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ECOLOGICAL DEVELOPMENT THROUGH MASS MEDIA

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Abstract: The social significance of the publications of the harmful effects on the environment and on public health is presented in the article; it is one of the topical issues that require today a serious and thorough investigation. In this regard it will be examined, systematized, domestic and international publications devoted to this problem are analyzed.

The purpose of research is to examine and study materials of domestic and international media about the peculiarities of e**cological development through mass media**. Journalism ethics and style will be more deeply examined and studied during familiarization with the scientific themes and the environment.

The Research Oroblem:

1. To determine the socio-political, socio-historical factors of environmental problems with the help of media materials;
2. To define and assess the domestic and international media to solve the serious environmental problems;
3. To prove the relevance and timeliness of the study of social and political significance of environmental impacts from today's perspective and on the basis of available materials to the mass media.

Methods: We will use the comparative historical methods, methods of systematization, analysis, synthesis, conclusions and other methods in this paper.

Keywords: Environment, ecology, green growth, harmful, nuclear power.

INTRODUCTION

The Environment has been a prominent part of the political agenda since the 1960s. The expansion of the consumer society after the Second World War in North America and Europe increased the pressure on the environment to such an extent that it became alarming. A more affluent and better educated population showed its concern for the environment and demanded a cleaner and healthier environment. The environmental movement that originated from these concerns was not very historically oriented and regarded the contemporary problems as a unique product of 20th century capitalism and industrial progress. However, some realised that a historical perspective was needed to understand the origins of the contemporary environmental crisis. This is where environmental history came into being. Modern

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ecologization of culture has ideological humanistic paradigm implications, based on straight anthropocentrism. Men must realize their place as the part of natural space and creative role in maintaining natural balance. This awareness creates a new ideological paradigm – ecologically centrist value system, organized social development objectives of maintaining nature, providing the public an opportunity to successfully meet the challenges of preserving nature and the environment in a condition suitable for life.

Our Earth is a beautiful home for living beings, common for all the humanity forever. The population is increasing constantly, but the technical progress do not develop only the welfare of people, but it also threatens the life. When people pursue great profits, they often act unwisely- destroy nature, pollute the environment. The poisoning of air, land and oceans is the fastest spreading disease of civilization. The number of the planets population is in increasing constantly, but the technical progress not only for the peoples welfare, but also threatens the life itself. When people pursue great profits, they often act unwisely- destroy nature, pollute the environment. The poisoning of air, land and oceans is the fastest spreading disease of civilization.

In psychology, there is also the direction that considers environmental pollution problem. Environmental psychology is a relatively new trend, has issued foreign psychology in two or three decades ago, and in the last decade, rapidly developing in the national psychology at the intersection of psychology, ecology, pedagogy, psychotherapy, philosophy, etc. In this direction, psychology and mass media have a close relationship. Environmental problems of land is one of the most important issues today. And in the mass media, this issue was raised frequently. In the print media, radio and television, as well as online resources you can get a lot of information with regards to the environment. Mass media thus helps to solve environmental problems lighting the audience the news about the different types of environmental problems.

Next to each item will be shown examples of mass media coverage of these problems.

Environmental psychology - studies the relationship between humans and the environment (spatial and geographical, social, cultural), organically included in the vital activity of the person and serves as an important factor in the regulation of his behavior and social interaction.

The main cause of environmental psychology was the sharp aggravation of social problems that have arisen in a society where, on the one hand, the development of civilization and social progress stimulated a new leap in the knowledge of nature, society, man himself, but on the other - revealed all the adverse consequences that carries civilization. This contradiction was the impetus for the emergence and development of environmental psychology, which was designed to answer many

questions related to human perception of the surrounding world, nature, defining the specifics of his relationship to nature, the study of peculiarities of environmental awareness and ecological views, the elaboration of a psychologically-based ways to solve environmental, ethical, economic problems of human interaction with nature and the social environment.

Russian scientist A. Margaryan claimed that the general culture, on the one hand is the result of the relationship between man and nature, on the other hand – level of development depends on such an important occasion for us as the methods and forms of human interaction with environment.

