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This study has an exploratory nature since it involves bibliographical research aimed at highlighting how music, films, and celebrity activism can be used as educational resources to unlocks the potential for interdisciplinary and multisensory learning in order to evoke emotions, raise awareness about environmental issues and inspire students to take action.

In particular, it will be highlighted how teachers can use CLIL approach and thoughtfully selected music videos, films, and documentaries to facilitates not only the acquisition of linguistic and specific knowledge but also broader skills that are essential in today's interconnected world.

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Music, Films and Celebrity Environmental Activism to Educate Students to take Actions

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I. Introduction

The escalating gravity of sustainable development requires prompt action towards attaining the objectives outlined in the United Nations' 2030 Agenda. Engaging educational institutions, particularly schools, is vital in cultivating knowledge, awareness, and values that foster sustainable practices and facilitate a harmonious cohabitation between mankind and nature. Given the mounting intricacy of ecological and societal challenges, investing in environmental education is imperative to forge a sustainable and resilient future.

To this end, it is paramount to implement educational paths raising awareness in students of the interconnections between environmental, social and economic dimensions in an interdisciplinary context.

Through its impact on global citizenship, environmental education can empower students to become responsible stewards of our planet and foster a collective commitment to preserving our planet for future generations. It encourages individuals to recognize the interconnectedness of environmental issues across borders and cultures (UNESCO, 2015).

Films and music videos present plenty concepts that can serve as valuable resources for teaching educators in planning didactic activities aimed at enhancing students' consciousness of environmental issues. Furthermore, these media forms have the potential to foster the development of a reverent demeanor towards both individuals and the environment, while also motivating proactive engagement in the preservation and enhancement of natural and cultural heritage.

In addition to their inherent value, films and music videos serve as a precious resource, particularly when harnessed within *Content and Language Integrated Learning* approach, commonly known as CLIL, that enables the seamless integration of subject content and language, offering a dual-focus approach where the foreign language is acquired through the content and the content is comprehended through the language (Coyle, D., Hood, P. & Marsh, D., 2007).

In point of facts the use of authentic materials and resources can create realistic learning opportunities (Oddone, C., et al., 2011). By employing audiovisual materials as catalysts, teachers facilitate the cultivation of environmental education while concurrently nurturing the acquisition and refinement of a secondary language. This immersive experience promotes active engagement as students are exposed to authentic language usage and socio-cultural nuances.

For this purpose, the deliberate selection of music videos, films, and documentaries by teachers, considering the content and the students' linguistic and cultural proficiency, can effectively foster interdisciplinary and multisensory learning (Tarricone, E.C.L., 2023). Furthermore, it facilitates the development of specific and cross-cutting skills and cultivates critical thinking, analytical skills, and creativity among learners.

Moreover, CLIL and interdisciplinary approaches represent innovative and effective strategies for promoting meaningful learning experiences and empowering students to become lifelong learners equipped with essential skills for success in the 21st century.

II. Protest Songs and Music Videos to Make a Change

Music can contribute to encourage the achievement of Agenda 2030 goals thanks to its ability to evoke emotions, stir passion, overcome geographical, cultural and linguistic barriers and inspire people to act.

"Music is a powerful catalyst for change with the ability to transcend geographic, cultural and linguistic barriers and move people to action" (United Nations, 2021).

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Additionally, it should be borne in mind that environmental singers use this power to amplify their message of environmental preservation and engage audiences in conversations about the importance of sustainability and the need for immediate action. Therefore, many songs and music can also be used in schools as a tool to open debates and work on activities that motivate students to care for the environment.

Prominent figures like Bob Dylan leverage their fame and influence to shed light on various social and environmental issues. Nobel laureate, Dylan's music has always been marked by a profound sense of social consciousness. His lyrics are often protest songs as they convey messages of environmental awareness, social justice and the need for sustainable living. As Dylan wrote in Chronicles "*Protest songs are difficult to write without making them come off as preachy and one-dimensional. […] You have to show people a side of themselves that they don't know is there*." (Dylan, B., 2004, p. 87).

His concern for the environment shines not only through songs like "*Blowin' in the Wind*" and "*A Hard Rain's A-Gonna Fall*" but also in his activism through participation in benefit concerts and support for organizations dedicated to environmental conservation.

