

Indian Newspapers and Environmental Protests: A Content Analysis

Madhu Babu Jangili¹ & **Padma Ponugoti**²

¹Assistant Professor

Department of Journalism and Mass Communication,
Acharya Nagarjuna University, Guntur, Andhra Pradesh, India.

²Research Scholar

Department of Journalism and Mass Communication,
Acharya Nagarjuna University, Guntur, Andhra Pradesh, India.

Type of Review: Peer Reviewed.

DOI: <http://dx.doi.org/10.21013/jmss.v5.n2.p8>

How to cite this paper:

Jangili, M., & Ponugoti, P. (2016). Indian Newspapers and Environmental Protests: A Content Analysis. *IRA-International Journal of Management & Social Sciences* (ISSN 2455-2267), 5(2), 301-317. doi:<http://dx.doi.org/10.21013/jmss.v5.n2.p8>

© Institute of Research Advances



This work is licensed under a [Creative Commons Attribution-Non Commercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/) subject to proper citation to the publication source of the work.

Disclaimer: The scholarly papers as reviewed and published by the Institute of Research Advances (IRA) are the views and opinions of their respective authors and are not the views or opinions of the IRA. The IRA disclaims of any harm or loss caused due to the published content to any party.

ABSTRACT

This study seeks to investigate news content on environmental protests in the Indian newspapers. A quantitative designed based on content analysis was adopted in this research. This study used two English dailies i.e., The Hindu and The New Indian Express and two Telugu dailies i.e., Eenadu and Vaartha were taken for analysis. It is not a random sample. In this a purposive sample method was adopted and analyzed 365 issues of each newspaper. Selection of time period was one year i.e., 1st January, 2002 to 31st December, 2002 were analyzed for daily reportage and space allocation and unit of analysis published. Keeping in view 10 environmental protests have been mainly identified for this research. All data collected were analyzed using simple descriptive statistics. Statistical techniques as chi-square, ANOVA, mean, median, SD etc. have been used for analysis.

Keywords: Environment, Public Protest, Social Responsibility, News Papers.

Introduction

Towards the end of the twentieth century, environment has become a key area of concern at national, regional and international level. The reason is ecosystem has been facing serious threats in the name of development; enough damage has already been done to it. However, in reaction, there have been various kinds of protests by people at the grass roots level. Similarly at the global level several environmental non-governmental organizations(NGO's) have taken up significant ecological issues like pollution, bio-diversity, climate change, the hole in the ozone layer, animal rights and wild life and biosphere conservation. Various international agencies like United Nations, The United Nations Conference on Environment and Development(UNCED) and The United Nations Development Program(UNDP) have from time to time organized several conventions and conferences in order to deliberate upon environmental issues and generate awareness among both the people as well as national government.

Media and Society

Communication is the fundamental and vital process for the existence of every society. Media is the unavoidable part of society's existence. Both media and society influence each other. As part of the society, it realizes the needs, aspirations, and anxieties of the society and communicates. As the same time, the society gives the inputs for the media and decides its character. Mass media exists on profit motive except those who run by Governments or other organization exclusively for social causes. So it is hard to survive without giving space to advertisements and sales promotions, and no such mass media will dare to publish information continuously against those who give advertisements even if they are against the interest of society. First news was published in all most all newspapers. But within few days the news went out of the memory of the media and there is no feedback of follow up writings or coverage in the newspapers any more. The reason is obvious, the pay packet for the advertisements which is offered by advertisers is attractive than the commitment.

The mass media and society are interdependent; they reflect each other in their respective discourses. De Fleur and Ball-Rokeach (1989:303) have observed that the mass media system is assumed to be an important part of the social fabric of modern society, and hence it is seen to have relationships with individuals, groups, organizations and other social systems. These relationships may be conflict ridden or cooperative depending upon the mass media's perception of an issue which will influence the public opinion as seen the Gulf Crisis (Iyenger and Simon, 1997). More over the mass media are assumed to be socially responsible to work for the welfare of the society, and therefore, the media are expected to support new social movements such as environment by setting an agenda for the government and policy-makers for action. Shaw and Mc Combs (1989) who suggested the agenda-setting role for news papers observed.

“The agenda-setting role of the press is one of civic mobilization. The press helps focus our attention on the key problems of the day. It sets an agenda for action”.

In the context of environment, news papers can mobilize action by disseminating information related to certain environmental issues, which will have larger impact on the people, bureaucracy and policy-makers for solving problems. Since a collective action from different segments of the population is emphasized to find solutions to environment related problems.

Operational Definitions

The term ‘Protest’ implies some sort of ‘resistance’ against the perceived exploitation deprivation or denial of access to some assets, facilities or rights, and it has some collective support. But, it is not limited to the ‘token resistance’ of everyday life (Scott 1986). Instead it is more active, vocal and direct, and holds with in ‘real resistance’. According to Scott ‘token resistance’ is unorganized, unsystematic and individualistic is opportunistic or Self-indulgent; has no revolutionary consequences; and implies an accommodation with the system of domination.

On the other hand, ‘real resistance’ is organized systematic and cooperative, principled or selfless; has revolutionary consequences, ideas or intentions that negate the basis of domination itself. In this study, following theoretical ingredients for analyzing an ecological movement, especially in developing countries like India has been used

1. **Context:** There are micro, meso and macro levels of reality, whence in the fitness of things it is better to relate any environmental issue and more than one level of context.
2. **Causes:** The issue of movement should be analyzed to focus on why people protest; on the other hand, it should also be explained why others do not protest.
3. **Composition:** Here questions like who participates (Class and Community), who leads (insider – outsider leadership) and the activist etc.
4. **Goals:** An ecological move has certain goals, some of which may be related to the causes of protest while the others may involve larger issues and a wider canvas.
5. **Mobilization Process:** There is a need for studying various phases of Environment movement. That is, since a movement is a dynamic process of organized collective protest, it is quite natural that it may have a different degree, range and depth of mobilization due to internal and external factors.

