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**COVERAGE OF ENVIRONMENTAL ISSUES BY MAIN STREAM  
NEWSPAPERS OF PAKISTAN**

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Coverage Of Environmental Issues By Main Stream Newspapers Of Pakistan ,  
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**Abstract**

Many issues are often facing by the third world countries that become big with time and never seem to end. States are continuously in the fire being it elegantly. That continuously seems to affect the lives of citizen because awareness usually lies on the fighting back with upscale issues. On the other hand, most issues are just place beneath the growing the troubles. All these related to global world, and such countries are depending for their chance to other big massive who have the contradict them". The word Environmental awareness is the science of this era. Simply it can be defined as the understanding of how easily broke our environment and need to protect it for the future. This study is designed to resolve the extent of coverage given to environmental issues

by Mainstream Urdu and English Dailies of Pakistan. This is content analysis-based study of Jang, Daily Express, The News and Express Tribune. Coverage is determined in term of no of news and pictorials items along with space. This is census study in which entire selected time period (i.e., March to August 2015) was taken for the study. The major issues selected for the study are Air Pollution, Noise Pollution, Waste Management, Water Quality, Global Warming and Climate Change.

## **Introduction**

The study will enhance the existing knowledge about the environmental issues and certainly will aware the people how to tackle the affects of environmental issues. It will help to educate in a better way to the public how to combat the diverse effects of environmental issues. Environmental issues affect everyone whether it is a human, an animal, a community or a nation on this planet. A good amount of evidence supports that humans, through their careless use of the resources of the world, have been causing devastating effects on the environment. Human concern over environmental issues like air pollution, global warming and water pollution has drop to its buck level in the last two decades. According to an international survey conducted in 2013. The Globe Scan poll, undertaken in 2013 revealed that levels of public concern in 12 countries over even the severe environmental issues like depletion of natural resources and fresh water shortage were even lower than that of in 1992, when the very first Earth Summit was held in Rio. Therefore, it is important to educate people about the severity of effects these environmental issues can have on our lives. However, the question is how to educate them? The World over various forms of mass media like internet and TV are being used to create awareness about environmental issues. However, in a developing country like Pakistan, where a large majority of people has no access to these mediums, Newspaper remains the single most accessible medium of dissemination of information.

This study try to assess the role of the conventional daily Urdu and English newspaper in generate awareness about “Environmental issues” in Pakistan, to see how effective this medium is, what sort of role is it currently playing, and what sort of potential it has provided. Some enhanced strategies will be applied for its effective usage. The results of this thesis will help environmentalists and government’s environmental organizations devise their plans and strategies regarding the creation of awareness about environmental issues in Pakistan. The information gained through this study will help the decision makers to make a better use of a strong medium like newspaper in educating people about environmental concerns, which will in turn help us save our world for our future generation.

## **Research Questions**

The study helped in answering the following questions:

1. Is each media vehicle is biased in educating the general public of Pakistan towards environmental awareness?
2. Are the mainstream newspapers playing a positive role in creating environmental awareness in Pakistan?
3. Is the impact of each media in educating the public of Pakistan towards environmental issue, increasing?

## **Objectives of the Study**

Towards the end of this study, we will be able to achieve following objectives:

1. To analyze practices of each media vehicle in creating environmental awareness issues in Pakistan
2. To identify the importance and role of mainstream Urdu and English newspaper in creating environmental awareness in Pakistan
3. To highlight the impact of each medium over the reach and education of environmental awareness
4. Propose the best media components in order to create high levels of environmental awareness among the general public of Pakistan
5. To measure the amount of coverage given to environmental issues by the selected newspapers on their pages.
6. To explore the difference between the coverage given to environmental issues by the selected newspapers on pages.
7. To measure the amount of pictorial coverage given to environmental issues by the selected newspapers on pages.
8. To find out the difference in coverage given to pictures of environmental issues by the selected newspapers on their pages.

