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Thesis Title	IMPACT OF ENVIRONMENT CONSCIOUSNBSS IN ACHIEVING CONTINOVS DEVELOPMENT			
Year	27/12/2005			
Abstract	<p>The environment consciousness can be considered as one of the most important needs and requirements of the twenty first century, because the environment subject and its protection from contamination have been experienced vastly during the twentieth century. More over, the deserts expansion problems and the continuous bleeding of natural resources, complicates the environment subject.</p> <p>Our environment in Iraq has suffered from these dangerous problems during the last quarter of the twentieth century .These environment problems has affected the development and its elements . So, a need was appeared for the rise of the idea of continuous development in order to protect the validity of the environment elements in a balanced way.</p> <p>The United Nations was seriously concerned, through its specialized organizations, on the subject of environment and continuous development. It has seriously worked on spreading out the environment consciousness. In addition, educational, teaching, and religion institutes, families, different organizations, and mass media, have played an important role.</p> <p>It has been proved that paying considerable interest in spreading out the environment consciousness has great effect on achieving continuous development which preserves the environment, its elements, and resources, for the future . This of course requires activation of the family, concerned institutes, national organizations, role in environment enlightenment in such a way that lastly reflects on the environment we live .</p> <p>On application of the theoretical part on the region of study (Al-medaen city) it was observed that mass media has played an important role in creating a good environment consciousness which helps in protecting the elements of the environment in a way to achieve continuous development in this region.</p>			