Ecological Movements in India History

Chipko Andolan (Hug the Tree Movement), Garhwal, Uttara Khand, North India (1973 – mid 1980’s); Silent Valley Movement, Kerala, South India (1976-83); Narmada Bachao Andolan (Save Narmada Movement), Madhya Pradesh, Central India (1987- till date);

Environmental Issues in the Present Study

BT

Bacillus Thuringiensis in to the genome of various plants, i.e Cotton and Brinjal. The insertion of the gene, along with other genetic elements such as promoters, terminators and antibiotic resistance marker gene into the plants is accomplished using *Agrobacterium*-mediates genetic transformation. Many controversies surround the development and release of genetically modified foods, ranging for human safety and environment impacts to ethical concerns such as corporate control of the food supply and intellectual property rights.

SEZ

A Special Economic Zone (SEZ) is an especially demarcated area of land, owned and operated by a private company. Initially the Government of India set up a seven Export Processing Zones at Kandla

(Gujarat), Santa Curz (Maharashtra), Cochin (Kerala), Noida (U.P), Chennai (Tamilnadu), Falta (West Bengal) and Krishnapatnam (Andhra Pradesh) were converted to SEZs on announcement of the SEZ policy. The SEZ Act-2005 comes into effect in February 2006. 566 formal approvals have been granted for setting up of SEZs, out of which 388 SEZs have been noticed and are in various stages of operation. A total of 185 SEZs are exporting (Annual Report 2013-14).

Land allotment and utilization land appeared to be the most crucial and attractive component of the scheme. Out of 45635.63 ha of land notified in the country for SEZ purposes, operations commenced in only 28488.49 ha (62.42%) of land. CAG Report (2012-13) found a trend where in developers approached the government for allotment/purchase, of vast areas of land in the name of SEZ. Almost 80% of agricultural population owns only about 17% of the total agricultural land, making them near landless farmers. For more families and communities depend on a piece of land than those who simply own it. However, compensation is being discussed only for those who hold little of land. No compensation has been planned for those who don't.

Gangavram Port

Gangavaram Port located in Andhra Pradesh. It has a depth of 21m and size was 2,800 acres. Fisherman in the Gangavaram and Dibbapalem villages, who were directly affected by the construction of the port. They were demanded construction of an alternative jetty and relief and rehabilitation package.

Kudankulam

Kudankulam Nuclear Power Plant is a nuclear power station under construction in Kudankulam in the Tirunelveli district of Tamil Nadu state. Construction has been delayed due to anti-nuclear protests by the locals and People Movement Against Nuclear Energy (PMANE). More than 1 million people lives within the 30 Km radius of the plant.

Bhopal Gas Victims Compensation

On the intervening night of December 2-3, 1984, Methyl Isocyanate (MIC) gas leaking from Union Carbide factory in Bhopal claimed more than 5,000 lives. More than half of a million people still suffer the side effects of that exposure. The toxicity has been passed on to the second and third generations.

Endosulfan

The endosulfan tragedy which occurred in Kasaragod district of Kerala, is now well known. It is considered by many experts in the field of pesticide toxicity as one of the worst pesticide disasters to happen to a region and its people. The tragedy occurred for various reasons, starting with the recommendation to use such chemical in a populated water body rich area like Kasaragod. It was then continually aerially sprayed by the Plantation Corporation of Kerala on its cashew plantations for 20 years, without even once looking into its impacts. After several studies, court cases, public protest etc, the state of Kerala banned the sale and use of endosulfan within its boundary in 2003.

Coca-Cola

Coca-cola was India's leading soft drink until 1977 when it left India after a new government ordered the company to turn over its secret formula for Coca-cola and dilute its stake in its Indian unit as required by the Foreign Exchange Regulation Act (FERA). In 1993, the company returned after the introduction of India's Liberalization policy. In 2003, the Centre for Science and Environment (CSE) a non-governmental organization in New Delhi, said aerated water produced by soft drinks manufactures in India, contained toxins including Lindane, DDT, Malathion and Chlorpyrifos pesticides that can contribute to cancer and a breakdown of the immune system. A massive movement has emerged across India to hold the Coca-cola company accountable for its actions.

Kovvada Nuclear Power Plant

Nuclear Power Corporation of India Limited (NPCIL) proposed to set up 6x1000 MW Nuclear Power Plant at Kovvada village, Ranasthalam, Srikakulam district in Andhra Pradesh. According to government, in all 1983 households with population of 7,960 would be displaced from the project.

Krishnapatnam Port

Krishnapatnam is a major port and market centre. It is situated at a distance of 24 Km from Nellore city in Nellore district in Andhra Pradesh.

Review of Literature

The mass media play an effective role in shaping our perceptions of the natural environment and effecting our attitudes and actions. Yet, the mass media all over the globe, have not given much importance to the coverage of environmental issues although environment is the concern of everyone on the globe as pointed at various international conferences. For example, Oh Kura (1995) examined Japanese newspaper coverage of environmental issues, focusing on the case of the controversy over the Isahaya Bay Land reclamation project which was planned in the early 1950's while construction began in 1989. Although local activist groups began raising questions about the project in the 1970's the news paper coverage showed the media played mostly a 'Spectator' role in the controversy, merely reacting to events. Further, in other parts of the world, studies found that there was lack of coverage of environmental issues in the media (Askari 1995; Graham and Dziubn, 1996). Much environmental news coverage is event-centered (Anderson, 1997:121). Several researchers found that the news media are preoccupied with dramatic events such as oil spills and to a lesser extent, pseudo events such as publicity stunts (Anderson, 1991, Wilkins and Patterson, 1987; Sachsmon, 1976; Molotech and Laster 1974, Rubin and Sachs 1973).