The term 'ecological culture' emerged relatively recently – in the twentieth century ('cultural ecology' and 'ecological culture' in J. Steward).

Dictionary definition: 'ecological culture is a set of norms, beliefs and attitudes that characterize the attitude of the society, its public groups and individuals to nature'.

According to M.A. Douglas 'Ecological culture' is cultural reflection that occurs in the era of modernization and growth of population notions.

A. Touraine considered 'Ecological culture' as a specific type of protest culture that occurs at the intersection growing expectations in the words democracy and reducing the direct ecological quality accommodation of people.

According to Hersch J., and Viscusi W.K. there are age-related differences in information about environmental risks, information sources about the environment, perceived health risks from climate change, and degree of worry about climate change (Hersch and Viscusi 2006).

Cultural ecology is a school of philosophy, founded by the American neo evolutionists L. White and J. Steward in the middle of the 20th century. They substantiate its priority scientific positions, namely: 1) cultural development is by increasing the efficiency of use of natural resources, and this in turn leads to an increase in population, productivity and economic specialization, and 2) the evolution of culture is determined by the need to adapt to the natural environment, societies that are similar to natural conditions and at approximately the same level of technological development, evolving in this way, even if they are geographically located far from each other and not in contact with each other, and 3) the genesis of cultural forms arises from the relationship between the natural environment and level of technological dynamics of society (Asafova 2015).

M. Tarasenko in his 'Nature. Techniques. Culture' research work interpreting ecological culture as a kind of ideological 'image of the world', which is reflected a state of social and natural relationships that characterize their harmonious unity, efficient human exploration of the natural and social reality and strengthening this course of their own individual identity (Asafova 2015).

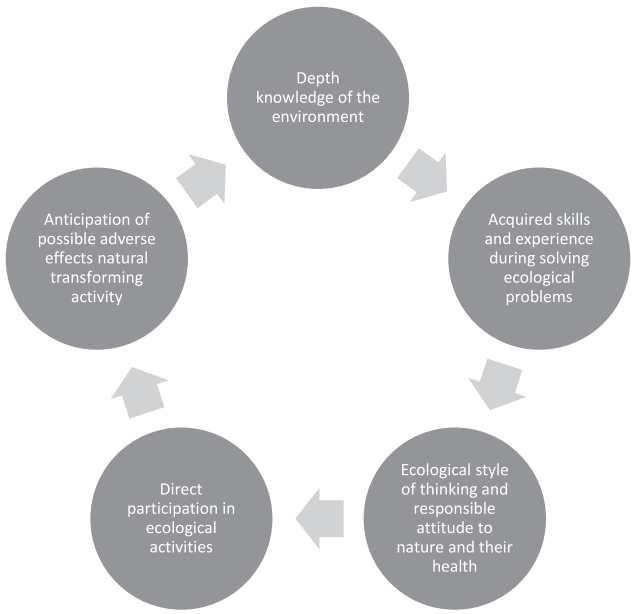

Figure 1: Ecological culture components

Ecological culture must be always **in the mind**, it should be a **behavior of the individual (Figure 1).**

The measure of ecological culture is the ecological ethics. We can find key words in ecological ethics such as'human-human', 'human-society' and 'human-nature'.

Summary of ecological ethics provide a suggestion of the need for these requirements: the rejection of any action that can undermine the possibility of the existence of future generations' responsibility in making decisions regarding the status and development of the environment, to avoid possible negative impacts of people that can harm the interests of future generations (Ridei 2013).

An ecological ethics is increasingly important for humanity as a separate and distinct element of the spiritual culture of each individual. Without adherence to ecological ethics there is no ecologically correct regulation of the relationship of nature and humanity which embraces ecological culture of man. The basis of ecological ethics is ecological thinking and psychology, which are formed in the process of ecological education.

Ecological education in the process of identity formation is by influencing the mind to develop social attitudes and active citizenship. Ecological culture is characterized by a deep understanding of the importance of generalizing ecological problems in the future development of mankind (Asafova 2015).

