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Role of Newspapers in Creating Awareness about Climate Change: A Comparative Study of English and Kannada Dailies

Namrata Raut, Dr. Onkargouda Kakade

Abstract

Climate change can be coined as a change in the properties of the climate system over long periods of time, irrespective of causes. Globe is becoming warmer, rainfall is most unpredictable, gradual rise in sea level, and extreme weather events are more frequent and intense. The poor and marginalized, farmers are often most affected by climate variability and change in India. Bringing awareness about climate change among people is need of the hour. Mass media can reach the large audience. Present study is to analyze the role of newspapers in creating awareness about climate change and to know the rate of climate change issues in English and Kannada newspapers. The study was to compare the English and Kannada newspapers coverage of climate change. To know which language newspapers allocates more space for climate change issues. Content analysis method was adopted for this study. Two leading newspapers are taken for study, namely Deccan Herald and Samyukt Karnataka. Contents of both the newspapers of June, July and August months were analyzed. It is found that English newspapers give more coverage and space for climate change issues.

Keywords: Climate change, Causes, Impacts, Role of newspapers

Introduction

The climate is merely known as the average weather over a period of time. Whereas climate change is the considerable change in the measure of climate, like temperature, rain, wind for some pro long period even may be for decades. Earth climate underwent changes many times with events ranging from ice ages to long periods of warmth. Climate change can result from natural process and recently human activities are the main causes of the climate change. Natural factors like change in sun's intensity, volcanic eruption, or slow changes in the Earth's orbit around the sun, natural processes within the climate system, bring the change in climate. But during 20th century human activities are the main causes of the climate change. Activities like Carbon Dioxide emissions through burning fossil fuels (coal, oil, gas and peat), Methane and nitrous oxide emissions from agriculture, emission through land use changes such as deforestation, reforestation, urbanization, desertification etc. The emissions are changing the composition of the earth's atmosphere are called as the greenhouse gases. For the last 200 years, the burning of fossil fuels such as coal and oil, and deforestation have caused the concentrations of heat trapping greenhouse gases to increase significantly in the atmosphere. Although India has one of the lowest per capita emissions of greenhouse gases, it is the world's fourth largest emitter of carbon dioxide and its huge population and fast growing economy make it a major player in climate change.

Climate change has its impacts on natural systems, human beings and living beings too. Climate change can result in increased air and ocean temperatures, drought, melting ice snow, rising sea levels, increase rainfall, flooding and many other impacts. India is a nation where agriculture is the main source of income. The poor and marginalized, farmers are often most affected by climate variability and change in India. The oceans will continue to become markedly more acidic, gravely endangering coral reefs, and probably harming fisheries and other marine life. A variety of pests and tropical diseases are expected to spread to warmed

regions. Some regions get warmer while other get more cool. This drastic change in climate can affect the life of beings. Bringing the awareness among people about the climate changes is very important. To educate the large audience simultaneously media is the only tool to reach millions of public at the earliest. Climate change studies come with result which can prevent the harms. Media like TV, radio, newspapers are putting efforts to cover such climate change issues. English newspapers, regional newspapers cover the climate change. Editorials, columns, news, photo features are drawing the attention of public and bringing awareness.

Review of literature

The present investigation was designed to study the climate change news in Deccan Herald and Samyukta Karnataka newspapers. It was also intended to know which newspaper is famous among the people to assess climate change. Keeping the above aspects in view, the relevant literature has been reviewed and presented below:

Liisa Antilla, 2005, this study shows a quantitative review of one year of Us newspaper coverage of climate sciences with a qualitative, comparative analysis of media created themes and framing using social constructive approach. This study includes a reflexive comparison with attendant wire stories and scientific texts.

Maxwell T Boykoff and j. Timmons Roberts, 2007, this study shows a comprehensive survey of the role of media in informing and communicating climate change. This states how media coverage has shaped discourses and action in complex, dynamic and non-linear ways at the interface of climate science and policy. This work explores influences of media in practices, politics and public opinion and understanding related to climate change.