In another study, Sachsman (2002) found that many newspapers did not have full-time reports to cover environmental stories. However, many reporters had little background in most subjects, particularly in technical ones. Many of them wanted additional training in environmental law and regulations, natural sciences, environment economics and health risk assessment (Detjen et al, 2000).

For example, the eco-feminist Shiva(1989) talks of the Chipko movement more as a feminist movement led by women, while Agarwal and Narain (1982, 1985), Bandyopadhyaya (1992), Gadgil and Guha (1995) contest the proposition. Similarly, while Kothari(1993) analyses new social movements including ecological ones, in terms of masses and communities, Bandyopadhyaya (1992) does the same in terms of classes.

Second, a comparative detailed study of ecological movements in the third world has not been attempted as yet. While Sethi (1993) or Akula (1995) or Gadgil and Guha (1995) talk of ecological movements only in India. Hurst (1990) studies ecological movements only in South East Asian Countries and Hecht and Cokbum (1990) discuss the defenders of Amazon (Brazil) only. On the other hand, Kothari (1993) and Wignagaraja (1993) have made only generalistic observations in the context of new social movements.

Research Method

The purpose of the present study is to ascertain the differential coverage given to Environmental protests by selected news papers. Four news papers were selected for this purpose, two each in English and Telugu. Content analysis was used to compare the news content of the sample news papers and draw inferences about the coverage given to the phenomenon under the study in the sample newspaper.

Research Objectives

1. To understand environmental issues and public protests in India.

2. To find out and make a comparative analysis in terms of frequency and space of the differences in the coverage of various unit analysis in the specific English and Telugu news papers.
3. To study the differences in frequency and space devoted to the environmental issues related news paper location and geographical coverage.
4. To analyze direction of treatment given by the sample news papers to environmental issues and subject categories.
5. To suggest some important measures for the management of news papers for getting maximum better coverage for environmental issues.

Selection of News Papers

A purposive sample consisting of four leading daily news papers (Two English and Two Telugu) were taken. The papers in English were *The Hindu*, *The New Indian Express* and in Telugu *Eenadu* and *Vaaritha*. The prime consideration is the selection of these news papers was prominence as reflected their circulation and their regional representation.

Sampling

The universe in this study comprises all the editions of the four selected dailies published during the calendar year i.e. January 1, 2002 to December 31, 2002. This study was based on the complete census during the one year time span- not a random sample.

Two steps were adopted to select the editions to constitute the study

i. First Step:

The researchers identified 10 major environmental issues in the selection time period.

ii. Second Step:

In the second step, the researchers examined the news coverage.

Unit of Analysis

The units of analysis for this study consisted of the news, news stories, editorials, articles, column, Letters-to-the editor, Features and photos published in the front page, inside pages, Editorial page and supplements' of the four selected dailies.

Geographical Categories

All news items were analyzed in terms of geographical regions Regional, National and International.

Selected Environmental Issues

- | | |
|--------------------------------|---------------------------------------|
| 1. B.T | 2. SEZ |
| 3. Gangavaram Port | 4. Kudankulam Nuclear Power Plant |
| 5. Bhopal Gas Incident | 6. Endosulfan |
| 7. Coco-Cola | 8. Jala Satyagrah |
| 9. Kovvada Nuclear Power Plant | 10. Krishnapatnam Thermal Power Plant |

Selection of Subject Categories

- | | |
|----------------------------|---|
| 1. Management | 6. Media Views |
| 2. Govt. View | 7. Experts/ Scientists/ Environmentalists |
| 3. Judiciary/ Human Rights | 8. Committees/ Commissions |
| 4. Public Protest | 9. Autonomous Research Organizations |
| 5. Political Parties | 10. Others |

Further, the coverage of the 10 subject categories were in term divided into sub-categories

1. Management
 - a. MNC
 - b. National
 - c. State
 - d. Private
2. Govt. Views
 - a. Central
 - b. State
 - c. Foreign
3. Judiciary/ Human Rights
 - a. Supreme Court
 - b. High Court
4. Public Protest
 - a. NGO + Public
 - b. Public
5. Political Parties
 - a. Opposition
 - b. Ruling
6. Media Views
7. Experts/ Scientists/ Environmentalists
8. Committees/ Commissions
9. Autonomous Research Organizations
10. Others

Directional Analysis

The purpose of using the directional analysis is to find out how the news papers have accorded treatment to Environmental protests related news themes in their coverage of the themes, to find out the treatment given by the four news papers on 3 point scale: Favorable, Unfavorable and Neutral.

Procedures of Measurement

The units of analysis, coded into various subject categories were measured both in terms of their frequencies and space. When a photograph accompanied a news item, the space of the photograph was also treating as part of the news item. The method of coefficient of imbalance was used to establish the favorable, the unfavorable and neutral treatment given to environmental protests.

Statistical Techniques used

For analyzing the data the following statistical measures have been used: Simple Percentage, Mean, Standard Deviation (SD), ANOVA (F-Test) and Chi-Square (X^2) test of association.

Data Analysis

Table 1: Total Number of units of analysis analyzed in select dailies

Unit Analysis	fr	%	sp	%
News	133	66.8	4465	58.2
News Story	12	6.0	588	7.6
Editorial	7	3.5	649	8.4
Article	13	6.5	1164	15.3
Column	1	0.5	8	0.1
Letters-to-Editor	4	2.0	81	1.0
Feature	5	2.5	720	9.5
Photo	24	12.0	-	-
Total	199	100.0	7675	100.0

Table 1 shows, in all, a total of 133 news items , 12 news stories, 7 editorials, 13 Articles, 1 column, 4 Letters-to-editor, 5 features, 24 photos come up for analysis in the four news papers viz., *The Hindu*, *The New Indian Express*, *Eenadu* and *Vaatha*.

