

ANALYSIS OF ENVIRONMENTAL ISSUES COVERAGE BY DAILY NEWSPAPERS IN GARHWAL (UTTARAKHAND)

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Abstract:

The world is suffering from some dangerous environmental problems like pollution, water scarcity, global warming, etc. That is why these days environmental issue are getting priority and making the headlines in print and electronic media. Environmental problems are universal. India is also affected from these environmental problems. Uttarakhand, a Himalayan state in India, is also a centre of some dangerous environmental problems. Though these disasters are natural and happen due to natural processes, increasing human intervention like unsustainable development, deforestation, urbanization in the state have worsened the situation. This is important that media plays responsible role towards these issues. Media cannot cure these problems but can spread awareness and educate people about these issues. Print media has always been the principle source for people to get information about environmental issues and also to receive explanation/interpretation on their scientific aspects. Anders Hansen said, “The way in which we make sense of the environmental threats which face human-kind is greatly conditioned by a powerful and omnipresent set of electronic and printed messages – the mass media. For many people, knowledge of environmental issues is based upon what they have learned through print and electronic media, which help construct conceptions of political, social and ecological reality about an environmental issue”.¹ When we talk about role of communication and mass media in

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terms of environment and environmental issues it comes under the discipline of environmental communication. This topic is a subject of environmental communication. This study analyzes the pattern of news related to environmental issues published in selected daily newspaper of Uttarakhand. Using content analysis method four national newspapers (Two Hindi language and two English language) published from Uttarakhand are analyzed during one year period.

Key Words: Environmental Issues, Environmental Communication, Content Analysis, Daily Newspapers, Local Context.

1. Introduction:

The world is moving towards an environmental crisis. We do talk about environmental problems sometimes and go about doing our routine work, as if our lives and the environment are quite separate. Global warming, air pollution, water pollution, population explosion, using pesticides, etc. are some of the common human activities that come to our mind while thinking about the problems of environment. Newspaper, as one of main tools of communication, has an important role in spreading awareness towards environmental crisis. Governments and common people depend on communication and mass media not only for disseminating information, but also in setting agenda for development and other allied activities. Thus, communication media become powerful tool for disseminating information.

Uttarakhand, a beautiful hill state of India, is now suffering from dangerous environmental issues like other states of the country. Due to its sensitive geographical position, it has always been a centre of some natural tragedies like earthquake, cloud burst, flood, landslides and others. Besides, these disasters also cause tremendous losses to housing, agriculture land and other properties. Therefore, this becomes important that people in the state should be informed about and made aware of these environmental problems. In this situation, print media can play an important role in spreading information and keeping people aware by publishing more environment related stories. Though electronic media is growing fast in Uttarakhand, newspapers are still an important tool for information. The state has such geographical conditions that do not allow people to have electricity in every village or places. But with good literacy rate, people can use newspapers as their daily source of news everywhere. Analysis of environment under the

discipline of communication comes under environmental communication. The fundamental purpose of environmental communication is not mere presentation, but its actual understanding among the laymen also. It does matter a lot that people actually understand the sensitivity of any environmental issue. Newspaper gives an opportunity to people to understand these critical scientific terminology based issue in an easy way.

Studying the coverage of newspaper dailies on environment related issue in Garhwal region reveal the pattern of news publishing by selected dailies. Though the percentage of environmental issues published in the dailies was found to be 4.82, the important things are the pattern a newspaper follows for publishing these kinds of stories which includes the amount of space it is giving to these issues as well as the page it is publishing these stories on. Through this study, an analysis of environment related news published in selected dailies has been done by using content analysis method which is a media research technique for objective, systematic and quantitative description of the manifest content of communication.

2. Objectives:

- (1) To analyze the total number of news or items related to various environmental issues published in daily newspapers.
- (2) To analyze the total space given to news or items related to various environmental issues published in daily newspapers.
- (3) To analyze the total number of news or items with pictures and graphics separately related to various environmental issues published in daily newspapers.
- (4) To analyze the total space given to news or items with pictures and graphics separately related to various environmental issues published in daily newspapers.
- (5) To analyze the total number of graphics and pictures related to various environmental issues published in daily newspapers.
- (6) To analyze the total space given to Graphics and pictures related to various environmental issues published in daily newspapers.

