



Identifying the Coverage Considerations Given to Environmental Issues by Indian Printed Media

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Abstract:

News media, specifically, newspapers have a great role and responsibility towards bringing awareness to people and societies all over the globe concerning the most feared challenges that the contemporary world is facing today. Environmental issues of different forms are one of the greatest challenges that the world is facing today. Apart from the organizations that are purely dedicated to monitoring and providing information about climate issues, media and newspapers are the industry which holds a similar responsibility towards responding to any climate or environmental issues. Climate journalism is a functional dimension of journalism that is devoted to presenting the concerns or challenges relating to the environmental and climatic issues that mankind is facing today. Nevertheless, climate journalism or environmental journalism has been suggested to be receiving lower consideration for several reasons all over the globe (M. S., and Painter, J.,2021, Appelgren, E., & Jönsson, A. M., 2021, Brüggemann, M., 2017,Kunelius, R., 2019). This needs to be addressed by the scientific world concerning the identifying reasons for this less consideration given by the media or newspaper organizations. This can be possible when one understands the present practices and areas of focus by the media and newspapers regarding the presentation of environmental or climate issues through their publications. The present research is conducted in a country that is largely influenced by climatic and environmental issues and is also known for its journalism practices and influences. India always poses challenges with its unique diversity and socio-economic and political context to media and journalism practitioners. India has been reported as one of the most threatened nations that are vulnerable to climatic changes with high levels of risk. Apart from air and water pollution, the country India is also largely being affected by various climatic and environmental challenges such as heat, floods, deforestation, waste management, and droughts. There is a clear lack of research studies that attempt to explain the considerations given by Indian newspapers regarding their publications and representation of these climatic and environmental issues to improve people's awareness of the contemporary climatic and environmental challenges that India is facing today. Even though several socio-political reasons might be playing a hidden role when it comes to Indian newspapers and their climate issue representation, one must need to address what areas are largely being considered by these newspaper institutions to suggest how far the Indian newspapers are coping with the most feared climate challenges that India is currently facing. The present research through a structured content analysis which is conducted over prominent English news dailies from India is expected to identify the consideration given by the Indian newspaper dailies towards the publishing of climate issues.

Key words: Environmental issues, News Paper dailies, Climate Journalism

Introduction:

Climatic and environmental challenges are one of the greatest threats that the human race is facing today. Other major concerns for nations all around the globe such as economic downturn, poverty, illiteracy etc.. are reversible or controllable. Whereas, the problem with environmental issues is that

sometimes they may go beyond humans' ability to get control. Environmentalists and organizations that are operating to protect our environment are strongly warning the nations to take it as a top priority since the greatest environmental concerns such as global pollution, global warming, ozone destruction, and deforestation are at the most destructive levels. In addition to the local and global governments and regulatory bodies, there are some organizations which could play a part in facing any such environmental or climate challenges that the world is currently facing. Media and journalism have a significant role in today's world concerning educating and bringing awareness to the people towards the most agonizing challenges that the world is facing. Today, media has become various forms, specifically, electronic media has been seeing news trends of presenting to the public. Furthermore, social media is also playing a part, and media entities are becoming online to attract traffic (Hong, 2012). Media today is not what it used to be. However, traditional media forms such as radio, television, and newspapers are still playing their role in influencing people for the better. Among these, newspapers are still holding their stand in the world of journalism due to the unique characteristics that make newspapers still a favourable mode of news presentation from both media and public perspectives. Characteristics of newspapers such as cost, periodicity, users' choice of use time, balance, accuracy, objectivity, conciseness and clarity are the reasons that make newspapers still a dominant medium of journalism. Thus, the present research considered the important and unique role that printed media could play in dealing with environmental issues that India is currently facing. This research is aimed to explain the consideration given by Indian newspapers in the form of their coverage space and areas of interest relating to the news on environmental issues that the country India is currently facing. For this, the present research has undertaken mixed method research that includes quantitative research being conducted on two most circulated English news dailies from India using a content analysis method, and a qualitative study that will be conducted on some selected media and user samples. With this research, this study is expected to explain the role played by the Indian newspapers in fighting the environmental challenges that the country is facing, as they dedicate their news space to environmental issues to bring awareness to their readers and educate them towards those climatic or environmental concerns. The upcoming section will further explain the contributions of this research to the literature as well as to practices.

