

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

Dissertation

Submitted to

**BABASAHEB BHIMRAO AMBEDKAR UNIVERSITY
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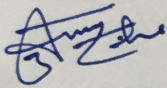
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DECLARATION

I, Aman Sinha hereby declare that the work reported in the M.phil. dissertation entitled "Coverage of Green Communication Contents in Print Media : A Study with Special Reference to Lucknow City, Uttar Pradesh" submitted to Department of Mass Communication & Journalism, Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow is an authentic record of my work carried out under the supervision of Dr. M.K Padhy. It is further certified that there is no plagiarism and this work has not been submitted for the award of any other degree/diploma of this university or any other institution. I further attest that this work is original and that I am fully responsible for the content of my M.Phil dissertation.

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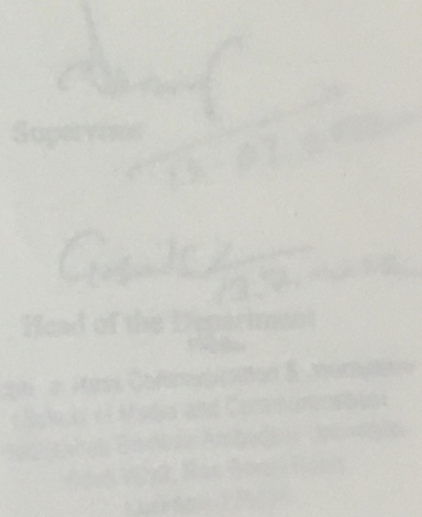


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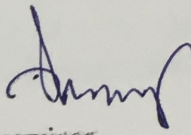
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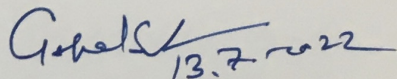
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The dissertation submitted to Babasaheb Bhimrao Ambedkar University, Lucknow satisfied all the requirements as stipulated in the Master of Philosophy (M.Phil). Regulation (2016) as amended in 2019 it is fit for submission and evaluation for the award of the degree of Master of Philosophy of the University

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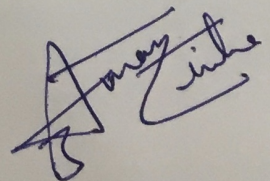

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CHAPTER -1

INTRODUCTION

1.1. Introduction

Nature is the mother of all living beings. It gives green land, pure air, water, rivers, trees, mountains & varieties of biodiversities. In other words, environment is the base of life. Day-by-day human have enchanted technology. However, the connections with the environment are becoming weaker. Insane society has forgotten that natural resources are limited. Today environmental issues are clearly a growing concern for human. Climate change refers to the long-term changes in global temperatures and other characteristics of the atmosphere driven by human emissions of greenhouse gases and resulting in large scale shifts in weather patterns .These unexpected changes in weather patterns result various problems for us and our future generations. Issues such as ozone depletion, melting of glaciers, extinction of various species like Dodo Bird, one horned Rhinoceros etc. are threatening to & need urgent attention. In order to spread the awareness on such crucial issues reports, articles, photos were published by the media. Due to the increase possibility of disaster, it is vital for media to understand its role and responsibility in order to save many lives and reduce human suffering and economic losses. General listening has a responsibility to contribute in society and strive for sustainable development. Media is liable for providing accurate information to the public and raise awareness among the people. The media needs to be the voice of the people, & the environmental issues coming from global warming need to be responsibly reported. "Climate change is a change in the usual weather found in a place. This could be a change in how much rain a place usually gets in a year. Or it could be a change in a place's usual temperature for a month or season. Climate change is also a change in Earth's climate." NASA (2014)

"Significant and long-lasting change in the Earth's climate and weather patterns" Merriam-Webster.

Print media is a traditional form of mass media which is published on paper. It is the oldest and the most popular type of publication. It has contributed a great share in pushing the world towards modernity. Print media is comprised of daily, weekly or monthly newspapers & news magazines mainly. There is need to mention their importance in our everyday life. The newspaper is a part of our daily lives which helps us getting to know the things happening in the outside world. As a part of print media, newspaper ensures above all to provide us with the information, news and knowledge and helps us to stay updated with the political issues and current events of the world. Whilst most magazines show an emphasis on

entertainment and gossip, there are also news magazines which also serve information containing content. Newspapers and magazines also help to circulate news & information to every part of the country. And as a result, people can know about any matter very fast and quick. Print media's most important contribution is that they provide the latest news and information on various topics like economics, politics, local news updates, sports, agriculture, forest, global issues, share market etc. And especially for those who need urgent and regular updates about business, economics and stock market etc.

Newspapers also categorize the news content to the different public columns and blogs which helps the readers to find the particular information they want. In a society, print media plays a vital role to create awareness in the people about human affairs. The students who regularly read newspapers can also sharpen their educational and intellectual skills through the newspaper. It is a great & powerful platform for advertising and promotion of various types of products for the daily readers.

1.1.1. IMPORTANCE OF MEDIA:

There has been a lot to talk about the importance and power of print media. Most important fact of print media is that it is the only primary form of publications which provides news & information at a reasonable price to the people. It also presents the actual facts to the people across the country. Internet or web media also play a great role in this, but people see print media as more reliable than internet or social media. Now, it is not only a medium for news and information but it also helps in education and creating awareness in children and adults towards different issues. It helps students in improving their reading & writing skills. And by this, newspapers and newsletters become an essential and valuable part of learning.

As the literacy rate increased, the use of print media has declined significantly because the attention of people has directed towards digital media and internet. But, still many students use traditional media for particular educational purposes. Print media has the capability to enhance our language. Hence, those students develop their reading & literacy skills better which shows print media still offers many benefits when used correctly. Whilst, the world increasingly and widely becomes digital, print media still plays an incredibly important role in market & investment. It can help in businesses by extending the reach to interested customers in gaining exposure and engagement with the target audience.

We can say these are the main five reasons which shows that the print media plays an important role in business and market-

- Targeted
- Credibility
- Engagement

- Can be stored
- Link to digital campaigns

- (i) Targeted: Print media can be directed to your target market in both terms, such as, in styling of design as well as in the distribution of the material which can help in making the material relevant and appealing to the audience.
- (ii) Credibility: Another advantage of print media is that it generates credibility. By investing in printing the advertisement of your business gives positive signal to your customers that you are serious and worth of their trust in the product service.
- (iii) Engagement: Print media also helps to create connection and engagement between the customer and the service provider. It can provide with the amusing offers, special articles to read by which creates an opportunity to build connection between the customer and the brand that can lead to awareness of the product.
- (iv) Can be stored: In comparison to web media or web pages, print media has a longer life span. On surfing on the internet, we came across different websites and then move on to the other which sometimes exhausting. On the other hand, brochures & pamphlets can give more stability and security to the data and also are more easily accessible than websites. They can also be circulated and distributed onto your friends and customers, which can maximize the reach of your campaign.
- (v) Link to digital media: Finally, print media also gives the chance to link the printed paper to web. You can link the content of your paper by the help of a QR Code or a referral code which can direct you to the information related to that paper.

1.1.2. BENEFITS OF PRINT MEDIA IN DIGITAL WORLD:

The introduction of internet has made a revolutionary change in the way world thinks about advertising and the spread of information. Everything one might need to know is now available at the blink of an eye by just pressing on a button. Nowadays, there is no need to do constant researches in the libraries for countless hours or going through stacks of daily newspapers to find the information you needed. The digital media has become so versatile that it is started to seem that there is no need of print media now.

But, this is not true. There are still some more important ways which can estimate that the print medium is better than digital medium of publications. Some of which are:

1. Digital media shows much more ads in comparison to printed magazines which increases its competitiveness among the different product advertisements. Sometimes, a website contains so much advertisements that is somewhat becomes a real task to read the text.

Hence, making the experience irritating and annoying. Also, some of the advertisements can not be removed.

2. Studies show that there are the chances of only 20% of the population that they would click on any banner advertisements. While 80% of the population have never clicked on any online advertisement. You can think about it yourself that while you wait in a store or shop, how many times you have picked or browsed through the books or the magazines available there. Surely, a lot more times than the online advertisements.
3. Printed publications like brochures, magazines or newsletters can circulate over a much longer period of time. They have more loyal readership too. Newspaper is the medium on which local people can rely on a regular basis and because of this; the newspaper has its own specific audience in a particular area.
4. No matter how much this world becomes digital & online but when it comes to buy a book, people always consider the physical copy rather than an e-Book. It is much easier & satisfying to read a book by physically interacting with it which could not be experienced through an online e-Book.

The internet is a wonderful tool for news & information. In this age, it becomes a necessity for all generations or businesses. It needs to be seen that how the rise in online technology has affected the print medium. But one should not ignore or dismiss the importance & benefits given by Print media.

1.1.3. INVENTION OF PRINTING:

A device which is used for applying pressure to an inked surface placed upon a print medium (e.g. - paper, cloth), thereby transferring the ink is called a Printing Press. The invention of the printing press is globally termed as one of the most revolutionary invention of the 15th century. The printing press must be regarded as one of the greatest and most influential inventions of the world which is made for the help of mankind and have created a big change in the world. This invention changed the picture of the world.

After the development of printing press, it becomes possible to publish books, magazines, newspapers and other reading stuff in a large number also increasing the literacy rate among the people. World saw a spike in literacy rate and people's interest in reading. The invention of printing had brought a revolution in mass communication.

1.1.4. HISTORY OF PRINTING PRESS:

Johannes Gutenberg of Germany is said to be the real inventor of the printing press. His biggest contribution towards the printing press technology was in 15th century. Printing had played a vital role in “Renaissance” in Europe after middle age. In 15th century, the mass production of books was started by which knowledge was started to disseminate rapidly throughout the Europe. However, the culture of printing had been started long before Gutenberg. The history of printing had been started from Early Mesopotamian Civilization which is before 3000BCE. The first to invent this art of printing were the Chinese people. During the period of Tang dynasty (600AD), wooden blocks were made by them to print letters. Buddhist scripture of 684AD is the oldest known & surviving printed woodblock in the history of printing. It is now safely kept and exhibited in the Calligraphy museum of Tokyo in Japan. A Chinese named, *Wang Chick* published the first printed book i.e. the “Diamond Sutra” (a Buddhist text) in 868AD in China. This book is now preserved in the British Library of London. Some of the copies of Buddhist scriptures of 1377AD still exists and are in the protection of museums of China.

Though the paper was first made in 3500BC by the Egyptians, but it was introduced to Europe only by 11th century. The first paper mill of Europe was set up in 1120AD in Spain. Then, Block Printing came in Europe in 1300AD. *Johannes Gutenberg* is believed to be the first developer of print technology in Germany in 1439. He had also invented an oil-based ink used for printing. The Bible with 1282 pages was also printed by him in Latin language in 1450 in which movable printing blocks were used. At first, small stamps were used for seals in China & Egypt. And after that, the use of larger printing blocks was started.

The use of printing cloth preceded the use of printing of paper or papyrus in India, China & Europe. Later, movable type presses were started to use in China by using Cast ceramics. Not only in China but the usage of carved wooden blocks in the early method of printing were also being used by Japan & Korea in the early 8th century. Long before movable type printing was invented, wood and metal blocks were used in private printers to produce Buddhist & Taoist histories and treatises. In the early 11th century, a Chinese peasant named *Bi Sheng* made an important advancement towards woodblock printing. He developed the world’s first movable type printing. The movable characters methods made by *Bi Sheng* were made by baked clay. The ink used in this method is comprised of paper, pine resin, wax & ashes and it was such a quick method that it could print thousands of copies of any document very fast. Later in 12th & 13th centuries, many other Chinese printers started using the Earthenware movable type printing. In late 14th century, the metal movable type was independently developed in Korea. The oldest movable metal print book was printed by the first movable metallic types which were invented in 1377 by Goryeo Dynasty of Korea.

