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## **Role of print media in awareness of environmental stories in Hindi National dailies of Bihar edition**

**(With special reference to Begusarai)**

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### **ARTICLE DETAILS**

**Research Paper**

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**Keywords:**

*Print media, Pollution, Hazardous, environment and emission*

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### **ABSTRACT**

The research includes content analysis of two leading print media outlets, Bihar Hindustan and Dainik Jagran, covering environmental issues from February to June 2024 with special reference to the environmental awareness period. Environmental matters are gradually becoming crucial since people's interference is destructive to the environment. Therefore, it is important to create awareness of the environment through news, programs, events, and debates. Print media, especially newspapers, are helpful because of the large number of readers and the daily updates on events. *Hazardous issues* create environmental issues, such as pollution, deforestation, mining, and e-waste. In addressing these issues, the study reveals how print media has played a role as newspapers give easy and timely information to the public. Environmental issues are important but are still neglected in most print media. The study concisely points out that media can play a significant role in raising awareness of the environment through space devoted to these topics.

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## **INTRODUCTION**

Bihar, one of the most populous states in India, Bihar has many environmental problems. Problems like air water pollution, soil degradation (loss of fertility), deforestation, and the disappearance of flora and fauna are happening due to recent industrialization coupled with urbanization leading agricultural practices. The state witness's regular floods, which result in water scarcity worsening by climate change due to a lack of adequate water management infrastructure. Policies promoting sustainable development, renewable energy adoption, afforestation programs, and water are key to controlling Bihar's environmental challenges for a healthy life.

As is common for most urban centers in India, Begusarai (a city in the state of Bihar) faces multiple environmental challenges. The problems that occurred earlier are mainly due to rapid urbanization, industrialization, and population growth, leading to inadequate air and water pollution. However, there's still a need for continued awareness and sustainable development practices to ensure a healthier environment for the residents of Begusarai and the surrounding areas.

In recent times, highlights of prominent case study of sustainable development, conservation effort which are crucial for environmental justice. In addition to this, through examination of these articles, researchers help to gain insight into public perception, policy response, social attitude towards environment sustainability which in turn help in policy formulation, conservation approach and promoting environmental education.

According to IRS, Dainik Jagran reported a total readership of 6.86 Cr and was the top publication. One such newspaper is dainik jagran its foundation traced back to period of freedom movement (1942). Initially it got censored due to alleged association with freedom movement. However, it emerged again in 1948. After this, it gradually expanded its reach and launched 200 editions. According to ABC, it was ranked 1<sup>st</sup> in India by circulation in 2022. Having a vast readership base, Dainik Jagran has shaped social discussion, by inseminating information about local as well as global issues. This Newspaper has been voice of community, acted as 4<sup>th</sup> pillar of democracy by keeping checks on government's policy and its execution.

Hindustan Newspaper is an Indian Hindi daily newspaper. According to ABC it ranked 6<sup>th</sup> in India in 2022. Apart from this, Hindustan Dainik has also played a significant role in educating people and deciding the social trajectory. Hindustan Dainik was launched during the freedom movement (1936) by



Madan Mohan Malviya. It has launched many editions, one of which is Patna Hindustan. It has gained the reputation of being a top notes provider of information about local and global affair, additionally it offer content, opinion and features. Due to its significant role in shaping social discourse in India, it has become a part of media landscape, in Bihar.

India's main issues are dealing with an expanding population and protecting its natural resources from being overused in terms of biodiversity. Thus, protecting the environment is essential to addressing problems like water scarcity, global warming, and climate change. Concerning trash, and other environmental challenges such as desertification, flooding, droughts, and forest fires, as well as the preservation of various habitats and natural regions. People need to understand that we must not overuse the environment to meet current requirements and leave it unsustainable for future generations.

