Coverage of Green Communication Contents in Print Media : A Study with Special Reference to Lucknow City, Uttar Pradesh

Abstract

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is said that "Nature is an art of God" we are born from it and we will die in it. This can be alled a cycle of life.

The cycle consists of two-component one is human and the other is nature. Living a better life vith the help of nature. Make the world a better place to live. Were both elements living lepending on each other? But, human greed has changed the balance of the existing chain. Using nature and its resources for making it simple and coverable. Over conception of resources has not only affected the exiting cycle but also has opened Pandora's box of destruction. Consequences far savior than any War that ever had happened in human history! As this time the opponent is not someone that can be defeated. Well, we can say this time we cannot allow ourselves to be looser. But, we are the ones to be blamed for this. We are the ones who are blatantly cutting the forest, sucking every drop of fossil fuel from it, using every gram of coal, iron, gold, silver, diamond, etc. This is only for the sake of living in luxury. Not anything else.

But, in past few years. Nature is retaliating very strongly. This can be seen through various examples like- Rising temperature and increase, decrease in rainfall, can a natural pattern of weather, decrease in the production of food grains. And many more. Well, the problem is not limited to natural calamities only. It is far more than that. Now, we can see people having skin cancer because of ozone depilation. Many mega cities are in the red zone of getting skinks; this is because of the rising sea level. Which is itself due to climate change and global warming? Many cities of the world (developed, developing, and under developing) will have no excess water. The list is far from getting over. These are a few examples of nature taking revenge. But, the problem this time was unknown to humans. "Covid" is his name. The enemy is evil that it could be height contagious and deadly. Covid single handily has shaken the world. It has not only affected world life but also had dented human life in every possible way.

The economy was struck and it went negative. People were dying. Hospitals were running over to their full capacity. People were not accepting the dead bodies of their knowns once. The world was running short of Humanity. This single problem has brought humans to a close. People who were fighting over religion, caste, gender, color, etc were now ready to take help ignoring all such things.

But, between this mourn of pain. There was someone smiling and healing! When greedy humans were captive "Mother Earth" was smiling, we saw a river flowing clean. The poisonous air of cities was as fresh as it used to be. There was actually due to no smog. Sparrows were cheeping.

As a research scholar in journalism and mass communication, the researcher wanted to cover the coverage of environment-related news in print media in Lucknow city Uttar Pradesh.

With special reference to Dainik Jagran & The Times of India, Lucknow edition (Audit Bureau of Circulation, 2019).

Our objectives were-

To study the coverage of environmental news in selected newspapers.

To find out the coverage of awareness related to environmental issues.

To compare the environment-related news in selected Hindi and English newspapers such as Dainik Jagran & The Times of India, Lucknow Edition.

For this, research question were.

How much coverage is given by the newspapers to the environment-related issues?

What kind of information is published by newspapers in creating awareness related to environmental issues?

Which language (Hindi or English) newspapers are taking the more effort towards the coverage of environmental issues?

We're as the scope was the research study will help in policy making & creating awareness, which is related to environmental issues. The unit of analysis of the research study will help in writing the culture of environmental issues, climate issues, pollution, etc in print media.

We're as the methodology that was used will be The methodology adopted in this research would be qualitative.

A quantitative content analysis was conducted to study the "Coverage of Green Communication Contents in Print Media: A Study with Special Reference to Lucknow City, Uttar Pradesh" from 1 April 2021 to 30 June 2021. The researcher has conducted a content analysis of articles covering environment-related news in the Danik Jagran newspaper and The Times of India newspaper during the specified period. All articles in April, May, and June 2021 within the environment-related content were sampled. The purpose of this study was to describe and understand how much coverage is given to environment-related news. A content analysis of the content published by two newspapers (Danik Jagran newspaper and The Times Of India newspaper) in Lucknow city, Uttar Pradesh during time frames (1 April 2021 to 30 June 2021) was conducted

Summary of Finding

That leads to According to the research; the media have not bothered to provide even passable coverage of environmental issues in the places where it was looked at. Furthermore, the selection of material left a lot to be desired, since new challenges and advances in the environment seldom get enough coverage in the pages of newspapers. Environment-related news appears in just a few national English-language newspapers While environmental issues are a top concern, their conviction wavered when those issues were compared to others confronting Indian society today. It is revealed that more people in more fertile regions voiced this worry. For these respondents, forests are the most threatened ecosystem in their area.

The researcher expected that local environmental concerns (consciousness) would be much higher than at the national level. First, they look into whether or not people have voiced their thoughts on the state (deterioration) of the environment.

While the conclusion of research are as following

Recent events in India and throughout the world demonstrate that environmental issues attract a larger audience and need more coverage in the media. This study concludes that the media may serve as a powerful catalyst for environmental debate. Informing the public about the state of natural resources and current patterns in their use and management is one of the media's primary functions. The media—both broadcast and print—can foster a culture of environmental consciousness and sensitivity if it gives these concerns a prominent place in its content.

