

Effectiveness of the use of animation in Environmental Awareness and Guidance

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Abstract:

Animation is one of the technological methods that plays an important role in the lives of individuals, "the audience of the recipient" because of its wide uses, methods and techniques, and used in any way requires the provision of services or dissemination of a scientific idea as it can show things that other mass media cannot Show them.

As awareness and guidance is aimed at spreading and raising environmental awareness among the members of the "receiving public" and educating them about the importance of protecting the environment and the reasons that call for attention in programs that address the segments and different categories of society to ensure delivery of the message to be achieved.

- The study deals with the effectiveness of the use of animation on awareness programs and environmental guidance as an important tool to raise environmental awareness and have a significant impact on the behavioral guidance of the individual and society in a positive and effective.

Keywords: (Animation - Awareness - Environmental Guidance)