According to the IPCC, the primary cause of climate change by human activity and has harmed the environment by affecting the majority of the world's impoverished. The report recommended that specific actions be taken to control global warming, so temperatures do not rise more than 1.5°C over pre-industrial times (IPCC, 2018). According to the 2014 IPCC report, the average global temperature has risen over 1°C. We need even more significant reductions in larger emissions. The earth's atmosphere is getting hotter daily through anthropogenic activities such as burning fossil fuels, releasing hazardous gases, and using a development strategy insensitive to climate change, deforestation, and urbanization, warming the oceans and melting the glaciers. Despite being a developing country, India is striving to reduce its carbon emissions by 33–35% by 2030, making it the third-largest contributor. It might surpass all other countries in carbon emissions and become increasingly reliant on non-renewable energy sources to meet its growing energy demands. India's carbon emissions are predicted to increase as a result.

169 targets and 17 global goals for sustainable development were agreed upon by 193 UN members at the Rio+20 meeting, which took place in Brazil in 2012. As issues with climate change, global warming, disasters, etc.

In 1972, the United Nations General Assembly observed June 5th as World Environment Day. Since then, many non-governmental organizations (NGOs) have been trying to conserve the environment. The G20 summit at Bharat Mandapam in New Delhi was a great success in September 2023. During the G20 Summit, significant topics like digitalization, development, health, climate and energy were covered under the theme of "One Earth, One Family, One Future."

## LITRATURE REVIEW

In his study, **Hansen** (1994) reported that individuals process scientific information differently based on a UK survey. The study highlighted the challenge faced by science journalists who, due to their training, struggle to perceive themselves as reporters, influencing their approach to journalism and environmental reporting.

A content analysis conducted by **Chetty et al.** (2015) points to the significance of economic frames, politics, and social progress in media coverage. The Politics frame received primary focus, exploring the reporting of events and statements by leaders discussing various policies. The study delved into the role of political parties, emphasizing their influence on addressing and resolving pertinent issues.

**Khan** (2016) In his study on "Media's Role in Fostering Environmental Awareness," Khan observed a need for increased media coverage in specific geographic areas in India to effectively promote environmental awareness. Currently, mainstream media tends to prioritize topics relevant to major cities, leading to insufficient ground-level coverage. Moreover, there is a bias in media allocation and prime-time coverage when it comes to environmental issues. Unlike other subjects, there is a lack of research explicitly illustrating the media's role in highlighting these concerns.

**Meda** (2016) researched and discovered that The Times of India published 43 environmental news stories, while The Hindu covered 47. This encompassed news from both the front and inside pages. She noted that the coverage of environmental news was limited and sporadic, often prioritized during severe issues but lacking follow-up stories. The importance and placement of these news items were lower on the front pages compared to the inside pages of the newspapers.

**Praveen** (2016) studied 28 stories published by Times of India. Prominent news stories covered around 85% with photographs (7.1%), articles and editorials (85.7%) and letters to the editor (3.5%). The highest coverage publishing wildlife, forest and weather were focused primary themes with wildlife. The role of print media in sensitizing society focuses on giving appropriate space to SDG issues.

**Koundal** (2019) explored the environmental news stories covered by newspapers Dainik Jagran and Divya Himachal were 28 and 21 from 16th Feb. to 22nd Feb. 2019 in Himachal Pradesh. The higher frequency of daily news and font page in Dainik Jagran. The maximum number of news stories with



weather stories had the most space. There are 4 columns in Dainik Jagran and 2 columns in Divya Himachal. finally, the role of media in informing awareness and sensitizing the public.

**Objectives**

1. To find out the frequency of coverage of specific environmental stories based on popularity divided into different categories in the newspapers of Bihar.
2. To find out the number of news items on environmental issues published in Newspapers with or without photos.

**Methodology**

The study aims to obtain quantitative, measurable results about the formats of environmental stories in two Hindi national dailies, Dainik Jagran and Hindustan, during a particular time slot from Feb 1st to June 30th, 2024, in the Begusarai district of Bihar.

