

Research on the Legal Perception of Environmental Health Risks by Diverse Subjects

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Abstract: There are significant differences among diverse subjects in their legal perception of environmental health risks. The public's legal perception of environmental health risks, based on their own interests and limited perspectives, originates from direct experiences and indirect experiences, and is influenced by intergenerational memory and mass communication. Guided by the pursuit of efficiency, enterprises have begun to pay attention to environmental health risks and actively control pollution emissions after being regulated by law. Environmental protection organizations follow the requirements of environmental protection laws, promote environmental legal knowledge, and carry out environmental protection practices from the perspective of collective interests. The media is constrained by the characteristics of news, balances reporting truthfulness with pursuing news value. The government's legal perception of environmental health risks has undergone a transformation. It once valued economic development over environmental protection, but now increasingly emphasizes controlling environmental health risks within the framework of environmental law. In the practice of legal governance of environmental health risks, there is often a pattern where enterprises manufacture environmental pollution, and the public pays more attention to self-protection in the early stages of pollution, and then participates in the legal governance of the environment. Although the government takes the lead in controlling environmental health risks, its regulatory measures are limited, and the roles of media and environmental organizations are restricted. There are a series of problems such as poor communication and incorrect information among diversified entities. Therefore, it is necessary to establish a healthy communication mechanism, promote collaborative cooperation among multiple stakeholders, achieve equal governance, and improve the legal governance system for the environment.

1. Introduction

Environmental health risk is an interpretation of environmental health issues in the theory of risk society. The risk discussed in this paper, there is difficult to determine the exact outcome of whether damage will definitely occur based on existing scientific knowledge and experimental results. In other words, there is a possibility of damage occurring, but the degree is not high. Therefore, this

risk carries uncertainty, and it confirms the importance of risk prevention. Environmental health risk perception refers to the judgment made by the cognitive subject on risks through scientific thinking. This scientific thinking needs to be based on subjective feelings and supplemented by daily life experience. Environmental health risk perception includes identification of environmental health hazards, potential health damage, and so on. Diverse subjects refer to public groups that place greater emphasis on social rationality. It includes the public, enterprises, environmental protection organizations, media, government, etc. Its existence is based on the premise that risk perception is an element of social construction.

2. Differences in Legal Perceptions of Environmental Health Risks among Diverse Subjects

2.1. The public: immediate interests and limited horizons

The public is a collection of social individuals. It influences the orderly operation of social political and economic life. The public's perception of environmental health risks comes from a wide range of sources, including direct experiences and indirect experiences. In direct experiences, the public's practice of environmental health risks is the first and foremost. In the practice of environmental health risks, when the public has not yet perceived the harm of environmental health risks to their immediate interests, they ignore the existence of environmental health risks and adopt a laissez faire or worried attitude towards them. When environmental health risks evolve into pollution and cause harm to the vital interests of the public, such as the right to health and property rights. The public make subjective judgments regarding this kind of damage. They realize that environmental pollution can cause tangible harm to human health. So they fought through negotiation with the manufacturers of environmental health risks, public opinion, seeking the help of environmental protection organizations, media exposure and other means. In this process, they accumulate direct experience in responding to environmental health risks and form an awareness of environmental health risks.

Even if the environmental health risks have been transformed into environmental pollution and caused actual damage. It is still difficult for the public to perceive the full impact of environmental pollution. The public interests are still under great threat. For example, residents of mining areas have a clear understanding of river water quality, noise, geological hazards and other intuitive perceptual problems. However, there is a lack of awareness of sensory problems in soil pollution, food production, crop quality, air quality and so on. It increases the carcinogenic risk of heavy metal exposure of local mining residents through diet, respiration and other ways^[1].

In the practice of environmental health risk, the public's risk perception is also closely related to the risk return. In the development process of environmental health risk, there will be various favorable consequences related to the risk. Most stakeholders who enjoy these favorable consequences recognize the benefits of environmental health risks. And they ignore or deny all kinds of disadvantages brought by environmental health risks. The two attitudes held by non-stakeholders are exactly the opposite of those held by stakeholders. One is that environmental health risks bring all kinds of disadvantages. But it recognizes the benefits of risk return. Compared with the two, the risk is primary, while the income is secondary. The other attitude is too extreme. It completely denies the benefits of environmental health risks. Only focus on the risks caused by environmental health risks.

