

Print Media Coverage to Environmental Issues of Pakistan: A Case Study of Media's Priorities in Highlighting Different Issues

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ABSTRACT

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 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. The coverage is being measured in term the number of stories, pictures and space given in centimeters to them. Study is based on "*Social Responsibility Theory*". Findings shows that overall, 1934 news items related to selected environmental with space of 76720.87 cm was published. Daily Express gave 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 revealed that Urdu dailies gave 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. In term of pictorial coverage, finding shows that overall, 930 pictures related to selected environmental with space of 34976 cm was published. Furthermore, 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.

Keywords: Environmental Issues, Print Media, Media Responsibility.

Introduction

Environmental issues as problems with the globe systems such as Air pollution, Noise pollution and water problems etc that have industrial as result of human interfering or exploitation of the globe. Many issues

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are often facing by the third world countries that become big with time and never seem to end (Yourdictionary, 2021). 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. In role of Newspapers in Public Opinion Formation. Burke, E. (1995) Newspapers are performing very active and powerful role to formulating community view due to their trustworthiness of contents that seems to more legitimize over the oral statements (Khan et al., 2017; Shabir et al., 2015). Therefore, newspapers plan the public opinion by giving reporting to news (Shabir et al., 2015a). Coverage spared for letter to editors represents as well as measures the public opinion about any certain issues (Shabir et al., 2015b). In a democracy, they are a central means of forming public view (Safdar et al., 2019; Safdar et al., 2018). They thus educate the public mind and allow the people to have their own judgment on substance of public importance (Shabir et al., 2015c). They make democracy possible. Pachamama (2014) explain that “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.” (Shabir et al., 2021) A study found that newspapers’ coverage influenced the decision related to political and educational nature. In context of political communication, newspapers have strong impacts on their readers. (Barry Field, 2004 retrieved August, 2016) During elections, promotion of their affiliated party is evident but on the basis of such association the role of newspaper cannot be diminished. To identify their political affiliation and promote their ideology, newspapers have a significant impact on the readers, (Bernard Cohen, 1963 retrieved August, 2016).

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. Selected Newspapers are Daily Jang Newspaper, Daily Express Newspaper, The news and The Express Tribune. And Selected Environmental Issues Air Pollution, Noise Pollution, Water Quality, Global Warming, Climate Change and Waste Management. Selected newspapers of Six months ranging from “1st March 2015 to 30th of August 2015” are to be analyzed in this study, due to certain reasons. For instance, in Pakistan above mentioned Six months are hottest months throughout the year. Most of environmental issue took place in this period, such as moon soon, heavy rain, flood, rise in temperature, Climate Change etc. Therefore, coverage given to environmental issues could be better quantified in this time period. Another reason for selection of this time period for the study is its importance from environmental perspective.

Literature Review

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 (Bowman, 2003; Brooks, 2002; Burke, 2005, Cantrill & Oravec, 2010; De Mott & Tom, 2012). Environmental issues as problems with the globe systems such as Air pollution, Noise pollution and water problems etc that have industrial as 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 (Brooks, 1990; Burke, 1995, Cantrill & Oravec, 1996; De Mott & Tom, 1990). 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 (2002) further argued that media apart from traditional news gathering 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 communication they say journalists deal this subject traditionally (Greenberg et al, 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. Lundberg (2002), 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.

Gore (2006), says that environmental issues are now becoming global concern and it needs proper attention through media. Alam (2015), states that "in today's world, media both electronic and print is playing the role of watch dog on several political, social, psychological, economic, and many other issues. There are many but crucial roles media performs in society. Print media especially newspapers are playing very important role by informing the masses about diverse and critical issues. The major duty of the media is keeping their audience aware about the different happening not only around the globe but also national and local level (Alan, 2015). Print media give us information about different aspects and show the reality of community Sabir (2010). In Pakistan Urdu Newspapers of different media organizations are playing very important role by providing information and education to their readers about economic, social problems, through their news stories, columns, editorials, magazines etc. due to internet facility and publications of newspapers on websites now make people aware of the different happenings around the globe because internet technology convert the world into global village. Sabir (2010), in Pakistan it has become a culture that every shopkeeper buy newspaper for his customers and himself as well because this has become a trend and most of the old age people went to different shops to read newspapers and aware themselves on different political, social and economic issues of the country and the world.

