INTRODUCTION

A characteristic feature of the 20th century was the rapid, uncontrollable pursuit of economic and technological development. Ignorance and, in most cases, disregard of the laws of nature lead to dire consequences, which is proved by the environmental crisis of our time caused by the depletion of vital natural resources. Over the past 50 years, there has been a decline in the state of most ecosystems of the biosphere, catastrophic depletion of soils, mineral resources, a significant decrease in bioproductivity and biodiversity. The pollution of the Earth’s surface, hydrosphere and atmosphere is associated with the boom in the planet’s population and the scientific and technological progress. It is the necessity to meet the human society’s ever-increasing needs that has led to a huge expansion of economic activity, changes in the proportions of the global economy, machines and technology, production capacities, range of products, industrial and personal consumption. Models of production and consumption have globally developed that do not correspond to the conditions of the normal coexistence of man and nature (FULTON; MANFREDO; LIPSCOMB, 1996). As a result, at the present stage, there is a global violation of the ecological balance in the natural environment. It is no longer an axiom that cumulative human activity, namely the anthropogenic factor, affects natural ecosystems the most. While exploring global environmental problems, environmental scientists at the end of the 20th century argued that environmental and social reforms, innovations in the scientific and technical sphere would not be able to ensure progressive, sustainable, environmentally balanced development of mankind because to successfully solve complex environmental problems, a transition to a new ideology of life, namely the environmentalization of the economy and production, the formation of an environmentally oriented society (BURGESS, HARRISON, 1998; LOCKWOOD, 1999). Also, almost all countries, including Russia, have their own environmental national and regional problems.

Society has come a long way in its attitude towards nature, and at each stage of this relationship, a special environmental consciousness manifested as a set of ideas (of a person, society) about the relationships in the system “human – nature” (SIMMONS, 2006). However, in the modern world, the intensity of human impact on the natural environment has significantly increased, therefore, the issues of the relationship between society and nature and the use of natural resources are becoming increasingly relevant. At the beginning of the new millennium, mankind began to understand the complexity of the interconnection and interdependence of environmental elements and concluded that it was necessary to form a new worldview based on the preservation and protection of the environment, and, consequently, rational use of natural resources. In particular, this means that the state must create appropriate environmental conditions to preserve the health of the population and ensure sustainable development (OLSSON; FOLKE; BERKES, 2004). That is why we see a close connection between the economic and environmental factors of the development of society and sustainable environmentally friendly development. To achieve ecologically balanced development, one must ensure social, economic and environmental safety and rationalize the
processes of natural resource management in accordance with the natural resource potential (BRYAN et al., 2010).

In the concept of sustainable (ecologically balanced) development of society, focused on optimal satisfaction of people’s needs, ensuring an adequate quality of life, rational use of natural resources and preserving the environment, the focus is on creating the following prerequisites: the political component should ensure public participation in making important decisions; the economic component must provide for the organization of production based on scientific and technological progress while preserving the environmental resource base; the social system is designed to relieve tension arising in the process of economic development; the technological component should ensure the search for new solutions; the power structure must be flexible and capable of self-correction; the international system should facilitate the development of trade and financial connections (SWEDLOW, 2014).

In view of the expansion of human activity in the second half of the 20th century, social ecology (sociology of the environment) began to actively develop. Social ecology a science that studies the patterns of society’s influence on the biosphere and changes in it that affect each individual and society as a whole (DUNLAP, CATTON, 1979). The goal of social ecology is to form knowledge about the harmonious relationship between society and nature, the principles of rational natural resource management, beliefs that the nature that surrounds us is our home, and its preservation is a condition for the survival of mankind. An environmental culture is formed through the use of the principles and methods of ecological education and upbringing.

Despite the relative novelty of the term “environmental culture” (the term first appeared in the 1920s in the works of the American school of “cultural ecology” (HEAD, 2010; LAPKA; VÁVRA; SOKOLICKOVA, 2012), behind it stands one of the fundamental spheres of human activity, the roots of which reach even prehistoric times. Analyzing culture as a social phenomenon, M.F. Reimers (1994) distinguishes between different levels of culture, along with material, social, economic, the scholar also notes environmental culture. M. Freilich (1967) points out the dialectical conditionality of ecology and culture, linking it with the process of culture ecologization, replenishing people’s knowledge about nature and its interaction with society, scientific data and seeing in environmental culture the culture of all types of human activity associated with cognition, development and transformation of nature.

A.V. Vinogradov and E. Yu. Rigina (2016) prove the close connection between political and environmental culture in the framework of political culture ecologization: the researchers believe that environmental culture is not a part of the culture, nor its separate component, but a vertical slice of the general culture that reflects the way of human activity in the process of development natural environment, the purpose of which is to create conditions for the development of the subject of activity. With the growth of the level of the personal environmental culture and the formation of its ideological maturity, Yu.S. Isachenko (2011) connects the realization of the citizens’ right to a favorable natural environment, the ideological guarantees of ensuring which are connected with the correct orientation of the individual, the population’s scientific worldview in the field of ecology and the conscious use of this worldview in the interests of the whole society.

