



Dedicated to my spiritual master

Dr. Thoudam Damodara Singh (1937-2006)
(His Holiness Bhaktisvarupa Damodara Swami)

Founder Director Bhaktivedanta Institute
&
A Pioneer in the field of Science – Spirituality and Interfaith
Dialogues
for
World Peace.

DECLARATION

I, Narengbam Premjit Singh, bearing Ph.D Regn.No.Ph.D/1444/2011 with dated 06/04/2011 do hereby declare that contents of the thesis entitled “ **ROLE OF MEDIA IN ENVIRONMENTAL AWARENESS: A STUDY IN THE VALLEY DISTRICTS OF MANIPUR**” is purely my research work. The thesis has never been submitted to any institutions/university. References to other information sources are cited herein.

Place:

Date:

(Narengbam Premjit Singh)

ACKNOWLEDGEMENT

I sincerely express my gratitude to my supervisor Dr. Raghavendra Mishra, Assitant Professor, Department of Mass Communication, Assam University, Sicha for allowing me to pursue Ph.D under his able guidance. I am indebted to Mishra Sir for his constant invaluable moral support and guidance.

I personally express my gratefulness to Prof. Gyan Prakash Pandey, Head, Department of Mass Communiation, Prof. K.V.Nagaraj, other faculty members and non-teaching staffs ,Department of Mass Communication, Assam University Silchar for their invaluable cooperation.

I am very much grateful to my father, late Shri Narengbam Jogendrakumar Singh, my mother, Srimati Narengbam Ongbi Khanam Ningol Sanathoi Devi, my elder brothers Narengbam Biswajit Singh and Narengbam Samarjit Singh for their invaluable financial and moral support throughout my research work.

I sincerely thank my brother-in-laws, Naoroibam Indramani and Nongmaithem Nepoljit Singh, my elder sisters, Medhabati, Hemabati, Dhanabati and Kamalabati, and sister-in-laws, Eeteima Ranjana and Eeteima Tilotama, my niece, Naoroibam Jayalaxmi, nephews and other nieces for their valuable cooperation.

I am obliged to media fraternity of Manipur, residents of the valley districts of Manipur, Manipur Pollution Control Board, Department of Information and Public Relations, other governmental departments, NGOs, individuals, friends and well-wishers for their generous cooperation.

Last but not the least I am indebted eternally to my spiritual master, *His Holiness Bhaktisvarupa Damodara Swami, His Holiness Bhaktivyasa Tritha Swami, His Grace Hari Das* and all the *Vaisnavas* for their causeless mercy.

Narengbam Premjit Singh

Content

	Page No.
<i>Acknowledgements</i>	v
<i>List of Tables</i>	viii-xv
<i>List of Figures</i>	xvi
<i>Abbreviations</i>	xvii

CHAPTER-I

1. Framework of the Study	1-56
1.2 The Environment	7-16
1.3 Media	17-22
1.4 Media and Environment	22-25
1.5 Review of Literature	26-47
1.6 Methodology	48-53
1.7 Operational Definitions	53-55
1.8 Organization Of Chapters	55-56

CHAPTER-II

2. Media and Environment	57-108
2.1 Media and Environmental Coverage	61-100
2.2 Nature Writing	101-103
2.3 Environmental Journalism	103-105
2.4 Environmental Education	108

CHAPTER-III

3. Locale of the Study	109-143
3.1 General Outline of Manipur	109-130
3.2 Environmental Pollution in Manipur	130-133
3. 5 Media in Manipur.	135-143

CHAPTER- VI

4 Socio-Economic Status and Mass Media User Profile Of the Respondents (Common People)	144-201
4.1 Analysis based on the Opinion of Common People	

CHAPTER-V

5. Role of Media in Environmental Awareness (Journalist)	202-240
5.1 Analysis based on the Opinion of Journalist	

CHAPTER –VI

6. Summary of the Findings, Conclusions and Suggestions	241-261
6.1 Brief profile of Mass Media in Manipur	241-243
6.2 Summary of the Findings	243-252
6.2 Conclusion of the study	253-258
6.3 Suggestions	258-261
Bibliography	262-269
Appendices	270-273