3. Area of study: Garhwal (Uttarakhand):

Uttarakhand became separate from the Uttar Pradesh as a 27th state of the Indian Union on November 9, 2000. Bounded by UP on the south, Nepal on the east, Himachal on the west and the China on the northeast; and Dehradun was declared its interim capital.² Dehradun, the Capital of Uttarakhand, is a wellknown educational hub world over. Many central institutions like Forest Research Institute. Oil and Natural Gas Corporation, Indian Institute of Petroleum, Wild Life Institute of India, Wadiya Institute of Himalayan Geology, etc. are in Dehradun (Garhwal). Uttarakhand is divided in two administrative regions, the Garhwal and Kumaun; and the present study has been conducted in the Garhwal. The state is consisted of thirteen districts. Seven districts out of the thirteen districts of the state are in the Garhwal region. These are Dehradun, Haridwar, Pauri Garhwal, Rudra Prayag, Tehri Garhwal, Chamoli and Uttarkashi. As far as literacy rate is concerned, according to census 2011, it is 78.82% where 70% females and 87% males are literate. District-wise literacy shows that Dehradun is the most literate with 85.24% literacy rate while Haridwar is the least with 74.62%.³ Even in comparison to others, this newly state has treasurers of natural resources like water and forest. Keeping all these favorable conditions in mind, this becomes important to know the role of media as part of development in the Garhwal region of Uttarakhand.⁴ Hindi and English language dailies publishing from Dehradun (Garhwal, Uttarakhand) have been analyzed in this study.

4. Methodology :

This study analyzes publication of various environmental news and stories with pictures and graphics separately in four national Hindi and English language daily newspapers published in the Garhwal region.

4.2 Selection of Sample:

The researcher applied purposive sampling method in selection of newspapers published from (Garhwal) Uttarakhand for content analysis. The newspapers selected are from Hindi and English language as Hindi language newspapers are highest published in number as well as circulation followed by newspapers published in English language. According to RNI's data, there are total 399 dailies (newspapers) in different languages published from Uttarakhand. Out of these dailies (newspapers), there are 322 in Hindi while 21 in English.⁵ Newspapers published

in other languages are not so popular as in Hindi and English. In the category of Hindi language, ‘Amar Ujala’ and ‘Dainik Jagran’, while in the category of English, ‘The Times of India’ and ‘Hindustan Times’ have been selected for the content analysis.

4.2 Selection of contents:

In order to have impartiality in content analysis, each newspaper was analyzed during one year period (from May 2014 to April 2015). Every page of the select newspapers was included for the content analysis. Maintaining the objectivity of the study, environmental issues related items were divided into 10 categories viz natural disaster, environmental protection, pollution, water conservation, forest protection, wildlife protection, illegal mining, illegal construction, global warming and other weather related. Every news/article was measured in square centimeters under various defined frames and the total environmental issue coverage area was then subtracted from the total printed area. Finally, obtained total area of environmental issues coverage was calculated from each selected newspapers. In order to explain various variables and their analysis, the data has been presented in 4 tabular and 7 graphical formats.

5. Data Analysis:

Table 5.1: Environmental Issues Coverage from Total News Space in Selected Daily Newspapers

Newspapers		No of Items	Area of environmental news Items	Area of Total News coverage	% of total area of Environmental Issues Coverage from total news coverage	% of area of environmental issues coverage from total news coverage in each newspaper
		No.	Space(sq m)	Space(sq m)		%
Hindi Newspapers	Amar Ujala	555 (31.2%)	1,45,121 (34.7%)	23,58,767	4.82%	6.1

	Dainik Jagran	706 (39.6%)	1,54,533 (37%)	22,96,239		6.7
English Newspapers	Hindustan Times	348 (19.5%)	81,521 (19.5%)	2,304,983		3.5
	Times of India	172 (9.7%)	36,849 (8.8%)	1,699,162		2.2
	Total	1,781 (100%)	4,18,024 (100%)	8,659,151		100