In view of the current crisis, for the first time in the history of mankind environmental culture performs a new function – the self-preservation of society. The fostering and formation of environmental culture is a complex social issue (KELLERT, 2008), and consequently, environmental culture is an outstanding treasure and the object of academic research through the prism of ecology, philosophy, sociology, ethics, aesthetics, political science, law and legislation. This allows researchers to apply diversified approaches and methods, determine the directions for increasing the level and significance of environmental culture for the regulation of social relations (NOVOSELOVA et al., 2020; BROVKO et al., 2020).

At this stage of social development, there is a low level of environmental culture which is explained by several reasons (the long-term dominance of consumer attitudes towards natural resource management, the lack of a clear system of environmental legislation and violation of existing laws, underestimation of environmental knowledge in the education system, an insufficient connection between theoretical knowledge and practice, the real life,
underestimation of the emotional factor in the formation of the attitude to nature, etc.). Consequently, the main goal in the field of environmental protection is the formation of the environmental culture in the population in general and of each particular individual as a form of regulating human interaction with nature (KULIKOV, KUDRJAVCEVA, 2020; SITNIKOV et al., 2020; DUGALICH et al., 2020). The purpose of the article is to analyze the main social and legal mechanisms for the formation of the environmental culture in the population. Research hypothesis: the main social and legal mechanisms for the formation of the environmental culture in the population are public social institutions, with informational institutions being the most important. According to the results of the study, it can be concluded that the goal set in the study has been achieved.

LITERATURE REVIEW

Modern researchers understand culture as a set of material and spiritual values created by mankind in the process of socio-historical activity, that encompasses, on the one hand, technical means of production, valuable property and, on the other, spiritual achievements in the field of science, art, literature, morality and education (GUREVICH, 1995), noting that a prerequisite for the development of culture is the interaction of society and nature. Today, according to researchers (IVES, KENDAL, 2014; JONES et al., 2016), the values of life, the search for new ways of survival under the influence of the advancing ecological crisis become the most significant. Consequently, there is a revision of the traditional attitude to nature, the establishment of a spiritual connection between man and the natural world, the individual’s understanding of their being, worldview, the meaning of life, which is manifested in the formation of new ideals of human activity and understanding of new prospects of men. E.M. Markowitz et al. (2012) believe that culture as a way of adapting and organizing human functioning is an important indicator of their relationship with each other and the environment.

E. Korkia et al. (2017) believe that there is a concept of culture and ecology which has become the basis of a new scientific branch of cultural ecology or environmental culture. The environmental aspect of culture cannot be separated from the cultural aspect of the environmental situation. Culture is the result of the development of relations between man and the environment, and the form of relations with the natural environment also depends on the level of culture. The essence of environmental culture has been the subject of research by such scientists as P. Schultz (2002), K. Eom and H.S. Kim (2016). The works by E.V. Asafova (2015), Z.A. Khusainov (2015), A.A. Derevyanchenko and A. A. Ananeva (2019) and N. A. Dzhanibekova (2015) are dedicated to the formation of the environmental culture of an individual. The environmental culture of business structures as a form of environmentally responsible behavior is considered in the works (BAIRD; SU; TUNG, 2018; GARCÍA-GRANERO; PIEDRA-MUÑOZ; GALDEANO-GÓMEZ, 2020; KÜÇÜKOĞLU, PINAR, 2015; MAGSI et al., 2018).

A.M. Makarskii (2017) interprets environmental culture as a kind of worldview “image of the world” that reflects such a state of social and natural dependencies that characterizes their harmonious unity, the man’s rational development of natural and social reality by man and the assertion of the man’s own identity in this process. J. Zeng et al. (2020) distinguish between the functioning of environmental culture as a form of adaptation of an ethnic group to natural conditions and a way of organizing the living space which covers the system of ideas, moral and ideological institutions. We share the opinion of researchers (SATTERFIELD et al., 2013) who believe that environmental culture at the level of personal values is the degree of a person’s moral maturity, and is a new type of culture, with reconsidered values, focused on the development of harmonious relations between the individual and society with nature.

M. Feinberg and R. Willer (2013) consider eco-culture as the behavior and life of a society or an individual based on understanding and rationally using the laws of nature development, taking into account the close and distant consequences of changes in the natural environment under the influence of human activity. Yu.V. Maslova (2019) believes that a person with an environmental culture subordinates all types of their activities to the requirements of rational natural resource management, cares about improving the environment and does not allow its pollution. We agree with the opinion of researchers (KASHIMA; PALADINO; MARGETTS, 2014) that environmental culture is a human activity aimed at organizing and transforming the natural world according to the man’s personal needs and intentions. Environmental culture
simultaneously notes the natural environment and the inner world of man. In other words, environmental culture is a necessary basis for human existence, which makes the viable and efficient use of natural resources more possible and rational, poses concerns about the further development of events related to the state of the environment. The well-being of future generations depends on how we manage today.

