

“Evaluation of Environmental News Coverage in Print Media of Bangladesh”

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[Abstract : This study assesses the coverage of environmental news in print media of Bangladesh. Here four newspapers in two languages are taken as a sample to evaluate the coverage of environmental news which are The Daily Prothom Alo, The Daily Ittefaq, The Daily Star and The Business Standard. Here, 124(314) newspapers are taken from 01 January 2023 to 31 January 2023. Analyzing these, a total of 9002 news items were found, of which 187 were environmental news items which is very insignificant compared to the total news. Here the news topics include pollution, biodiversity, environmental management, brick kilns, illegal sand mining, hill cutting, deforestation and environmental threats. Out of which most of the news has been published on pollution and biodiversity. Most of these stories are published in a strait jacket news format and in two columns. As environment has become an important issue today. Concerns about the environment are growing and therefore the coverage of environmental news is increasing globally. But this study shows that environmental news has not become so important in the newspapers of Bangladesh. This result also indicates that official voice extremely reliant as source of environmental news. While environment specialist, scientists were all but ignored as news sources. Numbers of in-depth news also very poor. They were given very small treatment. Here the newspapers have published the same type of news in determining the agenda of the news. Each newspaper followed its own framing method in the content and structure of its news.]

Keywords : Environmental issues, News coverage, Bangladeshi national dailies, evaluation.

Introduction

Bangladesh is a developing country in South Asia with 170 million people with a land of 148,460 square kilometers. For a small country, Bangladesh is over populated. It's soils, geography and geological history are very complex. It is the largest delta in the world. Environment is one of the most crucial decisive factors exerting influence on development probabilities in Bangladesh (Ferdous & Khatun, 2020). It has many environmental problems like climate change, pollution, environmental degradation, resource depletion etc. Deterioration of environment has most hostile effects on Asia, Africa and Latin American countries of the world (Ivy, 2016). On the other hand, global environmental problem is increasing day by day. Mass media plays an important role in covering news and provide information on environmental issues. The role of the media to raise the community concern and commitment for social and environmental issue is a

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very critical one. Awareness creation for the protection of the environment and the sustainable use of finite resources are matters that directly concern each citizen. Media can be an instrument in breaking the silence that surrounds the environmental problems and in creating an environment that encourages discussions of how the community can participate and change their behavior. It is truly crucial to raise public awareness of environmental issues (Roba, 2012). Hence, Bangladeshi newspaper have to play this role for public awareness and protect our environment. Besides this, educating and informing the public about environmental issues, exercise their function in environmental surveillance, consensus building and socialization is also the responsibility of newspaper. This paper investigate how Bangladeshi newspaper play this role. How to provide environmental coverage in print media. For this reason, Environmental News rate, how are they publishing news, how they are setting public agenda on environmental issues has been explored.

Objectives of the Research

This study investigates the present conditions of environmental news in Bangladesh. More specifically, it will explore that how the Bangladeshi print media are giving coverage on environmental issues. Besides, some secondary objects have also been fulfilled by this research. Through this study, journalism students, journalists, government officials, environmental organizations, environmental activists, environmental researchers and those who are interested in this matter will be more aware. Through which the media will give more priority to the agenda of the people in determining its news agenda. The media will play its socially responsible role in presenting research-based news in a simple manner using logical sources. More in-depth news and advocacy news will be published. Through which environmental awareness will increase. Which will help to reduce or solve the environmental problems of Bangladesh.

Review of Literatures

Rachel Carson fails to cover US environmental threats in newspapers. Then he wrote a book called 'Silent Spring' to bring these issues forward which provides knowledge about harmful effects of pesticides on ecology (Carson, 1962). After that, US newspaper published environmental news for the first time. According to 'The Media and the Social Construction of the Environment' study, western news media started to cover environmental issues as news from 1960, and by the end of 1980, it became a distinct topic for news media because of its increasing public and political concern (Hansen, 1991).

In Environmental Protection (2nd) reports in Bangladesh which is published from PIB. This report showed that Environmental issues have not much attention in Bangladeshi newspapers. Since the 1980s, a weak stream of environmental journalism has emerged in Bangladesh. After that, environmental journalism progressed in collaboration with state policy and development agencies. Environmental journalism is increased based on soil, water, air crisis and problems of this country. In the late eighties it began to move from the politics of power capture to the politics of development (Mahmud, 2018).

Reis study on 'Environmental news: Coverage of the Earth Summit by Brazilian Newspapers'. He finds that economic issues were prominent in Brazilian news coverage. This result is indicated that environmental media are still extremely reliant on official voices. Governmental officials were the most frequently cited sources, while

environmentalists and scientists were all but ignored as news sources. This research also high light the fact that the range of issues covered by the environmental media largely reflects the perceived public agenda (Reis, 1999).

Hoerisch study on 'Environmental Awareness and Environmentally Beneficial Behavior in India'. He shows the coverage on environmental issues has increased over the last few years, the media's supply of information on environment is still quite low and one-sided: the variety of environmental topics tackled should increase, the reporting should not only highlight the environmental issues that are at the top of the political agenda, but the coverage should be a more continual one (Hoerisch, 2002).

Norma and Hassan's 'The Representation of Environmental News: A Comparative Study on Malaysia and New Zealand' found that environmental news is underrepresented in Malaysia and New Zealand. And the News patterns in the two countries are quite similar. The researchers questioned the quality of the news, with much of the cover is being conflict-framed, one source event stories, with high dependency on governmental officials. Through interviews, it is revealed some differences between New Zealand and Malaysian newspapers (Norma and Hassan, 2007).

Another study on 'Media Coverage of Environmental Conservation Issues' showed that, Environmental issues represent a very low proportion of all stories covered by newspapers; these stories also suffer from content limitations. No coverage of environmental issues in the popular media is likely to be a straight forward treatment of the facts due to much practical constrains, some of which are inherent in the structure and values of modern news reporting. Some of these constrains are: misreporting or miscommunication, low levels of journalistic training in science reporting and writing, media time and space constrain and commercial pressures (Ochieng, 2015).

A Study on 'The Perception of Journalists on Environmental Issues in Bangladeshi Media' also showed that, the climate change issue is becoming increasingly significant in Bangladeshi media as Bangladesh is attracting increasing attention within the climate debate. Concerning the bigger issue of environmental coverage, she mentions that environmental journalism in Bangladesh is shaped by many hurdles. Such as, pressure of deadline, lack of support from gatekeepers and media institutions, lack of resource, poor logistic support, a lack of dedicated expertise and poor understanding of reporter (Azim, 2014).

On the other hand, 'Agenda Setting on Environmental and Climate Change Issues in Bangladeshi Newspaper: The Case of UN Climate Change Conference' showed that Bangladeshi newspaper have considerable influence on the public perceptions of environmental change. Apart from the agenda setting on the issues that have relevance to the country's negotiations at the international levels, a number of dailies have been advocating for local environmental policy changes (Reza and Haque, 2011).