Maxwell T. Boykov jules M BoykoV, 2007, this study says mass media coverage of climate change is not simply a random amalgam of newspaper articles and television segments, rather, it is a social relationship between scientist, policy actors and the public that is mediated by such news packages. It demonstrates that consistent adherence to interacting journalistic norms has contributed to impediments in the coverage of anthropogenic climate change science.

Mike Shanaha, 2007, this study shows that how media reports on, and what people think about climate change in different parts of the world. Media can do much to improve its telling of climate change stories.

Boykoff and Mansfield, 2008, this study provides a detailed analysis of the representation of climate change in the UK tabloid newspapers. It is found that the representation of climate change issues in papers “diverged from the scientific consensus that humans contribute to climate change”. Means, portrayal of climate change in tabloids contradicts the conclusion of the fourth Intergovernmental Panel on Climate Change (IPCC) assessment.

Simon billet, 2009, this study was to analyze four major, largest circulating English language newspapers namely Times of India, Hindustan Times, The Hindu and The Indian Express to quantify and qualify the frames through which climate change is represented in India. It is found that the Indian National press set up a strongly contrast with nationalistic position on climate change that divides the issue along both developmental and postcolonial lines.

Maxwell T, Boykoff and Joe Smith, 2010, it was the study conducted to know the representation of climate change in media and it concludes that the range of voices around the

climate change issues needs to be expanded in order to ensure a greater diversity perspectives and opinions culturally as well as geographically. Without these changes in media representation of climate change, it is difficult to imagine purposeful responses.

Katherine Cuttris, Matthew Johnson, Rachel Sibley, Katerina Lebedev, Joel Rosening Hollanad, Federica Gasperini, Sophia Adams, Marcus Synott, Julia Wylie, Simon Phan and Emma bacon, 2011, this study deals with the evidence of climate change reporting and it is found that more evidence are provided for climate change reporting in Australian media. Infact reporting is through blogs, video and links with talk back radio and broadcast media. Australian readers get their usual dose of climate skepticism.

Mike S Schafer, Ana Ivanova and Andreas Schimidt, 2012, it is a comparative analysis of climate change issue attention in 27 countries. This analysis shows that the climate change coverage has increased an all countries but the rate of growth differs. Australia, Germany and India revealed that weather phenomenon only play a subordinate role for media attention while social factors are more important.

Jari Lyytimaki, 2012, this thesis presents an analysis of Finnish environmental coverage, focusing on representations of climate change and eutrophication from 1990–2010. The results show that the amount of newspaper content on eutrophication and climate change has generally increased, although both debates have been characterised by intense fluctuations. The volume of the coverage on climate change has been higher than that of eutrophication, especially since 2006. Two key factors have shaped the coverage of eutrophication. First one the coverage is shaped by ecological factors and second, Second, the national algal monitoring and communication system run by environmental authorities has provided the media with easy-to-use data on the algal situation during the summertime.

Statement of the problem

“Role of Newspapers in creating awareness about climate change: A comparative study of English and Kannada dailies.” Therefore, it was felt necessary to have an in-depth research study on this topic. Besides, these kinds of studies have not conducted yet. Hence, with this advantage the present investigation carried out with the following objectives.

Objectives of the Study

- To study the preferred news of Deccan Herald and Samyukta Karnataka newspapers.
- To calculate the number of climate change news covered in Deccan Herald and Samyukta Karnataka newspaper.
- To analyze the columns, editorials and news coverage of climate change in Deccan Herald and Samyukta Karnataka newspaper.
- To know how newspapers cover climate change stories in the context of awareness.
- To know which language newspaper is best in making the people understand about the Climate Change.
- To suggest newspapers in regard of improvising climate change news coverage.

Scope and Significance of the study

Climate change affects the human life socially, physically, economically; poor farmers are the victims of climate change. Radios, Television, Newspapers, Internet take part in making

the people know about climate change. This study will help to check the number of climate change news in newspapers. This study will show which language newspaper give preference to climate change news. The comparison of newspapers in covering climate change issues can help the readers to choose the newspapers and get more relevant and useful data from the specified source.

