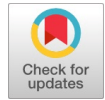


Assessing the Adequacy of Print Media in West Bengal in Promoting Effective Environmental Reporting: A Critical Examination

Sripurna Barman



Abstract: *The study aims to assess how print media addresses critical problems such as the greenhouse effect, global warming, ozone depletion, acid rain, climate change, pollution (air, water, soil, noise), population growth, deforestation, biodiversity loss, ecological disturbances, pesticide usage, overfishing, energy shortages, human waste, and non-biodegradable plastics. By scrutinizing the depth and breadth of coverage across these topics, the research seeks to shed light on the media's role in promoting environmental awareness and advocating for more sustainable behaviors. Through the identification and highlighting of environment-related stories within print media, the study endeavors to raise public consciousness about these challenges and inspire individuals to adopt eco-friendly measures. This examination holds the potential to foster a greater understanding of how media shapes public perceptions and encourages proactive steps toward addressing urgent environmental concerns.*

Keywords: *Environment & Environmental Issues, Enlightenment Reason, Alarm for Human Survival*

I. INTRODUCTION

In an era characterized by rapid globalization, urbanization, and technological advancement, the world faces unprecedented environmental challenges. These challenges, ranging from climate change and resource depletion to biodiversity loss and pollution, necessitate urgent and comprehensive action. The role of media in shaping public perception, influencing policy decisions, and fostering environmental awareness has become increasingly vital. Among the diverse forms of media, print media remains a potent medium with its unique ability to offer in-depth analysis and contextual reporting. This research article embarks on a critical examination of the adequacy of print media in West Bengal, India, concerning its promotion of effective environmental reporting. West Bengal, a state rich in cultural heritage and biodiversity, stands witness to both the blessings of nature's bounty and the pressures of modern development. With an intricate tapestry of ecosystems that range from the mangrove forests of the Sundarbans to the tea gardens of Darjeeling, the state's environmental concerns are as varied as they are crucial.

In this context, accurate, informative, and impactful environmental reporting plays an indispensable role in fostering sustainable practices, generating public awareness, and influencing policy changes. The print media, despite facing challenges from the digital age, maintains a formidable presence in West Bengal, offering a diverse range of newspapers and periodicals that cater to a wide readership. This research seeks to delve into the effectiveness of these print media outlets in tackling environmental issues within the state. By examining the quality, depth, and frequency of environmental reporting, this study aims to provide a comprehensive assessment of how well print media fulfills its role as an environmental watchdog and educator.

The convergence of environmental studies and media studies in this research is of paramount importance. A symbiotic relationship exists between the media and environmental issues—while the media relies on environmental stories to capture readers' attention, the portrayal of these issues significantly impacts public perception and behavior. Thus, understanding the dynamics between environmental reporting and print media is crucial for comprehending the wider implications of media influence on society's approach to environmental challenges.

This study employs a multifaceted approach, combining content analysis, quantitative data, and qualitative assessments to gauge the extent to which print media in West Bengal addresses environmental concerns. By identifying patterns in coverage, assessing the accuracy of information, and evaluating the framing of environmental issues, this research aims to shed light on the strengths and shortcomings of print media's contributions to environmental discourse.

II. AIMS & OBJECTIVES

- i. To find the scope of environmental journalism.
- ii. To examine the environmental problems both in urban and rural areas.
- iii. To find the challenges for news media to study the level of coverage of environmental issues.
- iv. To evaluate the impact of the coverage of environmental issues on the way people live and express concern for the environment.
- v. To study the factors affecting the coverage of environmental issues by journalists.
- vi. To identify what kind of environmental issues received more importance.
- vii. To understand the link between globalization and the media.

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- viii. To study the utilization of print media in the concept of environmental issues
- ix. To analyze the public opinion on print media coverage regarding environmental issues.

III. RESEARCH METHODOLOGIES

Based on the objectives, the research paper will focus on literature evaluation and content analysis. Printed documents will be used in depth to gather information and intellectual inputs. Information and intellectual inputs gathered from various sources will await the findings.

IV. LITERATURE REVIEW

This chapter outlines the lead academic research on various environmental issues. Research articles, book reviews, magazine reviews, and newspaper articles about environmental issues are involved in this chapter. In this context, the available literature evaluation may be considered the basis for the investigation.

