

Essay on advertisement on nature

[Environment](#), [Animals](#)



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The advert has two components; the human hand and the nature. The hand symbolizes human while the nature is being attached on it. This is a clear indication that human are well linked up with nature because of the control they have over it. Although, human are expected to nurture the nature, they are the once who again destroys it.

Destruction of nature by human

The advert suggests that the society has been involved in creation of new ecology through destruction of environment such as through cutting down of trees to clear the land with the purpose of planting their food crops or even clearing of cover vegetation on the slopes which later brings about flooding in the rivers which causes soil erosions (Simmons 306).

According to Simmons, human species have comprised a greater percentage of hunters and gatherers who seems to depend on nature for food and thus ending up killing animals and, therefore, changing the whole ecology (Simmons 307).

According to Marshal, large forest has disappeared from the mountains and

ridges due to human habitation and many tree trunks are on the ground decaying accompanied by soil erosion due to destruction of cover vegetations. These show a clear indication on the extent to which humans have changed the environment through destruction. The rivers have also disappeared due to destruction of water catchment trees (Marshal 3).

Human domination over nature

The advert also explains how human beings have dominated the nature and taking full control of it. Simmons stated that man has been the dominant in the ecological since the nineteenth century. The hand of human beings has been a tool of destruction that has basically changed the ecosystem. This means that the surrounding ecosystem is being hold by the human hand which takes control over them (Simmons 306).

Interdependence between man and nature

There is a relationship between man and nature as symbolized by the image advert. Spirkin stated that every living organism releases some energy which goes beyond their boundaries and ending up creating an aura. He further said that the bio-energy and bio-information released by the living organisms form a complex structure upon which the living components interact with each other (Spirkin 2).

The advert conveys the message that human is completely surrounded by nature which depends upon it for its survival. According to Spirkin, nature has a given part which is called ‘ biosphere’ where man and other living things interact. It is the thin layer that is near the earth where living things lives and interacts. At this region man and nature completely depend on

each other in that human benefit from nature and vice versa (Spirkin 2).

In addition, animals including humans depend on plants for oxygen for respiration, while the plants on the other side depend on animals for carbon (IV) oxide, (CO₂) for photosynthesis to make food. This is a good example of interdependence between nature and human.

The communication in this advert is that the nature depends upon the human for it to be nurtured. The image also indicates that on top of human there exists nature which it supports. On the other hand, human suppresses the nature by destroying it for their own benefits leading to change in the ecosystem.

Protection between nature and humans

The advert also depicts the symbol of protection existing between nature and humans when the nature is being taken care of well. This means that when human beings nurture and protect ecology, there will be a positive response from the nature. When nature is protected, there would be reduced outbreaks of diseases on the human due to clean environment. Therefore, it is necessary for human beings to pollute the environment so as to benefit more. Polluted environment, for example, through air pollution has caused infections to human.

The fact that human beings have dominated the nature and destroying it has been a major issue that needs to be solved. Merchant responded to these ecological crises of destruction by examining major economical, scientific, ethical and philosophical causes of environmental problems whereby, she was able to identify various methods by which ecologists can use to transform the ecology so as to sustain life. It is suggested that laws and

regulations or the scientific research only can never help in reducing pollution or restoring exhausted resources. She recommended that we need to formulate scientific, spiritual, economical and social approaches so as to transform the relationship between human and nature (Merchant 1).

In conclusion, nature and humans depend on each other for mutual benefits and, therefore, for the nature to protect humans, humans too should always conserve the environment. Policies need to be put in place in order to restrict the human behavior and for this reason there has been a worldwide concern due to the extents to which human actions has rapidly changed the environment. These has resulted in the formation of global organizations such as the United Nation Environmental Programme (UNEP) to help in formulation of policies to curb increase in climatic changes due to human actions in pollution and destruction of ecosystems (Simmons 310).

Works cited

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