Shen, Ahern and Han examined the impact of narrative environmental news in their study 'Environmental Orientations and News Coverage: Examining the Impact of Individual Differences and Narrative News'. Results indicated significant interaction effects between news formats and individual environmental orientations on transportation, positive cognitive responses, sympathy, and issue attitudes. Those who were more concerned about the environment were more affected by narrative news than those less concerned. These findings suggest that news narratives have stronger effects when they resonate with individuals' predispositions (Shen, Ahern & Han, 2017).

Ferdous and Khatun's (2020) 'News Coverage on Environmental Issues: A Study on Print Media in Bangladesh' find that, Environmental issues are not covered

significantly in newspaper. They are given very small portions of the newspaper and marginalized in a relation to their presentation (Ferdous & Khatun, 2020).

Al-Zaman and Khan's (2021) study 'Framing Environmental news in Bangladesh' find that, the media prioritize the following topics: brick kilns, pollution, air, monsoon, power plant, death, meteorology, climate change, environmental management, and water. As individual issues, climate change and air quality receive remarkable attention from the media. It is also assumed that public frames may influence media frames in terms of environmental news coverage, and media can deliberately try to reinforce public perceptions through framing (Al-Zaman and Khan, 2021).

The research studies that the environmental issues of different countries are documented in existing literature. We can't find enough literature which is based on Bangladesh. But these literatures raise a positive question that how the Bangladeshi media are giving coverage on environmental issues. To get this answer those literature help me to understand how Bangladeshi print media coverage environmental news.

Research Questions

Each study has its own set of goals and objectives. Without targets and priorities, no work can be accomplished. This research is accompanied by the following questions-

RQ1 : What types of environmental issues receive the most attention in Bangladeshi newspapers?

RQ2 : What percentage of Bangladeshi newspapers news are environmental news?

RQ3 : How environmental news are getting coverage in Bangladeshi newspapers?

RQ4 : How much treatment are giving on environmental issues?

RQ5 : What is the pattern of Bangladeshi newspaper coverage on environmental issues?

RQ6 : Which sources are used to collect information for environmental news?

Theoretical Framework

This research is conducted based on 'Agenda Setting Theory'. This theory was proposed by Maxwell McCombs and Donald Shaw (Wimmer & Dominick, 1954). Their view of the agenda-setting functions of the media is, 'Mass media have the ability to transfer the salience of the item on their news agendas to public agendas. They also said, media priorities also affect people's behavior' (Griffin, 2012, p-384). We judge as important what the media judge as important. According to this theory, the media uses some strategy to set the agenda which are: Gatekeeping, Priming and Framing (griffin, 2012).

Methodology

This study follows both quantitative and qualitative methods.

In this study, using both qualitative and quantitative methods allows for a comprehensive analysis of environmental news coverage in Bangladeshi newspapers, providing both depth and breadth to the research. Alauddin (2009) points out, qualitative research is useful for answering exploratory "what" questions, which in this case helps to interpret and analyze the nature, tone and themes of environmental news content. This qualitative approach enables an in-depth understanding of how environmental issues are framed and discussed in newspapers, providing rich insights that go beyond numerical data.

On the other hand, a quantitative approach is essential to address "how much" questions, allowing us to measure the frequency, extent, and trends in environmental news coverage. By quantifying aspects such as the number of articles, frequency of

coverage, and categorization of topics, we gain a measurable view of how environmental issues are represented over time and relative to other news categories.

Using both methods in this study thus enables a more nuanced and robust exploration: qualitative analysis reveals the contextual and interpretive aspects of coverage, while quantitative analysis provides objective measurements and trends. This mixed-methods approach ultimately offers a well-rounded view, aligning with the study’s goals of understanding both the content and scale of environmental news coverage in Bangladeshi newspapers.

Data Collection Method

Data collection in this research will be done by using ‘content analysis method’. It is included as sub-methods: textual analysis, comparative study and close reading of the texts and their interpretation. Content analysis is extensively used for conducting research in the field of media and journalism studies nowadays (Wimmer & Dominick, 2016). Content analysis is an approach to the analysis of document and texts. It is useful for exploring the trends and pattern of media representations. It helps to get numerical data from any written form (Islam, 2010). It also applies qualitative content analysis to asset the meaning and understand the manifest content of the texts. In this study, content analysis method is used for analyze environmental related news from newspaper during period studies.

Sampling

This study samples were taken using non-probability sampling method. Here the four national newspapers in two languages are taken through purposive sampling of non-probability sampling method. These are: The Prothom Alo, The Daily Ittefaq, The Daily Star and The Business Standard. The Prothom Alo and The Daily Ittefaq are in Bangla and The Daily Star and The Business Standard are in English. These four newspapers have been taken as a sample of all national daily newspapers in Bangladesh. The reason for selecting these newspapers is that, they are the most popular newspapers in Bangladesh with a large number of readers (shirsho doshe Prothom alo, 2020). One the other hand, these newspapers have a special concern on environmental issues. For this, their news coverage needs to be evaluated. Here, total of 124 (31×4) newspapers from January 01, 2023 to January 31, 2023 has been used to evaluate environmental news coverage.

Analysis of Data

Environmental News from Daily Published News 124 newspapers from four national dailies were analyzed from 01 January, 2023 to 31 January, 2023. The total number of news and environmental news basis on newspaper are given below:

Serial No.	Name of the Newspapers	Total News	Environmental	News Percentage
1.	The Daily Prothom Alo	2315	56	2.42%
2.	The Daily Ittefaq	2813	51	1.81%
3.	The Daily Star	2157	55	2.55%
4.	The Business Standard	1717	25	1.46%

The Daily Prothom Alo

From 01 January 2023 to 31 January 2023, 2315 news items were published in Prothom Alo. Whereas the number of environmental news was 56. Which is 2.42% of the total published news.

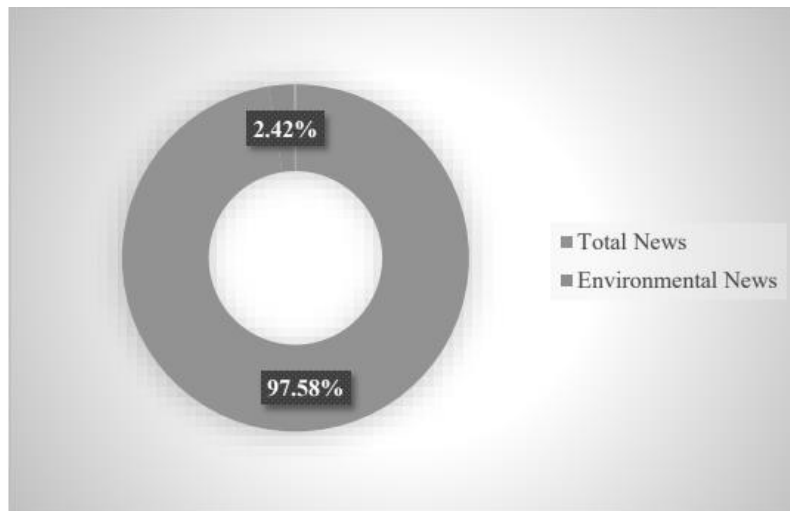


Figure : Environmental news rate in prothom alo

The Daily Ittefaq

From 01 January 2023 to 31 January 2023, 2813 news items were published in The Daily Ittefaq. The number of environmental news was 51 which is 1.81% of the total published news.