(Shailendra Boora, Meljo Thomas Karakunnel, Xavier Savarimuthu, 2022) [30] in their paper on "Environmental communication research: Need for an Action-centric Paradigm" attempts to examine the environmental crisis. The idea of endless economic expansion and technological triumphalism inspires a complicit response to environmental challenges, while climate change and its expected risks have become imminent and regularly confront us. Research must support a broader message that would increase public knowledge and engagement in light of this environmental communication. But it is discovered that environmental communication research is merely academic and media-focused. Given the urgency and complexity of environmental issues, this article provides an overview of the need for an environmental communication research praxis that is more inclusive and action-focused from social, political, and economic perspectives, protecting human rights and climate justice while fostering local community actions and comprehensive sustainable living [36].

(Rao, 2012) The author described green pen journalism in a study titled "The Case for 'Green Pen Journalism in an Age of Globalization and Liberalization,'" which was published by Equid Novi: African Journalism Studies. The author supports the "green pen" paradigm of journalism, which might improve climate change and sustainability education in journalism while covering all environmental opinions, including the whole problem of climate change.

(Arpan Paul, 2014) [4] attempts to conduct a study on "Copenhagen Climate Change Summit, 2009: A Content Analysis of Two National English Dailies of India" which examines and evaluates the fact that India has been the fifth country in the world to emit the highest amount of carbon (IEA, 2009). The Copenhagen Climate Change Summit, which took place in Denmark in 2009, was crucial in producing sensible choices about the production of greenhouse gases. This study compared how two print media outlets in India covered the incident and examined how they contributed to the public's awareness of the problem at hand. The results back up the expanding field of environmental journalism, but the two newspapers' approaches to covering the story are very different.

(Arul Aram, 2012) [5] in his paper "Why Do Media Academics Keep Off Environmental Reporting?" gave an overview of only during the yearly worldwide meetings on climate change does climate crisis awareness reach its pinnacle. Even during normal times, western sources dominate media coverage. For that reason, it would disrupt the biodiversity of brinjal farming. It is dangerous to people, and the likelihood is that pests tend to develop antibodies against harmful substances. Environmentalists in India are against the growing of edible genetically modified crops. This article reflects how ecologically aware media instructors are in India to educate on these areas of concern. How much of this study discuss in the journalism curriculum? How many environmental education courses are compulsory in media and journalism education in India?

(Sam Geall, 2012) [27] conducted a study on "Media Coverage of the Environment" where he stated that environmental challenges have become increasingly evident, and media coverage of sustainability issues has expanded across Asia. Environmentalists in India and China have found an increasingly significant societal role as watchdogs in fast-growing economies where rapid growth is considerable. Campaigns and controversies frequently raise environmental problems. The author stated that sustainable reporting does play a notable role in China's fledgling civic society.

(Jayajit Chakraborty and Pratyusha Basu, 2021) [13] in their paper, studied the status of air pollution and they found that India has a significant amount of air pollution. The relationship between exposure and social deprivation looks into yet. This study employs a distributional environmental justice framework to link PM2.5 concentration data from satellite observations, a global chemical transport model, and ground-based measurements to district-level socio-demographic data from the 2011 Census of India. This goal objective of the study is to see if yearly average PM2.5 concentrations (2010) and recent increases (2010–2016) are devoted to socially disadvantaged individuals and household groups. Over 85% of individuals and households in India live in districts where international air quality criteria for PM2.5 excel. Recent gains have occurred in less urbanized areas of southern and central India. Multivariable statistical analysis showed higher PM2.5 concentrations in areas with higher percentages of Scheduled Castes, young children, and homes in poor condition without toilets, as well as higher PM2.5 concentrations in underprivileged areas with higher odds of SCs, females, children, and households without toilets. The author of this study justifies how air pollution contributes to India's social disadvantages [37][38].

(Suzannah Evans Comfort, 2020) [33] attempt to conduct a study on "Journalism as an Advocacy Tool: Negotiating Boundaries of Professionalism in the 20th-Century American Environmental Movement" examined and evaluated the limits of journalism, like challenges to editorial independence. The study direct used primary data on the role of media in social change, the evolution of environmental journalism, environmental NGO scenarios, media logic, and media professionalism.