Table no. 5.1 shows the total numbers and area of items of environmental issues published in all selected newspapers. It shows that environmental issues published in Dainik Jagran were highest in number 706 (39.6%) whereas The Times of India published the minimum numbers of items 172(9.7%) during the analysis period. There were total 1,781 items with a total space 4,18,024sqcm published by all the selected daily newspapers. The average percentage of total area of environmental issues coverage is 4.82. This average percentage is measured from the total area of news coverage. It is evident from the above table that Dainik Jagran among Hindi newspapers and Hindustan Times among the English gave maximum space to environmental issues coverage which was 34.7% and 19.5% respectively. On the other hand, Amar Ujala and The Times of India among the newspapers of their respective language gave minimum space to environmental issues coverage, which was 34.7% and 8.8% respectively.

Graphical Presentation of Table 5.1

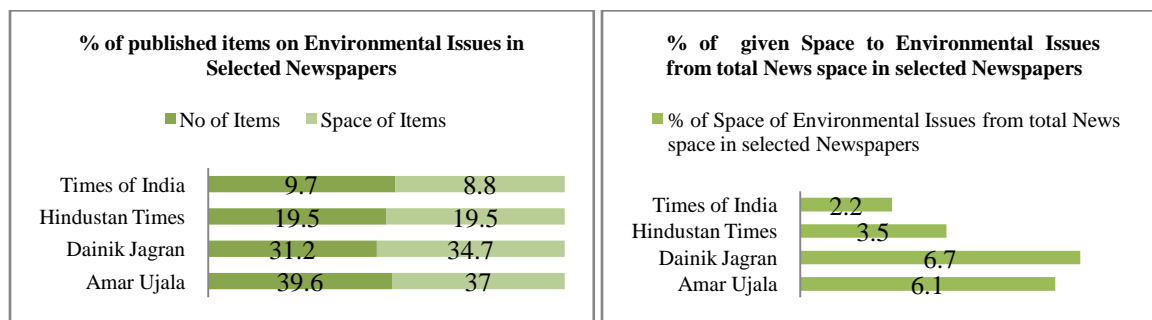


Table 5.2: Space Allocated to Various Environmental Issues in Selected Daily Newspapers

Categories of Items	Amar Ujala		Dainik Jagran		Hindustan Times		Times of India	
	No.	Space (sqcm)	No.	Space (sqcm)	No.	Space (sqcm)	No.	Space (sqcm)
Natural Disaster	193 (34.8%)	84,598 (58.3%)	260 (36.8%)	69,529 (45%)	128 (36.8%)	35,295 (43.4%)	57 (33.1%)	11,921 (32.3%)
Environmental Protection	115 (20.7%)	19,407 (13.4%)	143 (20.2%)	33,206 (21.5%)	50 (14.4%)	11,419 (14.0%)	36 (20.9%)	7,727 (21%)
Pollution	69 (12.4%)	10,665 (7.3%)	67 (9.5%)	12,509 (8.01%)	38 (10.9%)	11,176 (13.7%)	16 (9.3%)	3,455 (9.4%)
Water Conservation	62 (11.2%)	11,957 (8.2%)	79 (11.2%)	13,540 (8.8%)	3 (0.9%)	1,267 (1.5%)	5 (2.9%)	1,292 (3.5%)
Forest Protection	46 (8.2%)	19,232 (6.4%)	46 (6.5%)	8,244 (5.3%)	59 (16.9%)	22,769 (2.8%)	11 (6.4%)	3,192 (8.7%)
Wildlife Protection	23 (4.1%)	2,501 (1.7%)	31 (4.4%)	5,690 (3.7%)	41 (11.8%)	12,470 (15.3%)	33 (19.2%)	7,356 (20%)
Illegal Mining	17 (3.1%)	7,413 (1.7%)	17 (2.4%)	2,629 (1.7%)	6 (1.7%)	1,641 (2.0%)	1 (0.6%)	260 (0.7%)
Illegal construction	5 (0.9%)	436 (0.3%)	12 (1.7%)	2,160 (1.4%)	6 (1.7%)	1,353 (1.7%)	1 (0.6%)	240 (0.6%)
Global Warming	4 (0.7%)	736 (0.5%)	35 (5%)	4,991 (3.2%)	11 (3.2%)	3,137 (3.8%)	2 (1.2%)	612 (1.7%)
Weather Related	21 (3.8%)	3,176 (2.2%)	16 (2.3%)	2,035 (1.3%)	6 (1.7%)	1,487 (1.8%)	10 (5.8%)	794 (2.1%)
Total	555	1,45,121 (100%)	706	1,54,533 (100%)	348	81,521 (100%)	172	36,849 (100%)

