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THE ROLE OF THE MEDIA IN THE "INVASION" OF NATURE

"Who among the believers planted a tree or a seeded a seed which will feed a bird, a human or an animal, is valued as having donated something to charity (of which there is a great reward)."

- Bukhari.

First of all, Protecting the environment is never seen as a moral value, as a conditional existence and the way of one's own existence, of the quality of life that we make every day.

Nature and Humans are connected in their existence and they must walk in parallel. The examples show that the human being is increasingly becoming the "conqueror" of nature.

The media is increasingly moving away from its initial, utilitarian, role, it has simply become a business of thought that, rather than the interests of the general public, responds to the interests of politics and business. The role of civil society is fragile in this debate, the role of the scientist still more insignificant.