Indian Media Ecosystem:

India is one of the largest nations in the world in terms of population and size. The country has been ranked among the top in the world in terms of the size of the media industry (researchgate, 2020; Stqatista, 2020) and the Indian media business is one of the most attractive markets for investments in the world (Economicstimes, 2015). The diversity and unique socio-economic characteristics of India make the country a very complex and extremely incomparable media ecosystem. Unlike other nations, India has more regional languages and people with diversified social and cultural backgrounds. This makes India a different environment for media organizations to operate and even for scholars to understand. Furthermore, the knowledge obtained from other global media environments may not be replicated to explain the role of media or the operationalization or functionalization of media in the Indian environment.

Speaking to the context of the present research, India is the second largest newspaper market in the world in terms of the number (over 100, 000) of newspaper organizations, daily circulation (over 110 million) and an astonishing 220 billion Indian rupees market value (statista, 2022). While the rest of the world is experiencing a downturn in demand for printed media, India's newspaper market has reached its highest maturity level and is still expected to grow (world economic forum, 2017; Statista, 2022). This suggests the vigorosity of the Indian newspaper market. The rise of digital media which is currently the popular means of media representation all over the world including India affected newspapers gradually losing their prominent role of media propaganda. Nevertheless, the Indian newspaper market has still held its firm stand against these latest channels of media propagation. The present research is conducted to examine and explain the coverage considerations given by Indian printed media towards the environmental issues that the country is currently facing. This research has been considered to address some research problems and gaps that will be discussed in the next section.

Research problems and gaps:

There is enough literature that has explained the major environmental issues that the world as well as the country India is facing today. But, there is a clear lack of scientific evidence to strongly claim the coverage considerations given by the Indian media concerning their representation of climatic and environmental issues, specifically coverage provided by the Indian news dailies about environmental issues. This could also be considered as the research gap that the present research is aiming to focus on. The research gaps addressed by the present research will be explained in detail in the next chapter of this research. The lack of research that explained the coverage given by the Indian printed media, has restricted debate over the influences and role played by the Indian printed media against facing environmental issues. The present study, therefore, intended to address this problem by bridging the gaps mentioned here.

Talking about the research problem, the external or any other influences on media institutions may be restricting their lowered interests towards any such climatic or environmental publications (Boykoff, 2010) will remain as speculations until it is thoroughly supported by some scientific evidence to explain the present state of coverage given by the newspapers entities operating in the country. The present research addresses this problem to help improve the knowledge of the current status of printed media coverage on representing major environmental issues that India is facing. Furthermore, no quality research has been conducted that has measured the coverage space dedicated to the representation of environmental issues by Indian news dailies. This made it difficult for any scholars to understand the considerations given by the Indian newspapers towards the present issues of this research. For these reasons, the current research is aiming to update the existing literature with coverage space and consideration given by the Indian news dailies to publish environmental and climatic issues in their newspapers. Upcoming sections would present the aim and objectives of this study in detail and also the expected contributions of this research will be discussed.

Aim and Objectives:

The focus of the current research has been clearly explained. To be able to address the research problem and gaps identified by this research, the study has formulated an aim and some objectives. Before introducing the readers to the aim and objectives of this research, it would be helpful to present the research quotations of the present research. The research question of this study is “what coverage considerations have been given by the Indian printed media to represent the environmental issues faced by the country to educate the readers to bring awareness”. To answer this research question, the study has assumed that it would be reasonable to formulate a goal in the form of the aim which is “To identify and explain the coverage considerations given by the Indian news dailies related to the major environmental issues that the country is currently facing”.

To successfully address this aim, the present research needs to achieve some smaller goals that could indeed help the researcher reach the aim of the study. The present research has formulated the following objectives which play an integral role in conducting this research. Each of these objectives does indeed play some role in helping the researcher go through an articulated manner towards achieving the aim of this research and ultimately address the research problem and gaps identified by the study.

Research Objectives:

1. To identify the major environmental challenges India is currently facing.
2. To analyze the role of media, specifically, printed media in improving readers' awareness towards environmental and climate issues from a global perspective and Indian context.
3. To measure the coverage the space is dedicated to representing major environmental issues by Indian printed media, specifically, Indian English news dailies.
4. To analyze the considerations given by the Indian English news dailies to publish environmental issues.
5. To provide recommendations to the literature and practice concerning the present considerations given to the publishing of environmental issues in newspapers.