List of Tables

Table No	Page.no
Table 2.1.1: Some of the environment based title broadcasted by ISTV(2006-2012)	65-66
Table 2.1.2: Some of the environment based title of “Talk” programme (2010-2012)	67-68
Table 2.1.3: Some of the environment based title of Bigyangi Wapham(2010-2012)	68-69
Table 2.1.4: Some of the plays that highlight environmental Issues	100
Table 3.1.1: District Wise Forest Area of Manipur	115
Table 3.1.2: Land Utilization Statistics of Manipur	119
Table 3.2.1: District wise vehicular emissions in Manipur	131
Table 3.2.2: District wise hazardous waste and e-waste generating units	133
Table 4.1: Distribution of Common People according to Residence	144
Table 4.2: Distribution of Common People according to Age	145
Table 4.3: Distribution of Common People according to Gender	146
Table 4.4: Distribution of Common People according to Mother Tongue	146
Table 4.5: Distribution of Common People according to Caste	147
Table 4.6: Distribution of Common People according to Marital Status	147
Table 4.7: Distribution of Common People according to Languages (known)	148
Table 4.8: Distribution of Common People according to Educational Qualification	149
Table 4.9: Distribution of Common People according to Status of employment	149
Table 4.10: Distribution of Common People according to Type of Employment	150
Table 4.11: Distribution of Common People according to Possession of Pet animal	151
Table 4.12: Distribution of Common People according to Identity of the pet animal	151
Table 4.13: Distribution of Common People according to Food Preference	152

Table 4.14:	Distribution of Common People according to Drinking water source	153
Table 4.15:	Distribution of Common People according to possession of radio	154
Table 4.16:	Distribution of Common People according to Frequency of Listening	154
Table 4.17:	Distribution of Common People according to Listening Hours	155
Table4.18:	Distribution of Common People according to Recalling Environmental issue	155
Table 4.19:	Distribution of Common People according to Specifying the Issue	156
Table 4.20:	Distribution of Common People according to Recalling the Slogan	156
Table 4.21:	Distribution of Common People according to Specifying the Slogan	157
Table 4.22:	Distribution of Common People according to Possession of Television	157
Table 4.23:	Distribution of Common People according to Identifying the Brand name	158
Table 4.24:	Distribution of Common People according to Number of T.V Sets	158
Table 4.25:	Distribution of Common People according to Type of Connection	159
Table 4.26:	Distribution of Common People according to T.V viewing frequency	160
Table 4.27:	Distribution of Common People according to weekly Viewing frequency	160
Table 4.28:	Distribution of Common People according to Daily viewing frequency	161
Table 4.29:	Distribution of Common People according to Viewed DD channels	161
Table 4.30:	Distribution of Common People according to Recalling Slogan	162
Table 4.31:	Distribution of Common People according to Shown Programme	163
Table4.32:	Distribution of Common People according to Frequency of Environmental Coverage	163
Table 4.33:	Distribution of Common People according to Preference for watching films	164

Table 4.34:	Distribution of Common People according to Place of Watching Film	165
Table 4.35:	Distribution of Common People according to Way of Watching Film	165
Table 4.36:	Distribution of Common People according to Frequency of watching films (last 6 months)	166
Table 4.37:	Distribution of Common People according to Watched environmental films	166
Table 4.38:	Distribution of Common People according to Specifying the environmental films	167
Table 4.39:	Distribution of Common People according to Computer Operability	167
Table 4.40:	Distribution of Common People according to InternetUser	168
Table 4.41:	Distribution of Common People according to the Purpose of Internet used	168
Table 4.42:	Distribution of Common People according to Weekly using frequency	169
Table4.43:	Distribution of Common People according to Daily using frequency	170
Table 4.44:	Distribution of Common People according to receiving Environmental Mails	170
Table 4.45:	Distribution of Common People according to Accessed Environment websites	171
Table 4.46:	Distribution of Common People according to Reading newspaper	171
Table 4.47:	Distribution of Common People according to Weekly Reading Frequency(newspaper)	172
Table 4.48:	Distribution of Common People according to Daily Reading Frequency (newspaper)	172
Table 4.49:	Distribution of Common People according to recalling Environmental Issue	173
Table 4.50:	Distribution of Common People according to Reading frequency (magazine/journal)	173
Table 4.51:	Distribution of Common People according to DailyReading	174
Table 4.52:	Distribution of Common People according to Recalling Environmental Issues (magazine/ journal)	175
Table 4.53:	Distribution of Common People according to Specifying the theme	175