In addition, his personal lifestyle reflects his dedication to ecological consciousness and is an inspiring example for his fans and the wider public. For instance, in recent years, he has installed solar panels on his property and has spoken out about the importance of transitioning to clean energy.

It should be added that many music videos promote sustainable tourism through images and words that invite the viewer to get to know the places represented and have a harmonious and respectful relationship with the environment. Often these videos are as effective and convincing in their sound and visual communication as real films even if they last a few minutes on average. The brevity of the story can actually be a strong point if the words of the song and the images that accompany them are suitably chosen and aimed at arousing emotions, curiosity and interest in the places represented as well as encouraging actions aimed at preserving, and possibly also to improve the natural and socio-cultural resources.

It should also be considered that music and songs are generally a valuable educational tool to involve students both emotionally and cognitively and to promote language learning in an effective and enjoyable way as they allow to reduce anxiety, increase motivation, facilitate memorization, develop cultural awareness, promote students' creativity, create an affectively supportive learning environment (Bokiev, D. et al., 2018).

Moreover, the poetic strength of the moving images has the power to capture the viewer's attention, making him enter a suggestive and empathic dimension. Music videos and movies can also be used to engage in sustainable practices, advocate for policy changes, and participate in environmental activism at local and global levels.

According to director and writer Paolo Uccello, it is necessary to make good use of cinematography to transmit positive values and make it an effective means of dissemination, and of penetration of healthy ideas to direct the viewer towards better ideals (Uccello P., 1987).

Another exemplary case of an iconic singer-songwriter devoted to environmental and social issues is represented by Michael Jackson. Driven by the intention of making a contribution to healing the wounds of our planet, Jackson wrote and recorded a large number of songs that promote sustainable development. Some of these have also spectacular videos that trigger positive emotions and encourage good deeds. In particular, *Heal the world* video, directed by Joe Pytka in 1992, can be considered a hymn of peace and solidarity as it invites us to take concrete actions to live in harmony with the environment and with people.

Jackson also created in 1992 the *Heal the world Foundation*, a charitable organization with humanitarian and ecologist purposes, which takes its name from the homonymous song written and composed by himself.

Jackson's profound sensitivity towards environmental and human issues is also attested by the 2000 edition of the *Guinness Book Of World Records*, which awarded him first place for having supported the largest number of organizations beneficial, thirty-nine.

A clear invitation to rethink the man-environment relationship as a cultural and social issue is also inherent in *Earth song* video, directed by Nicholas Brandt, a well-known photographer of wild and uncontaminated places who shared with Michael Jackson a passion for the environment and for storytelling (Vogel, J., 2017). The video sees Jackson as a spokesperson for nature and aims to recover a sensitivity towards the world in which we live.

Song of protest against man's incapacity to have respect for the planet and its creatures, *Earth Song* is a denunciation of the damage caused to the ecosystem, an expression of reproach for the blood shed through wars and violence, but it is also a call to consider the wounds inflicted on our planet as an irrepressible self-destructive drive against which the Earth itself rebels to restore the natural course of life. The video therefore seems a hyperbole of the "*Gaia hypothesis*" advocated by the British scientist James Ephraim Lovelock (1967) who considers the Earth a living super organism capable of self-regulating its chemical and climatic conditions in such a way as to keep life possible.

According to composer George Del Barrio, who collaborated with the singer for the creation of sounds and music, for Jackson *Earth song* was supposed to be

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the song that would help save the world (Vogel, J., 2017).

Following in steps of Jackson and Dylan, it is crucial to acknowledge that many other environmental singers combine their musical talents with heartfelt lyrics to shake consciences, poses thought-provoking questions about war, peace, equality and the environment, and suggest that we must reflect on the consequences of inaction.

From this perspective, also the American rock band Linkin Park has shown a profound ecological consciousness aiming to convey the notion that humanity's actions are detrimentally affecting the natural world, thus necessitating immediate intervention (Fernández, M. A. M, 2018). Of notable significance is the music video entitled "*What I've Done*" (2007), skillfully directed by Michael Bay, which seamlessly juxtaposes war scenes with poignant imagery, unveiling the grave consequences of global warming. Its primary objective is to provoke introspection regarding mankind's missteps and to instigate concerted endeavors in support of environmental equilibrium and serenity.