Table 2: Distribution of units of analysis by frequencies and space in the sample dailies

Papers	News		News Story		Editorial		Article		Column		Letters-to-Editor		Feature		Photo	Total	
	fr	sp	fr	sp	fr	sp	fr	sp	fr	Sp	fr	sp	f	sp	fr	fr	sp
<i>The Hindu</i>	30	1087	8	354	2	148	4	403	-	-	3	42	-	-	4	51	2034
<i>The New Indian Express</i>	25	881	2	121	2	116	1	75	-	-	-	-	5	720	13	48	1913
<i>Eenadu</i>	49	1562	-	-	-	-	4	373	1	8	-	-	-	-	4	58	1943
<i>Vaatha</i>	29	935	2	113	3	385	4	313	-	-	1	39	-	-	3	42	1785
Total	133	4465	12	588	7	649	13	1164	1	8	4	81	5	720	24	199	7675

Table 2 explained, during the study period, it was found that *Eenadu* had published the highest number of the news items (49) followed by *The Hindu* (30), *Vaatha* (29) and *The New Indian Express*(25). The impact of the story in the news is more often determined by the photograph than the story itself. Out of a total of 24 photos, the highest number of photographs appeared in *The New Indian Express* (13) English News paper *The Hindu* and the Telugu News Paper *Eenadu* published 4 photographs each and *Vaatha* publishes 3 photographs. Editorials are the opinion pieces expressed by news papers on current topics. In fact, editorials give an opportunity to news papers to articulate their opinion and the freedom to debate on public issues. Further analysis shows that the three news papers devoted very few editorials to environmental protests. The Telugu newspaper *Vaatha* published 3 editorials; the two English news papers *The Hindu* and *The New Indian Express* published 2 editorials each. The *Eenadu* daily did not spare even a single editorial on the theme. The non-news unit ‘Letters-to-The Editor’ is equally important like a news item and an editorial in a news paper. Quite often, the letters in a news paper are indicators of public opinion as most of the readers try to express their opinions through the letters-to-the editor. Thus, the present study has made an attempt to analyses the readers response to environment protest.

Table 3, shows the frequency of news items and extent of space allotted to news different regions such as Regional, National and International by the sample news papers. Among the four newspapers *Eenadu* covered highest frequency (31) and space (1126 c.cm) to Regional news. Regarding the coverage of National news *The Hindu* dominated all the other three dailies both in terms of frequency and space. It devoted 43 news items and 1788 c.cm space.

Table 3: Distribution of frequencies and space of all environmental protest related news by regional focus in the sample dailies

Paper	Regional		National		International		Total	
	fr	sp	fr	sp	fr	sp	fr	sp
<i>The Hindu</i>	8	246	43	1788	-	-	51	2034
<i>The New Indian Express</i>	9	286	36	1510	3	118	48	1913
<i>Eenadu</i>	31	1126	21	571	6	246	58	1943
<i>Vaaritha</i>	16	544	24	1210	2	31	42	1785
Total	64	2202	124	5079	11	395	199	7675

Table 4: Distribution of news items between news paper locations

Paper	Front		Inside		Editorial		Supplementary		Total	
	fr	sp	fr	sp	fr	sp	fr	sp	fr	sp
<i>The Hindu</i>	4	152	37	1289	6	270	4	323	51	2034
<i>The New Indian Express</i>	11	276	24	726	3	191	10	720	48	1913
<i>Eenadu</i>	5	228	47	1334	5	283	1	98	58	1943
<i>Vaaritha</i>	1	20	33	1028	8	737	-	-	42	1785
Total	21	676	141	4377	22	1481	15	1141	199	7675

Table 5: Percentage distribution of frequencies and space by environmental issues in the sample dailies

Environmental Issues	Total			
	fr	%	sp	%
BT	127	63.8	5753	74.9
SEZ	16	8.0	431	5.6
Gangavaram Port	8	4.0	221	2.8
Krishnapatnam Port	5	2.5	96	1.2
Kovvada Nuclear Power Plant	7	3.5	267	3.5
Kudankulam Nuclear Power Plant	5	2.5	73	0.9
Bhopal Gas Incident	17	8.5	447	5.8
Coca-Cola	8	4.2	188	2.4
Jala Satyagrah	1	0.5	-	-
Endosulfan	5	2.5	199	2.6
Total	199	100.0	7675	100.0

Table 4, indicated the frequency and space distribution of news on the front, inside, Editorial page and supplementary pages. Among the four news papers under the study *The New Indian Express* published the highest number of news items (11) on the front page and 10 news items on the supplementary pages. The two Telugu newspapers *Eenadu* and *Vaaritha* did not published any news item in supplements related to environmental protest. As regards the allocation space to the news *The Eenadu* devoted 1334 c.c.m of the total area, followed by *The Hindu* 1289 c.c.m, *Vaaritha* 1028 c.c.m and *The New Indian Express* 726 c.c.m. In terms of allocation of space to the Editorial News content on the editorial page the Telugu News Paper *Vaaritha* (8, 737 c.c.m). However, in terms of frequency and space *The New Indian Express* received fourth place (3, 191 c.c.m).

Table 5, shows data about the coverage of news under the different subject categories. As can be seen, in all four news papers, BT ranked first in terms of frequency and space followed by Bhopal gas tragedy issue (8.5% and 5.8%), SEZ ranked third (8.0% and 5.6%), Coca-Cola ranked 4th in frequency, seventh rank in space allocation. Gangavaram Port occupied 5th rank in terms frequency and space allocation by the selected newspapers.