A Chinese government official of the Yuan Dynasty named as *Wang Chen* invented the set of movable characters out of wood on his own in the 14th century in which he used tried-and-true woodblock methods instead of movable type method. For the printing of paper money & books in China, metal type which was made from bronze & tin was also used until the 18th century. With the help of printing, mechanization of mass book making had started. Hence, first mass book production had also started in Europe. 3600 pages could be produced by a single Renaissance printing press per day. India's first printing press was established in Goa by Missionaries. Their main aim was to propagate Christianity. *Jesuit Priests* was the person who first brought the Printing technology to our country, India in 1556. The place where first book of India was printed was in old Goa. The book was in Portuguese language.

James Augustus Hickey started and edited the first newspaper in India on 29th January, 1780 in Calcutta. He was an Englishman. The name of the newspaper was Bengal Gazette or the Calcutta General advertiser. Popularly also name as Hickey's Journal which was begun as a weekly newspaper with 2 sheets. Then in the 19th century, *James Silk Buckingham* who was known as the first real Journalist arrived in Calcutta. He was the editor of the "Calcutta Chronicle" which was issued on 2nd of October, 1818. The first issued copy of this newspaper was termed as an example of commercial, library and political news chronicle.

Raja Ram Mohan Roy is known as the founder of Indian press. He started the Bengal weekly, Sambat Kaumudi (popularly known as the moon of intelligence) in 1821 in Calcutta. He also started a Brahminical Magazine. In 1822, he established a Persian newspaper namely, Mirut-ul-Akhbar (mirror of news).

Early Communication & Media in India: At the time of Indus Valley Civilization which was around 2600BC, the first script of India developed. There were found findings such as primitive drawings, heliographic characters, stone carvings or engravings, rock paintings, sculptures etc. showcasing creative stories with the messages hidden in them. These inscriptions were found in carvings of the temples, caves and pillars. The symbols or characters used in the carvings were pictorial and diagrammatic. These inscriptions also had the symbols representing music & lyrics which emphasize on the fact that they effectively convey the message among people through good piece of music which is a remarkable method of communication. Also, there were also the methods for sending distress signals whenever needed. For example: Drumbeats, crude bushfires etc. They easily cut through the valleys & hills.

Early history of India includes music as an integral part of our country's history. Songs and melody were also one of the most effective types of communications at that time. Ancient history and mythology also records the practice of training and using home pigeons to carry messages as messengers from the earliest times.

Development of newspapers & magazines in India:

1. First printing press was set in Bombay in 1674 while second was in Madras and the third was set in Calcutta in 1789.
2. In 1785, *Richard Johnson* brought out the “Madras Courier” in Madras which was in English language.
3. The first newspaper of Bombay was “Bombay Herald” which was started in 1789.
4. In 1811, the Bombay Magazine started.
5. In 1822, *Fardaonji Murzban*, a pioneer of the vernacular press of Bombay started the “Bombay Samachar”.
6. “Samachar Darpan” was the first newspaper published in Bengali language.
7. The Times of India which is earlier known as The Bombay Times issued its first edition on 3rd November, 1838. Later in 1861, its name changed to the Times of India and its first edition was published by *Robert Knight*.
8. In 1868, two brothers namely, *Shishir Kumar Ghosh & Motilal Ghosh* started the newspaper, “Amrit Bazaar Patrika”.
9. In 1878, “The Hindu” was started in the English language, which was mainly distributed in Kerala and Tamil Nadu.
10. In 1876, the Vernacular Press Act came in India.
11. In 1872, The Indian Antiquary started in Bombay which still continues its publishing.

Indian Press & National Movements:

Press is considered as a powerful weapon which contributes towards building, developing and improving a nation in social, cultural, economic & political aspects and also in national movements. The decisive and significant role played by the press in the Indian National Movements can justify the fact that the British Government was constantly pressurized by the press in the movements organized and held for the independence from the ruling British Government at that time. The organization of national movements on a political level was become possible because of the facility provided by press in the field of political education and propaganda. Without the Indian Press, it could not have been possible to prepare and conduct all India conferences on nationalist organizations & political movements.

Since, the India Nationalists and freedom fighters staunchly struggle and fought for the independence and freedom of our country, the press was always proved to be a powerful weapon against the obstacles throughout the National Movements. Press developed intellectual contact and helped in understanding the different perspectives among different people belonged to different social groups and parts of the country. Press made possible to discuss the programmes on a daily & extensive basis in a national or inter-

provincial collaboration politically, socially & culturally. To implement the programmes discussed at the conferences, National committees were appointed throughout the country. This led to the building of a more progressively social, rich, complex and cultural existence of our nation. Press also helped in the growth of literature & culture which were in provincial form. To create social reforms, programmes, principles, proclaim to the masses and methods to reconstruct Indian society democratically, Print Media & Press proved to be a beneficial weapon. Press could be used to build an increasingly conscious sentiment among the national people, to develop and consolidate the growing nationalist movements and to forge the bonds of fraternity with different classes of people of the progressive foreign countries.

Vernacular Press in India-

The Press in India in the nineteenth century was largely in as English Institution. So, the vernacular press acted and served more as the views papers and not just the papers. The first weekly newspaper of English medium was “Bengal Gazette” in 1780. In nineteenth century, the Indian Political leaders became conscious and came forward to start and publish journals, magazines & newspapers not just in English but in vernacular languages too.

Here are some of the important vernacular newspapers & magazines of 19th century:

- (i) Samachar Darpan
- (ii) Jnanodaya
- (iii) The Bombay Herald
- (iv) Bangadarshan
- (v) The Madras Courier
- (vi) Sudhovani

For carrying out the task to train, mobilize & consolidate the opinions of public and nationalists, the press was the chief instrument.

The accomplishment of the work of the National Congress was possible to a great extent due to the vernacular press. The proceedings & resolutions of the National Congress were propagated through the regional newspapers. Press constantly extended its influence even on its illiterate readers and subscribes. Because of their increasing popularity, newspapers were started to publish as a national service. The Vernacular Press had played a revolutionary and heroic role in fighting against British exploitation and in achieving the freedom for our country just like a freedom fighter.

Social Movements & Press:

Mass media consists of the instruments such as Radio, Newspapers, Magazines, Television, Recordings, Books, Movies, Internet. Any medium used to diffuse mass communication is referred as Mass Media. Mass Media instruments carry information & ideas of the movement to a large audience which helps activists in political and institutional processes. Hence, mass media helps in the study and research of social movements. Mass media is also important in social movements as they provide an opportunity and ability to shape the public perception and understanding of politics and makes a broader public more attentive & responsible. News media make public aware of what social problems and events related to the citizenry is there by setting and choosing their public agenda. Also helps in attracting the public attention on such events and problems behind them. Media coverage assures the public that the social movements, organizations and ideas were authentic & legitimate by indicating the public that the movement represents credible claims.

Press after Independence:

After the Independence, the role of print media became more important. It had the responsibility to shape and reconstruct the nation after the independence. The first Prime Minister of India, *Pt. Jawaharlal Nehru* declared as the champion of the liberty of the press and contributed substantially in shaping the Press at that time. First Press Commission was set up in September, 1952 for inquiring the state of Press of India and report submission held in 1954. The major recommendation of first press commission is to set up a Press Council to build a code of rules & ethics and act as a protector & supervisor. Second Press Commission was appointed in May, 1978. Its report submission was held in 1982.

Press during Emergency:

Press Council of India (PCI) was overturned on the expiry date of its term on 1st December, 1975, during the period of Internal Emergency. Press Council act get revoked by the government on account that the Press Council of India was not carrying its functions effectively.

Press Council of India (PCI) was established again after a fresh law enacted in 1978.

The main functions of the Press Council of India are:

- To protect the Press Freedom
- To improve the situation of media and news agencies of the country.

Its one of the main objectives is checking and enquiring into the complaints by people and building up a proper code of conduct for news agencies, mass media & journalists.

Press Freedom:

In the post-independence years, independent India's experience had explained the need for the growth of free press, which is not only for a constitutional guarantee of freedom of the press but equally for those which are in the authority to honor the soul & spirit of the constitution and merely go by the latter.

The free India, under the Prime Minister ship of *Pt. Jawaharlal Nehru* who is a leading personality over the years of struggle for freedom, had seen the different fortunes of the press at that period of time. PM Nehru had also played a major role in shaping the Print Media & Press. The growth & achievements of Press of India post independence and till now is worth appreciating and making us feel proud. Independence of our country in 1947 brought political, economical & social independence to the country which was divided into many groups. Mahatma Gandhi and the Indian National Congress greatly influenced those groups which include mostly the lower class, upper class & the upper middle class. Striking was started by the states against the democracy. Indian Media & Press followed the democratic agenda during the tenure of PM Nehru (1947-1964). Print Media started to think and believed that the multi-party system of government in democracy to be the firm root of the country and for its success it is integral that the Press should be free. After the achievement of Independence, a different role needed to play by the Press & Media. It has changed its focus from the goal of independence to the goal of providing information which is authentic and helps in the development of the nation.

Society & Press:

Media & Press is called as the sword arm of a democratic country. Press acts as a great medium to create public awareness and also to act as a watchdog for the protection of public interest by stopping the malpractices & wrongdoings of anti-social elements.

There are mainly three pillars in democracy i.e. Legislature, Judiciary & Executive. Media can be called as the fourth pillar of the democracy and has a great responsibility. Media has the embracing power to take the action against any misdeed, injustice, oppression & partiality in the society.

In Human civilization, media has gained an integral role. It has been playing a pivotal role in shaping & developing our society from the days of Vedic age to the edicts of great emperors and rulers like Chandragupta Maurya, Ashoka to the Medieval age's mass gatherings to the Modern age's instruments like video, audio, print media and digital media.

Before independence when the struggle for freedom was at it its peak, newspapers and journals like Mahatmaji's Young India & Tilak's Maratha etc. were used as a platform by the common people to place their demands and to express their solitude & unity with the

freedom fighters. In the time period of post-independence, Media & Press in India has grown up remarkably and is now comprised of over 100,000 newspapers and thousands of radio and television channels. When the television was introduced in our country in the late 70's, virtual media has become a potential tool to entertain the people, to inform them about the current news & affairs, to shape up and to change their opinion.

Then was came the electronic media which is driven by World Wide Web & web technologies. Through electronic or digital media, common man can easily place their opinions on any topic. People can express their views on social media platforms like Facebook & Twitter through posts, blogs & tweets etc. Media also helps to fight against the violation of political power like corruption, cronyism and nepotism etc. with persistently carrying out campaigns against them. Therefore, Print Media, Mass Media, Electronic Media & Social Media coupled altogether makes a rich and diverse media industry in India.

STIPULATED DEFINITION

Green Communication

“Green communication” refers to the communication that aims to cover environment related-News. As the word “Green” refers to the “Environment” where as “communication” means to “the imparting or exchanging of information by speaking, writing, or using some other Medium”.

1.1.5 Aim of the study

The aim of the research is to study the coverage of green communication in print media with special reference to Dainik Jagran & The Times of India, Lucknow edition (Audit Bureau of Circulation, 2019)

1.1.6 Objectives

- 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.

1.1.7 Research Questions

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 efforts towards the coverage of environmental issues?

1.1.8 Scope of the study

- The research study will help in policy making & creating awareness, which is related to environment issues.
- The unit of analysis of research study will help in writing culture environmental issues, climate issues, pollution etc in print media.

CHAPTER -2

Literature Review

.2. Literature Review

ENVIRONMENTAL CRISIS IN WORLD

The continuous variation in the global temperature of earth and difference in weather patterns over time is known as Global Climate Change. These variations can be because of the forces internal or external to the earth like geothermal activity under the upper surfaces of earth and like solar & human activity respectively. Other names for global climate change are “Global warming” or “Climate Change”.

The outcome or result of Global climate change can be referred as “Global Environmental Change”. Three interconnected terms of biosphere together are referred to as “Global Environmental Change”. Those three transformations are – Loss of biodiversity, Climate Change & Depletion of Ozone layer. Since 1970s, scientists are constantly being concerned about global climate changes, specifically about the effects of the activities of the human. People believed at that time that the changes which were happening in the earth’s climate were just a part of the natural environmental processes happen gradually over the years and seasons. But after some more researches and studies revealed the fact that the human activities are mainly responsible for the alternation in earth’s climate & weather and specifically the burning of fossil fuels by human which creates greenhouse gases like methane, carbon dioxide, nitrous oxide etc.