A lack of environmental information, a lack of environmental awareness, a lack of cooperation among the various bodies concerned with the environment, a poor information delivery, and communication system, and a lack of the necessary skill and training on the concepts of environment and journalism itself were found to be major challenges for covering and reporting on environmental issues throughout this study. The study-based evidence tells us that most journalists lack basic knowledge of science and the environment. The results also demonstrate that there was no dedicated place in the newspaper where environmental coverage (in the form of news, reportages, interviews, or commentary) could be found regularly. In addition to not locating any expert interviews or journalistic comments on environmental concerns throughout the research period, we also failed to locate any experts willing to be interviewed. There was a qualitative shift from more environmental coverage one year too much less the next year, and there was also a shift, with the amount of environmental coverage rising one year and falling sharply the following. The study also found that environment-related topics were seldom addressed in-depth and were often discussed indirectly in favor of more prominent topics including sports, economic growth, investment, agriculture, health, and education. Many

environmental issues, such as deforestation, loss of biodiversity, soil degradation and erosion, desertification, and sanitary issues, water, and air pollution, occur but are seldom discussed in the media or among the general public. We relied on a small number of sources (government agencies, the Indian News Agency) for much of our data, while largely ignoring the perspectives of environmental activists, academics, businesses, and the general public.

"Even between members of environmental committees, there was a wide gap in understanding of key concepts and a lack of consistency in the use of key terminology." Effective implementation has been complicated by conceptual uncertainty and misunderstanding, and it has been noted that community solutions to environmental challenges have remained to be centered on constrained circumstances. Implementing successful environmental protection is inconceivable without a clear understanding of how the environment may be safeguarded within a community.

The study also found that the media and environmental sectors have not established awareness creation workshops or training for journalists or high-level managers to establish a common ground about the meaning and goals of environmental preservation within their respective fields. However, it turned out that many members of the environmental committee and the press corps were given the chance to attend environmental protection seminars.

Recommendation of research

The current administration in India has claimed to implement a program of agriculturally driven economic growth with its origins in the countryside. The newspaper industry is now facing development issues that may be traced back to environmental deterioration. To foster an 'ecologically sensitive and conscientious society,' grassroots development must use a transparent system of communication (SIDA 2003). Therefore, it is crucial to make it easy for consumers to have access to any type of data. One strategy for accomplishing this goal is to help the media foster conditions for positive coverage of environmental preservation efforts at the local level by enacting policies and passing legislation that regulates the various forms of mass communication. India's environmental policy recognizes the media's importance in fostering environmental consciousness. The Indian media must spread the word about the government's initiatives. Therefore, strategic actions might, ideally, lessen and/or avoid public panic and save millions of lives from environmental calamity.

In keeping with this concept and in light of the study's results and conclusions, the following are some suggestions for how media efforts might be made more successful in raising environmental consciousness.

• The research found that a lack of understanding about what environmental protection entails has been a barrier to its widespread adoption.

According to this research's conclusions, grassroots-level volunteers/amateurs and producers' perspectives should be included in environmental protection initiatives. This offers several benefits, including allowing the local community to voice its environmental concerns, allowing gifted individuals to practice their journalistic skills, and providing a low-cost way to produce environmental media programmers.

• First, we must pinpoint the barriers to knowledge. Journalists must be trained in professional journalism and on a variety of environmental topics if they are to play a role in raising public awareness of environmental concerns. So, the press should look at ways to educate its reporters on environmental concerns and raise public consciousness about them. Additionally, press schools and universities should create a program for environmental journalism. The requirements of new environmental laws, the need of communicating ratified environmental laws, and the requirements to include expert explanations and government officials in the coverage are all areas that journalists should be familiarized with via a variety of planned programs.

• Human actions that deplete natural resources warrant coverage in the news. Journalists have responsibilities toward their audiences (readers), their sources (experts, government, pressure organizations, and the public), and their direct supervisor. It is important to provide stories about the impact environmental challenges have had on regular people so that readers and listeners may better understand the complexities of environmental issues.

• Newly invented Amharic words and foreign phrases with no comparable equivalents in Amharic should be popularized by the media, thus producers should figure out how to do so or stop using them altogether. Producers in the media should always take a moment to define and clarify any jargon or words they use. Before airing any interview, media outlets should remind their experts that the majority of their audience reads and hears in Amharic. In addition, it is suggested that environmental journalists develop a reporting stylebook in collaboration with environmental experts.

• Guaranteeing strong leadership and a high-level commitment to environmental preservation is crucial to the success of environmental protection efforts. When looking at this issue, the research found that a lack of dedication and leadership from the top was one of the main obstacles to successful environmental preservation throughout development operations. "Therefore, it is vital to increase upper-level commitment and involvement of senior management in the process of environmental preservation." It is important to designate environmental protection focal person in development sectors and institutions to have full-time devoted employees that can integrate environmental protection into development operations, and promote environmental policies and plans. In addition, informed media management must assure greater coverage of environmental concerns.

• Media should also employ various sources so that reports are more trustworthy and balanced. For instance, journalists interested in environmental issues may subscribe to the EPA's email or read the agency's monthly magazine, Tefetro (Nature). The media should establish communication channels with both government and non-government outlets, as well as with one another (for instance, between print, broadcast, and electronic media).

• Since this is a new field of study in which media and environmental consciousness are merged, there is a need for greater and more complete research to examine the best guidelines of media application to environmental concerns based on the newspaper's present reality.