Another captivating visual masterpiece that ardently promotes exploration and reverence for our planet is "*Up & Up*" by the British band Coldplay. Directed in 2016 by Vania Heymann and Gal Muggia, this video fervently urges individuals to embrace life with a positive outlook. Its allure lies in its surrealist aesthetic and breathtaking special effects, seamlessly weaving together a tapestry of magnificent natural landscapes, ethereal creatures of the wild, and iconic landmarks such as the Golden Gate Bridge in San Francisco and the majestic Chrysler Building in New York (Li P., 2021).

Many other singers use the enchanting power of their lyrics and of the mesmerizing allure of music videos to champion the cause of environmental activism. Through evocative verses and beguiling images, they gently beckon us to fulfill the duty of safeguarding our planet.

In the same way, it deserves to be attentive also the Earth Day beneficent anthem "*Earth*" (2019), by David Andrew Burd, aka Lil Dicky. In a similar vein to the renowned 1985 charity music video "*We Are The World*," Lil Dicky's "*Earth*" unfolded as a grandiose spectacle, showcasing a star-studded collaboration including Justin Bieber, Ariana Grande, Snoop Dogg, Shawn Mendes, Miley Cyrus, Katy Perry, Ed Sheeran and the Backstreet Boys (Philipp, T., 2022). Notably, Lil Dicky secured funding for this ambitious project from the Leonardo DiCaprio Foundation, with the artists themselves asserting that all royalty payments would be directed back to the foundation (Wolfson, S., 2019).

Co-directed by Federico Heller and Nigel Tierney, this animated visual masterpiece is a bewitching creation that envelopes viewers in a multisensory odyssey, reminding them of the pressing exigency to safeguard our planet. It takes viewers on a mesmerizing journey, portraying an array of colorful and anthropomorphized animals, each represented by a different celebrity.

By highlighting the dire consequences of human actions on the environment, the song urges listeners to reflect on their own ecological footprint and encourages them to take tangible steps towards sustainability.

These environmental music videos, along with numerous others, serve as valuable educational resources. With their potent combination of striking visuals and compelling soundscapes, they effortlessly evoke emotions and contemplation, providing a powerful platform to address crucial topics like sustainable development.

III. Films to Educate, Inspire, and Motivate Students to Live a Sustainable Life-Style

As Scrivener (2017) states, audiovisual supports should not only be used to study language, but also to engage in communication, writing activities, or introducing a topic for discussion. Likewise, Harmer (2011) argues that their use can be very effective for writing as it can motivate students in the development of their ideas and in identifying the information inherent to what they should tell in relation to the video. Along the same line, Anderson (2021) claims that films can facilitate learning and enhance creativity.

Furthermore, many films have the power to educate, inspire, and motivate people to take action. As a matter of fact, they engage the affective domain, promote critical analysis and reflection, link learning to experiences, and can stimulate empathetic behaviors, self-reflection, compassion, and other skills (Shankar, P., 2019).

From this standpoint, the movie "*The Boy Who Harnessed the Wind*" represents a compelling exemplar for motivating young individuals to engage in the study and think about possible solutions for environmental problem.

Directed, written and acted by Chiwetel Ejiofor in 2019, this production draws inspiration from William Kamkwamba's eponymous book. Inspired by a true story, the film serves as a thought-provoking catalyst for diverse facets of sustainable development. Specifically, it narrates the chronicle of a juvenile scholar born into a rural Malawian household burdened by financial constraints that impede school fees payment. Nevertheless, his tenacity enables him to devise methods to attend classes and gain access to the school library, where he delves into the study of electronic engineering and energy production. Through his diligent endeavors, he successfully navigates the apathy displayed by a corrupt and disinterested national government that fails to provide economic backing and

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educational resources. Notably, he accomplishes this feat by constructing a windmill, effectively resolving the challenges of drought and the ensuing famine that befall his village.

Consequently, the film holds substantial potential as an educational resource for teaching English as a foreign language and can be used as a tool to encourage students to become promoters of sustainability and take action to preserve and improve the natural and cultural resources of our planet.

Furthermore, it presents an avenue for fostering critical comprehension of the movie in an innovative, captivating, and functional manner, ultimately facilitating the transference of skills within extracurricular contexts (Leonhardt, J.E., Janßen Kref, A., Leonhardt ,C., Viebrock, B., 2021).

Another particularly suggestive movie to consider is *The Electric Horseman* (1979). In addition to highlighting the contrast between the life full of lights, artificiality and vanity of the city of Las Vegas with life in the pristine parks of Utah, the film brings out the desire to fight to defend nature.