Table 4.54:	Distribution of Common People according to Attended Folk Media	176
Table 4.55:	Distribution of Common People according to recalling title/theme(Folk media)	177
Table 4.56:	Distribution of Common People according to specify title/theme(Folk media)	177
Table 4.57:	Distribution of Common People according to Exposure to Displayed Environmental Messages (outdoor media)	178
Table 4.58:	Distribution of Common People according to Exposed message	178
Table 4.59:	Distribution of Common People according to specifying the environmental messages	179
Table 4.60:	Distribution of Common People according to frequency of exposure to the environmental messages/painting	180
Table 4.61:	Distribution of Common People according to identifying displayed site	180
Table 4.62:	Distribution of Common People according to opinion on role of radio	181
Table 4.63:	Distribution of Common People according to opinion on role of television	182
Table 4.64:	Distribution of Common People according to Opinion on role of Newspaper	183
Table 4.65:	Distribution of Common People according to Opinion on role of magazine	183
Table 4.66:	Distribution of Common People according to Opinion on role of traditional media	184
Table 4.67:	Distribution of Common People according to Opinion on role of outdoor media	185
Table 4.68:	Distribution of Common People according to participation in environmental activities	185
Table 4.69:	Distribution of Common People according to Level of participation	186
Table 4.70:	Distribution of Common People according to possession of mobile phone	187
Table 4.71:	Distribution of Common People according to number of mobile handsets	187
Table 4.72:	Distribution of Common People according to Used mobile service	188

Table 4.73:	Distribution of Common People according to Daily using frequency	189
Table 4.74:	Distribution of Common People according to Purpose of using mobile	189
Table 4.75:	Distribution of Common People according to Receiving environmental messages	190
Table 4.76:	Distribution of Common People according to Opinion role of mobile phone	191
Table 4.77:	Distribution of Common People according to Service improvement Suggestions	191
Table 4.78:	Distribution of Common People according to Concept of environment	192
Table 4.79:	Distribution of Common People according to Look at environmental problem	193
Table 4.80:	Distribution of Common People according to Effect of polluted Nambul River	194
Table 4.81:	Distribution of Common People according to Awareness of Wild life protection Act of 1972	194
Table 4.82:	Distribution of Common People according to Common air pollutant	195
Table 4.83:	Distribution of Common People according to Awareness of “Sangai Samu”	196
Table 4.84:	Distribution of Common People according to Awareness of the eminent environmentalist	196
Table 4.85:	Distribution of Common People according to Awareness of the Forest Minister	197
Table 4.86:	Distribution of Common People according to Identifying Food Mark	198
Table 4.87:	Distribution of Common People according to Identifying Eco-friendly Symbol	199
Table 4.88:	Distribution of Common People according to Understanding environmental message	199
Table 4.89:	Distribution of Common People according to Switching habit	200
Table 4.90:	Distribution of Common People according to Preference of short distance travelling	200
Table 4.91:	Distribution of Common People according to Preferability of renewable energy	201
Table 5.1:	Distribution of journalists according to Community	202

Table 5.2:	Distribution of journalists according to Organisation	203
Table 5.3:	Distribution of journalists according to Designation	203
Table 5.4:	Distribution of journalists according to Work- experienced	204
Table 5.5:	Distribution of journalists according to Age	205
Table 5.6:	Distribution of journalists according to Gender	205
Table 5.7:	Distribution of journalists according to Educational qualification	206
Table 5.8:	Distribution of journalists according to Native place	206
Table 5.9:	Distribution of journalists according to Mother tongue	207
Table 5.10:	Distribution of journalists according to Annual income	208
Table 5.11:	Distribution of journalists according to Less Environmental issues Apperance in Media	208
Table 5.12:	Distribution of journalists according to Reason behind environmental problems	209
Table 5.13:	Distribution of journalists according to reporting of environmental issues	210
Table 5.14:	Distribution of journalists according to major environmental issues of Manipur	210
Table 5.15:	Distribution of journalists according to Self-satisfaction of post reporting	211
Table 5.16:	Distribution of journalists according to Media coverage of environmental issues	212
Table 5.17:	Distribution of journalists according to Need for separate environmental reporter	213
Table 5.18:	Distribution of journalists according to Difficulty of environmental reporting	213
Table 5.19:	Distribution of journalists according to Need of special skills and qualifications	214
Table 5.20:	Distribution of journalists according to required skills and qualifications	214
Table 5.21:	Distribution of journalists according to Societal Imapct of environmental report	215
Table 5.22:	Distribution of journalists according to kind of impact	216