For the public in a general sense, its vision is broad. However, in the face of specific environmental health risks, the vision of relevant individuals in the public is limited. In response to environmental health risks, the public should not only indicate the specific consequences of the risks based on personal experience and physical injury. A more representative and universal feedback is that their perception of the possible harm caused by risk comes from the life knowledge

of risk inherited from generation to generation^[2]. This kind of inheritance includes not only intergenerational memory in chronological order, but also mass communication in spatial scope.

Intergenerational memory includes not only the words and deeds of predecessors to their descendants, but also the oral transmission between peers. It represents the empirical rationality of environmental health risk perception. The predecessors of the automobile company will teach the younger generation the measures to prevent paint pollution and radiation pollution, including drinking more sugar water, vinegar and herbal tea. The experience accumulated by predecessors in dealing with environmental health risks is passed on to future generations through word of mouth. When dealing with the environmental health risks of air quality in cars, word of mouth from peers has a certain performance. When the air quality outside the vehicle is good, the air quality inside the vehicle can be improved by opening windows for ventilation and air conditioning external circulation. When the air outside the vehicle is poor, the windows should be closed and the air conditioner should be used for internal circulation^[3].

Mass communication includes both non-governmental networks and official propaganda and news reports from relevant departments. The official communication represents the scientific rationality of environmental health risk cognition. In the investigation of environmental health cognition of residents around an incineration site in South China. The main ways to obtain the environmental health risk perception of 1043 valid samples were news reports (76%) and Internet (73%). But the main expected ways are publicity by relevant departments (63%) and news reports (61%)^[4]. The Internet is the most convenient channel for environmental health knowledge. However, the information on the Internet is intermingled with a large number of false information and distorted content. The propaganda and news reports of the relevant departments are relatively formal and official, and the contents released are more objective, systematic and comprehensive. The main expectations of the public focus on the publicity and news reports of relevant departments. It shows that the public believes in and is more willing to obtain information from these authorities.

To sum up, the public's awareness of environmental health risks comes from their own direct experience and acquired indirect experience. The risk perception of the public is closely related to its vital interests. When vital interests are threatened by environmental health risks, the public will pay more attention to environmental health risks. When their vital interests are not threatened by environmental health risks, and even can bring benefits due to environmental health risks, the public will ignore environmental health risks. From the perspective of the concept of the public as a whole, its vision is broad. When it is placed in the specific environmental health risks, the vision of the relevant public is limited. Their awareness of environmental health risks mostly comes from intergenerational memory and mass communication. Intergenerational memory represents empirical rationality. Official propaganda and news reports in mass media represent scientific rationality. The public expects to obtain environmental health risk knowledge through official publicity. This shows that the public expects scientific rationality. However, most of the ways to obtain real information are empirical rationality such as network and intergenerational memory. This shows that the public's vision of environmental health is still limited.

2.2. Enterprises: chasing benefits and controlling emissions

Enterprises, as the main force in the process of economic development. The attribute of profit-making organization makes the enterprise pursue efficiency and development as its purpose. In practice, enterprises increase production and reduce costs as a means to achieve the goal of maximizing benefits. In the past extensive production, enterprises often started from their own interests and took the natural environment as the material basis. Thus, the production cost of the enterprise can be reduced from the source. They use low-cost instruments and equipment as the

main force of production, while reducing costs and increasing production. This generation mode not only consumes a lot of resources, but also hinders the development of cleaner production. At the same time, a large number of untreated waste gas, wastewater and solid waste are discharged into the nature, polluting the environment.