## Literature Review

According to “Your Dictionary”, environmental issues are problems with the globe systems such as air pollution, noise pollution and water problems etc that have industrial as a result of human interfering or exploitation of the globe. Many issues are often facing by the third world countries that become big with time and never seem to end. Environmental issues in Pakistan have been disturbing the poise between economic development and environmental protection. As a great problem for the nature and nation of Pakistan and As Pakistan is a large importer of both exhaustible and renewable natural resources and a large consumer of fossil fuels, the Ministry of Environment of Government takes responsibility to conserve and protect the environment. History reveals that over the past thirty years, environmental communication grown very rapidly in different books, magazines and articles. Environmental literature in form of quantitative and qualitative data is available in very high.

Different studies argue that the first day of earth 1970 was very much important and need the attention of different media outlets (Rademakers, 2004). During 1970's different important laws enacted in American parliament, which brought so much importance to the environmental studies, and these laws reflect the environment as an important supporting news story. Sachsman, Simon, and Valenti, 2002 argued that media apart from traditional newsgathering look and highlight the issues of environmental communication very clearly. Media have to cover the environmental issue not only by taking deep interest in the subject but tries to avoid setting their own agenda. Environmental journalism needs specialized skills to deal with the subject like other subjects of science etc. Different scholars criticized the way journalists cover the environmental events and opined that journalists deal this subject traditional ways (Greenberg, Sachsman, Sandman, & Salomone, 1989).

Allan, 2002 argues that there are so many mistakes of covering the environmental communication by the Western news organizations and concluded that reporting reduce risks and different personals are fails to educate and bring change in culture by introducing awareness campaign about the issue at larger level. Marchand, 2016 found coverage of tropical rain deforestation in magazines covered the issue very significantly but failed to address how to overcome the

deforestation. Another argument is that journalists tend to be cover environmental issues when the crises occurred and they went on beat.

Detjen, Fico, Li, and Kim, 2000 found that working journalists report those stories which they think is important for the masses, and are not able to addresses the critical issues for example; journalists mainly focuses on press release, press conferences which public relation officer do. Journalist often trying to search for easy collection of new material but it is difficult for them to cover the issue of environment which needs special skills and hard work to bring out some critical facts about the environment. By criticizing journalism for its simple and short news stories, Shabecoff, 2000 argues that the mass media have probably been more useful by educating the masses through their news stories and its very useful than the traditional school education in the USA. Issues like water pollution, energy crises, air pollution and the ecological effect. Nelkin, 1995 maintained that climate change has brought danger specially countries of Asia, and different Atlantic States. Air pollution effects on masses health and economics of the country.

It is observed that around the globe approximately 18 countries are facing climate problems in which 10 are in Asia regarding different perspectives like Hydro use, water pollution, and Atomic need of water. Slovic, 1987 explains that in the rising of sea level is bringing climate change and it acquires almost 45% of the water. Cutting of woods for fuel in Southeast Asia have resulted in cutting of jungles and which create a critical situation for the nation and 10 times more than other countries of Asia. The literature review examined the role of print media in environmental communication. The phenomena of environmental communication as covered and narrated by the mainstream Urdu and English dailies. Environment changes have now days become worlds concern because there are so many changes occurred around the globe during last two decades.

Pakistan is one of those countries who are facing very serious threats like, pollution, air pollution, food, water pollution, earthquakes, floods all these happenings are because of environmental changes. However, different researches have been done on the issue but this research work is different because of its nature. Present research work was to explore the coverage and space provided by two national dailies of two different languages both English and Urdu. How these selected newspapers spared the space to the issue of public concern. Environmental communication is very different from other communication because it needs special skills to educate, aware and inform the masses about environmental changes, its damages and future implications.

### **Hypothesis of the Study**

1. It is more likely that Urdu newspapers give more coverage to the environmental issues than English newspapers
2. It is more likely that express publications give less coverage to environmental issues than Jang group of publications
3. It is more likely that English newspaper give more pictorial space to environmental issue than Urdu newspaper
4. It is more likely that English and Urdu newspaper covered more news items related to environmental issues as compared to pictorial item.

### **Research Methodology**

Methodology is a collection of systematic and organized actions or methods which are functioning to gather the information and its explanation in addition to its analysis. A research

methodology is a structure of actions, procedures, techniques, skills and models which are employed to find out the ending of a research troubles. In present study researcher choose content analysis as Krippendorff & Bock define the quantitative content analysis as "is concerned with the frequency of occurrence of given content characteristics".