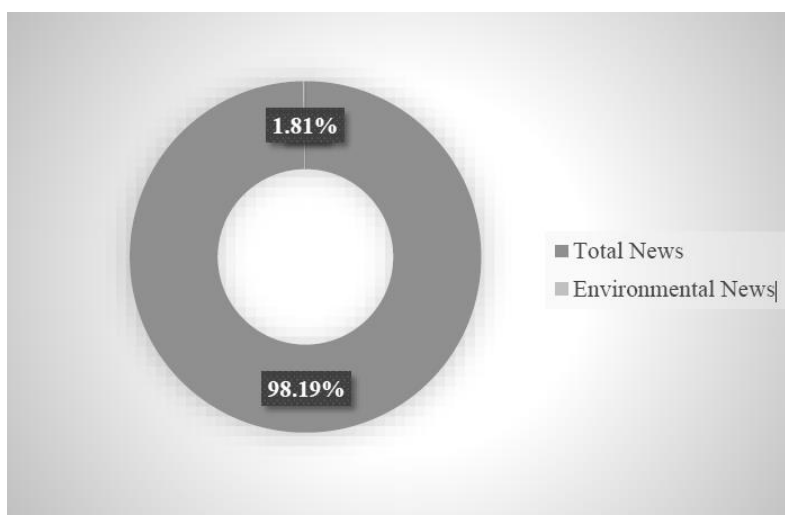


Figure: Environmental news rate in The Daily Ittefaq

The Daily Star

From 01 January 2023 to 31 January 2023, 2157 news items were published in The Daily Star. The number of environmental news was 55 which is 2.55% of the total published news.

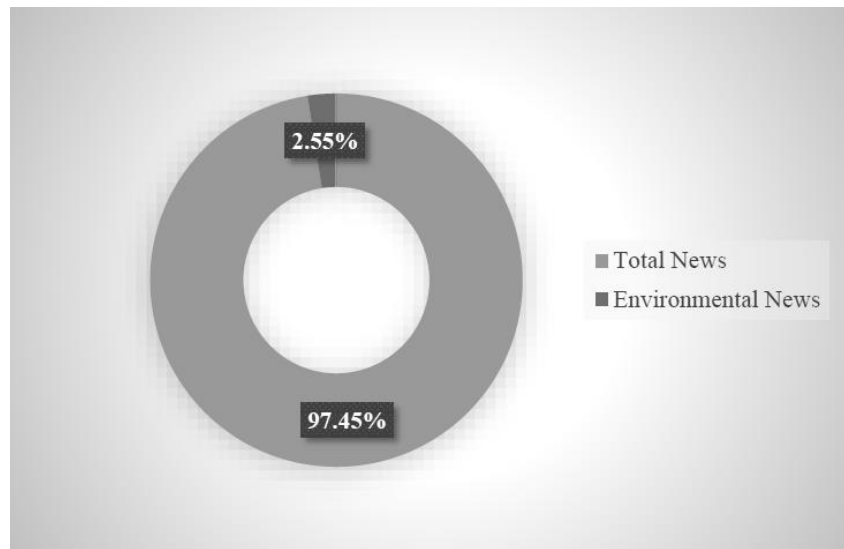


Figure: Environmental news rate in The Daily Ittefaq

The Business Standard

From 01 January 2023 to 31 January 2023, 1717 news items were published in The Daily Star. The number of environmental news was 25 which is 1.46% of the total published news.

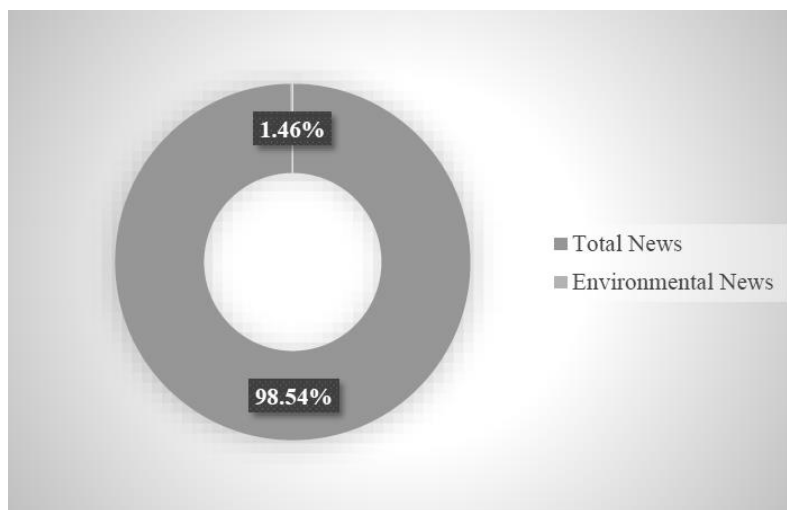


Figure: Environmental news rate in The Business Standard

Percentage of Environmental News

Four daily newspapers are used as sample of the study which is The Daily Prothom Alo, The Daily Ittefaq, The Daily Star and The Business Standard. Analyzing one month's news (From 01 January 2023 to 31 January 2023) of these newspapers, 9002 news were found. Out of 9002 news environmental news are 187 which is 2.08% of the total published news. The result is given in the chart below:

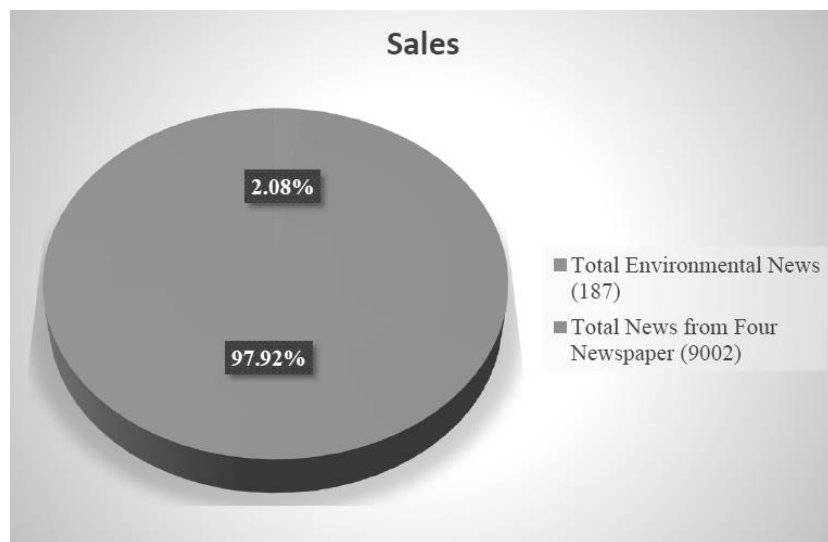


Figure: Percentage of Environmental News (RQ1)