The purpose of enterprises is to pursue benefits, but they are regulated by the government's macro-control and laws. Today, more and more attention is paid to ecological and environmental protection, and the construction of ecological civilization is promoted to the strategic height of the "five in one" overall layout. Enterprises themselves began to pay more attention to environmental health risks. At this time, there are two kinds of environmental health risk emotions of enterprises. One is positive environmental health risk emotions. It is the love and approval of enterprises for good environmental conditions or the earnest desire to improve the current bad environmental conditions. The other is negative environmental health risk emotion. It is a negative psychological state of fear, worry, guilt, disgust, anger, etc. for the current bad environmental state, energy crisis and bad environmental behavior. Among them, negative environmental health risk emotions have a greater impact on the implementation of green development^[5]. Enterprises are worried about the adverse impact of their production behavior on the environment. This kind of worry comes not only from their own profit seeking needs, but also from the government's macro-control and legal regulation.

If the enterprise discharges waste gas, waste water and solid waste without quantity and treatment. It will face the risk of shutdown and regular rectification. The shutdown means that the enterprise cannot carry out production. During the shutdown period, the enterprise still needs to pay a series of production costs such as the rectification cost and rent. At the same time, environmental pollution caused by production behavior will also lead to fines and other penalties imposed by the government's environmental protection department on enterprises. This will also lead to environmental litigation by surrounding residents, and the enterprise has the risk of fines and compensation. At this time, when the enterprise believes that the environmental problems it faces will hinder its profit seeking and development. It will invest more enterprise resources and capabilities to promote the environmental protection of products and services. And implement a forward-looking environmental strategy. Forward looking environmental strategy can not only improve the financial performance of enterprises, but also promote the development of enterprise environmental performance. As a result, enterprises' awareness of the harmfulness of their production activities has been improved to a certain extent. Enterprises will pay more attention to environmental health risks, actively control emissions and avoid environmental health risks.

To summarize, when enterprises face environmental health risks. On the one hand, they still pursue benefits and development. But because of government and legal regulations. The environmental health risks caused by sloppy production make enterprises spend a lot of costs to deal with the environmental problems caused by production. On the other hand, enterprises invest more enterprise resources and capabilities to promote environmental protection upgrading of products and services. This will enable enterprises to turn environmental health risks into opportunities for enterprise development. Therefore, enterprises can actively respond to environmental health risks.

2.3. Environmental organizations: environmental protection and public interest practice

Environmental protection organizations are non-governmental social organizations. They are not for profit. As a non-government type of social organization. Environmental protection organizations do not aim at profit-making. And as one of the main forms of realizing the principle of public participation. They always stand in the perspective of collective environmental interests to look at

environmental pollution and its health risks. As one of the main bodies of ecological environment protection. They advocate the concept of equitable development and environmental justice. This is basically consistent with the government's goal in ecological environment protection. It can make up for the deficiencies of its public functions outside the government. So as to have a far-reaching impact on the economy and society.

To a certain extent, environmental protection organizations are the hub of communication, communication and contact between the government and the public. On the one hand, as representatives of the public, they express their demands on environmental protection to the government and relevant departments. On the other hand, they can transmit real-time policy information of the government and relevant departments to the public. Environmental protection organizations will also popularize environmental health risk knowledge to the public in various forms. This can promote the exchange of risk information between people and organizations. They will also answer free environmental questions from the public. This not only avoids the harm caused by irrational rights protection, but also provides a new way for the public to participate in ecological environment governance.

Moreover, environmental protection organizations have considerable environmental protection expertise in the field of environmental protection. At the same time, it has certain environmental protection ability. On the one hand, environmental protection organizations have a complete organizational structure and a certain number of volunteers. It enables environmental protection organizations to invest a considerable number of professionals in environmental protection. On the other hand, environmental protection organizations have considerable funds for environmental protection through social donations and other forms. This can provide economic support for environmental protection practice. Environmental protection organizations solve practical environmental problems in various ways. They supervise that enterprises and governments cannot make adverse environmental actions. This balances the relationship among the vulnerable public, enterprises and the government to a certain extent. This makes up for the deficiencies in the ecological environment management. Ultimately achieve the purpose of safeguarding the interests of the collective environment.

