

Identifying contextual factors affecting the management of environment-oriented culture through the media

Introduction: The aim of this study is to identify the background factors affecting the management of an environment-oriented culture through the media. To achieve this goal, an interpretive paradigm based on qualitative methodology was employed, utilizing the qualitative content analysis method.

Material and Methods: The statistical sample, comprising 31 individuals, was purposefully selected based on specific criteria. It included in-depth and semi-structured interviews with experts in media, environment, and culture, as well as professionals from the Environmental Protection Organization and the Natural Resources and Watershed Management Organization of the country, particularly the General Directorate of Natural Resources and Watershed Management in Isfahan province.

Results and Discussion: The selection criteria for these participants were their experience, expertise, and work history in the relevant field. To ensure validity, interviewees validated the interpretation of the interviews. Furthermore, a summary of the formulated model was presented to multiple experts, and their comments were gathered for further correction and adjustment. Following the interviews, the main category identified in the research was labeled "Media and Promotion of the Culture of Environment and Natural Resources."

Conclusion: Background conditions influencing the development of the culture of preserving the environment and natural resources encompassed non-scientific treatment of managers with the media, the lack of universality in media facilities, absence of belief in mediating activities, adherence to security aspects, parallelism of environmental activities and natural resources, absence of environmental media, and the limited role of non-governmental organizations. In economic and managerial aspects, factors included the lack of credits and the absence of a communication system between media and the environment, as derived from the coding steps.

Keywords: Management Factors, Contextual Factors, Culture, Environment, Natural Resources, Media.