Category of Environmental Issues

Analyzing the news on environmental issues, it can be seen that almost the same issues has been published in the newspapers. But some newspaper gave more priority to some issues and some issues less. One the other hand, some issues are more published in all the newspaper. Environmental news issues in each of the newspapers are given bellow:

The Daily Prothom Alo

Serial No.	Environmental News Topics	Numbers	Percentage
1.	Pollutions	14	25.45%
2.	Biodiversity	17	30.91%
3.	Environmental Management	06	10.91%
4.	Climate Change	01	1.82%
5.	Brick kiln	02	3.64%
6.	Occupying River	06	10.91%
7.	Illegal Sand Mining	01	1.82%
8.	Hill Cutting	03	5.45%
9.	Deforestation	02	3.64%
10	Environmental Threat	02	3.64%
11.	Others	02	3.64%

The Daily Ittefaq

Serial No.	Environmental News Topics	Numbers	Percentage
1.	Pollutions	10	19.61%
2.	Biodiversity	12	23.53%
3.	Environmental Management	07	13.73%
4.	Climate Change	02	3.92%
5.	Brick kiln	04	7.84%
6.	Occupying River	04	7.84%
7.	Illegal Sand Mining	03	5.88%
8.	Hill Cutting	01	1.96%
9.	Deforestation	03	5.88%
10	Environmental Threat	04	7.84%
11.	Others	01	1.96%

The Daily Star

Serial No.	Environmental News Topics	Numbers	percentage
1.	Pollutions	17	30.36%
2.	Biodiversity	08	14.29%
3.	Environmental Management	05	8.93%
4.	Climate Change	08	14.29%
5.	Brick kiln	06	10.71%
6.	Occupying River	04	7.14%
7.	Hill Cutting	02	3.57%
8.	Deforestation	03	5.36%
9.	Environmental Threat	02	3.57%

The Business Standard

Serial No.	Environmental News Topics	Numbers	Percentage
1.	Pollutions	05	20%
2.	Biodiversity	03	12%
3.	Environmental Management	08	32%
4.	Climate Change	05	20%
5.	Brick kiln	03	12%
6.	Others	01	4%

Number of Environmental News Based on Issues

187 Environmental news Published form 01 January, 2023 to 31 January, 2023 in four national dailies. The issues that emerge from the analysis of the news are given below:

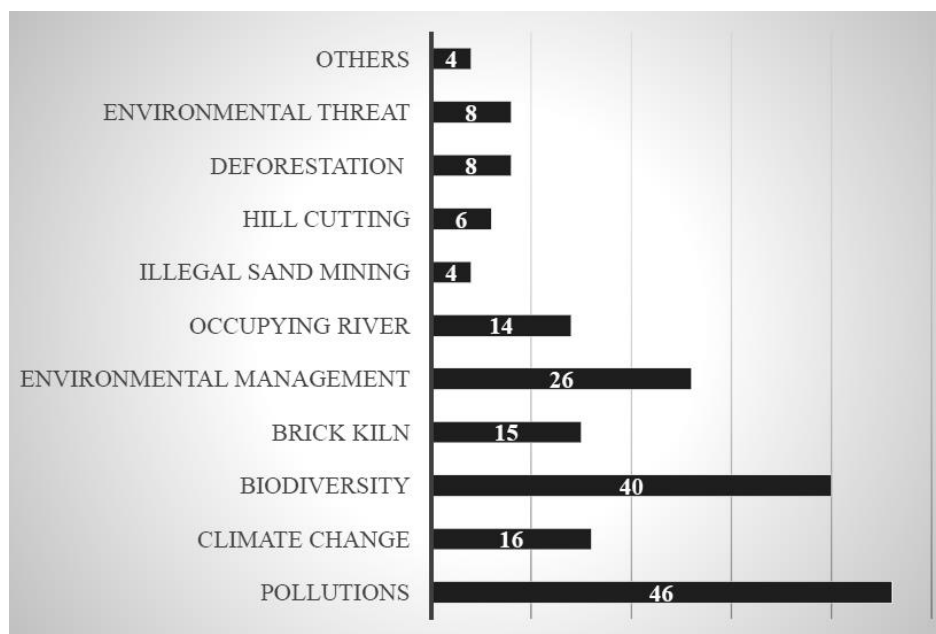


Figure: Total Number of News Based on Issues

187 environmental news stories from 124 newspapers were analyzed to find out the issues that Bangladesh newspapers prioritize in their environmental news coverage. Here is the most published news are about pollution. Out of 187 environmental stories, 46 stories available on pollution. Which is 24.60% of total Environmental News. Different types of pollution are given the most priority as news. Among this were air pollution, water pollution, sound pollution, river pollution, plastic pollution etc. The Daily Star gives most priority to any kinds of pollutions. The second highest news issues are about biodiversity. Here are 40 stories related to this which is 21.39%. Most of the stories were about wildlife and then migratory bird, endangered animals and native birds etc.

This was the most published topic in Prothom Alo and Ittefaq. After that Environmental management also get priorities. There are 26 stories and 13.90% about it. These was about action plans should be taken in Bangladesh to avoid environmental damage and to deal with threats. Climate change is an important global issue today. Global climate change is affecting Bangladesh and it is a major threat to us. So, it appears that the news is about to be published now. In this study we find 16 stories and 7.49% of total environmental news on it. Most of the stories were about the causes and effects of climate change and also related to action plans of the previous climate conference and COP-27. There are also 15 news about illegally constructed Brick Kilns. Then 14, 4, 6, 8 and 4 stories respectively about the regular environmental issues in Bangladesh such as Occupying River, Illegal Sand Mining, Hill Cutting, Deforestations, Environmental Threats and Others.