2.4. Media: News Truth and News Values

Mass media is a neutral tool. With the help of the media, news can be spread. For the news, facts are the source of news. News can only be a report of objective facts. Truth is the fundamental condition for the existence of news and the life of news^[7]. The truth of the fact is embodied in its "fait accompli". Facts are either established or are becoming established. When we realize that the fact is happening, it has become a fait accompli^[8]. This means that the object of the media's news report, that is, the objective events point to the unidirectional past in time. However, environmental health risks are not established in nature. Whether it can be converted into environmental health damage is uncertain. This also shows the future of environmental health risk damage. There is an insurmountable contradiction between the past requirements of the facts reported by the media and the future of the environmental health risk into actual damage.

The right of communication of mass media belongs to media operators. On the one hand, news demands timeliness and the desire for "first-hand news". This will make rumors precede the truth. This will slow down the pace of refutation^[9]. At the same time, because of the wide range of information sources in the mass media, it is difficult for news producers to verify the authenticity of all news one by one, so they will prefer to report more confident events. The discovery of environmental health risks is not an overnight task, which requires the continuous attention and interview of the media. This makes the reporting of environmental health risks need to invest

relatively more costs. The reform of the media makes it responsible for its own profits and losses within a certain range. The pressure of survival makes the media have to consider economic benefits. In consideration of economic benefits, the media will ignore the continuous reporting of environmental health risks to a certain extent.

China's news media is the mouthpiece of the party and the people. Media reports should always serve the needs of the party and the people. Environmental health has become the national "five in one" construction strategy. People's attention to environmental health risks also makes the mass media need to take the responsibility of reporting environmental health risks. Therefore, the mass media pay more and more attention to environmental health issues. Moreover, relevant departments such as the health commission and the environmental department are using the we media platform to release their voices. They not only pay attention to the continuous attention and reporting of environmental health issues. It is also promoting the dissemination of environmental health knowledge. At the same time, we should cultivate people's knowledge of environmental health risks.

2.5. Government: Economic Development and Environmental Protection

The role of government in ecological environment governance is more complex. On the one hand, the central government is the leader of ecological environment governance. The government represents the interests of the public. And be responsible for the environmental needs of the public. The government has formulated a considerable number of environmental policies. On the other hand, the lower level governments are facing the realistic problems of economic development. In a certain period of time, it tolerated the phenomenon that the phased environmental pollution was serious and the treatment effect was not high in practice. The main reason for this phenomenon is that the idea of giving priority to economic development has been deeply rooted in the hearts of the people for many years. At this stage, the lower level government is more like the role of large entrepreneurs. In order to achieve rapid economic development and maximize their own interests. The government seldom considers or even ignores environmental protection. As a result, the social attention to environmental protection has not been improved.

The main social contradiction in China is still the contradiction between social development and people's needs. Therefore, economic development is still an urgent problem for the government to solve. The promotion mechanism within the government can not be decoupled from economic development. Limited by the competition mechanism within the government. For the competitive advantage of performance evaluation and promotion. The government officials are too eager to develop the economy and do not pay too much attention to environmental protection. This has caused the distortion of environmental administration. The phenomenon that environmental protection departments are lazy in their duties and corruption is on the rise is increasing day by day. This has caused a lot of environmental health damage. As an administrative department, the government belongs to the official channel. Most of the information about environmental health risks is first-hand information obtained from experts. The government's awareness of environmental health risks should have been the clearest. However, after environmental health damage, in order to avoid public panic, the government often adopts translucent processing of information. These processing methods show that negative data are not disclosed or less disclosed. At the same time, it rarely distributes power to the society, and the phenomenon of environmental injustice^[10] is increasingly prominent. This also makes people, enterprises, environmental protection organizations and the media misled by the data released by the government. This will affect the environmental health risk perception of other subjects.

Since the 20th CPC National Congress, the government has paid more and more attention to

environmental health issues. The "golden mountains and silver mountains" of economic development and the "green waters and green mountains" of environmental protection have become the two grasps of development. Both economic development and environmental protection are required. The government's attitude towards economic development has long changed. The original extensive development economy has changed to a high-quality green economy. The government pays more attention to the control and cognition of environmental health risks. Governments at all levels began to improve environmental health monitoring. Joint institutions of higher learning and research institutions. Attract professional environmental workers into the environmental protection department. Enhance professional awareness of environmental health risks.