Alan (2015), further argue that Newspapers played very important role from several decades to inform and educate the people about different happenings of local, national and international. Newspapers are not only educating the readers about different issues but also aware them about the fundamental rights. Social issues like environmental water pollution, air pollution, poor structure etc Sabir (2010), is of the view that at present the world is celebrating environment day, and it is good sign for environment save like. For this different government and non-government organizations conduct seminars, workshops and media especially print media gave a proper space to educate the readers about the importance of environment and environment change. If a newspaper has circulation all around the country from urban to rural areas and information if disseminated through different contents than it has a great impact over the large readership because people love to read such newspaper which has Information about environment. "people of developed countries like the USA, Europe, are more aware about the environment and environmental issues as compared with the people of Asia, Middle East and Africa because of Newspaper." Most of the people of developed countries are well educated and they can easily understand the information shared with them through different contents of newspapers. Sabir (2010) argue that media is playing the role of cut those things which are harmful for the masses it also shapes the opinions and perceptions of public. Print media especially newspapers are the major source of information for the

masses therefore, print media shape and build the opinion of the readers about issue of their concern. Today print media with the presence of media houses, social platforms, and online portals, has become a global opinion maker. Both print and electronic media are purchased to shape the opinion and perception of the public “Billions of dollars all over the world are spent for the media campaigns” advertisements, publicities and previews media is rightly called as the mirror of society. Haque & Sheikh (2015), declared that Pakistan print media disseminate information to its readers in their different languages the purpose of this triangle print language is to serve the different classes of the society these languages include: English, Urdu and local language. The English newspapers are published only for well educated, intellectuals, scholars, academicians, political leaders for the purpose to make their opinion on certain issue of their concern.

Sachsman (1999), says 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 (1993), 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. Elkin (1995), 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 (No. 399, 2000) explain 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 time 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, earth quakes, 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 totally different from other communication because it needs special skills to educate, aware and inform the masses about environmental changes, its damages and future implications.

Hypotheses

- It is more likely that Urdu newspapers give more coverage to the environmental issues than English newspapers
- It is more likely that English newspaper give more pictorial space to environmental issue than Urdu newspaper

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 researchers 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. 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 4 national daily Urdu and English newspapers: Jang, Express, The News and Express Tribune because the most popular of their size of circulation, country wide circulation, spread of readers, consistency in news coverage, editorial independence and their elite and popular status as media organizations in Pakistan. The significance 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 taken in order to precisely point out the level of understanding, rather than using generic forms of judgment.

For content analysis within the newspapers and their understanding of the general public following criteria used:

- *Length of the news and pictorial:* It is generally interpreted that a longer article or picture is usually more informative and educative. The length of news determined in terms of lines and pages used, and we calculate in CM.
- *Positioning of the message:* Front page positioning obviously have more weight compared to a small message to last. Positioning will play a key role in identifying the importance of the message.
- *Reinforcement or Frequency of message:* Frequency of the message based on the number of times the news is published in different volumes of newspaper and dates determine the weight and level of awareness. Categories of environmental hazards and education 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;
 - Noise pollution
 - Climate Change
 - Water Quality
 - Waste Management
 - Air pollution

Global Warming are unit of analysis of the study.

Findings

Table 1: *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
Total		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 2: *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
Total		1934	76720.87

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 3: *Pictorial Coverage to Environmental Issues*

Newspaper	Pictures	
	Items	Space
Express	277	5129.41
Jang	204	3160.67
The News	212	14654
Express Tribune	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 4: *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
Express	19	327.75	7	140.8	109	2113.69	245	4851.94	29	523.84	266	5273.74
Jang	34	590.12	13	210.6	72	1233.24	171	3100.87	19	296.92	196	3649.36
The News	34	2039	13	260	128	11414	78	4587	21	606	89	8999
Express Tribune	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 space 1302.4cm.

Conclusion

This study was designed to determine the extent of coverage given to environmental issues by mainstream Urdu and English dailies of Pakistan. Study was content analysis-based 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. The coverage is being measured in term the number of stories, pictures and space given in centimeters to them.

Research revealed 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 supports hypothesis that “It is more likely that English and Urdu newspaper covered more news items related to environmental issues as compared to pictorial item”.

Exclusive analysis of selected English newspaper The News shows that newspaper more publish picture items regarding to Water Quality as compare to Climate Change and other environmental issues. Analysis of selected English newspaper Express Tribune shows that newspaper more publish picture items regarding to Water Quality as compare to Climate Change, Air pollution, Waste management, Noise Pollution and Global Warming.

All media forms whether it is print media or broadcast media or internet, has a lasting and strong impact on the society. These mediums are being used for organized dissemination of information and propagandas world over and have been proven to be very effective. One of the hottest topics worlds over these days is environmental problems. Western media is working hard to produce documentaries and informative articles about the issue. Pakistan’s print media seem to be lagging a bit behind when it comes to raising awareness about environmental issues. A major reason behind this slow progress can be the target audience of these publications. A general perception in the marketing and development teams of newspapers is that publications are largely liked by less educated and less aware classes of the country. All across the world, people are facing many challenges regarding environmental issues on a daily basis. Therefore, it has become dire need to give emphasis on understanding that our environment has become very unsafe and how we can protect it.

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Conflict of Interest

Authors have no conflict of interest.

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Annexure-A

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																								
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