B.S. Gammoh et al. (2019) believe that environmental culture is an important element of the general culture of mankind and over time will take a dominant place among other branches of cultural activity. The authors consider environmental culture in such aspects as the result of human activity of transforming the natural environment according to a person’s physiological and social needs; characterization of the development level of social subjects’ ecological consciousness from the individual to humanity as a whole; people’s creative activity in the course of the development of the natural environment, in the process of which environmental values are produced, stored and distributed. According to I.Yu. Kokaeva and I.G. Aguzarova (2016), environmental culture is a component of a modern culture characterized by a deep and generalizing understanding of the importance of environmental problems for the future development of mankind. Environmental culture is aimed, on the one hand, at liberating man from rigid natural determination and, on the other, at harmonizing relations between society and the environment. Environmental culture is a regulator of ecological activity aimed at harmonizing socio-natural relations. According to F.S. Song et al. (2018), environmental culture is a kind of “code of conduct” that forms the basis of ecological activity and ecological behavior, includes cultural traditions, life experience, moral feelings and moral assessment of a person’s attitude to the surrounding natural world.

Analysis of various interpretations of the concept of “environmental culture” made it possible to draw the following conclusions: most authors believe that environmental culture presupposes ecological activity (MIŁCU et al., 2013; SATTERFIELD, 2001); also, researchers focus on environmental knowledge (KRUTOVA, 2016; SADYKOVA; YASHINA; ZAKIROVA, 2014; ALEKSEEV, 2018), the presence of “value systems” (ROLSTON, 1988), link environmental culture with environmental thinking (MCCRIGHT, DUNLAP, 2011), indicate the presence of “environmental awareness” and “the ability to anticipate negative consequences” (CARVALHO, 2007). Analyzing environmental culture from an economic point of view, I. Schumacher (2015) in the study concludes that with a low level of prosperity, society cannot free up resources for environmental culture. In this case, society will invest in maintaining the environment only if the quality of the environment is sufficiently low. Once a society has reached a certain level of economic development, it can optimally invest part of its wealth in the development of environmental culture. When the quality of the environment and the wealth are high enough, society may find it optimal to temporarily over-invest in environmental culture. This is optimal as long as the quality of the environment does not decrease to a level where it would be reasonable for society to also invest in the quality of the environment. In other words, if there is no urgent need in society to improve the quality of the environment, then society will either invest in environmental culture if the society can afford it or will not invest if the society is too poor. Technological improvements in emission efficiency or fight against emissions simultaneously enhance sustainable well-being and environmental quality.

From the standpoint of environmental and legal science and social and legal mechanisms, the norms of environmental law affect the formation of environmental and legal ideology in society and the development of environmental and legal psychology, environmental legal consciousness and environmental legal culture of each person. In the structure of environmental culture, ecological and legal culture is a socially significant and legally regulated method of creative activity for cognition and transformation of nature, its protection, rational use of natural resources, improvement of the environment in the interests of present and future generations (GORYAN, 2016). The mechanism of legal support of environmental culture is triggered precisely through environmental law, the mechanism is the object of research of environmental and legal science and finds its objectification in environmental and legal education, and manifestations of legal nihilism, disrespect for the law are associated with the absence of legal and environmental legal culture (IVAKIN, 2017).

Analyzing various scientific approaches to the concept and content of environmental culture, I.V. Shchepetikina (2019) distinguishes two main conceptual standpoints. The first considers
environmental culture as an exclusively spiritual, conscious phenomenon based on a person's appropriate attitude to the environment, associated with the need to form environmental thinking aimed at rational, reasonable use of natural resources. According to the second standpoint, environmental culture is a dialectical unity of the spiritual and the practical (material), which is manifested in the development of nature, taking into account the appropriate scale of values in terms of meeting the ecological needs of society. P.R. Abbasov (2017) proposes to consider spiritual environmental culture as a system of knowledge, skills, legal norms, customs and traditions that reflect the advanced Russian and foreign experience in protecting the natural environment from the harmful influence of various types of economic and recreational activities. Material culture, according to the scholar, is knowledge, experience, ideals of the nation and people that are objectified in material values and that reflect the people's attitude to the environment.

Thus, environmental knowledge and knowledge of environmental legal norms are elements of environmental culture as a set of various approaches to the development of nature from the perspective of its value at the spiritual (intellectual) and material (practical) levels, as well as elements of the environmental worldview. The ecological worldview is a multi-stage phenomenon that consists of a worldview, world perception, world experience and influences the formation of a person's specific behavior. The ecological worldview is characterized by an ecological style of thinking, as well as the presence of an ecological and ecological legal culture, ensuring the rule of law and the system of justice in Russia. Consequently, environmental culture permeates both material production and the spiritual life of society.

METHODS
To achieve the goal, some general scientific and specialized methods were used, among which, first of all, it is necessary to highlight the philosophical and logical methods (analysis and synthesis, induction, deduction, abstraction and specification) that were used to clarify the essence of concepts on the research topic, as well as the content and the place of environmental culture in the life of society. The main research method was a survey of experts in this field of research. Research conducted in the field of public administration often causes researchers to find additional information that can help to confirm or refute the existing hypotheses and conclusions, identify a range of problems for the solution of which it is necessary to make appropriate managerial decisions. A source of such information can be experts, that is, specialists in a specific subject or management area who have the necessary knowledge and experience and can analyze the information that comes to them and provide an assessment to the subject of expertise within their competence. The experts also possess technologies that are used in these areas and are able to assess the possibility of their application in a specific management situation and responsibly provide appropriate recommendations and conclusions.