This research illustrates how, from the 1960s through the 1980s, the Wilderness Society, the Sierra Club, and the National Audubon Society refined their publications. Internal disputes about journalism as an advocacy weapon hindered the organizations' attempts to apply professional journalistic norms and practices in their issues to appeal to a broad audience and obtain political credibility.

(Jahnnabi Das, 2012) [12] in her paper "Environmental Journalism in Bangladesh" provided a deep analysis of the theory of journalist agency. She also demonstrates that river pollution and related stories are the conventional idea of journalists as objective observers tackle by environmental journalism, which promotes active engagement in discussions that shape meaning. This research examines how environmentalists might bargain with other institutions over the existing knowledge in news coverage of green issues as phrased by active social agencies. The methodology tools observed two weeks' worth of reportage from a media campaign in Bangladesh in June 2009. By sight at rescuing the Dhaka region's failing waterways. The study argues that traditional conceptions of journalistic impartiality as independence are in contrast to reporting on the environment methodologies that actively participate in discussions. The research also contends that Bangladesh's environmental news reporting is primarily episodic, similar to that of different nations, with little long-term "thematic" news coverage of environmental concerns.

(Declan Fahy, 2018) [9] reviewed Objectivity as Trained Judgement: How Environmental Reporters Pioneered Journalism for a "Post-Truth" Era; Environmental journalism, which evolved in the 1960s, provides a conceptual framework and a manual for journalists working in the "post-truth" or "post-fact" period. It covers politically polarised topics where knowledge is questionable, facts are up for debate, and doubt swells itself. The fundamental idea of media coverage is revisited and reconstructed in the context of green journalism, which sees neutrality as the application of an open process, a pluralistic quest for agreement, and experienced judgement. Environmental journalists helped establish journalism in the "post-truth" age by covering scientific policy disputes.

(Christos Giannoulis, Iosif Botetzagias and Constantina Skanavis, 2010) [8] in their paper attempts to investigate the many discourses of journalists covering environmental problems, concentrating on how they see themselves in their roles. The study employed the methodology of interviewing 23 journalists from nine Greek newspapers and inspecting their discourses. Scientifically objective, environmentally conscious journalists, environmental crusaders, and objective-pure journalists were three different discourses that they distinguished. The authors discovered that these groupings matched those observed in other studies on disseminator, interpreter/investigator, and populist mobilization for journalists with various field orientations. However, the final category, adversarial, was absent from the sample. To comprehend environmental journalism practices and their impact on the community more broadly, the authors advise replication in other nations. (Mohamed Mlile, Mohammed Larouz, 2020) [18] The study involves how Moroccan newspapers As-Sabah, Al-Akhbar, and Al-Massae covered the environment between March and July 2020. All three newspapers had inadequate environmental coverage. Based on the report's evaluation of 308 problems using

ecology. The total number of environmental-related publications published in the COVID-19 era was 92, while only 73 environmental issues featured less than one sustainability title, 1.8%. To raise public awareness of support of nature's assets, the newspaper media's role in focusing on environmental issues is essential. The curiosity about green journalism concerns how newspaper write-ups regarding sustainability emphasis still need considerable enhancement.

(Ran Duan, Laura Crosswell, and Kari Barber, 2021) [24] In their paper, "Animation in Environmental Journalism: Effects on News Perception and Information Seeking," they conduct an investigation of the use of animation in environmental journalism. 413 US volunteers participated in this experiment. The findings indicate no consistently significant modality effect. This research involved live-action vs. vitality in news perception and information seeking across environmental subjects. Particularly in fracking communications, the animation enriches the news value. This concern over the problem reduces the modality's impact on how people perceive the news and look up information by incorporating the modality's perspectives and providing practical guidance on animation. To effectively promote audience trust, news enjoyment, and information-seeking on various environmental issues, the findings add to the body of knowledge on visual environmental communication.

(Maitreyee Mishra, 2011) [15] In her paper, she studied environmental communication lessons from the Orissa district of India, where she finds that Orissa suffers from environmental problems such as global warming, deforestation, coastline erosion, and declining agriculture. The state's administration has classified manufacturing and economic resource extraction to reduce poverty, often driving out indigenous peoples and exposing the earth's resources to exploitation. As a result, deforestation, degradation of the environment, and water-based pollution have occurred. Despite the state's acknowledgment of the environmental catastrophe, the state's media coverage has primarily reflected views on fabrication and private capital and has not adequately informed the public about environmental issues. The lack of green news in traditional and digital media affected the people of Orissa and their reliance on official sources. The author concluded the future significance of environmental outreach in an era that might change the function of different outlets in reporting on sustainable issues.