To sum up, there are large or small differences in the cognition of diversified subjects on environmental health risks from the outside to the inside. Most of the public are concerned about their immediate interests, which are limited in their cognition. While pursuing economic benefits, enterprises pay more attention to the control of emission. Environmental protection organizations consider collective interests, promote environmental protection knowledge and carry out environmental protection activities. Based on the truth and value of the news, the media should appropriately avoid environmental health reports, and their original intention and social responsibility should urge them to publicize environmental health events. At present, economic development and environmental protection have become the main theme of government performance. Every subject is composed of people. But in different social positions, it also represents different interests. As a whole, it presents the posture of diversification of stakeholders.

3. The influence of cognitive differences on the participation of diversified subjects in ecological environmental governance

Ecological environment governance is a public affair involving public interests. It includes air pollution prevention and control, water pollution control, comprehensive treatment of soil environment, etc. The government plays a leading role in the process of ecological environment governance. The government can realize unilateral exchanges with people, enterprises, environmental protection organizations, media and other subjects. However, in practice, each subject has a certain degree of cognitive deficiency and neglect of environmental health risks. Enterprises pursue the maximum economic benefits and ignore risks within the scope allowed by law. Environmental protection organizations are constrained by the government and policies and cannot play a greater role. The media tend to report positive events with higher news value. Public participation in risk regulation is mostly formalistic. Such phenomena abound.

From the perspective of the source of environmental pollution, the production activities of enterprises have considerable environmental health risks. In order to pursue the economic benefits of production, enterprises reduce costs. And ignore environmental problems and use raw materials with low price but not enough environmental protection. They conduct unscientific treatment of waste and tail gas. Even directly discharge wastewater and waste gas into the air and rivers without treatment. These have caused irreversible pollution to the environment. The difficulty of environmental governance has increased significantly. The phenomenon of environmental governance not reaching the standard is common. The excessive pursuit of economic benefits within enterprises makes them ignore environmental pollution management. At the same time, the cost of avoiding environmental pollution management increases. To evade social responsibilities, such as secretly discharging and releasing pollutants, concealing the true amount of pollutants, temporarily suspending production or temporarily disposing waste according to law. Early extensive development model^[11] caused serious environmental pollution and a lot of waste of resources. A large number of deforestation and land reclamation have led to frequent soil erosion.

On the one hand, enterprises are facing a serious shortage of resources. On the other hand, enterprises lack consideration of resource renewal. The damage to environmental health caused by production also backfires on the production of enterprises.

After environmental pollution, the public should first take measures to manage their own health risks. For example, reduce health risks caused by environmental pollution by purchasing air purifiers and installing filtered water systems. Or financing the possible health risks in the future by purchasing health insurance. The second option is to actively participate in ecological environment governance. According to the daily life experience of the public and the early warning and detection of the government and professional institutions. Sometimes measures will be taken to avoid adverse consequences for themselves. For example, negotiate with responsible enterprises and make suggestions. Report the situation to the village committee and the local government when the negotiation fails. Or seek help from relevant media. They will even launch environmental mass movements to protect their rights and interests. If positive measures are taken, it is invalid. People will also take measures to avoid contact with pollution sources. Even negative measures such as leaving the location of pollution sources.

