

Sustainability Education among the Malaysian Media

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Abstract : This paper provides a discussion of the importance of sustainability education among the Malaysian media. Without doubt, media play a crucial role in promoting the sustainable or so called “eco-system” society for a better future. Since 2002, the role of media as one of the vital stakeholders particularly in educating the society in three main areas of sustainable education including on environment, economy and society has been clearly highlights on the World Summit for Sustainable Development (WSSD) that was held in Johannesburg. In this paper, six media practitioners from two local Malaysia newspapers organization were interviewed by the researcher in order to identify their understanding about sustainability education; their perception about the pivotal role in sustainability education and the challenges faced by them in the process of educating society about sustainability issues. The findings of this study showed that most of Malaysian media practitioners have displayed clear understanding about sustainability education and they also realize their huge responsibility for not only informing but also educating society in having a sustainable lifestyle. The ultimate challenge in sustainability education faced by the media is to make the public really understand the importance of sustainable lifestyle. Overall, from this study, it is hoped to provide more possible direction in sustainability education not only among the Malaysian media but also all media in the entire world, particularly the developing and Southeast Asian countries.

Keywords : media, sustainability education, Malaysia

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