(Jagadish Thakera, Xiaoquan Zhaob and Anthony Leiserowitz, 2017) [11] In their article, they attempt to examine "Media Use and Public Perceptions of Global Warming in India." The mass media is crucial for enlightening the general population about environmental risks. While climate change is an international crisis, emerging economies like India are often vulnerable to the phenomenon and its impacts due to poverty, illiteracy, and poor public knowledge. This study examines the associations between media use of attention and faith in information sources. The outcomes reveal how the Indian media may contribute positively to raising public consciousness among a broad spectrum of people worldwide through regular and precise broadcasting about the environment using reliable sources.

The discussion examines the consequences of global warming awareness in India.

(Nandini Chakraborty, Tapati Basu, 2022) [22] Her manuscript, "Green Journalism and the Global Environment: A Statistical Analysis on the Impact of News Coverage on Environmental Issues, examines a study on green journalism represented by mass media. Historical approaches applied to the literature review. To find the research gap, content analysis, stratified surveys, and graphical representations were used as research methodologies for data collection. The data collection ensures that many respondents feel that media coverage may raise people's understanding of environmental problems. This statistical analysis concludes that Mass media and journalists uniquely contribute significantly to environmental protection. But the mass media provides a rare opportunity to educate society, and politicians also play a significant role in biodiversity by providing economics. Nonetheless, policymakers promote sustainable usage and the benefits of environmental conservation.

(C. O'Donnell and R.E. Rice, 2008) [7] This study examines the portrayal of environmental events in two influential newspapers, one from the United States and the other from the United Kingdom. It reviews the literature on media and the environment, discusses issues with environmental media, and discusses techniques for judging news quality. The research focuses on identifying "environmental" newspaper items and using a valid and reliable system to measure their value or newsworthiness based on environmental hazard assessment theory.

(Anil Kumar Jharotia, 2019) [2] This study addresses the essential function of media in developing environmental awareness since the environment is a crucial concern that has consequences for the duration that human beings may persist on Earth. Although traditional methods of fostering consciousness about the environment remain, the media has become a vital tool. While the environment must exist for life, the actions of humans have badly destroyed it. The press and government are making excellent efforts to deal with the issue, while adequate media attention can increase the success rates of environmental missions. For instance, the Government of India's remarkable "swachh bharat abhiyan" initiative was solely made practicable by the authorities and media's combined efforts to promote sanitation.

(Suzannah Evans Comfort and Young Eun Park, 2018) [34][35] In their article, they attempt to conduct a study on "Environmental Communication," where they experience that environmental communication has reached significant milestones since the 1990s, with professional associations establishing divisions and the journal Environmental Communication in 2007. This systematic review analyses peer-reviewed literature, focusing on methods, geography, top-cited articles, and keywords. The field has become methodologically open-minded, shifting focus from general environmental risk to specific climate change in the last decade. The review discusses implications for the future of environmental journalism.

(Roy Krøvel, Andreas Ytterstad and, 2012) [25] This article examines journalistic professional values and ethics in student discussions about global warming in Nicaragua, Nepal, and Bangladesh. It reveals that students' scientific knowledge and local experience frolic a crucial role in their

concerns. While they lean towards advocacy positions, they are also attracted to the research credentials of objectivity. The authors propose a realist-constructivist pedagogical approach, emphasizing the connection between scientific understandings and everyday life concerns to encourage social change and prevent worst-case scenarios of global warming.

(Moumita Basu, 2018) [21] The Bay of Bengal's Sundarbans, a collection of low-lying islands, are seriously threatened by global warming. Threats to species survival in the environment and ecosystems involve saltwater, increasing water levels, and climate change. Despite both private and public efforts to protect the Sundarbans ecosystem, the media in both countries frequently ignores the region's urgent problems. This study examines a collaboration between the documentary industry and reports of newspapers published in two trustworthy newsprints, The Daily Prothom Alo and The Ei Samay.