Ecological upbringing is the formation of human conscious perception of the environment, a sense of personal responsibility for social activities that are somehow connected with the transformation of the environment, the need for careful attitude to nature, wise use of resources.

The main objectives of ecological upbringing are the accumulation in the human of ecological knowledge, a love for nature, the desire to protect and increase its wealth and development of skills in ecological activities (Figure 2).

- We should change human needs in such a way that they meet the requirements of their nature.
- Development of ecological culture is in four main areas:
- Research – resulting in an effort to put into practice the available theoretical and practical knowledge about the existing relationship in the natural world, about how to avoid irregularities during the production of human activity.
- Economics is reflected in the perceiving of an economic weakness of industrial activity that destroys the surrounding human environment.
- Cultural – an effort to preserve the environment as part of the cultural environment.
- Political is an expression of the desire of people to create living conditions, appropriate dignity.

Figure 2: Ecological upbringing and ecological education determinations

Ecological education – education of ecological philosophy, psychology, it means understanding the fact of the close relationship of human existence with ecological processes in nature. Such education should be ensured through continuous multistage ecological education and promotion. The main goal of ecological education is to provide the men to have responsible attitude towards nature. Ecological education refers to continuous process of learning, training and development, aimed at fostering the overall ecological culture of ecological responsibility for the fate of their country and loved ones, the planet and the entire universe. It is considered one of the main factors of becoming a harmonious society and a means of improving the efficient organization of production, consumption, biosphere by its possibilities.

Green growth or the related notion of sustainable development refers to the management of natural resources (land, soil, water, forestry, etc.) and the natural environment (climate, oceans, etc.) in ways that ensure their continued existence and well-being, while at the same time also putting them to efficient use in advancing human welfare. Green growth is economic growth that ensures that natural assets continue to provide resources and environmental services necessary for well-being. It focuses on the tradeoffs and, more importantly, also the synergies among the environmental, social, and economic components of development (Weber and Johnson, 2012).

Homo sapiens, i.e., the human species as we know it today, have undergone remarkable changes in its way of living over evolutionary history. From a nomadic life of subsistence as hunter-gatherers to greater geographic permanence and more controllable food supplies with the development of agriculture, humans have moved on to the present population-dense, technologically complex, and increasingly urban world. Fossil fuels and such innovations as steam power, the internal combustion engine, and electrical power generation gave rise to the industrial revolution of the 19th and early 20th century, and the scientific insights of nuclear physics of the 20th century allowed for space exploration, the electronics revolution, and emerging nanotechnology.

Along with these changes in living conditions and occupations, the mindset of homo sapiens changed from having subsistence (i.e., survival and procreation) on Earth as its most salient goal, to more ambitious goals like the constant improvement of living conditions and cross-national competition that require more aggressive exploitation of the Earth's resources. In the 1960s, space travel provided us with the indelible image of an unquestionably finite home planet, a landmark experience. With increasing evidence that resources may not be as unbounded as they must have appeared to the small population of hunters on the Serengeti or the American robber barons of the 19th century who built fortunes out of oil, coal, and steel, the mindset of at least a subset of homo sapiens has recently been changing yet again, this time to a focus on sustainability, that is, on a judicious balance between exploitation and preservation that will guarantee continued availability of resources into an ideally infinite future.

The body of research described in this report draws on the insights of two fields that have studied decision-making as a science: first, **social cognition**, which assumes that unconscious and conscious inference and decision processes determine behavior. These processes are elicited by conditions in the external environment in combination with internal variables that include prior experience, expectations, and goals. The second field is **behavioral decision research**, which has documented people's attentional, memory, and information processing limitations, often referred to as bounded rationality (Simon, 1957). This research shows that humans often construct their preferences while making their decisions, using processes that

are typically different from the as-if calculations implicitly assumed by rational-economic models of choice (Abrahamse, et. al., 2005).