The government plays a leading role in the process of ecological environment governance. After the occurrence of environmental pollution. The government has taken measures to alleviate environmental pollution by stopping production for rectification and imposing pollution fines on polluting enterprises. And issue administrative instructions such as pollutant standards to properly define environmental health risks. But a single administrative regulation can not achieve the effective law enforcement of the government. The long-term failure to solve environmental health problems has led to the low credibility of the government. This makes the public have a crisis of trust in the government. Measures such as stopping production for rectification and imposing pollution fines will cause certain regulations on the production behavior of enterprises. But the symptoms are not the root cause. Moreover, when the cost of dealing with environmental pollution is higher than the profit of enterprise production. Enterprises will fall into two extremes. First, production and operation were suspended. Its production has been unable to obtain economic benefits. The cost of production is higher than or equal to the benefit obtained. Enterprises will lose their enthusiasm for production. Second, take risks in desperation. Enterprises ignore laws and regulations. Choose to continue production and operation activities that are not conducive to environmental protection. Accept the government's punishment of stopping production for rectification and imposing pollution fines. In this case, the government should formulate the emission that can be borne by the environment based on the environmental carrying capacity. And distribute the emissions to enterprises. At the same time, assist enterprises in reform and innovation. On the one hand, we should reform the traditional mode of production pollution. Introduce other industries or emerging technologies of the industry. Develop green production. On the other hand, innovate pollution control methods. Estimate the profit and cost of the enterprise. Adopt pollution control methods acceptable to enterprises.

When carrying out environmental governance, the government should do a good job in publicizing basic scientific knowledge. The purpose of this is to strengthen the communication of environmental health risks and improve the public's awareness and ability of risks. As an official channel, the government releases environmental information, which is an important channel for the public to accept environmental health risk information. However, the dissemination of information released by the government through announcements, notices and other administrative means in the process of governance is too narrow. It should be released through news media or official new media. Expand the dissemination scope of environmental health risk information. This makes it easier for the public to receive environmental health risk information. Can improve their cognitive level and ability. Do not choose information translucency in the process of governance.

Environmental problems are mitigated only by taking some superficial measures. Other effective measures, such as encouraging enterprises to use green technology and carry out technological innovation, pollution charge, pollution declaration and registration, and deadline treatment, will take time to take effect. In the long run, the model of "environmental pollution - health impact - public complaints - surface treatment - pollution reproduction" has been formed. This has weakened the public's crisis awareness of environmental health risks to a great extent. Awareness of environmental health risks will also stagnate.

In the actual ecological environment governance and health protection. Most government workers follow the environmental health risk assessment system formulated by experts in the administrative process. However, when conducting environmental health risk assessment. The government and experts did not fully communicate with the public as a stakeholder. Ignoring the public demand for the environment. This has led to the public's right to know and the right to participate are not guaranteed. The government should pay attention to public participation. Different from expert cognitive logic. In the public view, risk is more about social life than science. Experts' cognition of environmental health risks represents scientific rationality. The public's perception of environmental health risks represents empirical rationality. When dealing with ecological environment governance, the government should draw on the strengths of others. We should not only adopt the scientific rationality of experts, but also absorb the empirical rationality of the public.

The media is the most familiar source platform of environmental health knowledge for the public. We should maximize its role in publicizing policies and educating the public. Popularize environmental knowledge and health knowledge. Enhance the public's sense of social responsibility. Form a scientific and healthy concept of environmental protection. In practice, the content of different media has different value tendencies. The public can understand and grasp the status quo in multiple dimensions through reports with different tendencies. However, the public's poor absorption of these environmental health information makes it difficult to make a dialectical judgment. The environmental health risks should be systematically and continuously reported by the official media. At the same time, mobilize other media and we media to voice for environmental health risks. It complements the systematic reporting of the official media.

As a beneficial force for protecting environmental public welfare, environmental protection organizations provide a necessary supplement for the government's environmental protection at the social level. After the occurrence of environmental damage, environmental protection organizations supervise the implementation of government policies and other environmental behaviors through their environmental protection behaviors. This can put some pressure on the government. As the defender of collective interests, environmental protection organizations can easily observe the damage caused by the production and operation of enterprises to the environment and human health from the perspective of bystanders. Enterprises and governments can also be prompted by environmental civil public interest litigation. Environmental protection organizations are friendly to the public. On the one hand, environmental protection organizations are originally from the people, and have a proper grasp of the opinions and requirements of the people. It can truly and uniformly reflect it to the relevant government departments. On the other hand, environmental protection organizations can also take their "grassroots" advantage. Publicize the professional knowledge of the organization and the national policies and regulations to all corners of the people's groups. Improve people's environmental awareness and health risk awareness. And guide them to form an environment-friendly and healthy way of production and life. Therefore, environmental protection organizations also play a positive role in the communication between the government and the people. Although environmental protection organizations are born for the collective environmental interests, many environmental protection organizations still have problems in practice, such as weak

professionalism, unclear positioning, biased understanding of national policies, and lack of communication with other subjects. In particular, environmental civil public interest litigation is very demanding for environmental protection organizations as the subject of litigation. This limits the participation of environmental protection organizations in ecological environment governance in judicial relief.