Shot for many scenes in various parts of the state of Utah, including Grafton, St. George and Zion National Park (D'Arc, J., 2010), it represents a story of authenticity in which the world of money and business, of bright lights and falsehood are opposed to nature, friendship and the great outdoors (Rodgers, D., 2017).

Sonny, a world rodeo champion cowboy is commissioned to perform in Las Vegas with a thoroughbred who he discovers was stuffed with tranquilizers and heavy drugs. Therefore, he immediately decides to flee with the horse across the stage to head towards the Utah prairies where he is joined by the television journalist Hallie who, after understanding Sonny's intentions to free the stallion and to live in lands untouched by consumerism, will fall in love with him.

The protagonists of the story, Sonny Steele and the journalist Hallie Martin, are played respectively by the famous actors Robert Redford and Jane Fonda.

The movie gave Redford the opportunity to also outline his interest in animal rights (D'Arc, J., 2010). Besides both the actors Redford and Fonda are still today great environmental activists and have the power to reach a vast audience and convey important messages about sustainability.

IV. The impact of Celebrities' Ecological Dedication on Students

Celebrities' environmental commitment can be used to create didactic activities to inspire students to take actions. As a matter of fact, famous people can have a positive influence on youth dealing with issues that trigger through their works and actions.

In an interdisciplinary perspective, it is necessary to encourage students to become promoters of sustainability, aware that it is indispensable to have an emotional relationship with nature and its creature and to act to preserving and improving natural and cultural resources of our planet in order to make the 2030 sustainable development goals Agenda a reality.

Oscar winner Robert Redford has invested time and money to help especially young people exploit cinema and the emotional and persuasive power of images, not only to convey a message of peace and harmony with the environment, but also to encourage action to improve the fortunes of our planet.

In particular, in 2005 he co-founded with his son James (who died prematurely due to cancer in 2020), *The Redford Center Stories* to promote environmental sustainability through video storytelling and support young filmmakers (https://www.redfordcenter.org/about/).

This organization is a leading sustainable development education initiative that offers both teachers and students free tools to stimulate storytelling skills in order to promote environmental protection and pacifist actions. The purpose is to create an environmentally committed learning community through the power of storytelling and creativity by encouraging the idea that anyone, at any age, can be an environmental storyteller and a promoter of a creative community open to innovations.

Likewise, Jane Fonda has invested lots of her time supporting above all the work of the new generations of environmentalists since she read Naomi Klein's book *On Fire: The (Burning) Case for a Green New Deal* (2019). This text struck her for the clarity with which is described the story of Greta Thunberg, the sixteen years old with Asperger's syndrome, passionate about science, who founded the *Friday for future movement* involving millions of students around the world in the strike against climate change.

Following the example of Greta who urges us to act "as if our house is on fire", in October 2019 Jane Fonda, with the guidance of the *Green New Deal* by Naomi Klein, contacted Annie Leonard, co-executive director of Greenpeace USA, to launch *the Fire Drill Fridays* project. Moving to Washington, she began campaigning with a series of weekly protests involving young people, leaders and other prominent figures to end the expansion of fossil fuels, implement a plan for responsible fossil fuel transition and take action to implement *the Green New Deal* (*the New Green Pact*), or the program of economic and social reforms, which aims to mitigate climate change through a reduction of CO2 emissions by 2030 and the elimination of economic inequalities (Galvin R., Healy N., 2020) .

Even today, every Friday, in live streaming, via the social networks *Facebook*, *Instagram* and *Youtube*, Jane Fonda talks to her audience and tries to motivate

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them to act and join in her battle also via her website dedicated to *the Fire Drill Fridays* project (https://firedrillfridays.org/).

Among the many other personalities from the entertainment world who have passionately dedicated themselves in climate change campaigning and communication, both through their own artistic works and through concrete actions and social media, we can also mention Alec Baldwin, Arnold Schwarzenegger and Leonardo Di Caprio (Goodman, M. & D., Nathan, J. & F., 2017).

In particular, the latter actor created the *Leonardo Di Caprio Foundation* in 1998 and the *Earth Alliance* in 2019 to support initiatives dedicated to the protection of biodiversity, to ocean conservation and climate change. He also produced and participated in some environmental documentaries including *The 11th Hour,* directed by Leila Conners Petersen and Nadia Conners in 2007.