(Supatra Sen, 2020) [32] On May 20, 2020, a tropical supercyclone named Amphan destroyed areas of Bangladesh, Orissa, and coastal Bengal. The worst-impacted zones were Kolkata and the coastal region of West Bengal, where tens of thousands of residents were left homeless without a place to live, enormous quantities of agricultural and crop production vanished, and thousands of trees were deracinating, damaged, or destroyed. Out of nearly five lakh trees in Kolkata alone, more than five hundred were either root out or broken. Manifesting the goal of green recovery is difficult but crucial. Consequently, because of Amphan Kolkata and its surroundings undoubtedly experienced a dramatic increase in pollution levels due to the loss of dense forest. In addition to ensuring beautiful urban planning, successful and organized tree management, and thorough plant choosing, Calcutta requires rebuilding its greenery.

(Sandip Kumar Mishra, 2016) [29] This method encourages readers to become eco-conscious and look after Mother Nature while promoting ecological literacy. Environment evaluation, wildlife research, social theory, ecological philosophy, ecological theory, environmental movements, and eco-spiritualism are merely fields in the sense that nature criticism is interrelated. The environment poses a crucial threat to modern society and our planet because of the improper management of natural resources. The primary concern of ecocriticism, which emerged as a response to cultural beliefs among individuals, is the evaluation of nature literature in English and other languages.

(Manash Pratim Goswami, 2016) [16] The term "environmental degradation" denotes the rapid loss to nature brought on by expended natural assets and the slow evolution of climatic conditions. Amarkantak, a small pilgrimage town with religious significance, scenic beauty, and good weather, draws millions of tourists because of these factors and its abundant forestry. However, the environment has suffered significant harm from population growth, deforestation, and increasing commercialization. Concerning challenges for the town and its residents include rising temperatures, a shorter winter season, groundwater scarcity, rubbish buildup, and regular landslides.



This essay intends to evaluate the degree of alarm and concern among Amarkantak residents and to follow the role of media outlets in creating awareness and affecting public perception to lessen the effects of environmental damage.

(Kiran Vinod Bhatia & Santosh Patra, 2016) [14] This paper explores the governance mechanism that manages the relationship between capitalism and sustainability in India. It aims to examine the rights of suburban citizens and the role of the media in highlighting the disproportionate burden of costs. Treating air pollution as an environmental justice issue ensures equal rights for all citizens. Air pollution contributes to environmental degradation and poverty, highlighting the hegemonic play of power and politics.

(Mohammad Maksudul Hassan, Shamim Ahmed, Nizamul Haque Patwary, Labony Yeasmin, Shah Muhammad Shahidullah, MA Sattar, 2015) [19] In the Chittagong region of Bangladesh, the study focused on the logic behind hill-cutting, how the soil functioned, the variety of the plants, and how the ecosystem was affected. Depending on the outcomes, hills grasped by firms were destroyed more frequently than by the government. Other significant environmental problems seemed to be landslides and deforestation. As a way to protect the environment, the investigation proposed legal legislation.

(S. Ferdous, M. Khatun, 2020) [26] Considering a focus on four newspapers—The Daily Star, The Daily New Age, The Daily ProthomAlo, and The Daily Bangladesh Pratidin; this paper explores how environmental topics are intense in Bangladeshi printed media. The study uses mixed methods to reach an outcome if these newspapers extensively address environment-related stories. Nonetheless, as per content analysis ProthomAlo, New Age, and Bangladesh Pratidin largely neglected environmental issues in 2019, while The Daily Star covered them most often.

(Ram Awtar Yadav, 2014) [23] Natural calamities and severe weather have killed humans and damaged properties throughout the globe over the past ten years. Several news agencies have reported on such events, including a monsoon rainfall in North Korea, a drought in Nigeria, and the hurricane that hit the United States of America. In July, India collided with an immense, sudden flood that left over 15,000 people homeless and more than 1,000 dead. The media, however, failed to have the desire or the resolve to address such issues. The article specifies the rising rate of circumstances and climate change because human activities can increase habitat loss, excessive pasture, river channelization, and hardscaping.