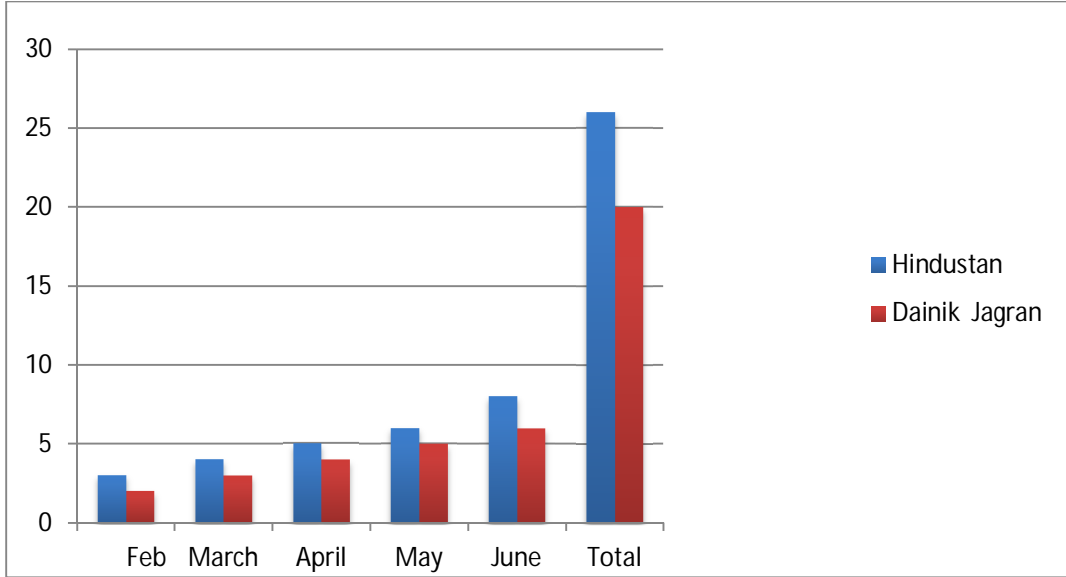
1. Pollution
2. Global Warming
3. Wetland
4. Water Pollution
5. Solid Waste
6. Climate Change
7. Loss of Biodiversity
8. Deforestation
9. Ozone Layer Depletion
10. Acid Rain
- 11.e-waste

Categories of coverage in five (Feb. – June) months, 2024

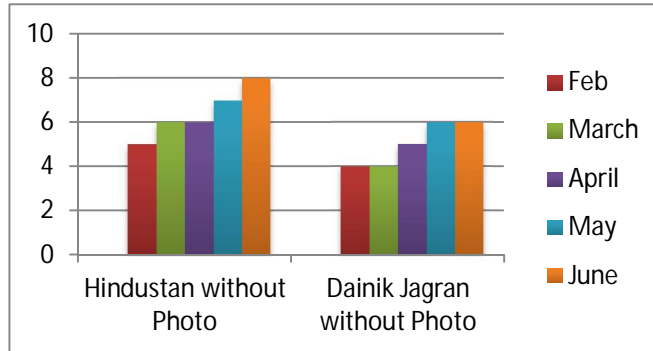
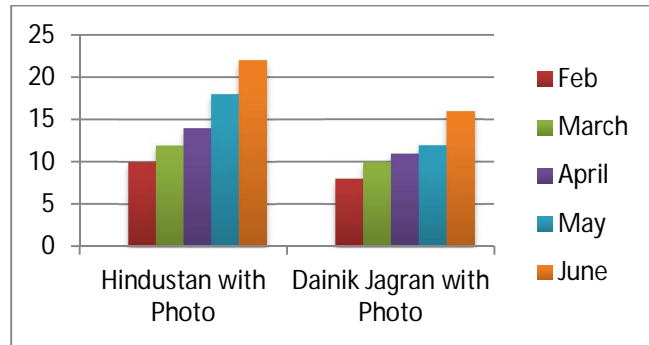
Newspaper	Front Page	Total
Hindustan	3+4+5+6+8	26