In practice, the way of communication between the various stakeholders is also relatively simple. For example, the communication between the government and the public, the communication between the government and enterprises, and the communication between the government and the media. This makes the public's interest demands insufficiently expressed and enterprises' environmental protection responsibilities insufficiently fulfilled. The communication process between the various subjects is very complicated. It is difficult to achieve effective and equal exchange of views. Finally, it leads to the unequal information of multiple subjects about the same problem. In an unbalanced state. Therefore, it is very necessary to establish a healthy environmental health risk communication mechanism to realize the communication of diversified subjects and reach a consensus. On the one hand, it helps the government to deepen its understanding of the public's environmental health risk perception. On the other hand, it helps the public to participate in the ecological environment governance. Information equivalence and timely feedback between multiple subjects are just around the corner. The supervision of the people and environmental protection organizations on the government and enterprises is also easier to implement.

China proposes to "form an environmental governance system under the joint governance of government, enterprises and the public". In reality, the diversified subjects have also moved from command and obedience to cooperation. Jointly contribute to the country's environmental governance. Gradually realize the equal status of diversified subjects. The government still needs to improve the ecological environment governance system. For example, we should strengthen the control of key polluting enterprises and strengthen the links between the government, the people and enterprises. And put it into practice to the greatest extent. In order to perceive environmental health risks earlier. We cannot always let the public passively accept the damage of environmental pollution to human health. In addition, the government should strengthen its interaction with the public, experts, environmental protection organizations and the media. On the one hand, strengthen the government's own awareness of environmental health risks. On the other hand, it provides the most basic scientific knowledge and public opinion reserve for the formulation and implementation of policies. Try to establish a smooth communication platform among diversified subjects. To achieve equal consultation among the main bodies in a two-way interactive way. For the information obtained from one-way investigation, it is only for reference but not for decision. So that the public, enterprises, environmental protection organizations and the media have a more accurate and in-depth understanding of environmental risks. It can avoid the risk of irrational behavior and avoid the risk to the greatest extent. It also makes the government and experts take the opinions of other subjects into account in decision-making and evaluation. Careful choice, so as to improve the level of government decision-making.

4. Conclusions

In front of the complex issue of environmental health risks. The cognitive differences of diverse subjects clearly show different positions and concerns. The public perceives risks based on their own rights and interests and experience. Enterprises adjust their attitudes under the constraints of benefit pursuit and regulation. Environmental protection organizations guard the collective environmental interests with the heart of public welfare. The media choose between the pull of news characteristics. The government has come back after a swing in the balance of economy and

environmental protection. These cognitive differences have a profound impact on the effectiveness of ecological environment governance. It has caused many problems, such as enterprise pollution, lagging public participation, the weakness of government regulation, the limited role of the media and environmental protection organizations, and the blocking of communication between subjects.

However, both challenges and opportunities coexist. It has become the key to break the situation to build a healthy communication mechanism, promote the collaborative cooperation of multiple subjects, and move towards the road of equal co governance. This not only requires the government to strengthen the leading responsibility, optimize the regulatory means, build an exchange platform, and promote information sharing. It also requires enterprises to strengthen self-discipline and internalize environmental protection as a driving force for development. The public should enhance the awareness of active participation and give full play to the power of supervision. The media adheres to news ethics and accurately transmits information. Environmental protection organizations should improve their professional ability and smooth the communication bridge. Only in this way can we improve the ecological environment management system. Achieve a win-win situation between economic development and environmental protection. Let us live in a land with bluer sky, clearer water and cleaner air. We will move steadily forward on the path of sustainable development. To create a better future of harmonious coexistence between man and nature.

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