Further systematic & drastic climate circumstances such as heat occurrences over land and under the ocean. Drought and flooding possess resulted in extensive & pervasive consequences. These incidents can be a tendency as human acts that steer to global warming. Climate change influences encompass hazardous & extensive turmoil to nature and the community, lessening our proficiency to accumulate nutritious diet and drinkable water. (Intergovernmental Panel on Climate Change. 2022)

Sudden changes in weather patterns can make it difficult to maintain and grow crops. It also affects the temperature and environment of that area making it difficult for the flora and fauna to flourish without any difficulty. The bush fire of Australia in 2009 also known as The Black Saturday bushfires was a series of bushfires that either ignited or was already burning across the Australian state of Victoria on and around Saturday, 7 February 2009, and was among

Australia's all-time worst bushfires disaster caused by overheating. (Vulnerability to bushfires in rural Australia: A case study from East Gippsland, 2012)

In recent times most major bush fires have been caused due to the increasing heat and rise in temperatures. According to reports increasing heat, changing rain and snow patterns, shifts in plant communities, and other climate-related changes have vastly increased the likelihood that fires will start more often and burn more intensely and widely than they have in the past.

Climate change has also resulted in the melting and vanishing of glaciers, lakes, crop failure, cyclones, rising sea levels, droughts, and many more. Cyclones are always a topic of concern. Tropical cyclones trigger serious rainfall and landslides. They cause serious damage to towns and villages. Also, they destroy coastal companies, such as shipyards and oil wells. When these hurricanes blow far inland, human settlements cause a lot of devastation. The cyclone AMPHAN is one of the best instances. (Super Cyclone Amphan: A Dynamical Case Study, 2020) The effects of Cyclone Amphan in India were extensive and historic. Cyclone Amphan was the costliest tropical cyclone ever recorded in the North Indian Ocean, and the strongest cyclone ever since the 1999 Odisha Cyclone. It was the first storm, and strongest of the historic 2020 North Indian Ocean cyclone season, the costliest recorded cyclone season. It made landfall in West Bengal with 100 mph winds. Within India, the storm killed 98 people and caused \$13.8 billion (2020 USD).

Climate change has also resulted in rising sea levels. A slight rise in sea level can have devastating effects on coastal habitats farther inland, it can cause destructive erosion, wetland flooding, aquifer and agricultural soil contamination with salt, and lost habitat for fish, birds, and plants.

One of the most concerning effects of climate change is drinking water. According to one of the reports (NITI aayog, 2018) With nearly 600 million Indians facing high-to-extreme water stress—where more than 40% of the annually available surface water is used every year—and about 200,000 people dying every year due to inadequate access to safe water, the situation is likely to worsen as the water demand will exceed the supply by 2050.

When was the last time when you heard about a lake that caught fire?

Shocking, Isn't it! Right? Well, A Bellandur lake which is the largest water body in Bengaluru. Is situated in the south eastern part of the cyber city. The water body is 1000 sq feet and a used to be a source of fresh water for the city for decades. But now it is nothing but just a dumping zone of environmental hazards. The lake fire incidence is becoming very common as it was recorded in the year 2015, 2016,2017, 2018 & 2019. That too, multiple times in a year. The fire was so dangerous that the army have to rescue the situation. These incidents are a result of total negligence of the guidelines by the NGT and Pollution Control Board. Were as the civil authorities are to be blamed solely. (The Quint, 2018)

When was the last time when you heard about a lake that caught fire? When did you hear that the AQI of National capitals not making global news? No, right! The Air Quality Index of Indian cities is not just a matter of serious concern. According to the World Air Quality Index Report (2021), there are as many as 35 Indian cities in the top 50 worst-performing cities of the world. As India ranks 2nd in the population and such a huge number of Indian citizen lives in these cities. They are prone to getting various diseases like Asthma The collapse of part or all of the lung (pneumothorax or atelectasis) Swelling and inflammation in the main passages (bronchial tubes) that carry air to the lungs (bronchitis) COPD Lung cancer, Lung infection (pneumonia) abnormal buildup of fluid in the lungs (pulmonary edema)

Almost visualize how deplorable the condition must be for the civil administration & county. That's its lineage is dwelling extensively smaller existence that too because of the impoverished air that it breathes in. What about the fundamental right of the inhabitant who just wants to abide, That to not an extravagance, But a healthy one. As, According, to EPIC (Energy Policy Institution Chicago) poor AQI, is diminishing the life yearning of Indians by 5 years. While an association of US researchers' conclusions demonstrates that the regular life yearning can even plummet by 9 years.

Kerala's Western Ghats are the gateway for the monsoon to India. They are home for many diverse flora and fauna. Like, Elephants, Deer, and Tigers etc. Due to huge population expansion and massive speed of urbanization is creating great pressure on forest. As, deforestation for mining and agriculture purposes is waving great amount of green from the ancient forest. Flood is becoming common act of incident. It is being observed from past few years. That extreme the monsoon is being constantly reducing its days. While the rain is increasing its intensity. This is leading towards landslide. In the year, 2018. 480 people were dead alone in Kerala. While 12 district were badly affected. (Wounded Hills, The Hindu. 2020)

Nearly 234 correspondents from 66 provinces have functioned on the milestone assessment- 'An article indicates the regular temperature boost could attain or surpass up to 1.5 degrees Celsius in the next 20 years. This is 10 years ahead of foreseen. This will breach Paris Agreement. 2015' (IPCC Climate Report Findings. 2021) Heating from humans has inflicted irremediable injury to the Earth that may get terrible in appearing decades, a UN atmosphere testimony has surmised. Humanity's detrimental consequence on the environment is an "affidavit of evidence", UN scientists possess establish phenomenal analysis integrating more than 14,000 surveys. The preceding five years have prevailed as the hottest on the report since 1850. Pinnacles comprising heat waves have evolved more frequently and more intensely since the 1950s, while cold events have evolved less periodic and less hazardous. The authors moreover show that a surge in sea statuses addressing 2m by the end of this century "cannot be ruled out".

Mumbai, a residence of a surplus of 20 million population is plummeting. At a standard of 2 mm every year. This geological manifestation is known as land subsidence and pertains to the downcast upright activity of the Earth's surface expected to biological functions and/or benevolent actions. Different surveys amass demonstrated that the Arabian Sea is surging by 0.5 to 3mm per year, which denotes that some parts of Mumbai may be deteriorating rapidly as sea grades are emerging (Climate researchers IIT Bombay) The circumstances in Mumbai can be so hazardous that its iconic Taj Hotel, the gateway of Mumbai, etc can collapse under the water in the successive 100yrs. This sea level rising is caused by the emission of greenhouse gases and aerosols pump into the environment. This intently inflicts the planet's temperature to surge. And as the temperature increases, there is a thermal proliferation in the sea. This also evolves the main purpose of deteriorating the glaciers. That itself is the water level of the sea. Unanticipated urbanization, overburden on the drainage structure, height tension on its biological resource. It dominates all those perils in Mumbai incredibly tangible. Mechanization, battle, mining industry, and the intensification of farming possess all evacuated heredity of surface contamination across the globe, while the expansion of metropolis has discovered land used as a sink for eternally enormous percentages of urban devastation, asserts Soil Pollution: A Hidden Reality Check.

However actually though agrarian intensification, industrial outcome, and urbanization persist at an immediate velocity, no standardized examination of the significance of surface deterioration in the international category amasses has perpetually been embarked upon. FAO's(Food and Agriculture Organization, Report)

What minor we do understand is the purpose for suspicion, which the article reinforces. For illustration, in Australia, some 80,000 locales prevail presently totaled to endure soil contamination. China retains organized fewer than 16 percent of all its soils — and 19 percent of its agrarian soils — as contaminated. There subsist practically 3 million potentially polluted locations in the European Economic Area and the West Balkans. In the United States, 1,300 sites materialize on that country's Superfund National Priorities List of deterioration hot spots.

Quantities like these encourage us to comprehend the types of threats pollution extends to soils, but "do not indicate the extensive magnitude of soil deterioration around the planet, and emphasize the deficiency of usable evidence and the discrepancies in enrolling corrupt stations across geographic provinces," announces Hidden Reality.

ENVIRONMENTAL CRISIS IN LUCKNOW:

Water is a basic need & unit of life on earth. Without water, life is not possible on the planet, Earth. But environmental pollution which includes air pollution, water pollution, soil pollution etc. is increasing constantly with the passage of time.

The ground water which once was safe to drink is adversely affected and polluted by the discharge of untreated industrial waste and other human activities. The ground water is not only the main source for drinking purpose but is also used in industries and agriculture massively nowadays. In a study, it is estimated that ground water is used by the one-third of the world's population for the drinking purpose. Hence, it is being exploited extensively.

Primarily the ground water was safe for drinking purpose but after some time, the ground water started to get polluted by leaching of chemical waste i.e. Phosphates, Nitrates, pesticides and other toxic and heavy elements through the discharge of untreated chemical effluent from industries, domestic waste water, agriculture, etc. Polluted water is responsible for many water-borne diseases such as Jaundice, Hepatitis, Diarrhea, Typhoid, Dysentery, etc. The main sources of drinking water in Lucknow, the capital city of Uttar Pradesh are both surface water & ground water. Ground water sources fulfill the needs of people for irrigation and drinking purposes for more than 80 cities of Uttar Pradesh. The major concern of the Environmentalists of the developing countries is the contamination of drinking water. The quantity of ground water has started to shrink due to the over exploitation of water by human for their own needs. The quality of ground water depends upon the usage of land and the quality of drained waste water present in it. The quality of ground water is worsening day by day because of irresponsible behavior of people. The Uttar Pradesh state consists of two geomorphic units i.e. Ganga plains & Bundelkhand plateau (GWYBUP, 2014). Around 85% of the land area of the city of Lucknow is located on the alluvial plain of Central Ganga and is stretched across the banks of the river Gomti. A large thickness of quaternary alluvial sands underlain the city of Lucknow occasionally interblended with silty clay aquitards.

The ground water is defined as the water present between the pores and spaces of soil beneath the surface of earth and also in the rifts of the formations of rocks. Because of the gravitational force, the water which comes from rain, snowfall, hail etc. is soaked into the ground pass through the sand, soil, gravel etc. and the reaches a deep layer of the earth where ground water is present. It is estimated that the India is using almost 230Kl cube of ground water per year which is the largest amount in the world (Shankar et al., 2011).

The primary need of human is water which has to be fresh and safe for drinking. And for that purpose, the most suitable fresh water resource is ground water. A detailed study is needed to analyze and compare the ground water quality. For example- To determine the quality & portability of ground water through mediums like Bore well & Hand pump, in the terms of chloride, fluoride, TDS, hardness, pH, calcium, sulphate, alkalinity, magnesium, phosphate & nitrate.

May we all encourage this development! Therefore, the researcher wants to study the coverage/ portion which are related to environmental issues and its awareness in the form of news, special edition, expert column, advertisement, etc covered by print media. Global warming and climate change are hot and prioritized topics in the global mass media. Both the

Governments and the people depend on Communication and Mass Media not only for disseminating information but also for setting agendas for the development and other allied activities. Hence, communication media become a powerful tool for disseminating information and diffusion of innovations. Due to the depletion of natural resources and the burning of fossil fuels, there is a great threat to the environment. It is high time to save the depleting natural resources and discourage the irrational usage of natural resources by focusing on Sustainable Development

Press & Media:

For decades now, the media has increasingly shifted its focus on the environmental issues globally. Since 1970s, the environment crisis keeps attracting the political, public and mainstream media concerning the severity of global climate change. The mass media has the power to make a social change. The most concerning and important issue related to the environment is Global Climate Change. Mass media can be used as an effective medium to educate and to aware more people about environmental & climate issues. Many environmental organizations are already attempting to use mass media as a tool to give people knowledge and education about the environmental issues around the world. There still are many strategies present to improve their goals related to environmental awareness like how to increase the coverage of the global change in climate by mass media.