The main purpose of the expert survey method was to identify the most significant, complex aspects of the problem under study, increase the reliability and validity of information, conclusions and practical recommendations through the use of the experts' knowledge and experience. There are also certain limitations in the application of this method: the data obtained during the expert survey require comparison with objective information obtained through other means. To successfully conduct the survey and obtain scientifically substantiated results, it was necessary to correctly design a step-by-step survey process with the following main stages:

- determine the purpose of the survey, analyze the research object;
- determine the method of expert survey and prepare survey questionnaires;
- establish the number of experts in the group and its personal composition;
- conduct the survey;
- collect and process survey results;
- analyze the obtained survey data to make decisions regarding the prospects for the formation of the environmental culture in the population.
The purpose of the survey in this study was to determine the key social and legal mechanisms for the formation of the environmental culture in the population. Moreover, we had to estimate how important these mechanisms were from the experts’ perspective in terms of further development of practical recommendations for optimizing the processes and technologies of the formation of the environmental culture in the population. When developing the methodology for the expert survey, certain requirements were met. The methodology should give reliable results of the expert survey, which will depend only on the objective properties of the expert; ensure that the results of the survey are received as soon as possible without losing the reliability in compliance with all declared requirements; be economically justified, that is, financially acceptable in surveys, little dependent on changes in the number of experts in the group and repeated stages of the survey.

We believe that the most optimal way of our research was to conduct a semi-formalized survey of experts which included a questionnaire with closed-ended and open-ended questions, and which is aimed at clarifying the assessments of certain aspects of a ready-made solution. The experts were asked some questions concerning the functions of environmental culture, as well as social institutions for the formation of the environmental culture in the population. All participants had been warned about the purpose of the survey and that the organizers of the study planned to publish the generalized results of the study in the future. All quotes from experts in the article will be provided anonymously.

Experts in the field of state environmental policy, culture studies, teaching staff (40 people) took part in the survey. The experts were selected from the people with the professional status of an expert. The experts included people whose professional activities were related to the formation of the environmental culture in various segments of the population for more than three years, who directly organized and provided work on the appropriate training of citizens, relying on the regulatory framework and using the available resources. Through the method of expert survey, the main functions of environmental culture, as well as social institutions for the formation of the environmental culture in the population, were determined.

RESULTS

According to the experts, environmental culture is translated into the applied plane through its functions that are inherent in all types of culture. The content of the main functions of environmental culture is reflected in Table 1.

Table 1. Main functions of environmental culture

| Functions              | Essential content                                                                 |
|------------------------|-----------------------------------------------------------------------------------|
| Axiological (value-based) | Forming the models of behavior in a society based on the choice of socio-humanistic values. |
| Integrated             | Preserving the unity of natural and social organisms to overcome the environmental crisis. Harmonizing the interests of all subjects of society based on an understanding of the ethical mission; developing a sense of the integral unity of the social and natural environment. |
| Normative              | Ensuring the value-normative level of socioecological practice. Developing and using eco-cultural norms based on the study of trends and understanding the development patterns of society as a single system. |
| Prognostic             | Investigating the nature of socio-natural relations, the causes of environmental problems and crises and searching for ways to overcome them, in particular, through good behavior. Anticipating possible negative impacts and consequences of economic activities. Developing models for avoiding or minimizing the risks of environmental crises. |
| Enlightening-educating | Forming environmental consciousness, worldview and ethical behavior in society. Cultivating the value of harmony with the environment. Developing environmental competence. Environmental education. |
| Motivational           | Encouraging all subjects of society to engage in active environmental protection activities, environmental cleanliness in the implementation of the activities, stimulation of environmental investments. |
| Regulatory             | Regulating and developing relations in a society based on environmental norms, standards, development of environmental management |

Source: Compiled based on the expert survey
Due to the functions in Table 1, ecological culture can increase the level of ecosystem thinking, responsibility, develop a culture of compromise between the natural and the artificial environment, which will help to minimize environmental risks and increase the level of environmental safety. The experts believed that various social institutions play a key role in the formation of the population's environmental culture (Table 2).

Table 2. Social institutions for forming the population’s environmental culture

| No. | Social institutions                  | Characteristics                                                                 | %   |
|-----|-------------------------------------|--------------------------------------------------------------------------------|-----|
| 1   | The system of environmental education | Environmental education acts as an independent element of general education. Environmental knowledge includes awareness and understanding of the operation of environmental laws, the principles of the interaction between various natural objects nature with each other and with man, organization, management, use of nature and its resources to ensure the life of man and mankind, the need to build relationships between nature and man on a reasonable basis, on the principles functioning of the "noosphere". | 80% |
|     | Environmental upbringing             | Environmental upbringing provides for the formation of environmental and worldview convictions, values and norms of environmental ethics, environmental work skills. Fostering a love for nature contributes to the formation of kindness, mercy. At the same time, fostering moral qualities and humanity makes a citizen an active defender of nature. Respect for life, an emotional attitude towards all living things is an internal motivator, a regulator of behavior stronger than a punishing article of the law. | 65% |
| 3   | Religious institutions               | Religious values cannot be considered outside the political, economic and social conditions of society. New ecological thinking that aims at combining divine creation, the equivalence of nature and God, can lead to mutual understanding and partnership for the sake of human safety and survival, a striking example of which is the Ten Commandments of the Scripture. The Commandments helped civilization survive in the face of ever-present threats. An ecological view of nature, man and God should include responsibility for all living things – environmental culture. | 50% |
| 4   | Mass media                          | Obtaining reliable environmental information is an inalienable right of every member of society. At the same time, complete and reliable information about the state of the environment and the implementation of environmental protection measures are an obligatory element in the formation of the citizens' environmental culture. Environmental information can provide a varying degree of environmental knowledge, different depth and thoroughness depending on individual psychological characteristics, age, life experience, professional affiliation, social and moral position of the individual. Biased knowledge leads to the formation and development of only a distorted environmental consciousness. | 85% |
| 5   | Parties and non-governmental organizations | A significant contribution to the formation of the ecological culture of the population can be made by independent non-governmental organizations, movements and parties that advocate for the preservation of the environment (for the purity of air and water, against environmental pollution, etc.). | 55% |