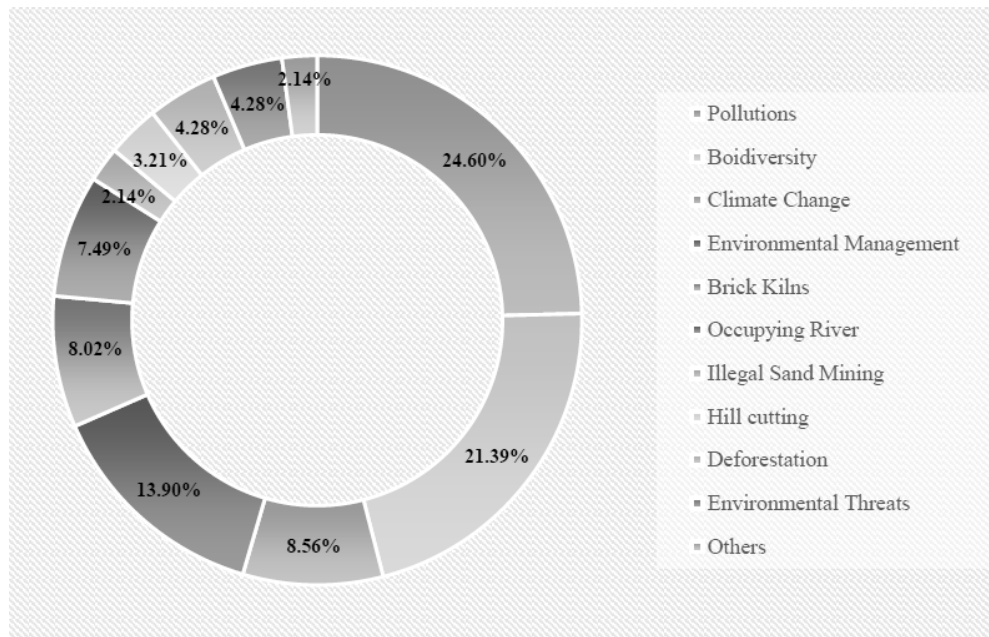


Figure: Rate of environmental issues

Treatment of the News

Environmental news coverage of four newspapers has been analyzed to see how environmental news is treated in national dailies in Bangladesh. It shows how environmental news is placed on which page and how many columns. The findings are given below:

Placement of Environmental News

Analyzing the four newspapers, the number of environmental news published on each page of the newspaper is shown below:

The Daily Prothom Alo

Page Name	Font Page	Editorial	International	Back Page	Others
Number of News	06	09	01	14	25
Percentage	10.91%	16.36%	1.82%	25.45%	45.45%

The Daily Ittefaq

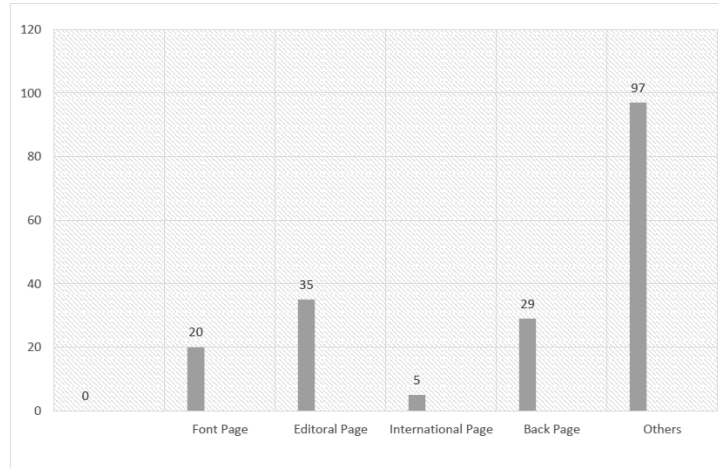
Page Name	Font Page	Editorial	International	Back Page	Others
Number of News	01	08	00	09	33
Percentage	1.96%	15.67%	0.00%	17.67%	64.71%

The Daily Star

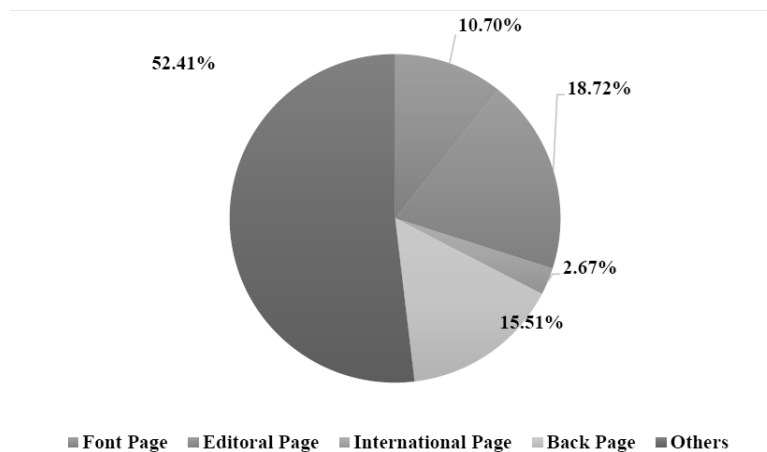
Page Name	Font Page	Editorial	International	Back Page	Others
Number of News	12	14	04	06	20
Percentage	21.43%	25%	7.12%	10.71%	35.71%

The Business Standard

Page Name	Font Page	Editorial	International	Back Page	Others
Number of News	01	04	00	00	20
Percentage	4%	16%	0.00%	0.00%	80%

Number of News Based on Placement**Figure : Number of News Based on Placement**

We know that, the news is placed according to its importance. The most important news is placed on the front page, the following on the back page, the editorial and opinion columns on the editorial page, and the less important news on the other pages. Analyzing of the newspapers found 20 on the front page which is 10.70% of the total news, 29 on the back page which is 15.51%, 35 on the editorial page and 5 on the international page which is 18.72% and 2.67% respectively. The highest number by adding the numbers of news on other pages, which number is 98 and the percentage is 52.41%.

**Figure: Percentage of Placement based on Page Name**

Position of the News

Analyzing the four newspapers, how many of environmental news published in which newspaper is given below:

The Daily Prothom Alo

Number of Column	Six Column	Five Column	Four Column	Three Column	Two Column	One Column
Number of News	01	00	01	18	30	5
Percentage	1.88%	0.00%	1.88%	32.73%	54.55%	9.09%

The Daily Ittefaq

Number of Column	Six Column	Five Column	Four Column	Three Column	Two Column	One Column
Number of News	00	00	02	09	26	14
Percentage	0.00%	0.00%	3.92%	17.65%	50.98%	27.45%

The Daily Star

Number of Column	Six Column	Five Column	Four Column	Three Column	Two Column	One Column
Number of News	03	00	17	17	15	04
Percentage	5.36%	0.00%	30.36%	30.36%	26.79%	7.12%

The Business Standard

Number of Column	Six Column	Five Column	Four Column	Three Column	Two Column	One Column
Number of News	07	00	4	4	5	5
Percentage	28%	0.00%	16%	16%	20%	20%