Human brain structures and the cognitive and emotional processes with which the human brain responds to external events are evolving on an evolutionary time scale, with a lag in responsiveness to recent conditions. Existing human brain structures and response patterns evolved on the Serengeti, in an environment of simple goals and risks and with a small human population in the form of clans or tribes, and have not yet had time to adapt to the present high-density, high-complexity, resource-constrained world. Even though evolutionary (phylogenetic) adaptation of brain structures and processes to our current environment continues, the normal and unaided ways in which we respond to the uncertainties, risks, and challenges of our present life cannot be assumed to be entirely adaptive (Marx & Weber, 2007). Learning deals with the individual's complexities of our current world, it would be inefficient, if each individual had to discover good coping mechanisms for him- or herself. Cultural learning, which refers to the ways in which people pass on useful insights to others and often future generations, has been suggested as a way to make individual lessons have more far-reaching impact (Boyd & Richerson, 1995; Richerson & Boyd, 2005).

Qualitatively different processes or ways of making decisions, sometimes referred to as decision modes, can be classified in many different ways. Dual process models have a long history, e.g., Adam Smith seeing behavior as determined by the struggle between passions and an impartial spectator (Ashraf et. al., 2005). More recent psychological models have distinguished between a rapid, automatic and effortless, associative, intuitive process (System 1), and a slower, rule-governed, analytic, deliberate and effortful process (System 2) (Sloman, 1996; Kahneman 2003). There is debate about the extent and way in which the two systems interact (Keysers et. al., 2008). System 2 can be seen in a supervisory role, since it knows the analytic rules that the intuitive System 1 is prone to violate, and thus can intervene to correct erroneous intuitive judgments (Kahneman, 2003), but other relationships, including simple horse race models, are also considered.

Dual-process models have enjoyed great success and popularity in behavioral economics (e.g., Laibson's (1993) beta-delta model of discounting, discussed below), and have been used to explain many judgment and choice phenomena (see Weber & Johnson, 2009, for a recent comprehensive review). The first class of processes (System 1) works by temporal and spatial associations and similarity, using real world experience as input. Its basic mechanisms are automatic, i.e., associations are established, stored, and retrieved essentially without effort and conscious awareness. Such associative processes teach us, for example, to dislike food eaten just prior to symptoms of food poisoning and to avoid foods of similar taste or smell in the future. Associative processes map uncertain and adverse aspects of the environment into affective responses (e.g., fear, dread, anxiety) and thus

represent risk as a feeling (Loewenstein, Weber, Hsee, & Welch, 2001) (Abreu, et. al., 2011).

Many current environmental or technological risks (e.g., climate change or nuclear power) do not (yet) provide direct experience of adverse consequences most of the time, either because of successful risk management or because adverse consequences have a small probability of occurring and often lie in the future. Such risks, based on model-based predictions, are typically communicated to the public in an abstract and symbolic way, e.g., as probability distributions of possible consequences. Such information needs to be processed by the second class of processes (System 2) that people have at their disposal, which use the analytic algorithms and rules specified by normative models of judgment and choice (e.g., the probability calculus, Bayesian updating, formal logic, and utility maximization), but also simpler versions of such algorithms that explicitly combine information. They are slower than automatic associative processes and require conscious awareness and control. The algorithms that these analytic processes implement need to be taught explicitly, and the appropriateness of their use for a given situation needs to be apparent, i.e., does not get triggered automatically.

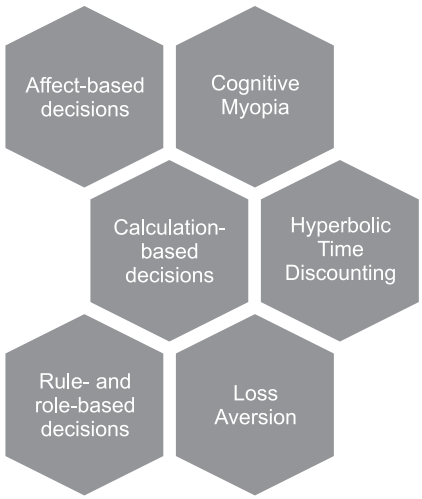

Figure 3: Decision modes

Decision researchers tested a rational-economic as-if accounting model of instrumental outcomes against a psychological model of inferred motivations based on observed decision modes in the context of favor exchange (Ames, Flynn, & Weber, 2003) (Figure 3). Social exchange theory assumes as-if cost-benefit calculations are used to decide whether to agree to a help request (Blau, 1964; Kelley & Thibaut, 1978). The help seeker is assumed to evaluate the person from whom help was requested based on whether (s)he agreed to help and on the magnitude of