This study will help the newspapers to overcome their short comings and improvise the coverage of climate change issues.

Methodology

The research design of this study was content analysis. Its overall objectives are to study that which newspaper carries more news about climate change. In this study, 2 major news paper contents are analyzed. Deccan Herald and Samyukta Karnataka newspapers of June, July, August and September are taken for the analysis. The news of both news are categorized in 13 category namely, Politics, International, Advertisements, Health, Education, Corruption, Women and Children, Environment and climate change, Crime and Accident, Rural Development and Agriculture, Sports, Business and Others. This other category is inclusive of Human rights, Science and Technology, Regional, Human rights protest, Development, Judiciary, Entertainment,

Disputes, Religion etc. Each category news number and space is calculated. The data collected is analyzed with the help of statistical tools like percentage, average, ratios and weighted averages to make projections and to draw meaningful conclusions and further substantiated through statistical tests.

Findings and Discussions

In this chapter the findings of the study are presented and discussed on the basis contents of both the Newspapers.

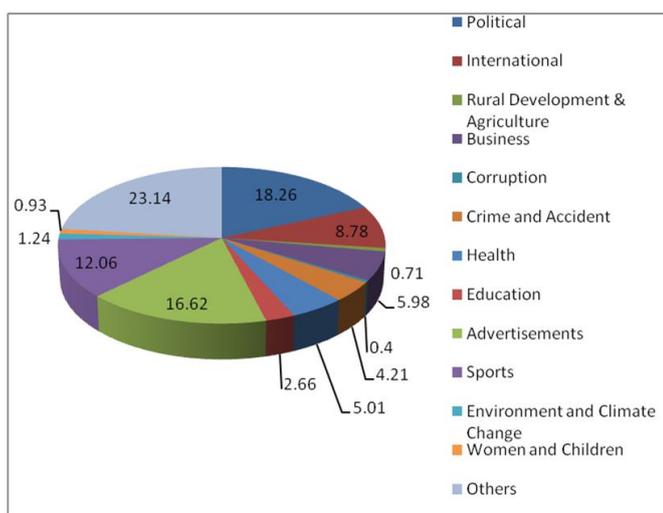
Table 1: Total news and space in Deccan Herald and Samyukta Karnataka Newspaper of 3 months

Deccan Herald		Samyukta Karnataka	
News no.	News space	News no.	News space
13536	2156865 sq cm	9420	1940696 sq cm

English papers have more number of news and space in them. Deccan Herald contains 13,536 news in 3 months which involves 2156865 sq cm of space, while Samyukta Karnataka Contains 9420 news with the space of 1940696 sq cm. It means Deccan Herald carries 4116 more news than Samyukta Karnataka and 216169 sq cm more space than Samyukta Karnataka. (Refer Table No.1)

Table 2: Deccan Herald news category and space allocated for them.

News	No of news	Percentage	Space	Percentage
Political	2472	18.26	367489.5	17.04
International	1188	8.78	187290	8.68
Rural Development & Agriculture	96	0.71	14194.5	0.66
Business	810	5.98	143916	6.67
Corruption	54	0.40	11536.5	0.53
Crime and Accident	570	4.21	71431.14	3.31
Health	678	5.01	89658	4.16
Education	360	2.66	52228.5	2.42
Advertisements	2250	16.62	357369	16.57
Sports	1632	12.06	251865	11.68
Environment and Climate Change	168	1.24	39302.25	1.82
Women and Children	126	0.93	7824	0.36
Others	3132	23.14	562761	26.09
Total	13536	100.00	21,56,865	100.00