Research Contributions:

The present research is expected to contribute to the literature and to practice in different ways. Since the present research is aiming to explain how much space has been dedicated by the Indian newspapers to the most prominent environmental issues suggested by the existing literature, the contributions of the study could apply to improve current literature, could help future researchers, could be useful to the printed media and media organizations, and could provide suggestions to the governing bodies and policymakers. To explain the contributions of this research in detail, one must begin with the contributions to the literature. As there is very limited research that has explained the role of or considerations given by Indian newspapers in representing environmental issues through their coverage and publishing, the present research findings could be useful and could give new knowledge that could upgrade the existing literature on the role of Indian newspapers in fighting the environmental or climatic issues faced by India. This could be largely useful to future researchers that are intended to conduct any research under climate journalism or environmental sciences in an Indian or global context. By highlighting the present coverage considerations given by the Indian printed media, the present research could open doors to debate on how far the exciting practices of printed media are from being close to the representation of major environmental issues that India is currently facing. Thus, the findings of our study could stress the necessity of identifying the reasons for ignoring or improving coverage of major issues. These findings could apply to the printed media to rethink and enhance their climate journalism practices to improve their coverage considerations. Also, the research could recommend the inclusion of the most challenging concerns to develop readers' awareness regarding the major environmental issues in India. Furthermore, the findings of this study could also assist policymakers concerning their communication with the public through the printed media about their environmental plans and could improve the support given to the printed media and in improving the environmental issue coverage.

Review Of Literature

The present chapter of this work provides the state of existing literature that describes the most frightening climatic and environmental challenges that the world in general and the country India, in particular, are facing. This chapter would analyze the existing literature to identify the major environmental concerns, issues, or challenges, and their causes as well as initiatives taken by any authoritative bodies associated with the climatic and environmental issues. Furthermore, the present chapter would also critically analyze and discuss the existing literature related to the role of journalism in general and printed media (newspapers) in particular concerning facing environmental issues by presenting and publishing any information on those issues to improve readers' awareness of them. This chapter would include research papers from all over the world to discuss what roles journalists and printed media have in dealing with environmental issues, while the study would discuss the research papers from India to explain what consideration has been given by Indian newspapers in doing this job of improving peoples' awareness towards environmental challenges. Thus, the present chapter could be partitioned into two sections, the first section of this work would explain the nature of the existing literature that presented the knowledge of the contemporary environmental or climatic challenges that the world is currently facing. The second section of this chapter will critically assess the existing literature on the role of media(print media) concerning their role in bringing awareness to the public towards those environmental issues in both global and Indian contexts.

Environmental Issues:

Among the major challenges that the world is currently facing, environmental issues and other climatic changes are most threatening due to their long-term effects on humanity. Environmental issues including climatic changes have been given top priority by the United Nations considering the risks they can pose to humanity (UN, 2022). The terms environment and environmental issues are much broader and

include a variety of elements. To give the simplest understanding, the term “environment” could refer to the natural world where living things such as humans, animals, and plants and non-living things such as water, air, and soil are coexisting. Here the living things use the non-living things for their survival. Over the years of evolution, humans have evolved as the cleverest living beings and have attained domination over both living and nonliving things on this planet. While the rest of the living beings fought for their survival, humans have put their efforts to improve their lives by exploiting the resources that this environment has given. Through their evolved mental abilities, humans have always strived for improving their selves while holding domination over other living and nonliving beings. This can be seen as the story of us, humans as the destroyers of the planet. Their understanding and logical skills have given them an advantage over other living things and this made humans as most successful beings on the planet earth. They have used their reasoning and logical skills to educate themselves with a great understanding of this planet as well as the universe. Over the years, with improved scientific and technical skills, humans have identified or worked on every possibility that gives them overbearing over others. With the least consideration being given to the environment, humans have utilized every resource that has been given by this environment and used them for their benefit while ignoring the welfare of nature and did not put any effort to preserve the environment for a long time. And today one can see the results of it in the form of imbalance in the environment and changes to the climate. Here come the terminology “environmental issues” which can be understood as the threats resulting from the human exploitation of natural habitats and can be seen in different forms.