Any method for making conclusion reached on the basis of evidence and reasoning by impartially and scientifically recognizing particular characteristics of news<sup>4</sup>. Content Analysis is described as the scientific study of content of communication. The coverage of environmental issues was measured with the help of the content analysis tool in four national Urdu and English daily newspapers i.e. Jang, Express, The News and Express Tribune. The newspapers were selected because of their popularity and number of circulation, consistency in news coverage, editorial independence and their elite and popular status as media organizations in Pakistan. The significance will be judged upon using the qualitative data analysis in order to clearly understand how well the public is aware about the issues that have been featured in mainstream Urdu newspapers. Categories of environmental hazards and education will be taken in order to precisely point out the level of understanding, rather than using generic forms of judgment. All news items and pictorials regarding the issues of environment like:

1. Noise pollution
2. Climate Change
3. Water Quality
4. Waste Management
5. Air pollution
6. Global Warming

**Variables of the Study**

- 1) Frequency
- 2) Length
- 3) Environmental Problems
- 4) Air Pollution o Noise Pollution
- 5) Water Quality
- 6) Global Warming
- 7) Climate Change
- 8) Waste Management

**Coding Sheet**

Date	Air Pollution				Noise Pollution				Water Quality				Waste Management				Global Warming				Climate Change				
	News		Pictures		News		Pictures		News		Pictures		News		Pictures		News		Pictures		News		Pictures		
	Items	Space	Items	Space	Items	Space	Items	Space	Items	Space	Items	Space	Items	Space	Items	Space	Items	Space	Items	Space	Items	Space	Items	Space	
1-Mar-15																									
2-Mar-15																									
3-Mar-15																									
4-Mar-15																									
5-Mar-15																									
6-Mar-15																									
7-Mar-15																									
8-Mar-15																									

**Findings of Study**

**Table 01 Coverage Given to Environmental Issues by Selected Dailies**

Serial	Newspaper	Items	Space
1	Express	952	18361.17
2	Jang	709	12241.78
3	The News	575	42559
4	Express Tribune	628	38535
<b>Total</b>		2864	111697

Table 01 shows data regarding complete coverage given by selected daily newspapers to environmental issues. It has been observed from the findings that 2864 news stories and pictures have been published in selected dailies with the space of 11697 cm. Overall It has been observed that Express media group given more coverage to environmental issues (952) items with the space of news and pictures (18361.17 cm) as compared to Jang group (709) and the space of their contents are (12241.78 cm) followed by Express Tribune (628) with the space of (38535cm) and The News published (575) items which cover (42559cm) space of the newspaper. Further analysis shows that Urdu daily newspapers published more environmental issues news such as Express 952 and Jang 709 items as compare to English newspapers e.g. Express Tribune 628 and The News 575 news items were published in newspaper.

**Table 02 News Coverage Given to Environmental Issues by Selected Dailies**

Serial	Newspaper	Items	Space
1	Express	675	13231.76
2	Jang	505	9081.11
3	The News	363	27905
4	Express Tribune	391	26503
<b>Total</b>		<b>1934</b>	<b>76720.87</b>

Table 02 shows News coverage given to environmental issues by selected dailies. It has been observed from findings that overall 1934 news items related to selected environmental with space of 76720.87 cm has been published. Further analysis shows that Daily Express has given more news coverage to environmental issues (675 items 13231.76cm space) as compared to Jang (505 items 9081.11cm space) followed by The News (363 items , space of 27905cm) and Express Tribune (391, space of 26503cm). Analysis also reveal that Urdu dailies give more coverage to news related to environmental issues such as Express 13231.76cm, Jang 9081.11cm as compare to English dailies Express Tribune 27905cm and The News 26503cm

**Table 03 Pictorial Coverage to Environmental Issues**

News paper	Pictures	
	Items	Space
<b>Express</b>	277	5129.41
<b>Jang</b>	204	3160.67
<b>The News</b>	212	14654

<b>Express Tribune</b>	237	12032
Total	930	34976.08

Table 03 shows pictorial coverage to environmental issues by selected dailies. It has been observed from empirical findings that overall 930 pictures related to selected environmental with space of 34976 cm has been published. Further analysis shows that Daily Express has given more pictorial coverage to environmental issues (277 items 5129.41 space) as compared to Jang (204 items 3160.67 space) followed by The News (212 picture , space of 14654) and Express Tribune (237, space of 12032). Analysis also reveal that Urdu dailies give more coverage to pictorials related to environmental issues such as Express 5129.41cm, Jang 3160.67cm as compare to English dailies Express Tribune 237cm and The News 12032cm.