the favor. According to social exchange theory, it should not matter to the person who received help by which mode the helper decided to provide help. Instead, Ames et. al., (2003) found that people's attitudes towards their helper depended on the mode that they perceived their helpers had used to make the helping decision. Participants in this study reported most favorable evaluations of helpers whom they perceived as having helped "from the heart" and less favorable evaluations of helpers perceived to have been instrumentally concerned with what they would get in return, or who had simply considered role-related obligations (Ashraf, Camerer, and Loewenstein 2005).

To the extent that different modes of making a decision lead people to different actions, knowing which version of the "as-if" optimization models was used is of substantial help in predicting choice, accounting for 60 percent of the variance in choices in moral and ethical dilemmas, where perceived costs and benefits of choice options accounted for only 20 percent of the variance in selected options (Krosch, Figner, & Weber, 2011). Predicting behavior and reactions to new institutions or policies based on realistic assumptions about human decision making is, of course, an important role of decision models. It would be foolish not to use the full extent of what we know about when people decide how and why, as it would mean leaving some metaphorical money on the table when it comes to predicting decisions (Weber & Johnson, 2009).

- After the summit "Rio + 20" Kazakhstani society started the work under the transfer to the "green" economy. By the initiative of the President Nazarbayev N. a concept on transferring to the "green" economy was developed. First of all the Concept promotes the range of prior tasks directed to the reformation of certain sectors of economy (Kauhenbayeva 2014).
- Nowadays the society differently understands the meaning to the phrase "green" economy. Some persons think that this relates to new directions in economy that improve the nature of the state. The other understand it as new technologies, ecosystems which will benefit environment and nature. And there are also people who think that it is a new stage of development with the aim to create ecological products.Within the frames of the transfer to the "green" economy:
- Rises effectiveness of resources;
- Improve Kazakhstani infrastructure;
- Improve prosperity level of population

The Concept "green economy" in Kazakhstan will be implemented in the 3 stages:

- The first stage – 2013-2020 – optimization of resources use, heightening the effectiveness of environment protection activity and creation of a "green" infrastructure;

- The second stage – 2020-2030 – rational use of natural resources, integration of renewable energy on the basis of new technologies;
- The third stage – 2020-2050 – transition of the national economy to the principles of the "third industrial revolution" which is based on the use of natural resources if they are renewable (Kauhenbayeva 2014).

METHODS

We will use the comparative historical methods, methods of systematization, analysis, synthesis, conclusions and other methods in this paper.

A green growth agenda requires policy makers, from local to supranational levels, to examine and influence behavior that impacts economic, social, and environmental outcomes on multiple scales. Behavioral and social change, in addition or conjunction with technological change, is thus a crucial component of any green growth strategy. A better understanding of how and why people consume, preserve, or exploit resources or otherwise make choices that collectively impact the environment has important and far-reaching consequences for the predictive accuracy of more sophisticated models, both of future states of the world and of the likely impact of different growth strategies and potential risk management strategies.

Behavioral economists Thaler and Sunstein (2008) argue that, in light of human attentional and processing limitations, it is often possible to design policies, in both the public and private sector that make people better off -- as judged by themselves -- without coercion. Designing decision environments with sustainable-development friendly defaults, for example, does not reduce people's choices and is probably less paternalistic than other policies like the imposition of a carbon tax.

RESULTS

The results of the research work will help to consider further the theoretical problems of journalism. Results can be used in workshops and lectures on environmental journalism, as well as in the teaching of the subject "The language and style of mass communication." However, the results can be offered to teachers of higher educational institutions, school teachers, undergraduates, students and job seekers as supplementary material in their theoretical and practical as well as scientific research.

