that it will be difficult to generate a sustainable social mobilization for desertification control. How to carry out social mobilization in-depth and organize offline environmental protection actions has become a communication demand. During the investigation in Alxa Left Banner, the author found that many environmental NGOs are organizing the public to participate in field experience activities in various ways, and set up a special experience department within the organization to provide for the experienced experience Excellent service. In fact, these experiences are exactly what the environmental travel of American environmental movement research called in the last century, that is, environmental justice organizations in some environmentally affected areas are increasingly using a very compelling way to spread, Which is intended to connect local communities with the wider public. This form is called toxic tours by grassroots activists. These environmental NGOs have begun to create new ways of dissemination to express their dissatisfaction, hoping for more public opinion support and

practical mobilization. They bypass official forums and experts and invite witnesses to enter their cultivating fields and witness the Environmental crisis.

For example, Alxa SEE's spring experience activity in 2019 takes because of love and love as the main message of the activity, which not only concisely expresses the purpose of the activity, but also provides a framework for the experienter to understand the problem. This framework, as Lakoff puts it: It usually does not attempt to activate deeper central circuits through repeated reinforcements, but rather links to more basic emotions or values. ^[4]That is, when the experienter faces this desertified reality, The impact of the sight in front of them has strongly affected their emotions. The meaning of because Aisuo loves activates a deeper connection within these audiences, which has given this key message a deep recognition. On the other hand, the acquisition of this experience blends the two aspects of actor emotion and reason. Youth culture is experiential, which is also one of the core values of the Internet. Young people are rebuilding their environmental protection culture through experiential practice. This activity gave the participants the first-hand intuitive experience of the local desertification environment and first-hand evidence of local ecological restoration. ^[5]In this sense, every fan who returns from the experience is using his actions to make cultural output.

6. Conclusion

Environmental NGOs are fully aware of the lack of social participation in China's biggest environmental problem, and how to mobilize a wider population to participate in desertification management, and media (especially social media and Internet platforms) have become their effective mobilization tools. Relying on rich and differentiated media mobilization strategies, the public gradually recognized the environmental protection concepts of environmental protection civil organizations in the process of receiving environmental protection knowledge and understanding of environmental protection projects, and then produced a multi-level communication effect on the issue, forming a good mobilization. effect. However, clicking on activist environmental protection on the Internet still cannot bring the greatest effect to environmental mobilization. Environmental protection civil organizations have organized experiential toxic travel in various ways. These corporate members, media representatives, fan groups and other social groups After the first-hand experience, they became one of the hot spots for mobilization. After returning to media space, they formed a re-export of environmental protection culture. Through this, environmental protection civil society organizations finally achieved a mutual-excitation effect through online and offline concepts and actions, realized a new shape of environmental protection communication, and finally formed the core context of wider public participation in desertification management.

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