(E.W.M.S. BOYAGODA, 2017) [10] This research places Sri Lankan print media, namely The Sunday Times, Irida Lankadeepa, and Virakesari Warawaliyeedu, in the position of covering environmental issues. To conclude, the literature review applied both qualitative and quantitative methods. The outcomes show that The Sunday Times presented more content about the environment in 2014 than Irida Lankadeepa and Virakesari Warawaliyeedu. However, there are substantial variations in the level of priority that environmental issues receive in different newspapers. Irida Lankadeepa and Virakesari Warawaliyeedu overlook and neglect to report environmental problems, all while The Sunday Times newspaper affords environmental issues active

representation and full coverage to determine whether sufficient time and thought have been placed.

(Sanaulla Hasan, Pryanka Dutta, 2019) [28] This study examines how The Daily Azadi and The Daily Purbokone, both regional newspapers in Chattogram, Bangladesh, cover environmental issues. The study uses qualitative and quantitative methodologies to examine the scope of coverage and categories of environment topics during World Environment Day. The outcomes demonstrate that contrary to The Daily Purbokone, The Daily Azadi serves the most notable green news. The priority accorded to environmental concerns in these newspapers varies significantly though policymakers, academics, environmentalists, and learners may all profit from the findings.

(Subhas Chandra Bhat, Kamal Krishna De & Malay Kumar Sen, 2014) [31] According to the Tbilisi Conference (1977), environmental education is crucial in India and evaluates school children's mental growth for environmental awareness placed at the bottom. A case study conducted in West Bengal in India concluded among underprivileged school students. As an outcome, the sample of different variances revealed that the awareness of environmental damage is mostly affected bellow aged school students and the school's location, and the report emphasizes the importance of schools giving environmental education prominence to advocate a healthy environment for each student.

(Arup Guchhait, Tapati Basu and Tushar Kanti Ghara, 2017) [6] Knowledge is primarily propagated by print media, especially when it comes to the field of environmental journalism. Nevertheless, they do not possess the necessary facilities. While regional newspapers play the most significant role in publishing environmental stories like air pollution, deforestation, and acid rain, In the present research, green journalism is associated with and inspected in the province of English and Bengali daily newspapers, with a crucial focus on the most abundant genres in regional publications. The research reveals with the collected data that equal knowledge distribution through efficient publications should be concerned with national and regional newspapers. Only in this way do both national and regional newspapers encourage crucial global perspectives on environmental concerns.

(Moon Jana, 2017) [20] Mass media plays a significant role in environmental problems in West Bengal since it defines public opinion and educates individuals regarding nature. Journalists operate as an intermediary between the public and decision-makers, while the media allows the exchange of ideas and opinions.

(MANORANJAN GHOSH, SOMNATH GHOSAL, 2019) [17] Health and advancement are at risk because of nature's concerns in India. States like West Bengal, the second-most populated state in India, have experienced 18 critical social obstacles related to sustainability across the past fifteen decades. A decline in the environment, hazards, and limited resources are attached to such problems. India is one of the nations most at risk from threatened species and global warming.

The study focuses on the location of pollution problems and the lack of assets in West Bengal's environment. Assets like earth, water, and ecosystems are getting limited because of a rapid population rise and affecting people's quality of life. As a result, concern among rural farmers has risen in the modern century with the amount of vacant land, highlighting the need to locate feasible options.

(Archan Mitra, Biplab Lohochoudhury, 2019) [3] This study evaluates significant factors in water contamination in West Bengal, India, which includes government negligence, non-ecofriendly daily conduct, and irresponsible hygiene practices enacted by municipal governments. The damage to the environment results from the combination of unsafe farming practices, harmful daily activities, and wasteful sanitation followed by municipalities, to name a few factors that are outcomes. To detach human-caused problems from every citizen and society as a whole, and at government levels, positive action is a must.

(Aditya Sinha and Debabrata Basu, 2020) [1] This piece deploys on reviews carried out in India's field of journalism curriculum after the emergence of the Internet, particularly after 2010. The development of new information technology has significantly altered journalistic practices over the past 20 years, allowing mass audience responses and more options for content providers to pursue global education. The essay is content analysis, which uses grounded theory as a qualitative research method to find numerous themes in journalism research from Indian universities throughout the same period. The consequences of the findings point to a significant discrepancy between the research done in academic institutions and the dominant trends in the nation's journalistic business.