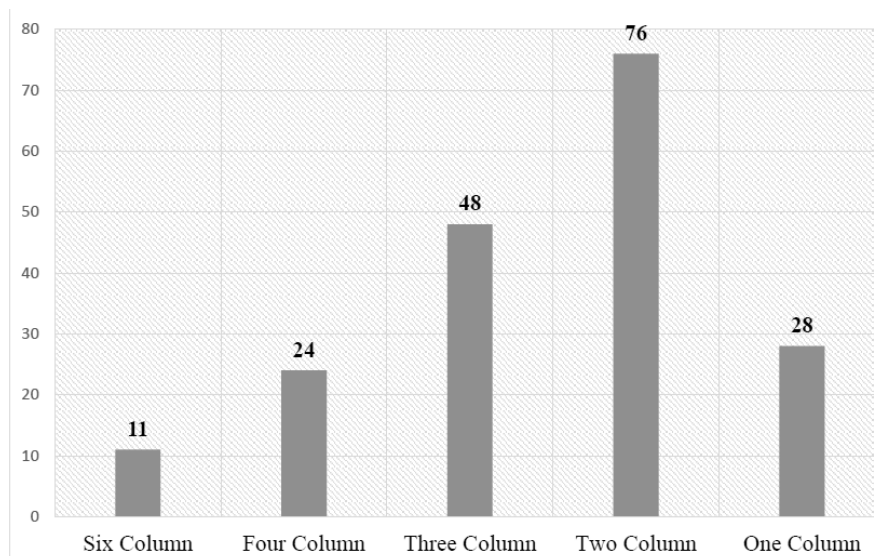


Figure: Number of News Based on Column

The more importance is given to the news, the more treatment is given to that news. In this case, how much space or how many columns the news is in the valuable space of the newspaper. This shows the treatment of the newspaper. If a news is given with a picture in all 6 columns with colorful headline then it can be understood that the news has been given good treatment. Therefore, to see the treatment of environmental news in the national dailies of Bangladesh, it was seen how many columns the news from four newspapers cover. In this case, the number of six-column news was very less and ittefaq did not publish any six-column news. Four columns of news which were 24. Three column, two column and one column news were respectively 48, 76, 24. Here, two columns of news were the most numerous.



Figure: Percentage of News Based Column

An analysis of the treatment of environmental news shows that there is no dedicated page or space in newspapers for environmental news. Most of the news is placed on other pages. In this case, the number of news appearing on the first page is very less. And the analysis of how many columns the environmental news is published shows that maximum news is published in two columns which is 76 and 40.46% of the total environmental news. Then there are three columns of news which is 25.67%. The least published six column news were 11 which is 5.88% of total environmental news. From the findings, it can be said that the four newspapers did not give much treatment to environmental news. Newspapers, however, appear in a comparable picture, the Daily Star gave the most treatment. This newspapers placed 21.43% of their environmental news on the front page. Their number of editorials was 25% and they had more news in three and four columns and both are 30.36% of their total published environmental news columns. The next position is respectively Prothom Alo and The Business Standard. But the treatment of The Daily Ittefaq was very poor.

Patterns of the Stories

We know that different types of news are published in newspapers. News can be mainly divided into two parts. One is In-depth news and the other is surface news. In-depth news can again be divided into two categories, Interpretative and

investigative news. And the above news can be divided into different types, such as heard news, soft news, strait Jacket news. There is also feature, photo story, photo feature, editorial and opinion. These variations of news are patterns of news. Here is an analysis of four newspapers and the number of news items according to the news pattern:

The Daily Prothom Alo

Serial No.	Patterns of Stories	Number of Stories	Percentage
1.	Interpretative News	6	10.91%
2.	Investigative News	4	7.27%
3.	Hard News	7	12.73%
4.	Straight Jacket News	9	16.36%
5.	Feature	13	23.64%
6.	Editorial	3	5.45%
7.	Opinion	4	7.27%
8.	Photo Story	9	16.36%

The Daily Ittefaq

Serial No.	Patterns of Stories	Number of Stories	Percentage
1.	Interpretative News	6	11.76%
2.	Investigative News	1	1.96%
3.	Hard News	11	21.57%
4.	Straight Jacket News	21	41.17%
5.	Feature	3	5.88%
6.	Editorial	1	1.96%
7.	Opinion	7	13.73%
8.	Photo Story	1	1.96%

The Daily Star

Serial No.	Patterns of Stories	Number of Stories	Percentage
1.	Interpretative News	8	14.29%
2.	Investigative News	4	7.14%
3.	Hard News	3	5.36%
4.	Straight Jacket News	8	14.29%
5.	Feature	0	0.00%
6.	Editorial	5	8.93%
7.	Opinion	9	16.07%
8.	Photo Story	19	33.93%

The Business Standard

Serial No.	Patterns of Stories	Number of Stories	Percentage
1.	Interpretative News	4	16%
2.	Investigative News	0	0.00%
3.	Hard News	2	8%
4.	Straight Jacket News	9	36%
5.	Feature	5	20%
6.	Editorial	0	0.00%
7.	Opinion	4	16%
8.	Photo Story	1	4%