The results can be used in the development of curricula and textbooks on the subject "The language and style of mass communication." Global environmental problems - these are problems whose negative impact is felt in every corner of the globe and affects the whole structure, and the structure of the biosphere. It is comprehensive and all-encompassing problem. The complexity of their perception of the individual human being is that he can not feel them or feel underserved. This

problem, which is divided by all the inhabitants of the earth, all living organisms and the natural environment. All little. But here the impact of the problem can not be divided or distributed among all. In the case of global problems of the effect of them to fold and the consequences of such an addition will be much greater.

DISCUSSION

The tests of nuclear weapons carried out for 40 years at the Semipalatinsk nuclear test site, have caused irreparable damage to human health and the environment, caused an increase in overall morbidity and mortality. The entire territory of the Semipalatinsk test site and the surrounding areas of Pavlodar, East Kazakhstan and Karaganda regions recognized as an ecological disaster zone.

Increasingly adversely affect long-term consequences of nuclear tests, which are transmitted from generation to generation.

The elimination of these consequences requires the implementation of a special state program and a set of measures for the treatment, recovery, rehabilitation, and social protection of the population and socio-economic development of the territory.

Semipalatinsk nuclear test site was established by the USSR Council of Ministers' decision of 21 August 1947. In July 1948 the landfill began arriving military units, mostly builders. From this point on in secrecy here began large-scale construction of a residential campus, which originally called Moscow-400. Erect body of laboratory and experimental, production bases, constructed experimental platform. For nuclear experiments from the national economic turnover was seized 18,500 sq. km of land. The landfill is situated on the territory of Semipalatinsk, Pavlodar and Karaganda regions. Thousands of families of indigenous Kazakhs living in the lands given over to the landfill were relocated to other areas. For the first atomic tests by military engineers prepared "experimental field" size of 300 square meters. km. At the epicenter of the field at the top of 30-meter-high metal tower was installed a nuclear warhead capacity of 20 kilotons. Around built of reinforced concrete fortifications, armored towers and bunkers.

August 29, 1949 was carried out the first test at the Semipalatinsk nuclear test site. From that day on MIC USSR he led an undeclared war against the people of Kazakhstan. This was the beginning of Kazakhstan's nuclear tragedy, which lasted more than 40 years. Almost the entire country into a nuclear test site - tests were carried out in all areas, from the Caspian to Altai. August 12, 1953 was tested thermonuclear weapons, and November 22, 1955 the world learned about the super-power of the Soviet hydrogen bomb, which was created by Academician Andrei Sakharov. Immediately after the test of such charges on landfill and surrounding areas dropped local fallout.

Over 40 years of nuclear weapons testing in the 470 bombings, including in the period of the Semipalatinsk test site was carried out from 1949 to 1963. 118 ground and air explosions capacity to 100 kilotons.

Today on the territory of SNTS being agricultural, mining and exploration activities. landfill area is not fenced and is not marked on the ground, there are no signs warning of the danger.

The population has free access to the territory of the former landfill, including especially dangerous from a radiological point of view lots - epicenters of nuclear explosions at the test site areas. The ministries and departments responsible for the territory of the former Semipalatinsk Nuclear Testing Site, do not have data on the usability of the landfill land. Government agencies, conducting radio-ecological studies on SNTS, never gives the executive authorities and the public with information on the location of unusable areas contaminated landfill.

Entering the new century, the Republic of Kazakhstan, like most states, faced with serious problems in the field of the environment, and now their solution built in state policy. In "Strategy-2030" of the Republic of Kazakhstan "better nutrition, clean environment and ecology" is one of the priority areas. Since 1998, it launched a long-term strategy of the Republic of Kazakhstan until 2030 - "Environment and Natural Resources." Its first stage - the Strategic Plan for development of the republic for 1998-2000. - I have almost got his exercise.

Resolution of the Government of the Republic of Kazakhstan in March 1999 approved the concept of the umbrella project "Improvement of the environment for sustainable development of Akmola, East Kazakhstan, Karaganda, Pavlodar and Astana city.