Source: Compiled based on the expert survey; * – percentage of mentions by the experts

Thus, the experts identified five main social institutions for the formation of the population’s ecological culture and believed that mass media are of the greatest importance. Speaking about environmental education and upbringing as mechanisms for the formation of environmental culture, the experts noted that today a situation has arisen, in which the use of natural resources without sufficient knowledge about the consequences of changes will be, becomes unacceptable. A successful solution to the problem of environmental culture formation is possible only if citizens are educated in combination with their ecological upbringing.

Children receive elementary knowledge about nature in the family or kindergarten. The upbringing program for children in kindergarten entails fostering a love for the native nature
in children, the ability to perceive and deeply feel its beauty, take good care of plants and animals, and receive basic knowledge about nature and its phenomena. During school education and upbringing, schoolchildren develop a sense of civic responsibility for solving problems of environmental protection, personal involvement in this important matter, a culture of behavior in relation to nature is formed considering modern requirements for environmental protection. In the system of vocational education, students become familiar with various aspects of nature protection, including social (economic, legal) ones. When studying scientific subjects, natural scientific issues are revealed, when studying professional and technical subjects, the nature of the influence of a particular industry or agriculture on nature and measures to prevent this influence are considered.

Environmental education is a compulsory element of training both at universities and in industry institutes in the form of individual courses or parts in various subjects, individual modules and topics devoted to nature conservation and rational management of natural resources. An urgent and pressing issue is the improvement of the environmental education of specialists who are already working and whose activities are related to the impact on the environment. The importance of specialists’ further education lies in the fact that the organic combination of the main specialty with training in the field of the environment gives a set of knowledge and skills necessary for the organization of rational management of natural resources.

As for the role of mass media in shaping the environmental culture of the population, the experts argued that environmental information is an important factor in increasing the environmental culture of society and optimizing the state’s environmental protection. The state environmental information system in Russia is provided by the Ministry of Natural Resources and the Environment. At the same time, according to the experts, there is a shortage of specialized environmental publications, an insufficient professional level of some existing ones in Russia. The experts also noted that an important social factor in the formation of the environmental culture of the population is the work of numerous action informal social movements and groups at the local and regional levels. "Interest groups" play a prominent role in security regulation. However, according to the experts (65% of the respondents) in Russia, there are still no effective mechanisms of interaction between public organizations, parties and the government in solving the problems of the environmental culture formation, which significantly reduces the efficiency of public initiatives.

DISCUSSION

When discussing the results of the study, the experts proceeded from the fact that environmental policy is not only a developed consolidated position of the state and society, based on equal rights, obligations and opportunities for natural resource management by all subjects of society. This is a system of measures, united ideologically, the implementation of which directs the activities of the public administration system and other public institutions towards changes in all spheres of life (SHKARUBA, 2018). The environmental policy appears to be an integral category that has absorbed quite a few components: the law-making process, the management system, the level of economic development, education and cultural systems (JOHNSTONE; HAŠCIC; KALAMOVA, 2010).

The adoption of laws and amendments to the existing norms on the use and protection of natural resources is not only a tool for introducing changes in the system of social relations but also the result of introducing new worldviews based on the level of environmental culture and environmental legal awareness. The latter is the result of the formation of three components: environmental and legal enlightenment, education and upbringing (FISCHER, NEWELL, 2008). The implementation of new worldviews into the rules for the existing system of relationships “human - nature” is the basis of lawmaking, making the process of worldview changes in relation to the environment gradual and consistent (DAMANIA, 1999).

It is logical that the more often environmental issues are the subject of discussion, the higher the level of understanding of legal norms in this area by members of society becomes. At the same time, it is necessary to ensure the publicity of the authorities, access to environmental information and channels of communication and understanding public opinion. The latter can
also be viewed as a process of reflecting changes in society’s worldview (DOGARU, 2013). Thus, we can assume that the availability of information is a condition that contributes to worldview changes in relation to the environment.