Table 6: Distribution of frequencies and space by subject categories in the sample dailies

Subject Category	<i>The Hindu</i>		<i>The New Indian Express</i>		<i>Eenadu</i>		<i>Vaaritha</i>		Total	
	fr	sp	fr	sp	fr	sp	fr	sp	fr	sp
BT	38	1598	27	1414	36	1363	26	1378	127	5753
SEZ	2	65	4	123	6	144	4	99	16	431
Gangavaram Port	1	24	-	-	5	154	2	43	8	221
Kudankulam Nuclear Power Plant	1	24	2	31	1	10	1	8	5	73
Bhopal Gas incident	4	124	6	157	6	133	1	33	17	447
Endosulfan	5	199	-	-	-	-	-	-	5	199
Coca-Cola	-	-	8	188	-	-	-	-	8	188
Jala Satyagrah	-	-	1	-	-	-	-	-	1	-
Kovvada Nuclear Power Plant	-	-	-	-	4	139	3	128	7	267
Krishnapatnam Port	-	-	-	-	-	-	5	96	5	96
Total	51	2034	48	1913	58	1943	42	1785	199	7675

Table 6, shows data about the coverage of news under different subject categories. As expected, the category BT got first priority in all the news papers in terms of frequency and space covered. Endosulphan received second rank in *The Hindu*, Coca-Cola received second rank in *The New Indian Express*, SEZ and Bhopal gas compensation issue received second rank in *Eenadu*. Krishnapatnam port, SEZ, Kovvada received second, third and fourth places in *Vaaritha* news daily.

Table 7 Mean, Standard Deviation and Coefficient of Variation of the Environmental Issues

Name of The News Paper	$\sum x$	Mean \bar{x}	Standard Deviation SD	Variance	Standard Error
<i>The Hindu</i>	51	8.5	14.5	211.5	5.9
<i>The New Indian Express</i>	48	8.0	9.6	93.2	3.9
<i>Eenadu</i>	58	9.6	13.0	169.8	5.3
<i>Vaaritha</i>	42	6.0	8.9	80.0	3.3

Table 8 Analysis of Variance of the frequencies of Environmental Issues coverage in four selected dailies

Source of Variation	SS	df	MS (Mean Squares)	F
Between Sample	46.286	3	15.4289	0.1136
Within sample	2852.83	21	135.8492	
Total	2899.1200	24		

Table 9 Directional Analysis of coverage of the total environmental protest news related items in the sample dailies

Dailies	n	Direction of Coverage			Coefficient of Imbalance
		f	uf	ne	
<i>The Hindu</i>	51	25	22	4	0.02537
<i>The New Indian Express</i>	48	22	25	1	-0.03255
<i>Eenadu</i>	58	37	17	4	0.10107
<i>Vaaritha</i>	42	28	13	1	0.11054
N=	199	112	77	10	

n= number of news items, f=favorable, uf= unfavorable, ne=neutral $X^2=7.771$ df=7
P-value=0.35323

All the four news dailies *The Hindu* (0.025), *Eenadu* (0.101), *Vaaritha* (0.110) put more emphasis on the positive coverage of environmental issues. But, *The New Indian Express* emphasizing more on negative references (-0.032).

Table 9 and Figure 3, shows the three sample dailies published more number of Favorable news items. Viz. *Eenadu* (37), *Vaaritha* (28), *The Hindu*(25). Between from news dailies *The New Indian Express* put more emphases on the negative coverage (25) followed by *The Hindu* (22), the two Telugu news papers *Eenadu* (17) and *Vaaritha*(13). The Chi-square analysis showed that the coverage given to the different issues did not differ significantly ($X^2=7.771$ df=7).

Table 10 Directional Analysis of the frequency of Environmental Protests in selected dailies

Environmental Issues	<i>The Hindu</i>			<i>The New Indian Express</i>			<i>Eenadu</i>			<i>Vaaritha</i>			Total fr
	f	uf	ne	f	uf	ne	f	uf	ne	f	uf	ne	
BT	20	14	4	17	9	1	20	13	3	14	11	1	127
SEZ	2	-	-	3	1	-	6	-	-	4	-	-	16
Gangavaram Port	1	-	-	-	-	-	4	-	1	2	-	-	8
Kudankulam	1	-	-	2	-	-	1	-	-	1	-	-	5
Bhopal	-	4	-	-	6	-	3	3	-	-	1	-	17
Endosulfan	1	4	-	-	-	-	-	-	-	-	-	-	5
Coca-Cola	-	-	-	-	8	-	-	-	-	-	-	-	8
Jala Satyagrah	-	-	-	-	1	-	-	-	-	-	-	-	1
Kovvada	-	-	-	-	-	-	3	1	-	2	1	-	7
Krishnapatnam Port	-	-	-	-	-	-	-	-	-	5	-	-	5
Total	25	22	4	22	25	1	37	17	4	28	13	1	199
	fr 51			fr 48			fr 58			fr 42			

Table 11 Directional Analysis of the space of Environmental Protests in selected dailies