In accordance with the initiative of the Republic of Kazakhstan and the decision of the 53 session of the UN General Assembly, it is the realization of the Program of rehabilitation of the Semipalatinsk region affected by the nuclear tests. According to the program involves a number of environmental projects, health, humanitarian, economic and informational focus, including the establishment of an international center for the study of the effects of the activities of the Semipalatinsk test site on human health and the environment, the development of sustainable land use strategies, humanitarian assistance to the population of the region. This will contribute to the consolidation of all healthy intellectual and anti-war forces of the entire world community.

Kazakhstan is actively included in the process of international cooperation. The country has become a party to 12 international treaties and other agreements in the field of environment, is preparing for accession to and ratification of a number of priority Conventions for her. It began implementation of the country's obligations under several international agreements, including the Framework Convention on Climate Change, the Vienna Convention and the Montreal Protocol for ozone-depleting substances, the Conventions on Biodiversity and Desertification.

Coordination of activities in the field of ecology by the Ministry of Natural Resources and Environmental Protection of the Republic of Kazakhstan. In close contact with them runs the National Environmental Centre for Sustainable Development of the Republic of Kazakhstan, the structure of which includes a committee of international environmental conventions, drafting committee, the Committee for monitoring of projects, the Committee on the problems of the Caspian Sea and the oil and gas pollution.

Project Preparation Committee conducted extensive work on projects at the national level, in particular, the project "Transboundary basin management of the Irtysh river", "river basin water management Nura - Ishim", "Development opportunities for more efficient use of energy in the supply of heat and hot water Kazakhstan "," Regulation of Syr Darya and northern Aral sea "and many other projects. Project Monitoring Committee formed the base of these programs and projects are regularly carried out analysis and evaluation of programs and projects meet the criteria of the Strategic Plan priorities.

An important role in improving the environmental situation on a global scale to be played by international environmental conventions. In Kazakhstan, they are the responsibility of the Committee of international environmental conventions NEC UR, whose activities are connected with the preparation for ratification of environmental conventions, participation in their implementation.

And very important point of the process is the involvement of the public at an early stage of his - the planning and definition of the construction site, technology and its future impact on the environment and human, taking into account the views of a variety of members of the public.

In Kazakhstan, there are numerous environmental NGOs in various fields, such as environmental education, conservation of Kazakhstan in the field of environmental protection on legislation environment, social issues, anti-nuclear movement, technology development, and humanitarian assistance to the inhabitants of the Semipalatinsk region, the Aral Sea, the Northern Balkhash, the development of plans, programs and projects at regional and local level. In April 1999, in the city of Temirtau, Karaganda region held a meeting of the working group ECO Forum of NGOs of the Republic of Kazakhstan with the aim of strengthening the role and capabilities of environmental NGOs in solving environmental problems in Kazakhstan. On Ecoforum developed NGO Plan of Action at the national level, as well as an appeal to the international community, an open letter to the media, the protocol of intentions for the preparation and holding of the NGO parallel sessions at the Ministerial meeting of the "Environment for Europe" and other documents (Public Services And Information Online.).

In the light of the Aarhus Convention, public awareness on environmental issues must play an important role in environmental education of the population.

In the transition of the Republic of Kazakhstan on the model of sustainable development, environmental education and training is a priority. These issues occupy a commanding position in the long-term development program of the Republic of Kazakhstan - "Strategy 2030". In the program of environmental education of the Republic of Kazakhstan states that "the solution of global problems is possible only when the universal realization of continuous environmental education and training. The specificity of this moment is that it is necessary to introduce and improve environmental education at the same time at all stages and levels. The critical state environment does not allow to wait until the generation older, become early childhood object targeted 'greening', and leaves no time for long-term experiments only environmental education, supported by the entire infrastructure of society will form the modern man -. a citizen of the XXI century, capable of comprehensive action in a tense socio-environmental reality. "

The activities of many environmental NGOs focused on environmental education of the population. Along with the environmental education and other areas of NGO activities should pay attention to such zhiznenno- important aspects such as the development and implementation of programs and action plans at local level, including acute was the problem of drinking water quality, participation in planning the placement of industrial facilities and gas stations in residential areas, biodiversity and forests, planting of greenery in cities and other human settlements. Significant efforts are needed to reach a new quality of life, safe for humans, and surely thinking about the future of our children and the preservation of the natural environment. In conditions of economic instability, the reorganization of administrative structures required major investments to address the pressing environmental problems, especially important in the initial stage of the implementation of environmental policies. Such resources in Kazakhstan are not enough, therefore, for the implementation of environmental strategies need financial and technical support of donor countries and organizations at the first stage of the work. The National Environmental Action Plan provides that after some time, Kazakhstan will be able to put in place mechanisms that will support the environmental program with its own resources.