Climate Change:

One of the most salient environmental issues people are facing around the globe is the changing of climate. As it has been clearly shown in the history that mass media has proved to be a revolutionary tool in making important social changes. Hence, it can also be used to create and increase social awareness about the environmental problems. The aim of this study is to analyze how print media & press can cover the environmental issues more efficiently and can harness its power in a specific direction concerning the climate related problems. For a responsible action by public and government, it is very much essential that media works in a way that the attention of common people & government leaded and directed towards it more effectively. This compels them to take the actions like haltering the causes and solutions for issues related to the environment.

Significance: the power of mass media-

Although mass media is a very influential institution, some still think that only those people who are not responsible enough even to vote or not wise enough to judge anyone socially, politically or economically are interested in or get influenced by mass media. This is a

completely rumored idea about mass media. In reality, researches have inferences that it is a rapidly growing field and a considerably powerful force accelerating continuously.

Apart from its influential and impactful power, mass media has also fulfilled the purpose of entertaining its audience including all ages' people and all type of communities. Its power can be seen on multiple levels. Businessmen read newspapers everyday to get information they needed about business, share market, current affairs or global news. Working people after reaching home unwind and relieve from a hard day at work by watching television at the end of the day. People who got stuck in traffic rush can listen to the radio. Customers can flip through the magazines while standing in a queue at a grocery store or shop.

CHAPTER -3

RESEARCH METHODOLOGY

3.4 RESEARCH METHOD

The methodology adopted in this research would be qualitative in nature.

Qualitative Research

Qualitative research is a situated action that uncovers the spectator in the nation. It includes a set of interpretive, concrete practices that makes the public visible. These methods refurbish the world. They turn the world into a sequence of articulations, comprising field statements, meetings, discussions, illustrations, recordings, and memos to the self. At this phase, qualitative research pertains to an interpretive, realistic strategy for the world. This implies that qualitative experimenters study aspects in their voluntary locations, endeavoring to make sense of, or comprehend, manifestations in terms of the meanings species carry to them. (Denzin & Lincoln, 2005, p. 3)

Qualitative research is] research wielding techniques such as participant statements or case research which ensue in a narrative, illustrative account of a setting or practice. Sociologists utilizing these methods generally dismiss positivism and adopt a form of interpretive sociology. (Parkinson & Drislane, 2011)

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. Researcher has conducted content analysis of articles covering environment-related news in the Danik Jagran newspaper and The Times of India newspaper during the specified time period. All articles in the months of 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

3.5 RESEARCH DESIGN

The design of the research is descriptive in nature.

Engaging exploration depicts a peculiarity and its qualities, as a rule in its normal setting, without trial and error (Nassaji, 2015). The enlightening technique is the strategy that is utilized to track down the components, models, and attributes of the peculiarity. This technique will begin with gathering, examining, and deciphering the exploration materials, which are the internet based news photos.

3.5 UNIVERSE OF THE STUDY

Print Media such as Dainik Jagran & The Times of India. (**Audit Bureau of Circulation, 2019**)

3.6 UNIT OF ANALYSIS

Environment related news, articles, advertisement; editorials etc there are some other units of analysis Pollution, Climate change, SDGs, Global Warming etc

3.7 DATA CATEGORISATION WITH VARIOUS SUBJECTS

To generate the content, the dailies The Times of India and Dainik Jagran of Lucknow edition were analyzed for environmental news. The researcher categorized the environmental news under 10 subject heads as follows:

1. Pollution: In this category, the researcher compiled all the news stories related to pollution such as water pollution, air pollution, noise pollution, and eutrophication.

2. Natural Happenings: Here, stories related to natural phenomena and their impact were grouped. For example,
 - Earthquakes
 - Floods
 - Drought
 - Monsoon
3. Weather Reports were collected from the pages of selected dailies because of their importance and their direct effect on daily life.
4. Energy: This sector has a variety of news:from energy crises to pollution to atomic energy. Thus, the researcher gathered all kinds of energy-related news under this heading.
5. Conservation: Under this heading, the researcher compiled text material related to conservation activities such as
 - Tree plantation /their importance
 - Forest Protection
 - Tekdya Bachao (Hill Protection)
 - Soil Conservation
 - Save Eco System
 - Save Paper
 - Save Water
 - Sustainable Use of Renewable Energy Sources
6. Population: Stories related population issues were categorized under this section. It included themes such as:

- Population Control
 - Problem Arising out of Population
 - Other Population-related issues
7. Eco tourism: Eco tourism has become a popular trend. It is an important subject nowadays as it includes education concerning the conservation aspect. It covers points such as
- Information on nearby tourist spots
 - Protection of tourist spots
 - Conservation of tourist spots.
8. Waste Management: It is a core area in the study of environment. The researcher gathered information related to waste management. It included all types of news on plastic, paper, solid waste, medical waste, industrial waste, garbage etc.
9. Agriculture: Under this heading, all related aspects such as those below are covered:
- Pesticide Pollution
 - Pests
 - Watering
 - Introduction of Different Crop Varieties
10. Miscellaneous: Environment news items related to science, humanity, and all such news, which hold importance in one way or the other to life and which could not be classified in the above nine categories were included under this category.

Data Categorization with Themes

In the wake of arranging the news content gathered, the specialist assembled information from the papers. Estimating the genuine inclusion mirrored the substance of content in a steady, dependable way. It was maybe more essential to dissect how news was covered instead of estimating what sort of information was covered. To learn different perspectives as opposed to just the quantity of stories, the specialist estimated every news for its qualities, for example,

Theme of the news: The researcher put the news in the related subject after reading it. It was further sub-classified, if required. For example, if the news related to pollution and particularly to water pollution or air pollution etc, it was sub-categorized.

News style: After going through each news story, the researcher marked its content as editorial, letters to the editor, news on op-ed page etc.

Geographic focus: "The researcher categorised the news depending on the location of the story, that is whether it is local, state, national or international."

Origin: The source of the news story was noted. Whether a story was filed by a staff reporter, that is, with their byline or from news agencies or from a reader who is called a citizen journalist?

Visual complexity: The researcher categorized news stories depending on the graphical presentation, pictorial presentation, photographs or sketches.

Page number: basic classification such as the number of page, on which the story appeared, provides the importance given to the subject by that newspaper.

3.8 DATA PRESENTATION AND ANALYSIS

After categorization and measuring the related data in column cm, the researcher made different charts, tables to simplify the explanation related to the research. Following is the analysis done by the researcher depending on the subject.

3.9 TIME DURATION OF THE STUDY

The time of examination spread over from 1 April 2021 to 30 June 2021. The method followed for test determination is as per the following: "Starting from Sunday, each successive day is chosen in the succeeding weeks." For instance, Sunday versions are picked in the principal week, Monday in the second, Tuesday in the third, etc. Subsequently, the specialist got roughly four issues of every paper in a month. The scientist concentrated on around 48 issues of every day to day in a year. On the whole, 192 issues of the previously mentioned dailies were investigated.

There were adequate number and classifications of stories to figure out the pattern, the subjects, inclinations in a month or season and furthermore treatment given to a specific subject. There was satisfactory extension to contrast stories from one paper and others. A correlation of language was likewise made.

The select and examined 192 issues gave the specialist around 447 news things on natural issues, producing to 1,959,859,339 sq.cm. of space. The analyst dissected the accumulated substance as beneath.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

6.1 RESULTS of CONTENT ANALYSIS

Category of Environmental Issue News

Natural Disaster news got maximum space in the newspapers. But the ‘The Times of India’ published most of the stories regarding natural disaster. Dainik Jagran covered more climate change news than other newspapers. The ‘The Times of India’ and Dainik Jagran focused on environmental pollution issues after the Natural Disaster.

Table 4.1: Category of Environmental Issue News in Each of the Newspaper

Newspaper	Climate Change	Sustainable Development Goals (SDG)	Compensation and International Funding	Environmental Pollution	Natural Disaster
Dainik Jagran	(15%)	(23%)	(7%)	(23%)	(30%)
The Times of India	(11%)	(22%)	(5%)	(22%)	(38%)

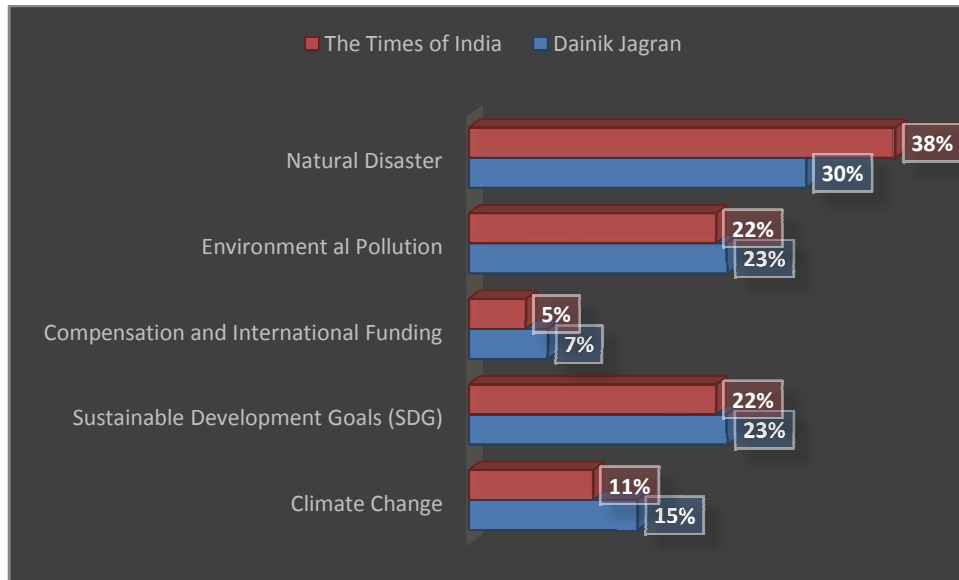


Figure 4.1:Category of Environmental Issue News in Each of the Newspaper

Pattern of the News

The study is shown that all the newspapers used interpretative news mostly to cover the environmental issue while hard news is the second most used. The practice of investigative reporting is not satisfactory. The amount of follow up and feature story is very low in all of the newspapers.

Table4.2: Pattern of News in Each of the Newspaper

Newspaper	Hard news	Investigative	Interpretative	Feature	Follow-up
Dainik Jagran	(34%)	(11%)	(46%)	(3%)	(3%)
The Times of India	(38%)	(11%)	(44%)	(5%)	-

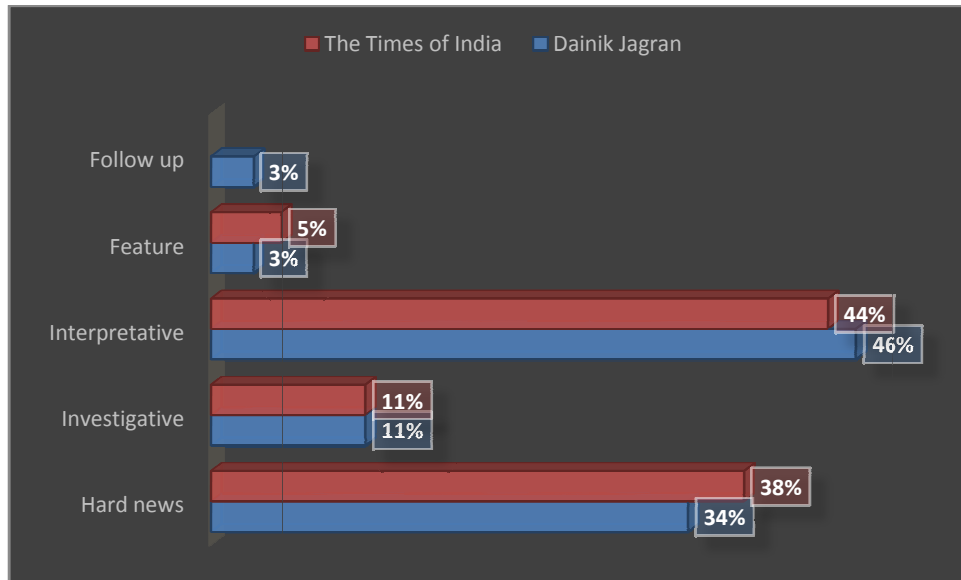


Figure 4.2: Pattern of News in Each of the Newspaper

Treatment of the News

All the selected news papers use done to six columns with some box treatments to cover the environmental issues.