News Paper	<i>The Hindu</i>			<i>The New Indian Express</i>			<i>Eenadu</i>			<i>Vaaritha</i>			Total sp
	f	uf	ne	f	uf	ne	f	uf	ne	f	uf	ne	
BT	791	622	185	1021	316	77	552	629	182	531	759	88	5753
SEZ	65	-	-	87	36	-	144	-	-	99	-	-	431
Gangavaram Port	24	-	-	-	-	-	121	-	33	43	-	-	221
Kudankulam	24	-	-	31	-	-	10	-	-	8	-	-	73
Bhopal	-	124	-	-	157	-	95	38	-	-	33	-	447
Endosulfan	47	152	-	-	-	-	-	-	-	-	-	-	199
Coca-Cola	-	-	-	-	188	-	-	-	-	-	-	-	188
Jala Satyagrah	-	-	-	-	-	-	-	-	-	-	-	-	-
Kovvada	-	-	-	-	-	-	71	68	-	72	56	-	267
Krishnapatnam	-	-	-	-	-	-	-	-	-	96	-	-	96
Total	951	898	185	1139	697	77	993	735	215	849	848	88	7675
	sp 2034			sp 1913			sp 1943			sp 1785			

Table 10 and Table 11, shows the direction of treatment to the coverage of the Environmental Issues. *The Hindu* and *Eenadu* reported more number of stories on BT (20 each) favorable as compared to *The New Indian Express* (17), *Vaaritha* (14). *The Hindu* covered more number of unfavorable news items on BT(14), followed by *Eenadu* (13), *Vaaritha*(11) and *The New Indian Express*(9).Over all, it appears that the *Eenadu* gave more positive coverage SEZ(6), Gangavaram Port (4), Bhopal, Kovvada (each 3), Kudankulam (1) as compared to other three news papers.

Table 12 Distribution of frequencies and space by subject categories in the sample dailies

Subject Categories	Dailies									
	<i>The Hindu</i>		<i>The New Indian Express</i>		<i>Eenadu</i>		<i>Vaaritha</i>		Total	
	fr	sp	fr	sp	fr	sp	fr	sp	fr	sp
Management	2	89	3	94	8	255	6	145	19	583
Govt. View	11	344	13	417	21	451	16	363	61	1575
Judiciary	3	130	7	118	1	14	-	-	11	262
Public Protest	5	134	4	22	3	45	5	250	17	451
Political Parties	-	-	-	-	1	16	1	22	2	38
Media Views	15	815	15	999	12	672	10	871	52	3357
Expert Views	9	259	2	85	5	199	2	61	18	604
Committees/ Commissions	2	97	3	136	2	63	1	17	8	313
Autonomous Organization	3	118	1	42	5	228	1	56	10	444
Others	1	48	-	-	-	-	-	-	1	48
Total	51	2034	48	1913	58	1943	42	1785	199	7675

Table 12, shows data about the coverage of news under 10 different subject categories. As can be seen, in all the four news papers, government views, ranked first in terms of frequency of coverage, followed by media views, management expert views and so on. Thus, the four news paper allocated more space to media views, followed by government views. While the rest of the eight subject categories shared the remaining space of the news. While news pertaining to the category government views received more coverage in Telugu dailies *Eenadu* (21), *Vaaritha* (16) and *The New Indian Express* (13) and *The Hindu* (11). Coming to the coverage of management subject category the *Eenadu* dominated the other three news papers by giving 8 news items to the theme. The other three news papers *Vaaritha* (6), *The New Indian Express* (3) and *The Hindu* (2). Interestingly, the subject category Judiciary received 7 frequency in *The New Indian Express*, the Telugu News Paper *Vaaritha* completely ignored the theme.

Table 13 Distribution of frequencies and space of subject categories by the sub themes in the sample dailies

Subject Category	Sub Themes	<i>The New Indian Express</i>									
		<i>The Hindu</i>		<i>The New Indian Express</i>		<i>Eenadu</i>		<i>Vaaritha</i>		Total	
		fr	sp	fr	sp	fr	sp	fr	sp	fr	sp
Management	MNC	2	89	2	58	2	56	1	27	7	230
	National State	-	-	1	36	-	-	-	-	1	36
	Private	-	-	-	-	3	68	5	118	8	186
	Central State	6	177	4	88	8	111	7	156	25	532
Govt. View	5	167	7	226	13	340	7	185	32	918	
Judiciary	Foreign Supreme	-	-	2	103	-	-	2	22	4	125
	Supreme	-	-	6	96	-	-	-	-	6	96

	Court										
	High Court	3	130	1	22	1	14	-	-	5	166
Public Protest	NGO +	4	134	-	-	2	27	4	222	10	383
	Public	1	-	4	22	1	18	1	28	7	68
Political Parties	Opposition	-	-	-	-	1	16	-	-	1	16
	Ruling	-	-	-	-	3	131	1	22	4	153
Media Views		15	815	15	999	12	672	10	871	52	3357
Experts/Scientists		9	259	2	85	5	199	2	61	18	604
Committees/ Commissions		2	97	3	136	2	63	1	17	8	313
Autonomous Organization	Research	3	118	1	42	5	228	1	56	10	444
Others		1	48	-	-	-	-	-	-	1	48
Total		51	2034	48	1913	58	1943	42	1785	199	7675

Table 13, shows the subject category management divided into 4 sub-themes, viz., MNC, National, State and Private. The two Telugu news papers *Eenadu* and *Vaaritha* gave coverage private management related news. Thus the four dailies differed in their priorities, in terms of space allotted to different sub-themes. Considering allocation of space *The New Indian Express* to Media Views (999) followed by *Vaaritha* (871), *The Hindu* (815) and *Eenadu* (672).The subject category Govt. Views have divided into 3 subthemes viz., Center, State, Foreign. *The Hindu* and *Eenadu* news paper ignored the coverage of state Govt. Views.

Table 14 and Table 15, shows the direction of treatment given to the coverage of the subject categories. The Telugu News Paper *Eenadu* reported more number of stories on private management and the Central and State Govt sub-theme. The two English dailies *The Hindu* and *The New Indian Express* covered more number of favorable news stories on Media Views. *The New Indian Express* reported more number of unfavorable news items on Supreme Court subtheme and public protest and Media Views. The *Vaaritha* and *The Hindu* published more number of frequencies to unfavorable coverage to then other two news papers NGO’s + Public protest and Media Views Coverage. Overall, it appears that The *Eenadu* gave more Political Coverage to State and Central Govt. Views. The two English dailies *The Hindu* and *The New Indian Express* published more number of negative coverage.