A feature of official information messages is that such messages are submitted in a neutral form, that is, without comments and explanations, which significantly reduces the level of their perception by society since professional knowledge is required (XUE et al., 2016). While exploring the features of covering environmental issues in official publications, one of the experts noted, “The official publication does not aim to present any material as a sensation and deliberately refuses things that may interfere with objectivity but are guaranteed to attract the audience’s attention. Such ecological publications fall short of expressiveness, are written in a poor, inanimate language, are devoid of the element of real-life communication. However, there is also a positive point. The official press is a necessary counterbalance to the “unofficial” as the former balances and diversifies the information space, which fulfills the public duty of the media”.

In addition, journalists of many news agencies and publications can obtain additional information on a wide range of important and topical issues through interviews and press conferences. However, even in the presence of various sources of information for social groups with different interests, the percentage ratio of environmental issues in comparison with other socio-economic issues is predictable: insufficient attention is paid to environmental issues, except for the consequences of natural or man-made disasters (SCHIMDTA; IVANOVA; SCHÄFER, 2013).

Considering the above, the question of modern mass media’s interest in issues related to the environment remains quite relevant. After all, the information provided by the media has a double influence - on the formation of the relationship “man - nature” and the development of environmental consciousness, the formation of environmental culture, the level of environmental legal awareness, and contributes to efficient state and public control (HANSEN, 2011). This duality is explained by the fact that, on the one hand, in pursuit of sensational reports, journalists prefer information about environmental catastrophes, natural disasters, accidents at industrial enterprises, which affects the emotionality of perception, increases concern among the population, and, on the other hand, the availability of information is the basis for the emergence of new essential content, forms an ecological culture in modern society (STAMM; CLARK; REYNOLDS, 2000).

It is generally accepted that it is information, education and upbringing that underlie transformations and are components of any process. Therefore, the solution of the overwhelming majority of environmental problems is inextricably linked with an increase in the environmental culture of the population as a set of spiritual experience, which includes traditions, norms, values and norms of behavior, including ways of treating the environment and other people (BAHK, 2010; ORS, 2012; BARBAS; PARASKEVOPOULOS; STAMOU, 2009).

The legal basis for the formation of a new system of values in Russia, which is called “environmental culture”, was the adoption of such laws as "On the protection of the environment" (dated 10 Jan. 2002), "On education in the Russian Federation” (dated 29 Dec. 2012), “Fundamentals of state policy in the field of environmental development of the Russian Federation for the period up to 2030" and other regulatory documents that define certain goals and objectives in relation to the rational use and conservation of natural resources. However, despite this, one can hardly talk about the presence of a formed system of continuous environmentally-oriented education in Russia.

Legislative requirements for the compulsory general environmental education remained unsupported by appropriate legal sanctions at the state level in the form of liability in cases of non-compliance or incentive measures for the proper implementation of legislative norms and regulations. Moreover, federal legislation does not provide for a mechanism that makes it possible to monitor compliance with the requirements for environmental education, and the grounds for canceling the accreditation of an educational institution, a license or in the absence of organized teaching of the basics of environmental knowledge are not defined.

The experts emphasized that the formation of a system of values aimed at changing the relationship between man and nature should take place simultaneously with the involvement
of the public in the process of making managerial decisions, access to information and access to justice on the matter of the right to a safe environment. Formation of a new value system i.e. environmental culture is the main area of focus of international environmental organizations. Thus, since the 1970s, the United Nations Educational, Scientific and Cultural Organization (UNESCO) has been dealing with the coordination of various states' efforts in the field of environmental education and nature protection. The strategic task of the organization is the creation of a "global network of environmental education", the integration of the network into general education, educational work with the population on the formation of environmental consciousness. Consequently, environmental education is viewed as a means of organizing the interaction of man and nature by changing consciousness. According to most experts (90% of the respondents), the formation and development of an individual's ecological culture depend on the organization of this process that consists of upbringing and education.

The question of the importance and necessity of education was the subject of the United Nations (UN) conference on environment and sustainable development in 1992 in Rio de Janeiro. Later, at the 57th session of the UN General Assembly, according to the adopted strategy for education for sustainable development, it was stated that "education is one of the prerequisites for achieving sustainable development". Thus, ecological culture is the process of obtaining systematic knowledge, skills and abilities and the result of the individual's conscious attitude to the environment. Environmental education is an integral part of the environmental culture and is a process of systematic and targeted improvement of the conscious and moral attitude to the environment, organized by influencing a person's feelings, consciousness, views and ideas, and environmental education is a way of spiritual, moral improvement of a person which is carried out through the dissemination and use of environmental knowledge (LEVINA, 2017; NOVOSELOVA, 2017; ANDRYUKHINA, FADEEVA, 2017).

The experts noted that the process of forming an ecological culture is a very forward-thinking social mandate which is explained by the high conservatism of the education system, therefore, it remains a rather difficult task to fulfill. Focusing on the role of environmental culture, the experts argued that it is only a component of environmental policy and cannot be considered the only indisputable condition for the transition of the state to sustainable development or ensure the efficiency of state environmental policy. We need an integrated, systematic approach to the problem as the system for the formation of new values should be accompanied by an increase in the level of legal awareness and changes in the existing normative legal acts. Legal awareness, like environmental consciousness, is an integral part of social consciousness, which changes under the effect of other influences. The attitude of the Russian citizens to environmental problems, in general, is contradictory: a high level of concern about the state of the environment and environmental protection are combined with indifference and offenses, which is a sign of the destruction of moral principles and deformation of social consciousness.