Table4.3: Treatment of Environmental News in Each of the Newspaper

Newspaper	One Column	Two Column	Three Column	Four Column	Five Column	Six Column	Box
Dainik Jagran	(30%)	(26%)	(19%)	(11%)	(3%)	-	(7%)
The Times of India	(27%)	(16%)	(27)	(16%)	-	-	2(11%)

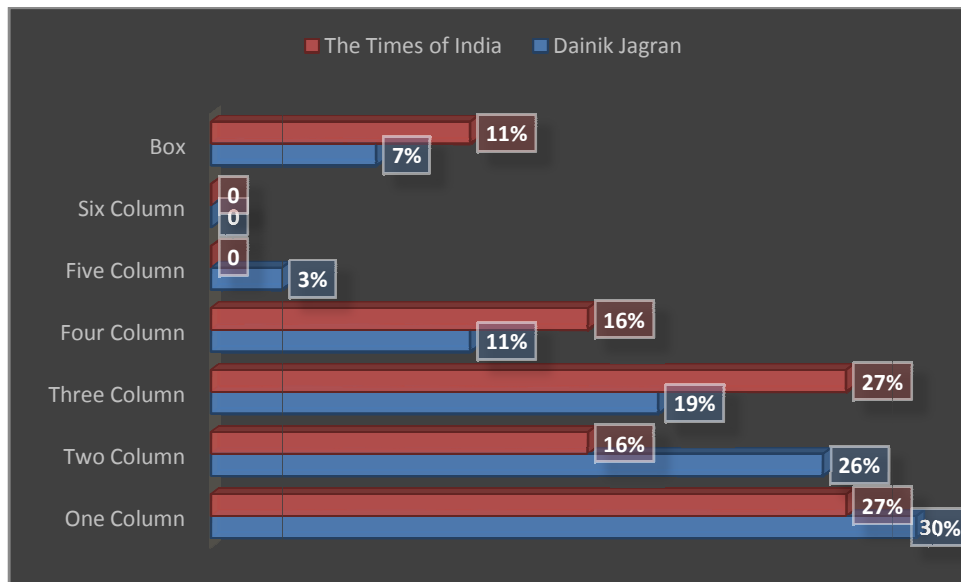


Figure4.3: Treatment of Environmental News in Each of the Newspaper

Sources of the News

The selected newspapers used their staff reporters more often to cover the environmental issues. The number of by line reports are same in the newspapers.

Table4.4: Source of News in Each of the Newspaper

Newspaper	News Agency	Byline Report	Desk Report	Staff Reporter
Dainik Jagran	(26%)	(19%)	(19%)	(34%)
The Times of India	(27%)	(27%)	(5%)	(38%)

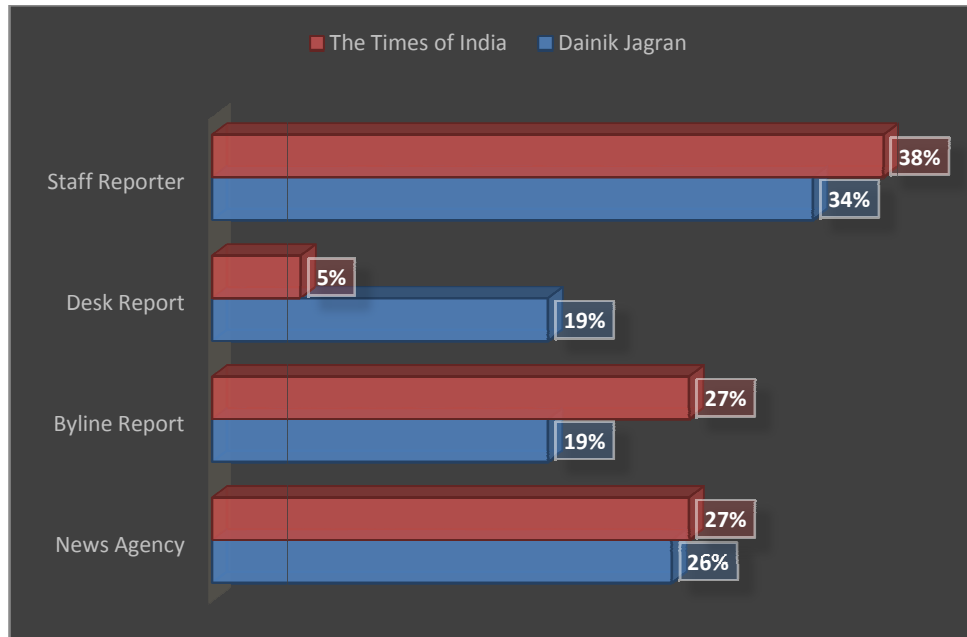


Figure 4.4: Source of News in Each of the Newspaper

Level of prominence

- Nature of the story

It is found that most of the stories have just reported without any in-depth analysis. Dainik Jagran just reported 52% of its total coverage. And The Times of India reported 63% just report without any in-depth analysis of the environmental issues. In the case of solution news, Dainik Jagran published nineteen (28%) article where The Times of India published eleven (14%) article. Also, The Times of India devoted only single follow Ups article and lamentably Dainik Jagran published no Follow-Up article. Eventually, The Times of India published fifteen (22%) articles pertinent to environmental law and policy where as Dainik Jagran published twelve(20%)articles regarding the same nature.

Table4.5 Nature of the story reported in newspapers in2021

Newspaper	Just Reporting	Solution	Follow Up	Law &Policy
Dainik Jagran	(52%)	(28%)	0%	(20%)
The Times of India	(63%)	(14%)	(1%)	(22%)

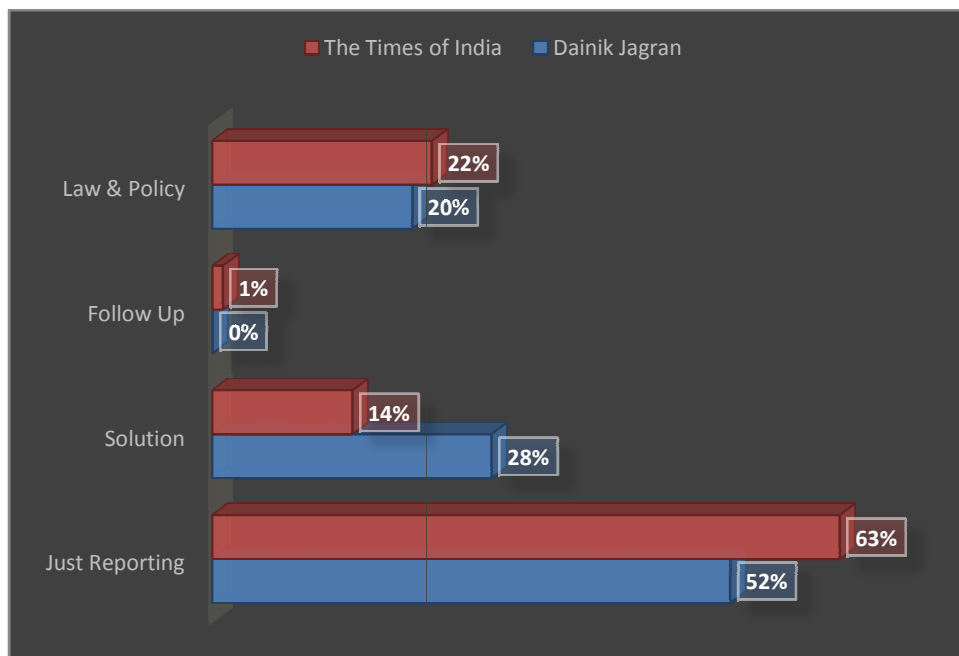


Figure4.5Nature of the story reported in newspapers in 2021

The items published related to environment issues

From the above discoveries of the review, it is shown that most stories in two papers distributed just news report, giving low significance to the examination, element, article or analysis. Dainik Jagran had just 53 (79%) news reports and The Times of India distributed 61 news reports. Then again, The Times of India has distributed five (7%) highlight article and Dainik Jagran distributed only one (1%) include article. From the part of distributed news report, it is clear that The Times of India has given more significance to natural issues than Dainik Jagran, however

Dainik Jagran distributed more included article contrasting with the first. The Times of India has distributed eight (12%) articles, while Dainik Jagran distributed nine (13%) publications. Also, Dainik Jagran distributed just four (7%) letters to the manager, but The Times of India has distributed no letter to the proofreader in the outlined time span. In this way, taking into account component, article, and letter to the proof reader, Dainik Jagran has given more need to the ecological issues than The Times of India.

Table4.6 The items published in two local news papers of Lucknow

Newspaper	News Report	Feature	Editorial	Letter to Editor
Dainik Jagran	(79%)	(1%)	(13%)	(7%)
The Times of India	(81%)	(7%)	(12%)	(0%)

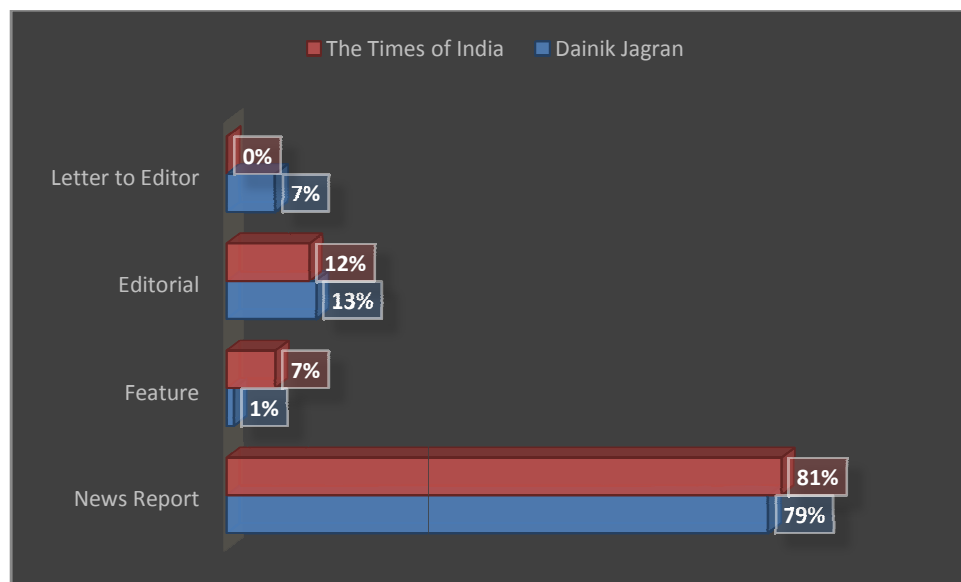


Figure4.6 The items published in two local news papers of Lucknow

Placement of articles

We realize that news situation passes judgment on the significance of information. Corresponding to the paper, it is imagined that FrontPage (FP) and Back Page (BP) is the main page for news position; here the organizer of the page likewise thought as a variable of significance. Consequently, FrontPage and Back Page is the main page for news situation. The review is shown that the greater part of the natural stories covered by the two papers of Chattogram put in the inward page of the paper, which demonstrated that ecological issues has given less significance contrasted with different issues. All things considered, we scrutinized, The Times of India and Dainik Jagran set 47 (66%) articles and 39 articles (61%) in the inward page especially. However the two papers distributed various articles on first page (FP) and last page (BP), the rate isn't notice commendable. Dainik Jagran set fifteen articles (22%) in the upper envelope of first page and four articles (6%) in the lower organizer of the first page. A similar everyday put six (9%) articles.