Table 14 Distribution of frequencies of subject categories by sub themes with direction of analysis in the sample dailies

Subject Category	Sub Theme	Name of The News Paper												Total		
		<i>The Hindu</i>			<i>The New Indian Express</i>			<i>Eenadu</i>			<i>Vaaritha</i>					
		F	U	N	F	U	N	F	U	N	F	U	N	F	U	N
Management	MNC	2	-	-	-	2	-	1	1	-	1	-	-	4	3	-
	National	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Private	-	-	-	-	-	-	3	-	-	5	-	-	8	-	-
Govt. Views	Central	3	3	-	3	1	-	7	1	-	6	1	-	19	6	-
	State	3	2	-	5	2	-	1	2	-	5	2	-	24	8	-
Judiciary	Foreign	-	-	-	2	-	-	-	-	-	2	-	-	4	-	-
	Supreme	-	-	-	-	6	-	-	-	-	-	-	-	-	6	--

	Court High Court	-	3	-	-	1	-	-	1	-	-	-	-	5	-	
Public Protest	NGO Public	+	4	-	-	-	-	1	1	-	-	4	-	1	9	-
Political Parties	Public Opposition	-	1	-	-	4	-	-	1	-	1	-	-	1	6	-
	Ruling	-	-	-	-	-	-	2	-	1	1	-	-	3	-	1
Media Views		7	5	3	9	5	1	6	4	2	5	4	1	27	18	7
Experts/Scientists		7	2	-	-	2	-	3	2	-	1	1	-	11	7	-
Committees/Commissions		1	-	1	2	1	-	1	-	1	1	-	-	5	1	2
Autonomous Organization	Research	2	1	-	1	-	-	2	3	-	-	1	-	5	5	-
Others		-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
Total		25	22	4	22	25	1	37	17	4	28	13	1	112	77	10

Table 15 Distribution of space of subject categories by sub themes with direction of analysis in the sample dailies

Subject Category	Sub Theme	Name of The News Paper												Total		
		<i>The Hindu</i>			<i>The Indian Express</i>			<i>New Eenadu</i>			<i>Vaaritha</i>					
		F	U	Ne	F	U	Ne	F	U	Ne	F	U	Ne	F	UF	Ne
Management	MNC	89	-	-	-	58	-	16	40	-	27	-	-	132	98	-
	National State	-	-	-	-	36	-	-	-	-	-	-	-	-	36	-
	Private	-	-	-	-	-	-	68	-	-	11	-	-	186	-	-
Govt. Views	Central	93	84	-	72	16	-	10	6	-	14	9	-	417	115	-
	State	10	66	-	169	57	-	32	19	-	11	68	-	708	210	-
	Foreign Supreme Court	-	-	-	103	-	-	-	-	-	22	-	-	125	-	-
Judiciary	High Court	-	13	-	-	22	-	-	14	-	-	-	-	-	166	-
	NGO Public	+	13	-	-	-	-	12	15	-	-	22	-	12	371	-
Political Parties	Public	-	4	-	-	22	-	-	18	-	28	-	-	28	40	-
	Opposition Ruling	-	-	-	-	-	-	98	-	33	22	-	-	120	-	33
Media Views		36	32	12	669	25	7	19	32	15	33	44	8	156	135	44
Experts/Scientists		8	5	2	-	3	7	0	6	6	5	8	8	2	2	3
		20	59	-	-	85	-	83	11	-	16	45	-	299	305	-

	0						6								
Committees/Commissions	34	-	63	84	52	-	37	-	26	17	-	-	172	52	89
Autonomous Research Organization	66	52	-	42	-	-	63	16	-	-	56	-	171	273	-
Others	-	48	-	-	-	-	-	-	-	-	-	-	-	48	-
Total	95	89	18	113	69	7	99	73	21	84	84	8	393	317	56
	1	8	5	9	7	7	3	5	5	9	8	8	2	8	5

Key Findings

- 1) During the study period, the Telugu news papers published highest number of news items.
- 2) The English news paper *The New Indian Express* published more photographs than other three news papers.
- 3) Among the four news papers, *Eenadu* did not spare even single editorial to the environmental issues.
- 4) The Telugu news paper *Eenadu* given much priority to international news coverage.
- 5) *The New Indian Express* published the highest news units in the front and supplement pages.
- 6) As can be seen, in all four news papers, BT issue ranked first.
- 7) The Telugu daily *Vaaritha* gave top priority to the Krishnapatnam Port issue. *Eenadu* highlighted the Ganagavaram Port issue. But, *The Hindu*, gave more priority to Endosulphan issue.
- 8) *The New Indian Express* covered more number of unfavorable news stories on different environmental issues. i.e Bhopal Gas Tragedy Victims compensation and Coca-Cola issue.
- 9) The two Telugu news papers *Eenadu* and *Vaaritha* gave more priority to the subject category 'Govt. View'. The English dailies gave more priority to published 'Media Views' subject theme.
- 10) The subject category 'Public Protest' the coverage was very considerable, *The Hindu* and *Vaaritha* reported each 5 frequency and devoted 134 and 250 ccm space respectively.
- 11) The English daily *The New Indian Express* gave more coverage to the subject category 'Judiciary' and sub theme 'Supreme Court' to unfavorable to environmental issues.