It is evident from table no.5.2 that Dainik Jagran was far ahead of the rest of the newspapers with a total of 706 items of different environmental issues. At the second place another Hindi newspaper Amar Ujala had 585 items. English newspapers Hindustan times and Times of India

bagged the third and fourth spot with 348 and 172 items respectively. In terms of different categories of environmental issues, Amar Ujala published maximum items 193(34.8%) with a space 84,598sqcm (5.3%) on natural disaster category; whereas it published minimum items 4 (0.7%) with a space 736 sqcm (0.5%) on the issue of global warming. With the maximum numbers of total items on environmental issues, Dainik Jagran also published its maximum items 260(36.8%) with a space 69,520 sqcm (45%) in natural disaster category and minimum items 12 (24%) with a space 2,160 sqcm (1.4%) published in illegal construction category. On the other hand, both selected English newspapers Hindustan times and Times of India also published their maximum number of items in the same category which were 128 (36.8%) items with space 35,295sqcm(43.4%) and 57(33.1%) with space 11,921sqcm (32.3%) respectively. Hindustan Times gave minimum space 1,267sqcm (1.5%) with 3(0.9%) items to water conservation category; whereas it published 6 (1.7%) items on illegal mining, illegal construction and weather related categories with space 1,641 sqcm (2.0%), 1,353 sqcm (1.7%) and 1,487sqcm (1.8%) respectively. Times of India published minimum items 1(0.6%) on illegal mining category with space 260sqcm(0.7%) and illegal construction category with space 240 (0.6%).

Graphical Presentation of Table 5.2

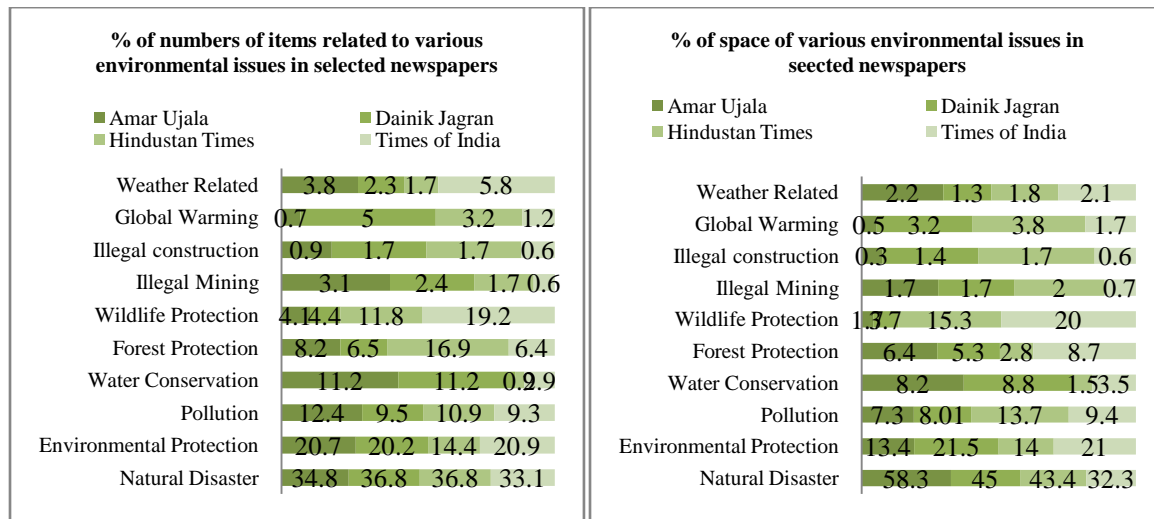


Table 5.3: Allocation of Representation of Items Related to Issue of Ganga Pollution in Selected Newspapers