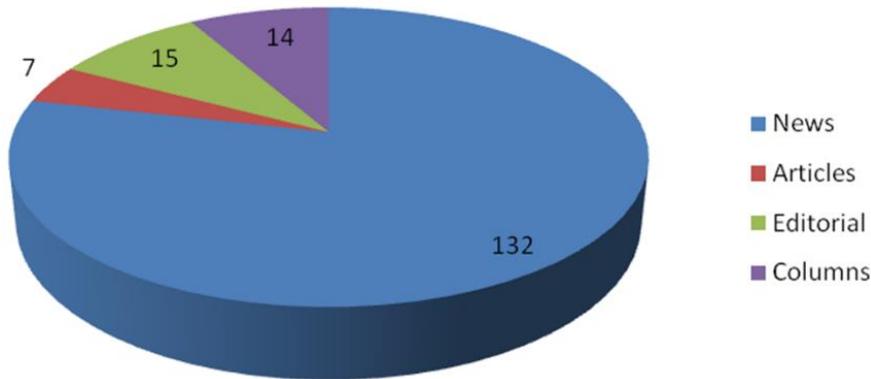


The close observation of table no.2 shows the number of news items covered by Deccan Herald in the period of 3 months. Deccan Herald has carried 13,536 news in 3 months which is of total space 2156865 q cm, among these many news the Political news got more coverage and more space i.e. 2474 (18.26%) news with 368479.5 (17.04%), followed by 2250

advertisements (16.62%) with the space 357369 sq cm (16.57%), 1632 Sports (12.06%) with the space 251865 sq cm (11.68%), 1188 International news (8.78%) with the space 187290 sq cm (8.68%), 810 Business news (5.98%) with the space 143916 sq cm (6.67%), 678 Health news (5.01%) with the space 89658 sq cm (4.16%), 570 Crime and Accident news (4.21%) with the space 71431.14 sq cm (3.31%), 360 Education news (2.66%) with the space 52228.5 sq cm (2.42%), 168 Environment and Climate change news (1.24%) with the space of 39302.25 sq cm (1.82%), 126 Women and Children news (0.93%) with the space 7824 sq cm (0.36%), 96 Rural Development and Agriculture news (0.71%) with the space of 14194.5 sq cm (0.66%), 54 Corruption (0.40%) with the space 11536.5 sq cm (0.53%). 3132 Other news (23.14%) with the space 562761 sq cm (26.09%), other category includes Human rights, Science and Technology, Regional, Human rights protest, Development, Judiciary, Entertainment, Disputes, Religion etc. This evidents that Deccan Herald newspaper covers maximum number of Political news and climate change issues have got negligible space in this newspaper.

Table 3: Categorization of climate change news in Deccan Herald newspaper.

Type	Number	Percentage
News	132	0.97
Articles	07	0.05
Editorial	15	0.11
Columns	14	0.10
Total	168	1.24



The foremost significant outcome of the table no. 3 is that climate change issues covered by Deccan Herald newspapers. In 3 months 168 (1.24%) climate change issues are covered which includes 132 news (0.97%), 7 Articles (0.05%), 15

Editorials (0.11%), 14 Columns (0.10%), means climate change news are covered more in comparison with editorials, columns and articles.

Table 4: Samyukta Karnataka news category and space allocation.

News	No of news	Percentage	Space	Percentage
Political	1521	16.15	362270.7	18.67
International	36	0.38	2961	0.15
Rural Development & Agriculture	432	4.59	81402.75	4.19
Business	810	8.60	139495.5	7.19
Corruption	99	1.05	11837.7	0.61
Crime and Accident	414	4.39	58281.75	3.00
Health	54	0.57	9958.5	0.51
Education	477	5.06	102215.7	5.27
Advertisements	2052	21.78	433712.4	22.35
Environment and Climate Change	33	0.35	8682	0.45
Sports	522	5.54	93827.25	4.83
Women and Children	90	0.96	16780.5	0.86
Others	2880	30.57	619269.9	31.91
Total	9420	100.00	1940696	100.00