Table4.7 Page-wise placement of reports on environmental issues

Newspaper	FrontPage		Back Page		Inner Page
	FP-UF	FP-LF	BP-UF	BP-LF	
Dainik Jagran	(22%)	(6%)	(9%)	(4%)	(61%)
The Times of India	(14%)	(5%)	(5%)	(10%)	(66%)

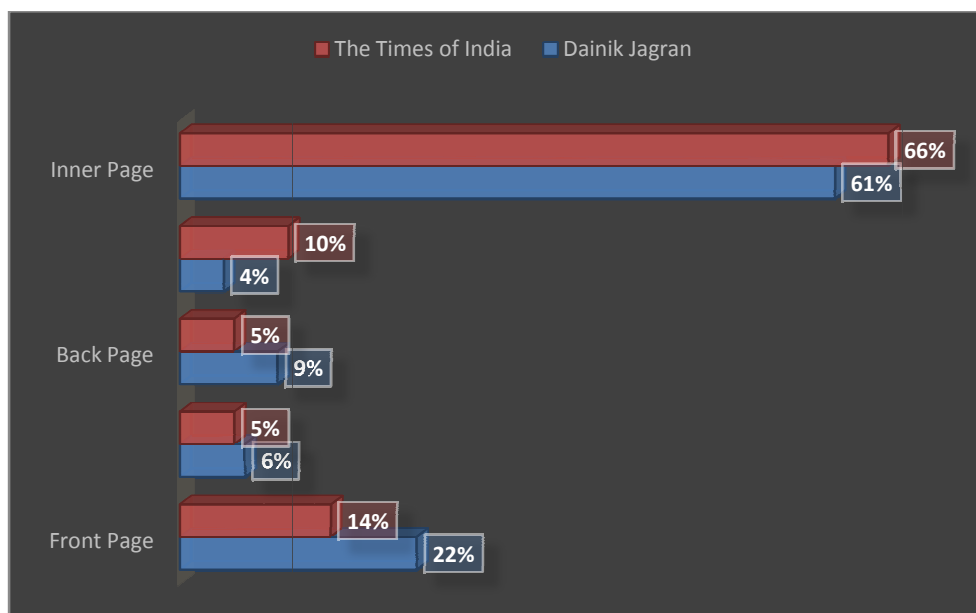


Figure 4.7 Page-wise placement of reports on environmental issues

Total Space in sq.cm of Environmental News of Each Dailies

From above data, one gets an idea about the number of environmental news which appeared in select newspapers. Table 4.8 and Fig 4.8 present the space allotted to environmental issues by these dailies.

Table 4.8 Total Space in sq.cm

Name of newspaper	Total space in sq.cm space	Total space of images in sq.cm space
Dainik Jagran	136373.76	10358.33
The Times of India	195359.774	18774.74

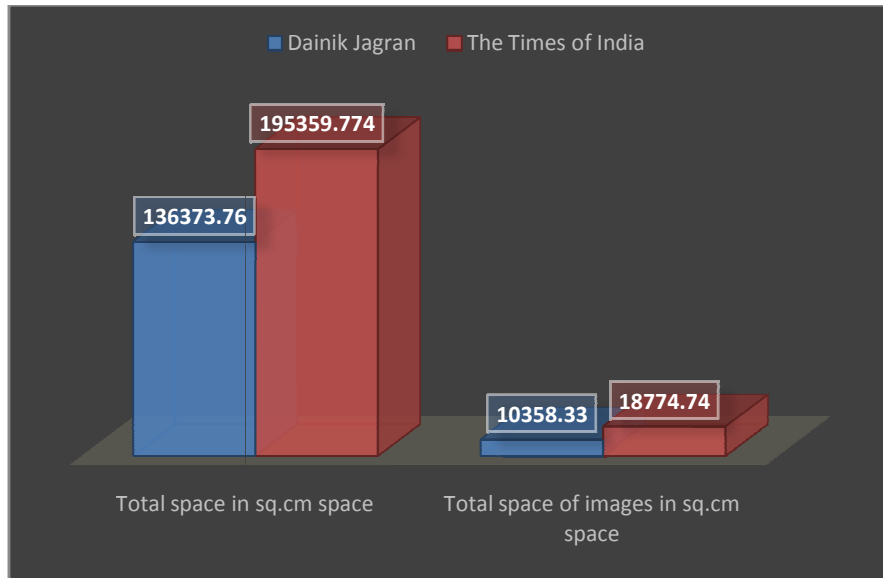


Figure4.8: Space allotted to environmental news by selected dailies

To get the values in Table, the researcher measured the space of each news item occupied and also the related image or graphic in each daily. The space was measured in column cm. Thus, Dainik Jagran had about 136373.76col cm of space for text and 10358.33 col. cm for images. Above that, The Times of India gave 195359.774 sq.cm of space for text and 18774.74 sq.cm of space for images.

Table 4.9: The correlation of the three biggest topics and number of sources use for both countries

	Dainik Jagran	The Times of India	Dainik Jagran	The Times of India	Dainik Jagran	The Times of India
1 source	Flood	Fire	Land Slide	Weather	(Fresh) Water Resources & Quality	Flood
2 sources	Flood	Developmet Impact	(Endangered) animal & Earthquake	Food & Farming	Waste mgmt & Recycling	Marine Fisheries
3 & more	Flood	Eco. Sc.	Land(slide)	(Endangered) Animals	(Endangered) Animals	Deforestation & Energy

The majority of the Dainik Jagran and The Times of India biggest subjects, for example, (Flash) flood, Land (slides) and (Fresh) water and Weather are covered utilizing one source. Then again, both obtaining designs for the utilization of two sources and more are accentuated between the two nations. The majority of the points with two sources are little subjects, aside from the Dainik Jagran subject on (Flash) floods. Correspondingly with Land (slides) in the three sources and more class. Thus, it recommends that the Dainik Jagran and The Times of India significant points probably won't be that unmistakable as far as number of information sources utilized.

The correlation of number and types of sources

The correlation between the number and type of sources used is examined to identify who dominates what story. In general, all the listed sources have been quoted in stories with one source, except for the use of Public/Locals which also shows a larger number in stories with two and more sources.

Table 4.10: The correlation of number and types of sources

Source	Newspaper	1 source	2 sources	3 & more	N/A
Government Officials	Dainik Jagran	166	42	39	0
	The Times of India	159	58	54	1
Environmentalists	Dainik Jagran	15	6	5	0
	The Times of India	11	13	11	0

Scientist/Academic	Dainik Jagran	38	22	10	1
	The Times of India	39	16	15	0
Public/Local people	Dainik Jagran	21	16	23	0
	The Times of India	21	28	11	1
INA	Dainik Jagran	7	1	1	0
	The Times of India	3	0	0	0
PR	Dainik Jagran	11	7	6	0
	The Times of India	35	16	16	0
Other	Dainik Jagran	5	5	4	0
	The Times of India	17	5	3	0
N/A	Dainik Jagran	0	0	0	65
	The Times of India	1	0	0	106

Table 5.5 shows the predominance of Government authorities in stories with one source in the two newspapers. Additionally, as examined prior, the control of Government authorities is the

greater part of climate inclusion each year for every paper. Nonetheless, it should be noticed that this gathering of sources likewise make large inclusion in stories with two and more sources. The numbers are comparative in the two papers.

One more very much like example to Government authorities is the utilization of Scientists/Academics as in the three classifications. This gathering are additionally the second biggest to be cited in stories with one hotspot for the two newspapers. Be that as it may, the third biggest hotspot for Dainik Jagran is Public/Local individuals; while for The Times of India it is Scientists/Academics. Subsequently, the obtaining designs for the two newspapers are very like one another.

Table 4.11: The use of the three main sources per year

Newspaper	April	%	May	%	June	%
Dainik Jagran	Govt. officials	49.2	Govt. officials	49.4	Govt. officials	40.5
The Times of India	Govt. officials	42.3	Govt. officials	46.1	Govt. officials	40.2
Dainik Jagran	Public/Local people	12.9	Scientists/Academics	16.2	Scientists/Academics	20.3
The Times of India	Environmentalists	10.1	Scientists/Academics	11.8	PR	11.4
Dainik Jagran	Scientists/Academics	8.3	Publics/Local People	9.7	Publics/Local People	19.5
The Times of India	PR	9.1	PR	10.7	Scientists/Academics	11.4

Table 5.6 exhibits the control of government authorities as the fundamental hotspot for year of concentrate in the two newspapers. Both primary source patterns are comparative with an

expansion in rate in 2000 and a drop in 2004. Not with standing, a major drop in a rate utilization of government authorities in 2004 could mirror a decent indication of involving different voices in the detailing. This can be displayed in the expansion in the quantity of Scientists/Academics as the second and third source in 2004 with around 20% and 11 percent separately.

The in general obtaining design has a little distinction as the Dainik Jagran press has additional statements from the Scientists/Academics and Public/Local individuals. Albeit, The Times of India press has utilized Scientists/Academics, the Environmentalists and Public Relations officials are very popular also.

Subsidiary sources

The analysis of subsidiary sources looks at stories with two and more sources only. For this study, two subsidiary sources will be observed to see the pattern of sources used.

Table 4.12: A comparison of subsidiary sources

	Newspaper	1 st	%	2 nd	%	3 rd	%
Sub- source 1	Dainik Jagran	Govt. Official s	12.8	Public/Loca l people	6.1	Scientists/ Academics	5.9
	The Times of India	Govt. Official s	16.6	Public/Loca l people	5.5	Scientists/ Academics	5.1
Sub- source 2	Dainik Jagran	Govt. Official s	5.1	Public/Loca l people	4.3	Scientists/ Academics	2.8
	The Times of India	Govt. Official s	7.3	Scientists/ Academics	2.3	Environme ntalists	1.9

As a rule, the two newspapers have a comparable example of optional sources utilized in climate detailing as displayed on Table 5.7 above. In any case, the obtaining design for the third source is somewhat unique with Public/Locals as the decision for the Dainik Jagran press; while The Times of India press favors the Environmentalists.

All in all, the Government authorities rule the accounts as the principal sources and furthermore as the auxiliary sources in the two papers. This affirms the discoveries that there is tiny variety in

the utilization of sources in the revealing of the climate. To see which sources, fall under these classes, I sum up the connection as in Table 5.8 beneath.

Table 4.13: News sources roles as informants

		Victim	Policy maker	Interest group	Expert	Reps.	Group of ppl	Other	N/A
Govt	Dainik Jagran		231		5				
	The Times of India		270		2				
Sc/Aca	Dainik Jagran				71			3	
	The Times of India				70				
PR	Dainik Jagran		1	1		21			
	The Times of India					64			
Pub/Loc	Dainik Jagran	38	2				22		
	The Times of India	31					25		

Environ ment.	Dainik Jagran			23	3				
	The Times of India			32			3		
INA	Dainik Jagran							9	
	The Times of India							14	
Other	Dainik Jagran							1	10
	The Times of India							25	
N/A	Dainik Jagran							7	58
	The Times of India								96

For the sake of this research, I distinguish between seven categories of involvement: victim, policymaker, interest group, expert, and representative, group/individual, other, and not applicable. The categories and their breakdown are explained below.

Both papers use a similar source structure, conceptually speaking. Table 5.8 shows that over half of all articles on the environment are based on interviews with policymakers. This reflects the fact that, while speaking to the media, government officials are primarily acting in the role of policymakers, although they do play the role of specialists in certain cases.

There seems to be a clear separation between the various responsibilities played by the other sources providing information to the media. The public and the local people group, on the other hand, are involved in environmental concerns in a different way, both as victims and as a commenting body. To sum up, the environmental news could focus more on the policies or activities taken to address the concerns based on extensive quotations from policy-makers.

The other themes, after the first six, exhibit a variety of other patterns. This section summarises the distribution of subjects in order to provide a more in-depth look at the frequency of coverage.