The experts believed that, within the framework of ecological culture, it would be appropriate to form a "moral law" focused on the appropriateness of an individual's behavior in relation to the environment. The ecological legal awareness of Russians can be characterized as polymorphic. This definition is due to both the nature of Russian historical evolution and the influence of modern globalization processes. The consequences of unequal access to tangible assets, differences in education, intellectual, socio-cultural, moral characteristics form different levels of legal awareness, form models of legal or illegal environmental behavior. Illegal actions in relation to the environment have different motivations - from lucrative actions (poaching) to causing conscious/unconscious harm (forest fire, pollution of water bodies, etc.), which in general poses a threat to the environment and impunity for non-compliance with laws reduces the level of legal awareness and renders the whole mechanism of ecological culture formation inefficient.

According to the experts, it is necessary to distinguish between personal environmental culture which is the result of upbringing and education and the environmental culture of society as a whole as a level of legal awareness, that is, the need to comply with adopted laws. The level of environmental culture is always a process of establishing equilibrium, in which failure to comply with the accepted rules by all members of society is compensated by responsibility - political,
administrative, legal, etc. The process of forming the culture of a society does not end after receiving an education. Today, according to the experts, attention should be paid to raising the level of public consciousness, people’s ability to self-organization, the level of knowledge, skills and experience of management structures, the degree of readiness of social institutions to implement state environmental policy. The completion of this process will depend on the level of perfection of the norms in legislative acts that form the relationship between society and nature. In the implementation of the state environmental policy, one should be guided by international environmental standards, monitor compliance with existing norms. This is important for ensuring the continuity of implementing environmental policy, stimulating an increase in the level of legal awareness and forming the environmental culture of the population.

CONCLUSION

Environmental culture is formed and developed according to the universal development law by combining the culture of ecological relations, the ethics of ecological activities and ecological consciousness. In this system of coordinates, an important integrating link is ecological activity as a tool for transforming natural systems and the basis of ecological regulation in the integrated space “society - nature”. To summarize, one could say that environmental culture is to nurture the society’s understanding, realization of the relevance of domestic and global ecological problems, foster love towards nature, overcome the consumer attitude towards it, develop personal responsibility for the state of the environment on various levels (local, regional, state and global), people’s creative, conscious activity during utilization and preservation of essential environmental values, learn the norms of ecologically correct behavior, foster deep respect for one’s work health and master the skills for its preservation.

Environmental culture is characterized by deep versatile knowledge on the environment (natural and social); the presence of values in relation to nature; the ecological style of thinking and the responsible attitude to nature; acquisition of skills and experience in solving ecological problems (primarily on the local level); direct participation in conservational activities, the anticipation of the possible remote negative consequences of the human’s nature-transforming activities. Therefore, environmental culture is manifested in consciousness, thinking, behavior and a person’s activities.

Consequently, the formation of environmental culture should be understood as a process aimed at the developing in the society the knowledge on the scientific foundations of natural resource management, the commitment to act according to that knowledge, practical skills and a proactive approach to nature, the rational use and replacement of natural resources. At the same time, of importance is the fast, efficient and the widest distribution of ecological information, the chance to quickly form public opinion, promote alternative - the most rational, ecologically clean approaches to natural resource management. Moreover, warning people about possible dangers and providing the means for elimination (or reduction) of health-related consequences in the context of ecological problems is objectively necessary.

Therefore, the results of the study confirmed the hypothesis that the key social and legal mechanisms for forming the people’s environmental culture are public social institutions, in particular, information institutions.

LIMITATION AND FURTHER RESEARCH

It is worth noting that the constructive solution to the issue of eliminating the global ecological crisis is impossible outside the framework of environmental culture, which is a necessary condition for optimizing the relationship between society and nature. The solution to the problem of the global ecological crisis and the preservation of the natural conditions for the existence of civilization depend on the level of the environmental culture of mankind.
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Desarrollo ambiental de la cultura de la población

**Resumen**

El propósito del artículo es el análisis de los mecanismos sociales y legales clave del desarrollo de la cultura ambiental en la población. A través del método de encuesta de expertos, los autores determinan las principales funciones de la cultura ambiental y las instituciones sociales del desarrollo de la cultura ambiental en la población. La cultura ambiental se caracteriza por un profundo conocimiento versátil del medio ambiente; la presencia de valores relacionados con la naturaleza; el estilo ecológico de pensamiento y la actitud correspondiente hacia la naturaleza; la adquisición de habilidades y experiencia en la resolución de problemas ecológicos; participación directa en actividades relacionadas con la conservación; la anticipación de las posibles consecuencias negativas remotas de las actividades transformadoras de la naturaleza de las personas.

**Keywords:** Environmental culture. Social ecology. Social institutions. Environmental and legal culture. System “humano – naturaleza”.

**Palabras-clave:** Cultura ambiental. Ecología social. Instituciones sociales. Cultura ambiental y jurídica. Sistema “humano – naturaleza”.