As it was mentioned earlier the scientific area or areas related to “environmental issues” includes various elements and sub-areas or fields since the natural environment is way too broad and environmental challenges or concerns could be found in every one of those elements. There is indeed a great amount of literature that can be found related to these different streams of environment and environmental concerns. Based on the knowledge received from the existing literature, the major environmental issues that the world is currently facing are global warming, ozone layer depletion, different forms of pollution (air, water, and soil), and deforestation (Zandalinas et al., 2021; Middleton, 2018; Ritchie and Roser, 2018; Chipperfield et al., 2020; Zeppetello et al., 2020). However, there are some minor challenges such as floods, waste management, and droughts, but these are indeed results or byproducts of the aforementioned major concerns (Ferronato and Toretta, 2019; Pathak et al., 2020; Mehta et al., 2019; Ray et al., 2019). On the whole, the existing literature has suggested that there are numerous forms of environmental issues that need to be focused on, some of them are global while some others are local. Nevertheless, the environment and nature should not have such differences since it is a global aspects and must have a collective view and agendas.

Speaking to the present context of this study, India is currently facing great challenges in the form of several environmental and climate issues. Some of the issues that India is currently facing are global such as Ozone depletion, global warming, plastic and waste management, and deforestation. However, the present study is focusing on some context-specific issues that are corresponding to India. There is a considerable amount of literature that has explained the contemporary environmental issues that India is facing. Research studies such as Kumar et al., (2017); Rafiq et al., (2017); Sahana et al., (2018); Mehta et al., (2019), Ray et al., (2019), Balakrishnan et al., (2019); Pathak et al., (2020), Singh et al., (2020); Kumari et al., (2019); Basu et al., (2021); Guttikunda et al., (2019); Mujumdar et al., (2020); Banarjee et al., (2020) have all provided knowledge on the most concerning environmental challenges that India is facing currently. From the analysis of the existing literature, the present research has identified some of the key issues that are creating more problems for the country than other common global environmental challenges. The present study has ranked the environmental issues according to their socio-economic impacts on the country. Pollution of three different forms (air, water, and land); Climate change; Deforestation and wildlife; Rains and Floods Are found to be the major environmental or climate issues that India is facing and being affected more. In addition to these, lack of citizen awareness towards these issues seems to be the other major challenge as far as these environmental issues are concerned. Thus, the present research will include these issues identified in this part of the study and examine the role of Indian printed media in the representation of news on these

issues over their newspaper publishing. The upcoming sections will analyze the role played by some environmental bodies and non-profit organizations towards the fight against global environmental issues and explain what the media could do to assist nations around the world concerning these environmental issues.

Global and Local Environmental Regulatory Bodies:

There are numerous organizations in addition to the national governments all over the world that are operating to protect the environment from the aforementioned challenges that the world is currently facing. Environmental protection has been given greater consideration by every nation due to the severity of present environmental conditions. Every nation around the globe has regulatory bodies to monitor and make measures towards environmental issues and policymakers around the world are taking serious measures to ensure the preservation of the environment. Nations around the world have joined forces to protect the global environment from the current issues. At the same time, the United Nations Environmental Program (UNEP) is operating specifically to help nations around the world in their fight against environmental concerns. Furthermore, there are several non-profit organizations such as the World Wide Fund for Nature (WWF), One Percent for the planet, Conservation International, WeForest, Rainforest Alliance, National Audubon Society, Wildlife Conservation Society, Blue Sphere Foundation, Oceana, 350.org, Cool effect, Earth Guardians, Regenerative Agriculture Alliance, Soil Association, Save Soil Moment and so on... are all working to help the world with facing the major environmental and climatic issues. Some of these organizations are specialized and focus on specific environmental concerns such as global warming, deforestation, wildlife protection, world ocean protection, soil protection, and pollution of different sorts. While some organizations are into multiple issues. These organizations are spending their resources and efforts to ensure the perseverance and sustainability of the global environment for future generations. Nevertheless, there is still a lot that needs to be done considering the state of present environmental conditions.

Concerning the present research, the lack of people awareness towards environmental and climatic issues is suggested to be a key reason for less voluntary involvement of people around the world to face these challenges (Palsson et al., 2013; Cornel et al., 2013; Helm et al., 2018; Gosnell., 2019; Brown et al., 2019). These national and global regulatory bodies and non-profit organizations are indeed playing their role in assisting the world with its fight against environmental challenges but bringing environmental awareness is a challenge of different contexts that could directly impact environmental issues. Here comes the role of the media in the world's fight against environmental issues. Media and Journalism could have a significant impact on the present global fight against environmental challenges. News media, by improving awareness of the people, could bring changes to subjective attributes suggested by Gosnes (2019) such as curiosity, enthusiasm, and motivation to change people's beliefs and perceptions towards environmental changes. Furthermore, the news media can improve the empathy of people towards nature and the environment which has been suggested to be crucial (Brown et al., 2019) to involve individuals in the fight against environmental issues. Therefore, the present research firmly believes that news media has a significant role to support nations around the world in facing their individual as well as global environmental issues. The upcoming sections will analyze the existing literature regarding the role of media in general and print media in particular in bringing such awareness among their readers to involve them in facing environmental challenges.