In like manner, the actress Cameron Diaz has always fought for ecological and social concerns by supporting the environmental campaigning community *Friends of Earth* and participating in the MTV environmental television program *Trippin'* (directed in 2005 by Ajay Nautiyal) of which she was also a producer (Bennet, O., 2005).

Another prominent figure who deserves attention for his environmental commitment is James Cameron. Director of successful films such as *Titanic* (1997), *The Abyss* (1989), *Avatar* and its sequel *Avatar: The Way of Water* (2022), he created the *Avatar Alliance Foundation* in New York in 2013 with the aim of protecting indigenous rights, encouraging use of renewable energies, fighting deforestation, preserving natural resources and biodiversity, ensuring the conservation of the oceans and finding solutions regarding issues related to climate change.

Thanks to his passion for deep sea diving, the award-winning director and National Geographic explorer, Cameron also worked on the 2014 documentary *Deepsea Challenge 3D.* He used a mini submarine, called *Deepsea Challenger*, developed for a mission lasting seven years of preparation, and on March 26th 2012 he ventured into the Mariana Trench, the deepest, most remote and isolated point on the planet. Thus, Cameron was the first man to touch the bottom of the Mariana Trench with a solo dive to a depth of 11 kilometers (Than, K., 2012). Diving was the focus of the *Deepsea Challenge* expedition, a joint science project by James Cameron, the National Geographic Society and Rolex to conduct research and exploration in the deep ocean (Schulte-Rahde, U., 2012).

Cameron is also the creator of important initiatives thought for the *Muse Global School*, a private eco-friendly school founded in Calabasas, California, by his wife Suzy Amis Cameron and her sister Rebecca Amis, such as photovoltaic sunflowers and the consumption of vegan products to educate children to have a respectful and harmonious relationship with the environment.

Prominent figures that express their support for a cause often have a large following that will listen to them. Consequently, this can significantly amplify awareness towards previously overlooked matters and galvanize individuals towards proactive engagement. Accordingly, including debates surrounding celebrity environmental activism within educational settings, accompanied by engaging activities bolstered by music videos and films, can effectively instill a sense of responsibility and motivate students to actively contribute towards a more sustainable global paradigm.

V. Conclusions

Many singers and film celebrities actively dedicate themselves to conveying through their artistic works and their deeds the urgency to make a change.

Through their unwavering activism and mindful lifestyle choices, certain prominent figures have not only captured attention but also emphasized the dire necessity of safeguarding our planet while firmly establishing their dedication to environmental consciousness.

As we confront the pressing challenges posed by our environment, we can turn to these influential celebrities' activism as a reminder of the profound impact that art can have in driving transformative change. Their remarkable ability to infuse artistic expressions such as music and cinema with resounding messages of environmentalism instills a sense of urgency within individuals and communities to prioritize our planet concerns.

Moreover, an array of compelling examples, ranging from captivating music videos to thought-provoking films and the eco-conscious actions of celebrities, can serve as invaluable resources in imparting lessons of sustainability within educational institutions. By employing innovative and emotionally resonant approaches, these resources can be used to form active citizen because they do not only raise awareness but also inspire individuals to take tangible actions on vital social issues.

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Filmography

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3. *Deepsea Challenge 3D,* directed by James Cameron, 2014
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5. *Earth*, directed by Federico Heller and Nigel Tierney, interpretation by Lil Dicky et al., 2019 (music video)
6. *Heal the world,* directed by Joe Pytka, interpretation by Michael Jackson,1992 (music video)

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7. *The 11th Hour*, directed by Leila Conners Petersen and Nadia Conners, 2007
8. *The Abyss,* directed by James Cameron, 1989
9. *The Boy Who Harnessed the Wind,* directed by Chiwetel Ejiofor, 2019
10. *The Electric Horseman*, directed by Sydney Pollack, 1979
11. *Titanic,* directed by James Cameron, 1997
12. *Trippin',* directed by Ajay Nautiyal*,* 2005 (television series on MTV)
13. *Up & Up*, directed by Vania Heymann e Gal Muggia, interpretation by Coldplay, 2016 (music video)
14. *We Are The World*, directed by Paul Haggis, interpretation by Michael Jackson, Lionel Richie et al., 1985 (music video)
15. *What I've done*, directed by Michael Bay, interpretation by Linkin Park, 2007 (music video)

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