

# "Water, Air and Soil are three fundamental elements of life to be respected "

According to Will Durant's "History of Civilization" humanity became manifest with word. It must be accepted that the beginning and development of oral culture had a history equal to the humanity.

Discovery of calligraphy caused a great revolution in man's civilization and history. Calligraphy made the speech without the presence of a person possible. It also made the conceptual dialogue possible, which was the beginning of another unbelievable revolution in man's communication. Thoughtful dialogue made such an atmosphere that man's mind reached its maximum level of understanding and relation with its environment. It was not depended only on audio, visual or oral conceptions anymore, as it had been learned to write all its experiences and transfer them through writings and make himself immortal and creator of history.

And now with this historic record that has gathered all communication measures in interaction networks, we can create the super texts and run through future with the maximum speed riding in communication highways, we will face ourselves with some fundamental questions.

Where do media lead us? Where is their situation in drawing our common future? What is the relation between the forth base of power (media) and other bases? Whether they are measures in the hand of the poles of power or they affect the power? What will be the future of writing? Is it not the time to recreate the publications? We believe although it is late but now it is time to search for the answers. And it is the most important task that this conference must put in its priorities.

Dear friends:

Today the science of ecology is on the top of its possible capability and strength by using all scientific outcomes and human's knowledge. And this knowledge and ability have such a logical influence on minds that you can nearly find no one who can escape from it. Ecologists and environmental theoreticians are among the high level consultators of governmental and non-governmental departments. Media are continuously expanding their relations with environmental scientists and experts. Public listen to ecological warnings and care about related publications. Companies and industries are frightened from the power of media, therefore they have no other choice but to find a way to improve their refinement and recycling systems and reduce their agricultural and industrial sewage. Politicians use beautiful environmental slogans to attract the public attentions toward their programs.

Now we ask ourselves with such a situation, is there are any time to be unsure for environmental publications? We have to be careful. Recognize the opportunities and understand the threats. Our world is full of different problems that have faced our politic, economy culture and environment with a challenge. Environmental pollution such as water, soil and earth pollution and also degradation of fauna and flora along with social disorders such as poverty, war, and child death ... are among the threats to our civilization. So they must put in media's agenda. In order to reach this goal, first the media must explain their relation with the sources of power once more. And organize this relationship carefully.

We must be so close to such sources to be able to receive their information and also being effective on the legal and financial laws and regulations regarding media that are used by governments in a way that suits more for our work. On the other hand we must be neutral and far from this sources enough in a way to keep our professional independence and public trust.

Politicians know well that media are the heartbeats of public opinions. Therefore we must make the most out of this historic situation, and improve environmental situation through forming the public opinions on the main national programs.

Media's mission and responsibilities toward people is so important. We must gain their trusts through true news and strong, logical and documentary analysis. So we will be able to always keep them in a mode to help for solving the problems and sometimes encourage them for fundamental changes in different social aspects through completely lawful methods.

Printed matters must always pay attention to this crucial point that what we say are the things that people are related to them in their lives whether directly or indirectly so they will understand their truths. This is an important characteristic in media world to have the public trust through honest work. Without public support nor the environmental protection neither sustainable development will be possible. Development without the participation of local communities that possess most of the natural fields and therefore Johannesburg will be only the place to insist on our social and humanitarian responsibilities just like Stockholm and Rio without reaching any practical result. Therefore we must act now before it becomes to late.

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