V. RESEARCH QUESTIONS

The following research questions need to be addressed -

- i. What factors discourage the coverage of environmental issues by journalists?
- ii. How does the coverage of environmental issues by newspapers affect people's lives and perceptions of the environment?
- iii. What changes have arisen in contemporary global times concerning journalism as a profession?
- iv. Are professionals following ethics?
- v. How much coverage did print media give importance to human survival?
- vi. Why have industries become more responsible for the environmental side effects?
- vii. What kind of features are given to environmental news by the newspapers?
- viii. How crucial and beneficial are the daily newspapers in creating awareness among in the public
- ix. What is the coverage pattern of print media?
- x. Does the language of newspapers matter as a source of information about environmental problems?

VI. FINDINGS

A substantial portion of the knowledge has been collected from interviews and articles that are printed in newspapers, magazines, and online resources. Data is descriptively analyzed before the proper critical analysis. Analyses based

on the information obtained happen in accordance with the study's goals. Certain information was widely defined for this reason, while some material that is superfluous is eliminated.

The analysis of print media in West Bengal reveals a notable limitation in the depth of environmental reporting. While newspapers and periodicals routinely cover environmental topics, the majority of articles tend to be superficial, lacking in-depth analysis and investigation. This suggests a missed opportunity to educate the public on complex environmental issues.

Environmental reporting in West Bengal's print media is sporadic. There is a tendency for environmental stories to be covered episodically, often in response to major events or crises. This sporadic coverage may hinder the development of a sustained environmental consciousness among readers.

A significant portion of environmental reporting in West Bengal's print media is concentrated on urban environmental issues, with a particular focus on Kolkata, the state capital. Rural and remote areas often receive limited attention, despite their unique and pressing environmental challenges.

The analysis indicates a lack of diverse perspectives in environmental reporting. A significant portion of the reporting relies heavily on government sources and official statements, potentially limiting critical and investigative journalism on environmental matters.

Environmental reporting in West Bengal's print media often tends towards sensationalism, with headlines and articles designed to capture attention rather than provide comprehensive insights. This sensationalism may detract from the substantive understanding of environmental issues.

While environmental problems are adequately covered, the print media in West Bengal tends to devote less attention to potential solutions and best practices. This imbalance could hinder the public's ability to engage constructively in environmental stewardship.

Environmental reporting often neglects the impact of environmental issues on marginalized communities in West Bengal. This oversight perpetuates environmental injustices and hinders efforts to address them.

Despite West Bengal's rich biodiversity, the coverage of biodiversity-related topics is limited. This inadequacy could undermine efforts to conserve and protect the state's unique ecosystems.

Visual elements such as photographs and infographics are frequently used in environmental reporting, effectively enhancing the impact and accessibility of the articles.

VII. CONCLUSION

In conclusion, as West Bengal grapples with the intricate interplay between development and environmental preservation, the role of print media in shaping perceptions and driving change cannot be understated. This research holds the potential to uncover gaps in environmental reporting and suggest ways in which print media can enhance its effectiveness in promoting a sustainable and ecologically conscious society.



By doing so, it contributes to both academic discourse on media's role in environmental communication and practical considerations for media practitioners, policymakers, and the informed public alike. Agenda-setting theory, Media Dependency Theory, Social Cognitive Theory, Down's issue attention cycle, Karl Deutsch's Communication Theory, Media Persuasion-Indirect Effects Model, Media Representation Social Construction Perspective, and Quantity of Coverage Theory are connected. Coverage of environmental issues by newspapers might be affected by economic pressure and ownership of newspapers. Ensuring environmental sustainability is regarded as the key to the achievement of all other development goals. It might help governments and companies formulate environmentally friendly policies. It can refine readers and help in environmental education. It can serve as a basis for further research. It can challenge and encourage the media in the task of environmental communication.

DECLARATION STATEMENT

I must verify the accuracy of the following information as the article's author.

- **Conflicts of Interest/ Competing Interests:** Based on my understanding, this article has no conflicts of interest.
- **Funding Support:** This article has not been funded by any organizations or agencies. This independence ensures that the research is conducted with objectivity and without any external influence.
- **Ethical Approval and Consent to Participate:** The content of this article does not necessitate ethical approval or consent to participate with supporting documentation.
- **Data Access Statement and Material Availability:** The adequate resources of this article are publicly accessible.
- **Authors Contributions:** The authorship of this article is contributed solely.

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