Role of Media In Facing Climatic and Environmental Challenges:

Acting in societies all over the globe, journalism and news media have a huge role in impacting citizens and nations positively. Schafer and Painter, (2021) have defined journalism as a professional practice that is responsible for gathering, evaluating, selecting and presenting news and information guided by journalistic criteria and following editorial principles. Haas and Steiner, (2006) stressed on the role of journalism by saying that journalism's key commitment has to be enhancing civic participation but questions its ability to further this goal in practice, given the constraints imposed by commercial media

systems. Such a role of media is largely required in the present case of dealing with global environmental concerns (Brueggemann and Michael, 2017). The existing literature has strongly suggested the influential role mass media needs to play towards bringing awareness among people relating to environmental issues (Hansen, 1991; Saikia, 2017; Jharotia, 2018; Dayrell, 2019). The existing literature suggests that the mass media could help people understand environmental and climatic issues and the causes and effects of those issues. Dayrell (2019) strongly recommends that it is through people's awareness that changes in environmental policies and practices could be possible. Furthermore, the media could also change social practices by educating the people towards environmental and climatic issues. When people have that subjective responsibility and feelings of empathy towards nature and the environment, the fight against environmental issues becomes much easier. This can be very much possible when the media plays its role in educating and bringing awareness among the people. These discussions could apply to any type of media whether traditional or modern.

The major issues that the world is currently facing are global peace and conflicts, world health, global economy, global education and poverty, human rights and discrimination (UN, 2022). The media has a vital role in dealing with all of these issues. Nevertheless, environmental concerns are strongly suggested to be the most threatening issue that needs more attention from the people as well as the media. In addition to scientific research and scholars, global organizations like the UN and every individual government from across the world are aware of the necessity to give crucial considerations towards these environmental issues. The role that the media has towards these environmental issues is to bring awareness among the people to make them voluntarily involve themselves in the fight against the environmental issues and evoke sympathetic vigour in people towards the environment. This could support the environmental policies made by global and local policymakers in their attempts to prevent environmental imbalance and face any challenges. There is indeed a functional dimension of media that is dedicated to environmental issues and is called climate journalism. Schafer and Painter, (2021) have referred to climate journalism as a subset of journalism that deals with climate change, especially with its characteristics, causes, and impacts in various social fields as well as ways of mitigating or adapting to it. The existing literature did indeed highlight the fact that digital media emergence has created a sense of insecurity among the printed media. This has affected the printed media to focus more on commercially viable news. Literature has also highlighted that the role of climate journalism is becoming less influential due to the reasons such as the lowering number of climate specialist journalists, the evolution of niche websites, and poor resource allocation to climate journalism (Schmidt et al., 2014; Schafer and Painter, 2021; Hase et al., 2021).

Unlike the other non-profit organizations that are fighting against environmental issues as previously mentioned in this study, news media are not purely non-profit organizations, but rather, commercial organizations with a larger sense of social responsibility. This makes the job of news media tricky when they focus on representing issues such as environment or climate-related concerns. News media indeed suggests that news media should not have a profit-oriented strategy if its purpose is to serve the people to bring positive changes amongst the societies rather than being too commercial and profit-centric. These comments are most needed today as more entities have been entering the industry and one that does not show profit-making concern, may not survive to fulfil its journalism objectives of surviving society. Thus one may not rule out profit-making views of these news media. Nevertheless, an attempt to balance survival strategies through money-making and providing useful journalism is always a tough job for news media. The present research is hoping to examine how well the Indian printed media are operating their newspapers in terms of presenting environmental news while also being commercially successful.