Table 4.14: Summary of topics printed

Frequency of coverage	Dainik Jagran topics	Frequency	%	The Times of India topics	Frequency	%
40 and above	(Flash)flood	92	18.2	Weather	102	15.9
	Land(slide)	58	11.5	(Flash)flood	83	13.0
	(Fresh)water	46	9.1	(Fresh)water resources	56	8.8
	Earthquake	41	8.1	(De)forestation	45	7.0
	Waste mgmt & recycling	40	7.9	(Endangered) animal	44	6.9
				Energy	44	6.9

Between 10 and 39	(Endangered) animals	36	7.1	News on env. org/environ mentalist	37	5.8
	Weather	29	5.7	Earthquake	32	5.0
	Conservation	29	5.7	Waste mgmt & recycling	31	4.8
	News on environment. org./environment	22	4.3	Other	28	4.4
	(De)forestation	21	4.2	Ecological sc.	22	3.4
	Other	21	4.2	Fire	20	3.1
	Ecological Sc.	13	2.6	Oil Spill	15	2.3
	Air quality	11	2.2	Coastal waters	14	2.2
	(Ind/Dev) impact	10	2.0	Marine fisheries	12	1.9
				Food & farming	11	1.7

				(Ind/Dev) impact	10	1.6
				Air quality	10	1.6
Below 10	Coastal waters	9	1.8	Conservation	7	1.1
	(National) park	9	1.8	(National) park	7	1.1
	Oil spill	5	1.0	(Land)slide	5	0.8
	Fire	5	1.0	Restoration	4	0.6
	Energy	5	0.8			
	Restoration	2	0.4			
	Marine	2	0.4			
	fisheries					
	Food & farming	2	0.4			
Total		506	100. 0		640	100.0

Table 4.15: Topics categorization

Category	Topic	Dainik Jagran coverage	The Times of India coverage
Natural disaster	Weather, (Flash) flood ,Earthquake, Land(slide) and Fire	225	222
Pollution	Air (quality)	11	10
Water resources management	Energy, (Fresh)water resources	51	100
Human intervention	Oil spill, (Industrial/Development) impact to the environment	15	15
Forestry, wildlife & protected areas	(De)forestation, (National) park and (Endangered) animal	50	96
Marine & coastal areas	Coastal waters, Marine fisheries	11	26

Sanitation & waste management	Waste management and recycling	40	31
Agricultural	Food and farming	2	11
Science-environmental related news	Ecological science	13	22
Preservation/Protection	Conservation and Restoration	31	11
Other	News on environmental organizations/environmentalists	43	65

From the data in Table, we may infer that natural disasters, water resources management, and forestry, wildlife, and protected areas are the most widely covered topics in the Indian press on the topic of the environment.

The Dainik Jagran press focuses less on agriculture than the Times of India does on pollution. In sum, it's possible that the publics of the two papers will place equal value on the same kind of environmental concerns. It's also possible that the environmental issues being experienced by both newspapers are comparable.

In sum, the data presented above suggests that the subjects change with time, most likely due to their treatment as event tales. In other words, the actual events must take place before the reports can be made. Therefore, the numbers may provide clues as to whether certain incidents were

more common or less common than previously thought. The annual subject breakdowns are shown below.

The distribution of sub-topics selection

Subsidiary issues are broken down into two categories: those that are directly related to the primary topic, and those that are tangential to it. About 86% of the articles contain a secondary subject extension, and another 22% are written with three associated themes, suggesting that the environment concerns covered by The Times of India may have more potential to be linked with other issues.

Only around 70% of the environment-related articles in Dainik Jagran were extended into a second subject. Approximately 16% of this total is articles that expand into a third theme. Consequently, it implies that most environmental problems probably only have a single connected problem. Below is a synopsis of the examination of subtopics related to the primary topics for both newspapers?

Table 4.16: A comparison of subsidiary topics for both newspapers

	Newspaper	Primary topic	Secondary topic	Frequency	Tertiary topic	Frequency
Primary topic 1	Dainik Jagran	(Flash)flood	(Flash)flood	19	Weather	17
	The Times of India	Weather	(Flash)flood	28	None	61
Primary topic 2	Dainik Jagran	Land(slide)	(Flash)flood	15	(De)forestation	8
	The Times of India	(Flash)flood	Weather	21	None	50
Primary topic 3	Dainik Jagran	(Fresh)water	(Fresh)water	10	(Fresh)water	8
	The Times of India	(Fresh)water	(Fresh)water	15	Other	32

There seem to be a few significant relationships between the variables, as shown in Table 4.16. For instance, the three main issues of (Flash) flood, (Land) slide, and (Fresh) water are all interconnected in the Dainik Jagran.

Stories on the weather and floods seem to have close ties in 'The Times of India' newspaper. Stories on (Fresh) water resources, however, are covered with similar issues related to it. The

fact that there is such a large proportion of articles covering just the second or third subject suggest that the major focus of The Times of India's journalism is on problems that are directly connected to the big ones. The accounts given above primarily describe actual occurrences. That's why it's fair to say that the web's environmental news is intertwined with the concerns of environmental cause and effect.

Brief analysis of the relationship between topics and other variables

- Length of topics coverage

The environmental coverage for both newspapers is rather minimal. Most significant themes covered with huge pages are Energy by the The Times of India press and (Endangered) Animals by the Dainik Jagran press. However, both themes had minimal quantities of coverage, whereas Energy was only printed in roughly 44 pieces and 36 tales were published about (Endangered) Animals.

In general, issues with significant coverage such as (Flash) floods and (Fresh) water are written in a smaller area as compared to the coverage of a lesser number of articles coverage. This trend is comparable for both categories of press. The overview of all subjects addressed and the variety in duration are as shown below

Table 4.17: The distribution of topics at variation of length

		49cm2 - 199cm2	200cm2- 499cm2	500cm2- 799cm2	Full Page Coverage
Conservation	Dainik Jagran	13	6	5	5
	The Times of India	5	1	1	0
Restoration	Dainik Jagran	1	0	0	0
	The Times of India	2	1	1	0
Land(slide)	Dainik Jagran	31	11	8	8
	The Times of India	3	2	0	0
(De)forestation	Dainik Jagran	6	13	2	0
	The Times of India	19	15	7	4
Coastal waters	Dainik Jagran	2	5	2	0
	The Times of India	5	5	3	1
(Fresh) water resources	Dainik Jagran	29	11	2	4
	The Times of India	38	10	6	2

Marine fisheries	Dainik Jagran	1	1	0	0
	The Times of India	8	2	1	1
Oil spill	Dainik Jagran	3	1	1	0
	The Times of India	11	3	1	0
(National) park	Dainik Jagran	7	1	1	0
	The Times of India	3	1	2	1
(Endangered) animals	Dainik Jagran	14	16	5	1
	The Times of India	19	18	4	4
Air quality	Dainik Jagran	6	5	0	0
	The Times of India	7	2	1	0
Fire	Dainik Jagran				
	The Times of India	16	3	1	0
Weather	Dainik Jagran				
	The Times of India	73	25	3	1

(Flash)flo d	Dainik Jagran	61	27	4	0
	The Times of India	57	22	4	0
Earthquak e	Dainik Jagran	32	6	2	1
	The Times of India	29	3	0	0
Energy	Dainik Jagran	4	0	0	0
	The Times of India	18	15	8	8
Food & farming	Dainik Jagran	1	0	0	0
	The Times of India	5	2	2	0
Waste mgmt & recycling	Dainik Jagran	21	14	3	2
	The Times of India	23	6	1	1
(Ind/Dev) impact	Dainik Jagran	6	3	0	1
	The Times of India	7	3	0	0
Ecological science	Dainik Jagran	3	4	5	1
	The Times of India	7	9	5	1

News on env. org/enviro nmentalists	Dainik Jagran	13	8	0	1
	The Times of India	17	10	5	6
Other	Dainik Jagran	12	6	2	0
	The Times of India	12	9	4	0

The analysis below is extracted from the analysis done on the Dainik Jagran articles and The Times of India articles. This analysis is summarized to observe the similarities and differences in the topics categorized in those frames.

Table 4.18: Focus categorization between the Dainik Jagran press and The Times of India press

		Dainik Jagran (Frequency)	The Times of India (Frequency)
Environmental Protection	Conservation	58	47
	Restoration	4	7
Action	Policies	24	13
	Actions	64	90

	Salvation attempts	24	33
Accomplishment	Discovery	39	49
	Achievements	2	4
	Fundraising	7	5
	Activities	3	7
	Research	20	21
	Development	8	13
Human involvement	Individual behaviour	19	12
	Local story	47	55
Controversial	Ecological disaster	65	86
	(Counter)claim	56	64
	Serious incidents	44	30
	Conflict	10	44
	Negative impact	8	22

	Controversy	0	23
General	Other	4	15

Table 5.13 shows that the two newspapers are very comparable in their predominant emphasis on the Actions and Controversial modes. Some of the focal points, such as ‘Individual Behavior’ and ‘Local Story,’ are similarly covered in both newspapers. Therefore, it's possible that some environmental forms are favored when offered to the general population.

- Topics appearing on the front page

In terms of front-page coverage, it is said that environmental news in either country is not particularly note worthy since it receives just 4% of such coverage in each country's newspapers on average. The Dainik Jagran newspaper only features five stories on its front page at a time.

In publications like 'The Times of India,' this figure is doubled. The following is a synopsis of those events.

Table 4.19: A comparison of stories printed on the front page

	Dainik Jagran	%	The Times of India	%
Coastal waters	0	0	2	25.0
(Endangered) animals	1	2.7	5	33.3
Air quality	0	0	1	25.0
Fire	0	0	1	14.3
Weather	0	0	5	17.9
(Flash)flood	2	2.2	3	10.00
Earthquake	2	4.9	2	18.2
Waste management& recycling	5	12.5	2	33.3
Ecological science	0	0	1	11.1
News on environment org/environmentalist	0	0	1	6.7
(Fresh)water	1	2.2	0	0
Land(slide)	10	17.2	0	0

The total is determined by adding together the percentages for each category. Waste Management and Recycling account for roughly 13% of front page coverage in Dainik Jagran and 33% in The Times of India, therefore both newspapers are on the same page in this regard. The press in India, including 'The Times of India,' gives equal attention to the plight of endangered species. Table 5.14 shows that, with the exception of (Flash)flood and (Fresh)water, most of the stories mentioned there received very modest attention overall, as seen by the comparatively low frequency of those items appearing on the main page.

Overall, I find that trends and patterns in environmental reporting in both nations are rather comparable. As far as the analyst can tell, neither country gives the environment much attention, nor when it does get mentioned, is it usually in a negative light.

4.2 OBSERVATION ANALYSIS

Presentation of Environmental News:Qualitative Discussion

Qualitative analysis has been used to draw conclusions about how the newspapers in the sample cover environmental news. This research aimed to examine how the Indian newspapers The Times of India and Dainik Jagran present environmental news and topics. Article coverage, news source, column treatment, reporting style (hard news, investigative news, interpretative news, feature story, and follow-up story), geographic distribution (divided into India's eight regions), and environmental issue classification (climate change, natural disaster, compensations, and international relations) were all factors analysed. Examining the portrayal of environmental concerns in these two newspapers during the allotted time frame sheds light on how the public is informed about this pressing topic.

The qualitative analysis is given below through three specific parameters:

Event –oriented issues get more priority: According to an analysis of two newspapers' news cultures in terms of news-values and news-gathering sources, environmental news only makes headlines when it involves a major incident. Although there are many reports of conferences and seminars, there is a dearth of reports on actual investigations and their subsequent results.

Setting agenda by international issues: The daily newspapers carried mostly worldwide environmental news covered by several international organisations. It seems that the chosen daily gave foreign issues a higher profile and attempted to use their coverage to establish an agenda.

Getting advertisement is first priority: The media devotes a lot of attention to stories that are likely to attract advertisers, since this will lead to a rise in revenue. Given the paucity of environmental news ad syndicates, it is disappointing that none of the four reviewed daily provides a good overview of the topic.

Each section devoted to environmental concerns takes up nearly a third of the article, for a total of nine pages. An average issue of the 'Times of India' newspaper has twelve pages. If you separate out the ad and cartoon pages, you'll have eight categories: front page, middle page, and rear page.

About a third of the 155 environmental items in the daily were on the front page, another third on pages five through nine, while the last ten pages were devoted to obituaries. Approximately two-thirds of environmental articles/texts were put in the middle/back of the paper, while the other third appeared on the front page. Given the customary placement of editorials inside the first four pages of a newspaper, this suggests that environmental concerns were given less coverage. Even if this is the initial set of results, one may infer that a story appearing on the very last page will get more attention than, say, an article appearing on page three. However, sports-related topics were mostly included on the last page of the newspaper (in the majority of the editions studied). The interviews will provide light on why environmental concerns are so heavily weighted in the paper's middle and rear sections. The results of the interviews show that newsworthiness is a major factor in deciding where articles appear. The highest emphasis will be given to newsworthy articles. Articles on the environment that are particularly newsworthy may be published in the paper's first four pages, however this will depend on the gravity of the story and how well it fits in with the paper's overall editorial philosophy. In this respect, they stressed that efforts to educate interested entities about environmental problems had failed.

