

by combining social and commercial activities. For example, a club can work on the basis a computer of class at school in the evening.

The income of the residential areas in villages can be also considerably increased on the basis of the market relations' development. Today, 58% of agricultural production in Kharkiv region is made on personal plots. The rational using of such lands and providing citizens with the opportunities to work for the market, can improve the social and economic position of the rural settlements. Industrial lands using, if skillfully organized, can be effective as well as using other “non-profitable” lands.

To conclude, it should be mentioned that the potential for increase of the economic efficiency of the rural territories is great enough. But the observance of the ecological norms is the important condition for effective land using. It is impossible to speak about an economic efficiency along with the ecological problems such as abandoned and unused lands, unorganized use of lands for waste, use of lands for other purposes.

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THE PLACE OF ENVIRONMENTAL JOURNALISM IN ECOLOGIZATION OF CONSCIOUSNESS AND DEMOCRATIC DEVELOPMENT OF SOCIETY

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The functions of the environmental press are not limited to informing about existing environmental problems, but contribute to the formation of the ecological culture of the population: understanding of modern environmental problems of the state and the world, awareness of the idea of ecological development, rational use of natural resources, overcoming consumerism towards nature, personal responsibility for the state of the environment.

Ecologically competent behavior of a citizen is the ability to predict the consequences of one's own influence on nature. It is worth noting that the

ecological consciousness of each person is formed under the influence of various factors that determine a person's behavior, affect his emotional state and determine his value orientation. The regulator of ecological activity is ecological culture, aimed at effective ecological behavior, the formation of a new philosophy of life and an ecological model of behavior based on humanistic values [2].

Environmental journalism developed as society could not fully exist without accurate and comprehensive information, targeted at a wide range of readers and covering the current environmental situation, changes at the local, regional and global levels, and also future alterations to the environment that are currently being predicted or forecasted, ways to overcome crisis phenomena and optimize the interaction of society with nature.

With the advancement of technology, the demand for environmental information is growing. This is connected with the increasing number of negative changes in the environment in the 20th and 21st centuries, and also with the transformation of human consciousness. A modern man is not ready to act only as an individual who satisfies his primary needs (the need for food, housing, etc.). A person living in modern conditions is characterized by clear personality traits. Awareness, analysis and critical assessment of the current reality, modeling of certain changes and situations in the future in the imagination of a modern person is the leading of the requests. This is also due to the availability of information. In order to have round-the-clock access to information, it is no longer necessary to go to the library or communicate with specialists in certain fields - access to media and social networks is all it takes. Accordingly, the number of people thinking about safe living conditions is increasing. There is a question of security (especially of an ecological nature) for the future residence, housekeeping, the place of residence of pets, the place of work (current or potential), places planned for travel. Certain trends are gaining popularity. Interest in greening products is growing, eco-education is becoming popular, and ecological, rural green tourism is developing. A greater number of environmental issues are raised in social advertising, etc.

The tasks of environmental journalism are determined by the urgent need to expose polluting enterprises, cover the activities of authorities in environmental protection issues, and the problems of "red book" flora and fauna. But, as a rule, a number of issues of an economic, political, and social nature relegate "green" issues to the background [4].

According to J.-F. Lyotard, information in modern conditions can become a desirable tool for control and regulation of the system, including the control of knowledge itself. In order to prevent manipulations in the information sphere, he suggests focusing on the main thing – to make free access to storage media and data banks. This problem can be solved only by the constant efforts of the international community and individual countries, aimed at protecting democratic values [3].

In the conditions of the global, informational world, not only Ukrainian, but also world examples of modern, modern ecological thought are available to us [1].

Coverage of information on environmental issues is one of the leading tasks for Ukrainian and world media in 2023. After all, it is also about a great danger of modernity, which threatens the environment and violates human rights. The name of which is the war, the full-scale Russian invasion of Ukraine.

Today, any form of war on a global scale would cause unimaginable environmental damage. Similarly, local and regional wars, even if they are limited, not only destroy human life and social structures, but also destroy the land, destroy crops and vegetation, and poison soil and water [5].

Formation and development of environmental awareness are signs of a democratically mature and self-sufficient society. As the level of environmental awareness increases, so does the level of social responsibility, and progressive changes in society take place.

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