It was already mentioned previously in this work, today, there are several types of media available to people. In addition to the traditional modes of journalism such as newspapers, radio, and television, there new media channels are available such as digital media which has changed and revolutionized the practices and plans of journalism. Despite the strong dominance of digital media over traditional media forms, traditional media such as newspapers still have a significant presence in the fields of journalism as well as

the media ecosystem. The present research focuses on the role that newspapers or printed media have in dealing with the environmental issues of the world. The next section analyses and discusses the role and nature of Indian pirated media regarding their climate journalism and practices in facing environmental issues.

Indian Printed Media and Climate Journalism:

The present section will critically analyze the existing literature to suggest the state of Indian climate journalism to highlight the gaps to justify the necessity for conducting the present research. Firstly, there is a clear lack of research that is available in the area of Indian climate journalism and it already has been reported by some of the research studies from the area (Billett, 2010; Mishra, 2020; Hasan and Dutta, 2019). However the nationalistic stand of Indian printed media has been confirmed towards their publications and coverage of environmental concerns, the limited coverage given by the Indian printed media has been stressed previously (Billett, 2010; Painter and Ashe, 2012). At the same time, the literature did find that the Indian printed media has somewhat restricted their focus on a few prominent global environmental issues such as global warming (Hasan and Dutta, 2019; Painter and Ashe, 2012, Jogesh, 2019), while some of the major contextual issues about the India such as climate changes, floods, deforestation are being largely ignored (Koundal, 2019; Meda, 2016). The literature did strongly claim the fact that the Indian printed media has largely ignored domestic issues and is focusing more on common global issues. This indeed affected the coverage that has been given to Indian environmental issues. However, the Indian printed media and their climate journalism are dedicating some efforts to educating the readers about some of the Indian major issues like climate change, but not strong support from the literature that has examined Indian climate journalism towards national environmental issues. It was previously highlighted in the previous chapter that though the literature has provided some deep insights into the key environmental and climatic issues, Indian scientific scholars from the Journalism or Policymaking or People governance areas have not focused on the coverage preferences of Indian printed media towards the representation of those Indian domestic environmental issues. This need to be addressed, the present research, therefore, aims to shed light on these research gaps to update the existing literature on Indian printed media's role in bringing awareness to the people with those issues.

Since digital media is posing considerable challenges to traditional printed media all over the world including the Indian context, printed media focus may have been lowered towards their consideration given to climate journalism. This has not been thoroughly supported with any strong scientific knowledge. Furthermore, there is not much strong scientific research that has examined and explained the coverage space that has been dedicated to publishing environmental news by Indian printed media. This indeed did not support other scholars who are keen on using this knowledge to further examine and explain the role of Indian printed media and their climate social responsibility. The present research is an attempt to address these gaps by examining the Indian printed coverage of environmental issues and their climate journalism practices towards key Indian environmental issues.

Research Methodology

Introduction:

The present chapter of this study represents the research philosophy and research methods adopted by the present research to develop the knowledge that it has intended to. This chapter would explain the philosophical stance taken by the present study and introduce the kinds of knowledge that this research is set to produce. Furthermore, the present chapter will justify the research methods adopted by the researcher while introducing the readers to the data collection and data analysis methods chosen by the researcher. Readers will also be able to understand the research design and sampling techniques used by the present research through the current chapter. The present chapter will begin with the choices of philosophy which will be followed by the research design and sampling methods, then the chapter will provide the details of data collection and data analysis methods used by this research.

Research Philosophy

Research philosophy plays an important role in scientific research irrespective of the field of study that research belongs to. Research philosophy has been suggested to be concerned with the study of knowledge, reality, and existence, and it includes principles of theoretical thinking and reasoning, methods of cognition as well as perspectives (Moon et al., 2019, Koronios, 2018). It is indeed the lens through which a researcher sees nature and makes conclusions on reality by deriving logic and helps in knowledge acquisition. To formulate research design and processes furthermore to select appropriate research methods to conduct useful scientific research, a researcher must first clarify his choice of philosophy. Present research does also require such a research stance which could help address the problems that it is intended to. Since our research is aiming to identify the coverage considerations given by the two selected daily newspapers towards representing the climate or environmental issues that the country is currently facing, the study must propose its philosophical stance to allow the readers to understand the researcher's views in his attempts to addressing the research problem as well as the gaps this study has identified.