Suggestion

The present study, has found that the news papers do not have a special reporter to cover environmental issues. Therefore, it is suggested that news papers can assign special reporters to cover environmental issues exclusively. As found out in the study, the news papers give low coverage to environmental issues. It is suggested that the news papers can increase the frequency of coverage of environmental issues and create awareness among the people. Political awareness is lacking is found to be higher. Therefore, in this regard, the news papers management can also play a crucial role in rising the awareness of the people in relates to environmental issues.

Conclusion

The advancement in the technology and communication systems tremendously changing the world in to global village. In this modern era communication, mass media place decisive role in the fate of humanity, the support of the society ensures the longevity of media and makes it in to a mass medium of expression. So, it is the duty of the media to bring out and publish happenings around the world in front of the people. The development may be positive (public interest) or negative (public against), but instead of giving of a judicious importance to such happenings, the mass media reports and portrays pollution and ecological changes; more than corporate interest.

Today, most of the media establishments are owned by corporations or business houses. So, profit will be motive than social responsibility. They have responsibility towards the corporate companies and business

organizations who gave the advertisements than to the society they belong. For this, media have to assure maximum circulation. In this regard, they use many methods to catch the public mind and sensationalism and social responsibility is used as a tool for this. The selection of events for news and reports are based on these equations.

References

- Agarwal, A. and Narain, S. (1985), *The State of India's Environment Second Citizen's Report*, Centre for Science and Environment, New Delhi.
- Agarwal, A. and S. Narain (1982), *The State of India's Environment First Citizen's Report*, Centre for Science and Environment, New Delhi.
- Akula, V.K (1995) Gross Roots Environmental Resistance in India, in Taylor, B.R.(ed), *Ecological Resistance Movements*, State University of New York Press, Albany, New York.
- Anderson, A, (1997). *Media, Culture and The Environment*, New Jersey: Rutgers University Press.
- Annual Report (2013-14) 171 [http://commerce.nic.in/moc/pdf-download/9.special%20Economic% 20 zones % 20 \(SEZs\).pdf](http://commerce.nic.in/moc/pdf-download/9.special%20Economic%20zones%20(SEZs).pdf)
- Askari, E. (1995) Readers Thirst for more about their Environment, *American Editor*, 771:14-16
- Bandyopadhyay J., (1992), From Environmental Conflicts to Sustainable Mountain Transformation, in Ghai, D. and Vivion.J.M, (eds). *Gross Root Environmental Action*, Routledge, London.
- CAG Report (2012-13) Performance of Special Economic Zones (SEZ's) [http://www.saiindia.gov.in/sites/default/files/audit_report_files/union_performance_Dept_Revenue_Indirect_Taxes_Special Economic_Zones_SEZs_21_2014.pdf](http://www.saiindia.gov.in/sites/default/files/audit_report_files/union_performance_Dept_Revenue_Indirect_Taxes_Special_Economic_Zones_SEZs_21_2014.pdf)
- DeFleus, M.L. and Ball-Rokeach.S. (1989). *Theories of Mass Communication (Fifth Edition)*, New York: Longman Inc.
- Detjen J, Fico F., Li X and Kim Y (2000). Changing Work Environment of Environmental Reporters, *Newspaper Research Journal*, 21(1), 2-14.
- Gadgil and Guha (1994). Ecological Conflicts and the Environmental Movement in India, *Development and Change*, Vol.25, No.1, Hegue.
- Graham, J.D. and Dziuban, P.R. (1996). Why Important Stories are underreported. *Neiman Reports*, 50: 27-28
- Hecht, S. And Cockburn, A. (1990) *The Fate of the Forest*, Penguin Books, London.
- Hurst, P., (1990) *Rainforest Politics*, Zed Books, London.
- Iyengar, S. and Kinder, D.R.(1987). *News That Matters: Television and American Opinion*, Chicago: University of Chicago Press
- Kothari. R (1993), Masses, Classes and the state in wignaraja, P., (ed), *New Social Movements in the South*, Zed Books, London.
- Molotch, H. and Lester. M. (1974). News as purposive Behavior: on the strategic use Of Routine Events, Accidents and Scandals, *American Sociological Review* 39: 101-12
- Ohkura, Y.(1995). The Roles and Limitations of News Papers in Environmental Reporting: Case Study: Isahaya Bay Land Reclamation Project Issue: *Marine Pollution Bulletin*, 47, issues1-6, January-June 2003, (pp. 237-245), Environmental Management of Enclosed Coastal Seas.
- Rubin, D.M. and Sachs, D.P (1973) *Mass Media and the Environmental, Water Resources, Land Use and Atomic Energy in California*, New York: Preager.
- Sachsman, D.B. (1976). Public Relation Influence on Coverage of Environment in the San Francisco Area. *Journalism Quarterly*, 53, 54-60.
- Sachsman, D.B., Simon, J. and Valenti, J.M. (2002). The Environment Reporters of New England, *Science Communication*, 23(6): 410-441.
- Scott, Jim, (1986), Everyday Forms of Peasant Resistance, *Journal of Peasant Studies*, Vol.13,

No. 2, January 1986. pp.5-36

Sethi, H. (1993), *Survival and Democracy: Ecological Struggles in India* in Wignaraja, P., (ed), *New Social Movements in the South*, Sage Publications, New Delhi.

Shaw, D. L. and Mc Combs, M.E.(1989). 'Dealing with Illicit Drugs: The Power and limits of agenda setting', in Pamela Shoemaker (ed), *Communication Campaigns' about Drugs: Government, media and public*: (pp.189-201), New Jersey, Lawrence Erlbaum Associates.

Shiva, V.,(1989), *Staying Alive*, Zed Books, London.

Wilkins, L. and Patterson, P. (1987). Risk Analysis and the Construction of News, *Journal of Communication*, 37, 80-92.