<b>Dainik Jagran</b>	2+3+4+5+6	20
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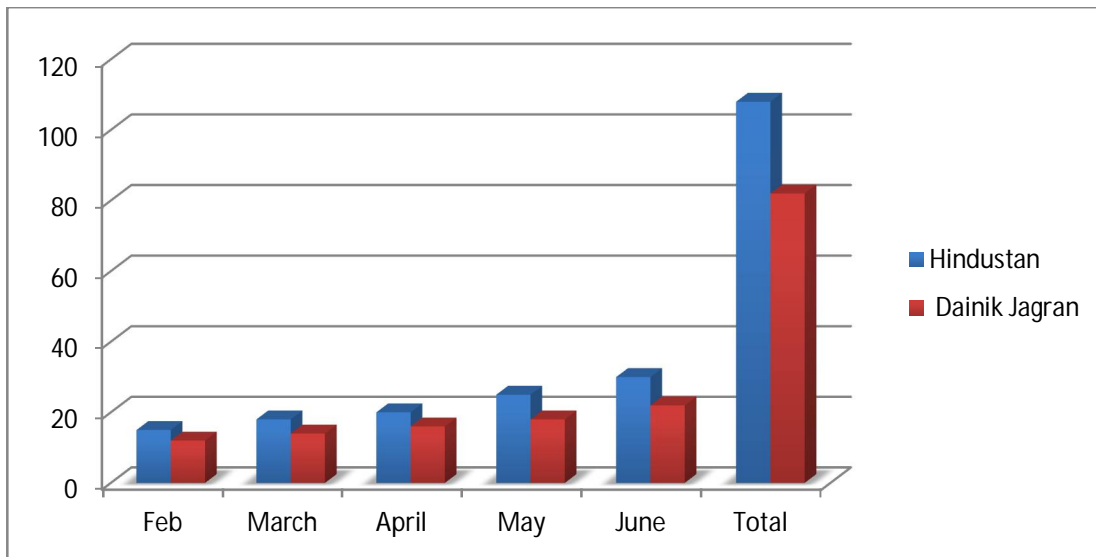


Month	Hindustan with Photo	Dainik Jagran with Photo	Hindustan without Photo	Dainik Jagran without Photo
<b>Feb</b>	10	8	5	4
<b>March</b>	12	10	6	4
<b>April</b>	14	11	6	5
<b>May</b>	18	12	7	6
<b>June</b>	22	16	8	6
<b>Total</b>	<b>76</b>	<b>57</b>	<b>32</b>	<b>25</b>



Total numbers of news coverage

<b>Month</b>	<b>Hindustan</b>	<b>Dainik Jagran</b>
<b>Feb</b>	15	12
<b>March</b>	18	14
<b>April</b>	20	16
<b>May</b>	25	18
<b>June</b>	30	22
<b>Total</b>	108	82



### Analytical Data and interpretation

The analysis of environmental news coverage in Hindustan and Dainik Jagran from February to June reveals key insights into their reporting trends, prominence, and presentation styles:

#### 1. Global Concern on Environmental Issues

- It was shown that both newspapers regularly increased the number of news stories related to the environment from February to June.
- There is a peak in June, which could be read as environmental issues being the focus for this time of year, World Environment Day, or some global events in the area.

#### 2. Hindustan had a large share in Coverage

- Hindustan outperformed Dainik Jagran in the total number of stories, front-page prominence, and use of photos.
- Dainik Jagran published 16 stories monthly, while Hindustan published an average of 22.
- It also has more front-page articles covering environmental issues.

#### 3. Priority Seen in Front Page Coverage

- Over time, both newspapers increased the frequency of front-page environment stories, illustrating the increasing salience of these issues to the public.





- Hindustan came out regarding environmental stories being treated seriously in front-page coverage, reinforcing editorial priorities.

#### **4. (Visual Appeal) Makes the impact stronger**

- Stories accompanied by photos accounted for a significant majority in both newspapers:

Hindustan also had more photo-accompanied stories and better visual engagement with the readers. It implies that visuals are a significant instrument for making environmental problems practical to solve and influence.

5. These trends are also seen across monthly trends and seasonal patterns. This increase in coverage goes gradually. It might mean that people are becoming aware of environmental issues or growing interested in these issues around this period.

#### **Conclusion**

Hindustan is the most prominent environmental journalist in the Begusarai region, has more volume, better presentation, and is more prominently placed in environmental news than Dainik Jagran. However, both papers exhibited a positive tendency to focus on environmental issues, with their relevance for local media and society increasing.

#### **Recommendation:**

Research could also be extended to include newspapers in other states to compare how environmental issues are covered between those other states.

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