CHAPTER -5

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY OF FINDINGS:

According to the research, 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. The primary results of the study have been reported in this chapter.

According to Yeraswork (2000), 'members of an audience will have past attitudes and beliefs which will decide how successful media messages are' when considering the impact of media in a given context. He goes on to say that the impacts of media can be fully comprehended only as a part of a larger social experience.

One's own unique life experiences also play a role in shaping how they respond to the news. According to Yeraswork (2000), an individual's disposition toward new knowledge is shaped by both the context in which it is received and the person's prior life experiences. The researchers opted to add questions that would allow them to gauge the level of environmental consciousness among the general public. It has also been attempted to evaluate the extent to which environmental deterioration in the study locations hinders locals' ability to comprehend locally relevant media coverage.

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. The researcher expected that local environmental concern (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.

5.2 CONCLUSION OF THE RESEARCH

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 on 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 on a regular basis. 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 to 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 pollutions, 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 was given the chance to attend environmental protection seminars.

5.32 RECOMMENDATIONS OF THE STUDY

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. In order to foster a '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 and all types 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 regulate the various forms of mass communication. India's environmental policy recognises the media's importance in fostering

environmental consciousness. It is the duty of the Indian media to 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 into 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 programmer.
- 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 programme for environmental journalism. The requirements of new environmental laws, the needs of communicating ratified environmental laws, and the requirements of include expert explanations and government officials in the coverage are all areas that journalists should be familiarised with via a variety of planned programmes.
- Human actions that deplete natural resources warrant coverage in the news. Journalists have responsibilities toward their audiences (readers), their sources (experts, government, pressure organisations, 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 popularised 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 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 on the basis of the newspaper's present reality.

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कब्जों की बारिश से तालाब लबालब

पथरीली भूमि पर बनाया 'आक्सीजन बैंक'

भोपाल में आबादी वाले क्षेत्र के बीच कटारा हिल्स पर 481 हेक्टेयर में जंगल तैयार

जागरण विशेष

हरिवरण यादव • भोपाल

कोरोना काल में आक्सीजन की किल्लत ने पेड़-पौधों और हरे भरे वातावरण की तरफ लोगों का ध्यान खींचा है। मध्य प्रदेश की राजधानी भोपाल में हरियाली से भरा वन बाकियों के लिए किसी प्रेरणा से कम नहीं है। शहर के आबादी वाले क्षेत्र के बीच 481 हेक्टेयर में फैली पथरीली पहाड़ी (कटारा हिल्स) को बीते 15 साल में हरे-भरे जंगल में तब्दील कर दिया गया है। यहां 50 अलग-अलग प्रजाति के करीब ढाई लाख फलदार



भोपाल के कटारा हिल्स क्षेत्र में आबादी के निकट विकसित किया गया विशाल पार्क • मोहम्मद अब्दुल खान

लखनऊ जागरण

अपार्टमेंट के मलबे से पाटी जा रही मोतीझील

जागरण संवाददाता, लखनऊ: ऐशबाग झील बचाओ अभियान के संरक्षक गणेश व संयोजक गौरव ने आरोप लगाया कि मोतीझील को संरक्षित करने के बजाय लखनऊ मलबा डालकर इसे घाट रहा है। पदाधिकारियों ने बताया कि कई बोधे में फैली झील बचाने के लिए लगातार संघर्ष के बाद भी प्राधिकरण के अफसर रुचि नहीं ले रहे हैं। इससे मोतीझील पर काफी कब्जा हो चुका है, अब ऐशबाग हाइट अपार्टमेंट का मलबा जो समय से प्राधिकरण को हटा देना चाहिए, उसे झील में डाला जा रहा है।

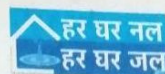


जेतीबी को मदद से मलबे को मोतीझील में डालकर पाटवा टेकदार • जगद्वारा

जल जीवन मिशन की सराहना

जबकि नई दिल्ली: 'हर घर नल से जल' पहुंचाने वाले जल जीवन मिशन को अंतरराष्ट्रीय स्तर पर सराहा जा रहा है। संयुक्त राष्ट्र विकास कार्यक्रम (यूएनडीपी) ने जल जीवन मिशन की उल्लेखनीय प्रगति को सराहते हुए कहा कि इसी तर्ज पर दुनिया के दूसरे पिछड़े देशों में भी योजनाएं लागू की जानी चाहिए। देश के एक सौ से अधिक आकांक्षी जिलों में 22 महीने के भीतर सात फीसद से बढ़ाकर 31 फीसद घरों में नलों से जलापूर्ति सुनिश्चित करने में सफलता मिली है।

विकास की दौड़ में सबसे पीछे छूट गए 17 जिलों को चिह्नित कर वहां प्राथमिकता के तौर पर विकास कार्य कराया जा रहा है, इसमें जल जीवन मिशन (जेजेएम) ने महम भूमिका अदा की है। जेजेएम की घोषणा 5 अगस्त, 2019 को हुई थी। उस वक्त तक न आकांक्षी जिलों के मात्र सात फीसद यानी 24.58 लाख घरों में ही नल से जलापूर्ति की



आकांक्षी जिलों के 31 फीसद घरों तक पहुंचा जल

सुविधा प्राप्त थी। लेकिन 22 महीने की अवधि में ही कुल 31.37 फीसद यानी 84 लाख घरों में नल से जलापूर्ति की सुविधा मुहैया कराने में सफलता प्राप्त हो गई। आकांक्षी जिलों में 24 फीसद की वृद्धि हुई जो राष्ट्रीय औसत 22.72 फीसद से अधिक है। देश के अत्यंत पिछड़े जिलों को जनवरी 2018 में चिह्नित कर वहां विकास के कार्यों को उच्च प्राथमिकता के आधार पर लागू किया गया। इन जिलों में पेयजल आपूर्ति सबसे बड़ी चुनौती थी, जिसे जल शक्ति मंत्रालय ने चुनौतीपूर्ण तरीके से लिया। जेजेएम के चालू होने के समय देश के कुल 19.20 करोड़ ग्रामीण घरों में से मात्र 3.23 करोड़ (17 फीसद) घरों में ही नल से जलापूर्ति हो रही थी।

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How India Aims To Use Every Drop of Water

'From India to Africa, today's climate crisis reflects a history of colonialism'

Olufemi O. Taiwo teaches philosophy at Georgetown University. Speaking to Times Evoke, he explains the history of the climate crisis — and the case for climate reparations:

Work on social and political philosophy in a way that focuses on thinkers and themes in anti-colonial, anti-capitalist and black radicalist traditions of thought. One connection between colonialism, capitalism and climate change is directly historical — the developments of the last 500 years linked much of the world in a planetary scale system of politics and economics. This system led to the Industrial Revolution which was, among other things, an energy revolution. These energy changes are where scientists link anthropogenic global warming to.



The same revolution explains who the haves and have-nots of both energy systems and climate change are. These questions of power will determine the future too, in terms of who is most vulnerable to climate impacts and who is protected from these. This history therefore has a deeply practical connection towards ensuring a future of climate justice. The term 'climate colonialism', used by many academics including Doreen Martinez, the influential indigenous studies scholar, means climate impacts themselves as well as the kinds of policies that countries, corporations and other actors pursue to respond to these — importantly, these can result in a world where colonial power hierarchies are deepened. Whether it is mining minerals for making green batteries to dispossessing indigenous people living near sites of extraction or the distributive effects of climate disasters themselves, all of these can actually deepen colonial hierarchies. We must keep this reality in mind to



HISTORY IS A DEEP WELL: Children in refugee camps in Africa, displaced by climate impacts, seek water in shallow puddles but a deeper depth explains their travails

respond effectively to climate impacts — this is not just about rain and temperature. This is about our whole social system and how it responds to this colonial history. There is a real argument for climate reparations now — the global north's governments refuse social conditions in other countries to deteriorate under climate impacts, leading to an increase in climate-related disasters and displacements. This then creates a kind of self-justifying reality around xenophobia and border violence in the global north. These conditions are not practical. Consider the pandemic — it can only be brought under control when the world population develops immunity by equitably distributing vaccines. The

urge to protect only the elite interests of the global north is inhumane, morally wrong — and self-defeating from a practical perspective.

People often make the argument that large developing economies like India and China are also responsible for emissions now — I think this argument shows the need for a historical and political analyses that moves beyond just tracking carbon emissions. If we analyse on a cumulative historical basis, India and China are clearly not the real problems here. But even if they were, the historical question of why these countries and others like them have pursued the particular development paths they have has everything to do with who was in power in previous generations and what forms of

investments they were willing to allow — or stop — in the global south. A lot of people making these arguments about India and China have been complicit in decades of directing the course of development in much of the global south. What is correct is that emerging economies like India, China, Brazil and South Africa need to go in the direction of renewables — rather than pointing fingers, we need to take a practical approach towards ensuring climate reparations in the form of fiscal, technical and other assistance to enable these economies to grow along a renewable trajectory, rather than the old and polluting one.

Several examples of climate injustice move me deeply on a personal level. These include the heatwaves impacting South Asia, the cyclones that hit Mozambique and the hurricanes that damaged New Orleans — across all these examples, you find stories of people who have not in any serious way ever contributed to the climate crisis but are bearing the brunt of its most concrete effects. Beyond the destruction and displacement here lies a sense of deep unfairness.

To correct this, we need climate justice — to me, this means expanding self-determination of governments and communities and relating to their future. This will have to be achieved in an era where the ecological mistakes of the past represent a huge challenge — threefold. This endeavour means all the things justice always does. It will mean giving people genuine democratic inputs, devising community-developed adaptation strategies, ensuring community-designed ways of energy provision and distribution and securing food sovereignty and resilience. Each one of these efforts is deeply tied into what climate justice means as a set of both ethical and practical projects now.

THE PAST IS A PORTAL

A REVIEW BY YOU

'Monsoon could hit Kerala early, any time after May 20'

Neha Madaan
@timesgroup.com

Pune: The monsoon could arrive in Kerala any time after May 20 and before its normal onset date of June 1.

Indications to this effect came from the IMD's latest extended range forecasts (ERF), generated using the Multi-Model Extended Range Prediction System developed at the Pune-based IITM.

"As per the four-week extended range forecast for May 5-June 1, the monsoon onset over Kerala could take place any time after May 20. In the last ERF too, which was released on April 28, the May 19-25 period was showing an increase in rainfall activity over Kerala. If the ERF next week also shows similar conditions over Kerala after May 20, one



TIME TO GET THE UMBRELLAS OUT?

could say that the onset over the coastal state could take place before time," a top expert from IITM told TOI.

The ERF also showed that around mid-May, parts of northwest India could experience heatwave conditions.

"A cyclonic storm is going to form over east-central Bay of Bengal. It is likely to help strengthen monsoon flow over the Andaman and

Nicobar Islands. As per the latest ERF, this system is unlikely to hamper the monsoon flow around the third week because it would have already lost steam by then," the expert said.

Scientists, however, said the ERF skill level gradually decreases from the third week. Therefore, observations from "week 3" should be considered with caution.

'Nano plastics in the wind can pollute oceans'



A new study investigates the atmosphere as a related cause of plastic pollution in the waters of our planet. According to estimates, by 2040, the level of plastic pollution could reach 80 million metric tons per year. Plastic particles have now been detected in virtually all spheres of the environment, e.g. in water bodies, the soil and the air. Via ocean currents and rivers, the tiny plastic particles can even reach the Arctic, Antarctic or ocean depths. A new overview study has now shown that wind, too, can transport these particles great distances, and much faster than water can. "Air is a much more dynamic medium than water," said co-author of the study Dr Melanie Bergmann, adding, "As a result, micro and nano plastic can much more quickly penetrate those regions of our planet that are most remote and still largely untouched." Once there, the particles could affect the surface climate and the health of local ecosystems.