Table 5.23:	Distribution of journalists according to larger share of the impact	217
Table 5.24:	Distribution of journalists according to the present status of environmental reporting	217
Table 5.25:	Distribution of journalists according to Need of quality improvement of reporting	218
Table 5.26:	Distribution of journalists according to Enhancing the efficiency of journalistic work	219
Table 5.27:	Distribution of journalists according to the coverage of indiscriminate burning of forest	220
Table 5.28:	Distribution of journalists according to the coverage of landslides	221
Table 5.29:	Distribution of journalists according to Coverage of climate change	222
Table 5.30:	Distribution of journalists according to the coverage of poaching of animals	223
Table 5.31:	Distribution of journalists according to Coverage of floods	224
Table 5.32:	Distribution of journalists according to Coverage of water bodies pollution	225
Table 5.33:	Distribution of journalists according to the coverage of drying of up of rivers	226
Table 5.34:	Distribution of journalists according to Coverage of dust problem	227
Table 5.35:	Distribution of journalists according to Coverage of solid waste disposal	228
Table 5.36:	Distribution of journalists according to Coverage of sewerage treatment	229
Table 5.37:	Distribution of journalists according to Coverage of use of pesticide and chemical Fertilizers	230
Table 5.38:	Distribution of journalists according to Coverage of the destruction of fertile lands for infrastructure development	231
Table 5.39:	Distribution of journalists according to Coverage of construction of dams	232
Table 5.40:	Distribution of journalists according to Coverage of Other Issues	233
Table 5.41:	Distribution of journalists according to Ways of covering environmental issue	234

Table 5.42:	Distribution of journalists according to Need of Training	234
Table 5.43:	Distribution of journalists according to Dependency on management promotion for coverage of environmental issues	235
Table 5.44:	Distribution of journalists according to Recalling wide coverage environmental issue.	236
Table 5.45:	Distribution of journalists according to Public awareness of environmental issue by media	237
Table 5.46:	Distribution of journalists according to Most effective media in creating environmental awareness	237
Table 5.47:	Distribution of journalists according to Governmental encouragement for environmental reporting	238
Table 5.48:	Distribution of journalists according to Suggestions for better environmental reporting	239
Table 5.49:	Distribution of journalists according to Media support for environmental education	240

Lists of Figures

Figure no.		Page no.
Fig. 3.1.1:	Land use /Land Cover Map of Manipur	120
Fig. 3.1.2:	Land use /Land Cover Map of Imphal East District	121
Fig.3.1.3:	Land use /Land Cover Map of Imphal West District	122
Fig.3.1.4:	Land use /Land Cover Map of Bishnupur District	123
Fig.3.1.5:	Land use /Land Cover Map of Thoubal District	124

Abbreviations

HW	: Hazardous Waste
E-waste	: Electronic Waste
MLR Act	: Manipur Land Revenue & Land Reforms Act,1960
MPCB	: Manipur Pollution Control Board
SPM	: Suspended Particulate Matter
MSL	: Mean Sea Level
EMRC	: Educational Multimedia Research Centre
LPT	: Low Power Transmitter
HPT	: High Power Transmitter
UNEP	: United Nations Environment Programme
SACEP	: South Asia Co-operative Environment Programme
ICIMOD	: International Centre for Integrated Mountain Development
UNCED	: United Nations Conference on Environment and Development
SAARC	: South Asian Association for Regional Co-operation ESCAP Economic and Social Council for Asia and Pacific
GEF	: Global Environment Facility
CSD	: Commission on Sustainable Development
FM	Frequency Modulation
Mg/L	Miligram/Liter