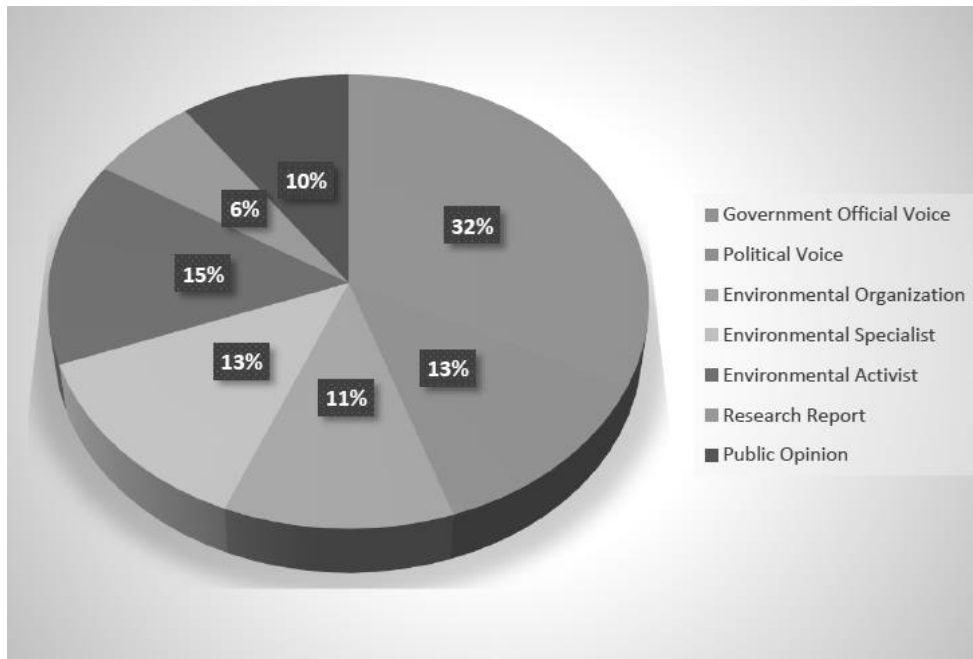


Figure: Percentage of information sources from 187 news

Analyzing the four newspapers environmental news, it can be seen that both primary sources and secondary sources have been used to collect information related to the news. In this case, government official voice, political voice, environmental organizations, environmental specialist, statements of environmental activists and public opinion have been used as primary sources. And as a secondary source, reports of the Ministry of Environment, Forest and Climate, environmental surveys and other research results have been used. However, the governmental officials voice was used one of the most vital source of information. Here the statements of officials of Ministry of Environment, Forest and Climate, BIWTA, officials of Department of Environment for Information at district level, statements of DC, Magistrate, UNO etc. have been used. The number of 62 which is 32% of the total information. After that, there were 28 statements of environmental activists. On the other hand, there were 24, 25 and 22 speeches by political voices and environmental Specialists, Environmental Organizations respectively. The political figures were local UP members, UP chairman, municipal mayors of city corporations and also ministers of the ministry. And expert opinion is available in the opinion column and in the interpretative and investigative report. Besides, if there is any environmental problem, the information has been taken from those who have work in that. There were professors of environmental sciences, geography and environment departments of various universities and environmental researchers. Information is obtained from non-governmental organizations that work on environmental issues. Such organizations were UNDP, BALA, BAPA, Green Bangladesh, BD Cleaners etc. Then there is public opinion which is 19 and the least source of information used is research report which is 12. Which is 8% of the total information.

Setting Agenda on Environmental Issues in Bangladeshi Print Media

Four newspapers are analyzed to understand how the print media of Bangladesh sets the environmental news agenda. What environmental issues have Overcome gatekeeping and find their way into newspapers, how treatment is priming the news and framing in newspaper news presentation is analyzed. A comparative review shows that newspapers in Bangladesh provide very little coverage of environmental issues. Currently, environment is an important issue for Bangladesh. However, the rate of news publication on this issue is only 2.08 percent. And certain issues appear to emerge. This is a good understanding of the international environment in which the coverage of the issue is analyzed. In one month, the number of international news in four newspapers was 7. Out of which 3 news from USA and one news each from UK, India, Sweden and Brazil. Due to the political and economic relations of Bangladesh with the United States, United Kingdom, and India news of these countries is given importance. That's why their environment issue is also given priority. On the other hand, a conference in Sweden and the issue of cutting trees in Brazil's Amazon are two important global issues, so these two have been placed in the newspapers. AP, AFP and Reuters are source of these news. That is, political economy is emphasized in setting the international news agenda on environmental issues. Analyzing four newspapers, it can be seen that the most published news is about environmental pollution. Where there is news about air pollution, river pollution, plastic pollution, sound pollution and carbon pollution. Regarding these pollutions, it can be seen that air pollution and plastic pollution in Dhaka and river pollution in and around Dhaka have been as published as the most amount of news. The Daily star most published editorial, photo story and interpretative news were about pollutions. Due to the coverage of news on pollutions it has become important issue in Bangladesh. The Daily Star publishes news on various types of environmental pollution as well as other issues harmful to the environment and biodiversity such as brick kilns, climate change, illegal sand mining, occupying, hill cutting, deforestation etc. As a result, the audience understands the environmental problems and threats. Prothom Alo published the maximum number of features on Biodiversity. They had interpretative news on air pollution and river pollution and investigative news on hill cutting and deforestation. Although Ittefaq emphasized on biodiversity, its news pattern was strait jacket and their treatment of all environmental news was minimal. At present, the Business Standard publishes the most news on environmental management and climate change. The issue becomes important to the audience based on where, how much space, or how many columns newspapers give to it. There is no specific space for environmental issues in the print media of Bangladesh. Not much news appears on the front page and most of the news that does appear is a two-column story. However, The Daily Star publishes most of its news across three and four columns. One of the positive things that newspapers have done in setting agenda that most of these stories are presented with a picture and upper folder, which makes the issue important to the audience.

Above all, Bangladeshi newspapers have taken problem-based framing in environmental news coverage. By using the official voice more as a news source, the government's agenda is setting into the people's agenda. News is being published with an emphasis on political economic relations on international environmental issues. Dhaka-centric issues are being given more importance in the national news.

Although we have many problems and possibilities in the environment but some issues are highlighted as important to the audience.

Discussion

124 newspapers from January 01, 2023 to January 31, 2023 from four newspapers in two languages The Daily Prothom Alo, The Daily Ittefaq, The Daily Star and The Business Standard were analyzed to investigate environmental news coverage in Bangladeshi newspapers. It can be seen that environmental news is 2.08 percent (RQ1) among the news published in Bangladeshi newspapers. Which is very less compared to the total published news. Among the issues that appear across this 2.08%, pollution is given the most importance (RQ2). Published news on air pollution, river pollution, sound pollution, plastic pollution etc. Then published news on biodiversity, environmental management, climate change, brick kilns, occupying rivers, environmental threats, deforestation, hill cutting and illegal sand mining issues respectively. However, The Daily Prothom Alo and The Daily Ittefaq have given importance to pollution, but they have published the most news on the issue of biodiversity. Analysis of the treatment of environmental news in Bangladesh shows that most of the news is published across two columns. Most of the news were in the upper folder of the newspaper and the numbers of news with pictures were also sufficient to make the news important. However, the rate of publishing news on the front page was very low. Most of the news is given on the inside pages (RQ3). The Daily Star ranks well in its treatment of the environment in newspaper-based comparative judgments. Their front page and editorial pages feature several news items on the environment. They made the issues important by using pictures in the news and by giving the news treatment in three and four columns. As seen in the pattern of environmental news, Bangladeshi newspapers used mostly straight jacket news. Also used photo story, opinion, interpretive news, feature, hard news, editorial and investigative news patterns on environmental issues (RQ4). However, the rate of investigative news is very poor.

Newspapers mostly used the government official voice as a source of environmental news. This is followed by environmental activists, political voices, environmental organizations, environmental specialists, public voices and research reports. As we know, environment is a science-based subject. Understanding environmental issues requires an analysis and interpretations of environmental specialists, which are relatively underutilized. Again, for an objective basis on environmental issues, it is necessary to use research findings on this issue as a source of information. However, the rate of use of this source was poor. The basis of environmental news was simple, uninformed statements by government officials. The agenda that Bangladeshi newspapers are setting on the environment is political economy oriented, problem oriented and capital oriented. And to set these agendas, they are publishing more news on the same issue and publishing news on a limited number of issues.