**Table 04 News Coverage to selected environmental issues**

	Air Pollution		Noise Pollution		Water Quality		Waste Management		Global Warming		Climate Change	
	Items	Space	Items	Space	Items	Space	Items	Space	Items	Space	Items	Space
<b>Express</b>	19	327.75	7	140.8	109	2113.69	245	4851.94	29	523.84	266	5273.74
<b>Jang</b>	34	590.12	13	210.6	72	1233.24	171	3100.87	19	296.92	196	3649.36
<b>The News</b>	34	2039	13	260	128	11414	78	4587	21	606	89	8999
<b>Express Tribune</b>	50	3313	20	691	104	7267	77	4812	35	1565	105	8855
Total	137	6269.87	53	1302.4	413	22027.93	571	17351.81	104	2991.76	656	26777.1

Table 04 shows findings regarding coverage given by all selected newspapers to environmental issues from March to August 2015. It has been observed from the findings that all selected newspapers give more coverage to the environmental issue Climate change (656) with the space of 26777.1cm as compare to Waste management (571) with 17351.81cm space , Water quality (413) with 22027.93cm space followed by Air pollution (137) and their space 6269.87cm, Global Warming (104) with 2991.76cm space and give coverage to Noise pollution item(53) and their space1302.4cm.

### Conclusion

This study was designed to determine the extent of coverage given to environmental issues by Mainstream Urdu and English Dailies of Pakistan. This is content analysis based study of Jang, Daily Express, The News and Express Tribune. Coverage was determined in term of no of news and pictorials items along with space. This was census study in which entire selected time period (i.e. March to August 2015) was taken for the study. The major issues selected for the study were Air Pollution, Noise Pollution, Waste Management, Water Quality, Global Warming and Climate Change. The coverage was being measured in term the number of stories, pictures and space given in centimeters to them. Social Responsibility Theory can be useful in this study.

This theory supports freedom of press but at the same time puts lot of responsibility on media.

We were able to achieve “To analyze practices of each media vehicle in creating environmental awareness issues in Pakistan” and “Identify the importance and role of mainstream Urdu and English newspaper in creating environmental awareness in Pakistan”. Four major newspapers of Pakistan were selected to determine the extent of coverage being given to environmental issues. content analysis of the different environmental issues which were raised, discussed, published in four leading newspapers (i.e. Express, Jung, The News, Express Tribune ) of the country during the tenure of 1<sup>st</sup> March 2015 to 30 August 2015 included. The major issues selected for the study are Air Pollution, Noise Pollution, waste management, Water Quality, global warming and climate change. The coverage is being determined in term the number of stories, pictures and space given in CM to them.

Research reveal that 2864 news stories and pictures have been published in selected dailies with the space of 11697 cm. Analysis also shows that Urdu daily newspapers published more environmental issues as compare to English newspapers. Such as Express 952 and Jang 709 and English newspapers e.g. Express Tribune 628 and The News 575 items. This support research hypothesis “It is more likely that Urdu newspapers give more coverage to the environmental issues than English newspapers” Another finding by the researcher shows that 1934 news items related to selected environmental with space of 76720.87 cm and 930 pictures related to select environmental with space of 34976 cm covered by the selected dailies. Urdu dailies give more coverage to pictorials related to environmental issues such as Express 5129.41cm, Jang 3160.67cm as compare to English dailies Express Tribune 237cm and The News 12032cm. this finding reject research hypothesis “It is more likely that English newspaper give more pictorial space to environmental issue than Urdu newspaper” final finding of research also reveal that selected dailies published more news items 1934 related to selected environment issues as compare to pictorials 930 pictures . it support hypothesis that “ It is more likely that English and Urdu newspaper covered more news items related to environmental issues as compared to pictorial item”.

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