The nuclear era the world is coming to an end. Kazakhstan - a country, which many developed countries have really learned after the collapse of the Union, Kazakhstan has played a role in the Union of a large nuclear test site. Semipalatinsk was just one of these polygons.

Among the environmental factors that affect the human body secrete factors of inanimate nature (abiotic) associated with the action of living organisms (biotic) and the person (man-made).

Abiotic factors - temperature and humidity, magnetic fields, the gas composition of the air, the chemical and mechanical composition of the soil, altitude and others.

Biotic factors - exposure to micro-organisms, plants and animals. Anthropogenic environmental factors include pollution of soil and air waste industry and transport, the use of nuclear energy, as well as everything related to human life in society. Unfortunately, ecological factors can do harm to a human body also. Most of them is connected with impact of the person – the production waste getting to water sources, the soil and air, allocation in the atmosphere of exhaust gases, not always successful attempts of the person to bridle an atomic energy (as an example – accident consequences on the Chernobyl nuclear power plant). We will dwell upon it.

In atmospheric air of the cities the set of the harmful chemicals toxic influencing a human body arrives. A part from these substances directly or indirectly promotes development of cancer diseases in the person (has cancerogenic effect). Petrolpyrene (arrives in air with emissions of the plants melting aluminum, power stations), benzene (it the petrochemical, pharmaceutical entities release into the atmosphere, and also it is allocated in the course of production of plastic, varnishes, paints, explosives), cadmium (to the environment gets in a production process of non-ferrous metals) belong to such substances. Besides, formaldehyde (is thrown out air the chemical and metallurgical companies, it is allocated from polymeric materials, furniture, glues), vinyl chloride (it is allocated in case of production of polymeric materials), dioxine possesses cancerogenic action (them the plants on production of paper, cellulose, organic chemicals throw out in air).

CONCLUSION

In conclusion we would like to point out that with the development of modern society and the increasing environmental impact problems inevitably arise a consumer attitude towards nature and natural resources. All you need to understand how a person connected with nature and how it depends on what laws exist in nature, and why mankind has no right to ignore them. The mass media play an important role in spreading environmental awareness among the public and raising awareness of ecological crises and disasters of modern times. Many members of the media are united in communities and organizations whose primary purpose is to form a unified opinion. Thereby people try to help in order to solve this kind of global problems.

Global environmental problems - these are problems whose negative impact is felt in every corner of the globe and affects the whole structure, and the structure of the biosphere. It is comprehensive and all-encompassing problem. The complexity of their perception of the individual human being is that he can not feel them or feel underserved. This problem, which is divided by all the inhabitants of the earth, all living organisms and the natural environment. All little. But here the impact of the problem can not be divided or distributed among all. In the case of global

problems of the effect of them to fold and the consequences of such an addition will be much greater.

To radically improve the environmental situation, how on earth as a whole, and in a particular country, it is necessary to implement measures of this nature:

Legal. They include the establishment of laws on environmental protection. Equally important are international agreements.

Economic. Liquidation of consequences of techno impact on the environment requires significant financial investments.

Technology. In this area is where the break up of inventors and innovators. Application of new technologies in the mining, metallurgy and transport industries, will enable to minimize environmental pollution. The main objective is to create clean energy.

Organizational. They are as uniform distribution of transport flows in order to prevent its long-term accumulation in one place.

Architectural. It is advisable to plant trees and gardens large and small towns, to divide their territories into zones with the help of plants. Equally important is the planting of plants around the enterprise and along the roads.

Particular importance should be attached to the protection of flora and fauna. Their representatives just do not have time to adapt to the environment changes.

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