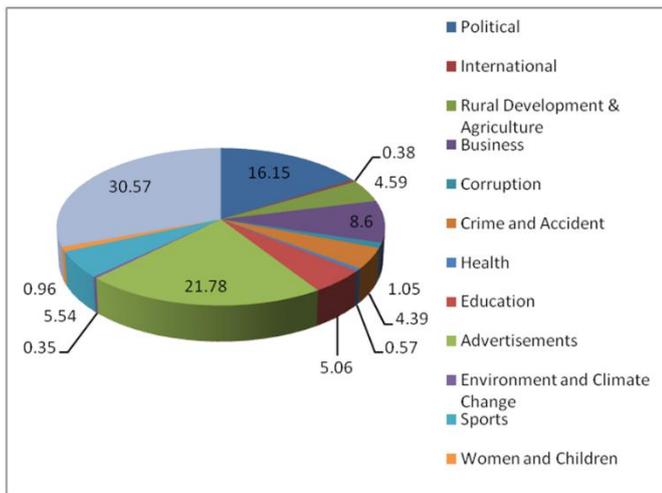


Table no. 4 pertains to the number of news items covered and their space by Samyukt Karnataka newspapers in 3 months. Samyukt Karnataka has carried 9420 news in 3 months which is of total space 1940696 sq cm, among these many news advertisements got more coverage and more space i.e. 2052

(21.78%) news with 433712.4 (22.35%), followed by 1521 political news (16.15%) with the space 362270.7 sq cm (18.67%), 810 Business news (8.60%) with the space 139495.5 sq cm (7.19%), 522 Sports (5.54%) with the space 93827.25 sq cm (4.83%), 477 Education (5.06%) with the space 102215.7 sq cm (5.27%), 432 Rural Development and Agriculture news (4.59%) with the space of 81402.75 sq cm (4.19%), 414 Crime and Accident news (4.39%) with the space 58281.75 sq cm (3.00%), 99 Corruption (1.05%) with the space 11837.7sq cm (0.61%), 90 Women and Children news (0.96%) with the space 16780.5 sq cm (0.86%), 54 Health news (0.57%) with the space 9958.5 sq cm (0.51%), 36 International news (0.38%) with the space 2961 sq cm (0.15%), 33 Environment and Climate change news (0.35%) with the space of 8682 sq cm (0.45%), 2880 Other news (30.57%) with the space 619269.9 sq cm (31.91%), other category includes Human rights, Science and Technology, Regional, Human rights protest, Development, Judiciary, Entertainment, Disputes, Religion etc. This evident that Samyukta Karnataka newspaper covers maximum number of advertisements and climate change issues have last preference.

Table 5: Categorization of climate change news in Samyukta Karnataka Newspaper.

Type	Number	Percentage
News	14	0.14
Articles	6	0.06
Editorial	9	0.09
Columns	4	0.04
Total	33	0.35

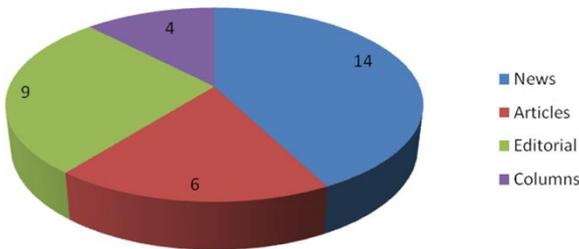


Table no. 5 says that, climate change issues covered by Samyukta Karnataka newspapers in June, July, August months. In 3 months 33 (0.35%) climate change issues are covered which include 14 news (0.14%), 6 Articles (0.06%), 9 Editorials (0.09%), 4 Columns (0.04%), means climate change issues are less covered by Samyukta Karnataka and in them news are covered more in comparison with editorials, columns and articles.

Table 6: News content of front page of Deccan Herald newspapers.

News Item	No of news	%	Space	%
Political	288	30.77	33678	30.33
International	162	17.31	17685	15.93
Rural Development & Agriculture	36	3.85	4968	4.47
Business	36	3.85	12348	11.12
Corruption	0	00	0	00
Crime and Accident	144	15.38	11232	10.12
Health	18	1.92	3861	3.48
Education	18	1.92	432	0.39
Advertisements	90	9.62	5688	5.12
Sports	54	5.77	7434	6.70
Environment and Climate Change	36	3.85	6408.45	5.77
Women and Children	0	00	0	00
Others	54	5.77	7290	6.57
Total	936	100.00	111028.5	100.00