Environment is an important issue for Bangladesh. Environment should be given more coverage in Bangladesh print media. Increasing the rate of publishing environmental news in Bangladesh newspapers, more treatment should be given to this news. In case of newspapers, apart from allocating environmental news to a dedicated place, the front page and editorial pages should also publish news on

environmental issues. In this regard, the audience should be made aware of environmental issues by publishing narrative and in-depth news out of the straight jacket pattern. Shen, Ahern and Han (2017) examined the impact of narrative environmental news. Results indicated significant interaction effects between news formats and individual environmental orientations on transportation, positive cognitive responses, sympathy, and issue attitudes. Those who were more concerned about the environment were more affected by narrative news than those less concerned. These findings suggest that news narratives have stronger effects when they resonate with individuals' predispositions. Azim (2014) mentions that environmental journalism in Bangladesh is shaped by many hurdles. Such as, pressure of deadline, lack of support from gatekeepers and media institutions, lack of resource, poor logistic support, a lack of dedicated expertise and poor understanding of reporter. In the content of the 187 news stories, this is the picture that most presents. The literature review of this study shows that the government official voice is given more importance as a source for global environmental news release. The same picture emerges from the analysis of environmental news sources in the print media of Bangladesh. However, sources for publishing news on this science-based topic should be environmental experts and research on this topic. That's why the environment specialist's explanation and research report should be given importance to the news source. All national and global issues should be seriously expressed beyond the framing of limited issues. Environmental problems, threats, steps and possibilities to deal with the risks should be highlighted seriously and the matter should become the agenda of the people. The environment is a vital matter and protecting it is not the job of anyone alone. So, the newspaper should play its socially responsible role by giving more news coverage on this issue.

Conclusions

Limitations

To conduct this study one-month environmental news coverage of four national dailies in Bangladesh has been evaluated. That was 124 newspapers are taken as sample here. Which was very limited compared to the whole newspaper in Bangladesh. So, in the future it is needed to analyze all over the years content of the newspaper.

Conclusion

Environmental issues are very important for Bangladesh. It's soils, geography and geological history are very complex. Now a days tremendous problem and issues are gradually increasing in the world. Therefore, there is a growing demand from the public for more and more information on environmental issues. One the other hand, print media is one of the most popular and efficient forms of mass communication. Print media work to inform, educate and influence people for Environmental issues. Although it has some limitations but it is considered possible to achieve desired objectives by the research. This study has some potential. I hope this study generate some insights useful to environmental journalism studies.

Recommendations

- More focus should be given on the environmental issues of Bangladeshi newspaper.

- Some Environmental issues should get treatment in the first page of newspaper.
- More space should be allotted for environmental related news in environmental newspapers.
- One supplement can be published in every week related to environmental issues.
- Every newspaper should develop a dedicated environmental section and provide specialized training for journalists.

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[সার-সংক্ষেপ : এই গবেষণাটি বাংলাদেশের প্রিন্ট মিডিয়াতে পরিবেশ বিষয়ক সংবাদের কভারেজ মূল্যায়ন করে। পরিবেশ বিষয়ক সংবাদের কভারেজ মূল্যায়নের জন্য এখানে দুটি ভাষার মোট চারটি সংবাদপত্রকে নমুনা হিসেবে নেওয়া হয়েছে। সংবাদপত্রগুলো হলো দৈনিক প্রথম আলো, দৈনিক ইত্তেফাক, দ্য ডেইলি স্টার এবং দ্য বিজনেস স্ট্যাভার্ড। এখানে, ০১ জানুয়ারী ২০২৩ থেকে ৩১ জানুয়ারী ২০২৩ পর্যন্ত ১২৪টি (৩১৬৪) সংবাদপত্র নেওয়া হয়েছে। এগুলো বিশ্লেষণ করে মোট ৯০০২টি সংবাদ পাওয়া গেছে, যার মধ্যে ১৮৭টি পরিবেশ বিষয়ক সংবাদ। যা মোট সংবাদের তুলনায় খুবই নগণ্য। এখানে রয়েছে পরিবেশ দূষণ, জীববৈচিত্র্য, পরিবেশের ব্যবস্থাপনা, ইটভাটা, অবৈধ বালু উত্তোলন, পাহাড় কাটা, বন উজাড় এবং পরিবেশগত হুমকির বিষয়গুলি। যার মধ্যে সবচেয়ে বেশি সংবাদ প্রকাশিত হয়েছে দূষণ ও জীববৈচিত্র্য ইস্যুতে। এই সংবাদগুলো বেশিরভাগই স্ট্রেইট জ্যাকেট নিউজ কাঠামোতে এবং এক ও দুই কলামে প্রকাশিত হয়। যদিও, পরিবেশ আজ একটি গুরুত্বপূর্ণ বিষয় হয়ে উঠেছে। পরিবেশ নিয়ে উদ্বেগ বাড়ছে এবং বিশ্বব্যাপী পরিবেশ বিষয়ক সংবাদের কভারেজ বাড়ছে। কিন্তু এই গবেষণায় দেখা যায় যে, বাংলাদেশের সংবাদপত্রে পরিবেশ বিষয়ক সংবাদ এখনও তেমন গুরুত্বপূর্ণ হয়ে ওঠেনি। এছাড়াও গবেষণার ফলাফল নির্দেশ করছে যে, পরিবেশ বিষয়ক সংবাদের সূত্র হিসেবে সরকারি অফিসিয়াল ও রাজনৈতিক বক্তব্য সর্বাধিক গুরুত্ব পেয়েছে। কিন্তু আমরা জানি, পরিবেশ একটি বিজ্ঞানভিত্তিক বিষয় তবে এখানে উঠে এসেছে সংবাদে নির্ভরশীল সূত্র হিসেবে পরিবেশ বিশেষজ্ঞ ও এ বিষয়ক গবেষণাকে কম গুরুত্ব দেওয়া হয়েছে। উক্ত সংবাদগুলোতে গভীরতর সংবাদের সংখ্যাও খুব কম। অন্যদিকে, পরিবেশ বিষয়ক সংবাদকে বেশিরভাগ ক্ষেত্রেই খুব সামান্য ট্রিটমেন্ট দেওয়া হয়েছে। সংবাদপত্রগুলোর তুলনামূলক চিত্র বিশ্লেষণে দেখা যায়, পরিবেশ বিষয়ক সংবাদের ট্রিটমেন্ট দৈনিক প্রথম আলো ও দ্য ডেইলি স্টার এর তুলনায় দৈনিক ইত্তেফাক ও দ্য বিজনেস স্ট্যাভার্ড পত্রিকায় আরও নগণ্য। এখানে সংবাদপত্রগুলো সংবাদের এজেন্ডা নির্ধারণে একই ধরনের সংবাদ প্রকাশ করেছে। কিন্তু কোনো নির্দিষ্ট ইস্যুতে ফলোআপ সংবাদ প্রকাশ হয় নি। প্রতিটি সংবাদপত্র তার সংবাদের বিষয়বস্তু এবং কাঠামোতে নিজস্ব কাঠামোকরণ পদ্ধতি অনুসরণ করেছে।]