	Amar Ujala		Dainik Jagran		Hindustan Times		Times of India	
	No.	Space(sq cm)	No.	Space(sq cm)	No.	Space(sq cm)	No.	Space(sq cm)

Items with Illustrations	338 (60.9%)	1,27,872 (85.75%)	457 (64.7%)	1,37,212 (88.8%)	245 (70.4%)	68,229 (83.7%)	122 (70.9%)	31,416 (85.3%)
Items Without Illustrations	217 (39.1%)	21,249 (14.25%)	249 (35.3%)	17,321 (11.2%)	103 (29.6%)	13,292 (16.3%)	50 (29.1%)	5,433 (14.7%)
Total Items	555 (100%)	1,49,121 (100%)	706 (100%)	1,54,533 (100%)	348 (100%)	81,521 (100%)	172 (100%)	36,849 (100%)

The above table 5.3 depicts the representation of published items on environmental issues in selected newspapers. With illustration means items presentation or published with photographs, Graphs / Charts, Cartoons. Without illustration means items published without any photographs, graphs / charts, cartoons. Dainik Jagran published maximum numbers of items 457 (64.7%) with space 1,37,212sqcm (88.8%) under the with illustration category. Amar Ujala published 338(60.9%) with space 1,27,872sqcm (85.75%), Hindustan Times published 245(70.4%) with space 68,229 sqcm (83.7%) and Times of India published 122 (70.9%) items with space 31,416 sqcm (85.3%) under the with illustration category. Under the other given category, Dainik Jagran published maximum items 249 (35.3%) with second highest space 17,321sqcm (11.2%) without any illustration, Amar Ujala gave highest space 21,249sqcm (14.25%) with 217 (39.1%) items without illustration. Hindustan Times and Times of India published 103 (29.6%) items without illustration with space 13,292sqcm (16.3%) and 50(29.1%) items with space 5,433sqcm (14.7%) respectively.

Graphical Presentation of Table 5.3:

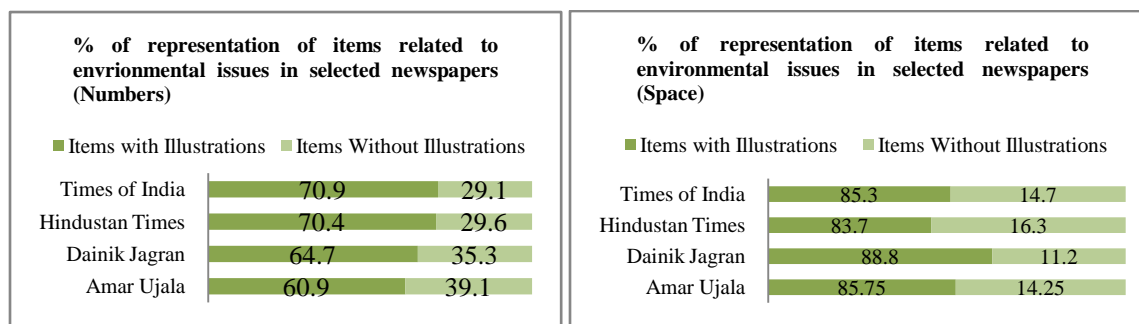
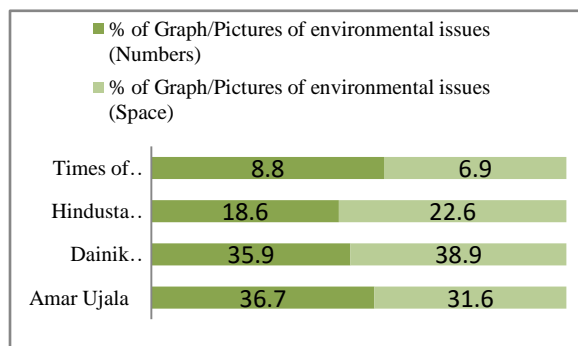