Table no. 6 shows the interpretation of front pages of Deccan Herald newspapers, here it seen that front paper gives more prominence to the political news. The analysis news content of front page news includes 936 news and 111028.5 sq cm space. Among them 288 Political News (30.77%) with the space 33678 sq cm (30.33%) followed by 162 International news (17.31%) and 17685 sq cm (15.93%), 144 Crime and Accident news (15.38%) with the space 11232 sq cm (10.12%), 90 Advertisements news (9.62%) with the space 5688 sq cm (5.12%), 54 Sports news (5.77%) with the space 7434 sq cm (6.70%), 54 Others (5.77%) with the space 7290 sq cm (6.57%), 36 Business news (3.85%) with the space 12348 sq cm (11.12%), 36 Climate Change news (3.85%) with the space 6408.45 sq cm (5.77%), 18 Health news (1.92%) with the space 3861 sq cm (3.48%), 18 Education news (1.92%) with the space 432 sq cm (0.39%).

Table 7: news content of front page of Samyukta Karnataka news papers

News Item	No of news	%	Space	%
Political	225	27.47	41577.75	35.29
International	9	1.10	1584	1.34
Rural Development & Agriculture	18	2.20	369	0.31
Business	90	10.99	16773.5	14.24
Corruption	18	2.20	1656	1.41
Crime and Accident	81	9.89	12991.5	11.03
Health	9	1.10	1930.5	1.64
Education	45	5.49	8997.75	7.64
Advertisements	180	21.98	22592.25	19.18
Sports	9	1.10	1485	1.26
Environment and Climate Change	18	2.20	1269	1.08
Women and Children	0	0.00	0	0.00
Others	117	14.29	6583.5	5.59
Total	819	100.00	117810	100.00

Table no. 7 shows the interpretation of front pages of Samyukta Karnataka news papers, here it seen that front paper gives more prominence to the political news. Front page news includes 819 news and 117810 sq cm space. Among them, 225 Political News (30.77 %) with the space 41577.75 sq cm (30.33%) followed by 180 Advertisements (21.98%) with the space 22592.25 sq cm (19.18%), 117 Others news (14.29%) with the space 6583.5 sq cm (5.59), 90 Business news (10.99%) with the space 16773.5 sq cm (14.24%), 81 Crime and Accident news (9.89%) with the space 12991.5 sq cm (11.03%), 45 Education news (5.49%) with the space 8997.75 sq cm (7.64%), 18 Rural Development & Agriculture news (2.20%) with the space 369 sq cm (0.31%), 18 Corruption news (2.20%) with the space 1656 sq cm (1.41%), 9 International news (1.10%) with the space 1584 sq cm (1.34%), 9 Sports news (1.10%) with the space 1485 sq cm (1.26%), 18 Climate Change news (2.20%) with the space 1269 sq cm (1.08%), 9 Health news (1.10%) with the space 1930.5 sq cm (1.64%). This interpretation shows climate change issues have less coverage on the front page of Samyukta Karnataka Newspaper.

Conclusion

Newspapers play important role in creating awareness about climate change. This study clearly states that Deccan Herald newspaper has 13536 news with 2156865 sq cm space and Samyukta Karnataka has 9420 news with 19,40,696 sq cm which means Deccan Herald carries more news than Samyukta Karnataka more space for news and has more space than Samyukta Karnataka newspaper. Deccan herald carried 4116 more news with 216169 sq cm in the comparison with Samyukta Karnataka newspaper.

Deccan Herald has published 168 climate change news with the space of 39,302.25 sq cm spaces, Whereas Samyukta Karnataka has published 33 climate change news with 8682 sq cm space. Again it is clear that Deccan Herald has published 135 more climate change news than SK. Deccan Herald has given more 30620.25 sq cm than SK.

The 168 climate change news of Deccan Herald includes 132 news, 7 articles, 15 editorials, and 14 columns whereas Samyukta Karnataka has contained 33 climate change issues out of them, 14 news, 6 articles, 9 editorials and 4 columns. This shows that Deccan Herald has carried more 36 news, 1 article, 6 editorials, and 10 columns than Samyukta Karnataka.

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