Desenvolvimento da cultura ambiental da população

**Resumo**

O objetivo do artigo é a análise dos principais mecanismos sociais e legais do desenvolvimento da cultura ambiental na população. Por meio do método de levantamento pericial, os autores determinam as principais funções da cultura ambiental e das instituições sociais de desenvolvimento da cultura ambiental na população. A cultura ambiental é caracterizada pelo profundo conhecimento versátil do meio ambiente; a presença de valores relacionados à natureza; o estilo ecológico de pensamento e a atitude correspondente em relação à natureza; a aquisição de habilidades e experiência na resolução de problemas ecológicos; participação direta em atividades relacionadas à conservação; a antecipação das possíveis consequências negativas remotas das atividades transformadoras da natureza das pessoas.

**Palavras-chave:** Cultura ambiental. Ecologia social. Instituições sociais. Cultura ambiental e jurídica. Sistema “humano – natureza”.

**Abstract**

The purpose of the article is the analysis of the key social and legal mechanisms of environmental culture development in the population. Through the method of expert survey, the authors determine the main functions of the environmental culture and the social institutions of environmental culture development in population. Environmental culture is characterized by deep versatile knowledge of the environment; the presence of nature-related values; the ecological style of thinking and the corresponding attitude towards nature; the acquisition of skills and experience of solving ecological problems; direct participation in conservation-related activities; the anticipation of the possible remote negative consequences of the nature-transforming activities of the people.

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**Environmental culture development in population**

Desenvolvimento da cultura ambiental da população

Desarrollo ambiental de la cultura de la población

**Resumen**

El propósito del artículo es el análisis de los mecanismos sociales y legales clave del desarrollo de la cultura ambiental en la población. A través del método de encuesta de expertos, los autores determinan las principales funciones de la cultura ambiental y las instituciones sociales del desarrollo de la cultura ambiental en la población. La cultura ambiental se caracteriza por un profundo conocimiento versátil del medio ambiente; la presencia de valores relacionados con la naturaleza; el estilo ecológico de pensamiento y la actitud correspondiente hacia la naturaleza; la adquisición de habilidades y experiencia en la resolución de problemas ecológicos; participación directa en actividades relacionadas con la conservación; la anticipación de las posibles consecuencias negativas remotas de las actividades transformadoras de la naturaleza de las personas.

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O objetivo do artigo é a análise dos principais mecanismos sociais e legais do desenvolvimento da cultura ambiental na população. Por meio do método de levantamento pericial, os autores determinam as principais funções da cultura ambiental e das instituições sociais de desenvolvimento da cultura ambiental na população. A cultura ambiental é caracterizada pelo profundo conhecimento versátil do meio ambiente; a presença de valores relacionados à natureza; o estilo ecológico de pensamento e a atitude correspondente em relação à natureza; a aquisição de habilidades e experiência na resolução de problemas ecológicos; participação direta em atividades relacionadas à conservação; a antecipação das possíveis consequências negativas remotas das atividades transformadoras da natureza das pessoas.

**Palavras-chave:** Cultura ambiental. Ecologia social. Instituições sociais. Cultura ambiental e jurídica. Sistema “humano – natureza”.

**Abstract**

The purpose of the article is the analysis of the key social and legal mechanisms of environmental culture development in the population. Through the method of expert survey, the authors determine the main functions of the environmental culture and the social institutions of environmental culture development in population. Environmental culture is characterized by deep versatile knowledge of the environment; the presence of nature-related values; the ecological style of thinking and the corresponding attitude towards nature; the acquisition of skills and experience of solving ecological problems; direct participation in conservation-related activities; the anticipation of the possible remote negative consequences of the nature-transforming activities of the people.

**Keywords:** Environmental culture. Social ecology. Social institutions. Environmental and legal culture. System “human – nature”.

**Palabras-clave:** Cultura ambiental. Ecología social. Instituciones sociales. Cultura ambiental y jurídica. Sistema “humano – naturaleza”.

**Resumen**

El propósito del artículo es el análisis de los mecanismos sociales y legales clave del desarrollo de la cultura ambiental en la población. A través del método de encuesta de expertos, los autores determinan las principales funciones de la cultura ambiental y las instituciones sociales del desarrollo de la cultura ambiental en la población. La cultura ambiental se caracteriza por un profundo conocimiento versátil del medio ambiente; la presencia de valores relacionados con la naturaleza; el estilo ecológico de pensamiento y la actitud correspondiente hacia la naturaleza; la adquisición de habilidades y experiencia en la resolución de problemas ecológicos; participación directa en actividades relacionadas con la conservación; la anticipación de las posibles consecuencias negativas remotas de las actividades transformadoras de la naturaleza de las personas.

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**Resumo**

O objetivo do artigo é a análise dos principais mecanismos sociais e legais do desenvolvimento da cultura ambiental na população. Por meio do método de levantamento pericial, os autores determinam as principais funções da cultura ambiental e das instituições sociais de desenvolvimento da cultura ambiental na população. A cultura ambiental é caracterizada pelo profundo conhecimento versátil do meio ambiente; a presença de valores relacionados à natureza; o estilo ecológico de pensamento e a atitude correspondente em relação à natureza; a aquisição de habilidades e experiência na resolução de problemas ecológicos; participação direta em atividades relacionadas à conservação; a antecipação das possíveis consequências negativas remotas das atividades transformadoras da natureza das pessoas.

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