This study has taken two distinct philosophical stances to produce both qualitative subjective and quantitative objective knowledge. This is because the researcher is intended to use the quantitative knowledge gained from the positivist research to use as the basis to conduct a qualitative study through which the claims related to the present research could be made. The present study includes two pieces of research each focusing on delivering two different kinds of knowledge to be able to assist the researcher to address the research gaps and research problem. The study requires a positivist stance for one of the two pieces of research that it has undertaken. The positivist philosophy of the present research would allow gathering quantitative data to get objective knowledge from two selected dailies concerning the space and preferences given by the newspapers in publishing or presenting the most prominent environmental issues that the country is currently facing. Whereas, the interpretive stance will be taken by the study to use the knowledge obtained from the positivist research to understand the considerations given by the two news dailies relating to the representation of the environmental issues identified by the present research.

Research Design:

The present research is intended to identify the considerations given by two Indian newspapers concerning presenting environmental issues in their newspapers to improve people's awareness towards contemporary environmental problems. For this study, the researcher is intended to adopt a mixed-method approach to obtain both subjective and objective knowledge by using quantitative and qualitative methods. The objective knowledge for the present study will be obtained through a structured content analysis which is conducted over two of the most circulated daily newspapers from India. The content analysis will target a few major parameters which are indeed the key climatic challenges that India is currently facing, as the basis for analyzing the coverage considerations given by the two newspapers selected by this research. The parameters such as pollution (air, water, and soil), rains/floods, climate change, special editions and editorial stories on climatic issues, earthquakes, and wildlife. These are suggested by various information sources as the areas of concern as far as Indian climatic and environmental challenges are related. The content analysis would examine how much space has been dedicated to providing coverage by the two newspapers employed by the present research to represent or publish news on the above-mentioned areas of concern.

Whereas the subjective knowledge will be procured through structured personal interviews with some selective sample members representing both readers and journalists of the two newspapers included in this research. Researchers would design the questions for these personal interviews over the intelligence secured through the review of literature as well as objective understanding obtained from the content analysis employed by the researcher. To conduct this qualitative study, the researcher would formulate certain objectives that could help the researcher to address the research problem of this research. Since the existing literature did highlight the lowering of considerations given by the news media, specifically the printed

news media all over the world including the Indian ecosystem, the study would first assess how far this is true through the results obtained from the quantitative knowledge gained from the first research of this study. Then the qualitative research would attempt to achieve the objectives such as,

- To know, how do the readers as well as climate journalists see this lowering or improvement of coverage given by the pirated media?
- To know how they prioritize their climatic or environmental coverage issues and what measures they take regarding the periodicity of environmental publishings.
- To learn what the goals are assigned to the climate journalism teams (if they have a dedicated team working for them).
- To understand how newspapers see value through the climate or environmental news coverage.
- To know, the usage of news space is allocated to the coverage of environmental issues.
- To learn any pressures on news dailies relating to the coverage of environmental issues in their papers.

Sampling:

Since this research has adopted two different research designs to gather two different types of knowledge through two different research approaches using two different data collection methods, the study would therefore require two different sampling methods to get access to information sources. As was already mentioned earlier in this work, the study would use a content analysis over two daily newspapers, thus these two newspapers would act as the first source of primary data collated by the present study. To generalize the findings of this research onto the population of India's newspaper media's considerations on climatic and environmental issues, the present study has selected the two most circulated dailies from the Indian newspaper market. The Times of India and Hindu are noted as the most circulated English newspapers in India (Infobharati, 2022). The sampling method adopted by the present research in this case reflects the characteristics of simple random probability sampling.

Data Collection and Analysis Methods:

The present research will have to employ two analysis methods since it has adopted a mixed method approach in an attempt to gain both quantitative as well as qualitative knowledge from this research. Readers have already explained the necessity of including two research methodologies and designs for the present study. To be able to explain the coverage space and considerations given by the Indian news dailies concerning their representation of environmental issues, the present research requires both positivist and interpretive methodologies to obtain quantitative and qualitative knowledge. The content analysis conducted over the two selected newspapers will represent the quantitative knowledge and it measures the space allocated by these newspapers to publish the point of concern considered by the present research. On the other hand, the personal interviews that are planned to conduct with some media personnel and loyal readers of the two dailies will represent the qualitative knowledge that will be delivered by the present research. This interpretive part of the present research will explain the considerations given by the newspapers related to the choice of issues, space allocation, external forces for publishing environmental issue news, climate journalism practices etc. A structured questionnaire will be prepared according to the objectives mentioned previously and the responses will be analyzed using some qualitative analysis methods.

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