Table 5.4: Total Space of Pictures/Graph Allocated to Environmental issues

Newspapers	No.	Percentage	Space	Percentage
Amar Ujala	573	36.7	32,503	31.6%
Dainik Jagran	559	35.9	40,101	38.9%
Hindustan Times	290	18.6	23,258	22.6%
Times of India	137	8.8	7,072	6.9%

Above table shows the total space of different graphical presentation viz., photograph, charts/graphs, graphics, cartoons have been given by the selected newspapers on environmental issues coverage. It shows that Amar Ujala published maximum 573 (36.7%) graphical presentation items whereas Dainik Jagran, Hindustan Times and Times of India published 559 (35.9%), 290 (18.6%) and 137 (8.8%) respectively. With maximum graphical presentation items Amar Ujala gave second high space 32,503 sqcm (31.6%). Dainik Jagran gave maximum space 40,101 sqcm (38.9%) to graphical presentation items. Hindustan times and Times of India gave space to graphical presentation items 23,258 sqcm (22.6%) and 7072 sqcm (6.9%) respectively.

Graphical Presentation of Table 5.4:



6. Conclusion and Suggestions

Environmental issues have always been the centre of news for media coverage in Uttarakhand. Study shows that all top four Hindi and English language newspapers gave total 4.82% coverage to environmental issues during the study period. The study shows that Hindi language newspapers gave more space to these issue than English language newspapers. As far as the

coverage by Hindi newspapers is concerned, there is 12.8% coverage to environmental issues; similarly, in English newspapers 5.7% space was given to coverage of environmental issues from total news coverage area in each newspaper. When calculated total space given to environmental issues from total news space in each newspaper. This percentage was 12.8 in Hindi language newspapers and 5.7% in English language newspapers. The study concludes that every newspaper gave priority to natural disaster issue. Mostly published items related to natural disaster were informative about the different incidents in the state. These were not enough to educate or create awareness among the people towards the related natural disaster. Second high coverage was given in environmental protection related category by every newspaper. News related to environmental protection issue mostly covered programs or occasions on environmental protection organized by politicians, politically influential people, social activists, etc. Though, effects of global warming can be seen here in the state and mostly environmental issues are related to global warming. Still, newspapers did not give much importance to this issue. From total coverage of environmental issues news only 9.2% coverage was given to this issue by newspapers. Stories related to global warming covered by newspapers were quite educative than only information of programs and occasion organized by different institutions and people. Pollution, water conservation and forest protection (including forest fire) are also the most burning issues in the state. Every newspaper gave third highest coverage to the pollution issue. After this, Hindi newspapers gave fourth priority to water conservation issue whereas English newspapers gave to wildlife protection issue. Except the Times of India, others gave the fifth priority to forest protection issues but most of the news related to forest protection was just the coverage or information about forest fire incidents in the state. Forest fire is the most common issue in Garhwal. In the summer season, a number of forest fire incidents are recorded per year. Newspapers should publish informative stories about the issue as this could help public as well as official related to forest department to reduce these kinds of incidents. The best part of the coverage is that the stories published on environmental issues mostly included graphics and pictures. Graphs and picture presentations makes a story more effective and inspire people to read that particular story. Amar Ujala published the maximum numbers of graphs and pictures whereas Dainik Jagran gave them the maximum space. Among English language newspapers, Hindustan Times published the maximum number of graphs and pictures with maximum space. In terms of the coverage on environmental issues, we can see that every newspaper mainly

focused on natural disasters or natural incidents whereas they focused less on issues caused due to human intervention, like global warming, illegal mining, illegal construction and wildlife protection. In such a state like Uttarakhand, it is important for the media to focus on human-made environmental issues thereby creating awareness about them among the people.

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