

Table 4.91: Distribution of Common People according to Preferability of renewable energy:

Sl.no	Preferability of renewable energy	Frequency	Percentage
1	Good option	263	66
2	Bad option	137	34
	Total	400	100

Renewable energy is the alternative source of energy. Preferability of renewable energy reflects the awareness of the individual about it. The study shows that maximum respondents (66%) prefer renewable energy and accepted it while minority of the respondents (34%) do not prefer it. Hence, it is being observed that maximum respondents are well aware about the renewable energy.

CHAPTER V

ROLE OF MEDIA IN ENVIRONMENTAL AWARENESS(JOURNALISTS)

5.ANALYSIS BASED ON THE VIEW OF THE (JOURNALISTS):

The views of the journalists are taken through an empirical survey and interpretations are made based on the perceptions of the journalists as follows:-

Table 5.1: Distribution of journalists according to Community identity through personal name

Sl.no	Community identity through personal name	Frequency	Percentage (%)
1	Meitei	73	85
2	Other community (indigenous)	13	15
	Total	86	100

Personal name identify the community of the individual. Further, it reflects the community's representation in the particular survey. The study shows that 85% of the respondents are from Meitei community while 15% of the respondents are from other community (indigenous). Hence, it is being observed that majority of the respondents representing in the survey are from Meitei community.

Table 5.2: Distribution of journalists according to Organisation

Sl.no	Organisation	Frequency	Percentage(%)
1	Print Media	47	55
2	Electronic Media	22	25
4	Print Media +	17	20

	Electronic Media		
	Total	86	100

Organisation indicates the kind of media the person is working. The finding discloses that maximum of the respondents(55%) are working in print media while the minimum of the respondents (20%)are working both in print as well as electronic media. Only 25% of the respondents are working in electronic media. Hence, it is being observed that more than half the respondents are representing print media while the comparative representation of electronic media very less.

Table 5.3: Distribution of journalists according to Designation

Sl.no	Designation	Frequency	Percentage
1	Manager/Owner	6	7
2	Reporter staffs	17	20
3	Editorial/Editorial Staffs	44	51
4	Other media representative	19	22
	Total	86	100

Designation of the person reflects the level of organisational freedom the person is enjoying.The finding discloses that maximum of the respondents (51%) are from editorial staff while the minimum respondents(7%) are managerial staff/owner. Only 20% of the respondents are from reporting staffs and another 22% of the

respondents are from other media representative. Hence, it is being inferred that more than half of the respondents are from editorial section and representation of the employee is very less.

Table 5.4: Distribution of journalists according to Work-experienced

Sl.no	Work-experienced(years)	Frequency	Percentage (%)
1	0-1	5	6
2	2-5	9	10
3	6-10	16	19
4	Above 10	56	65
	Total	86	100

Working experience reflects the degree of professional skills acquired by the person. The finding shows that maximum of the respondents (65%) are having more than 10 years experience while only 6% of the respondents have 0-1 years experience. Nearly, 19% of the respondents are having 6-10 years experience and another 10% of the respondents are having 2-5 years experience. Hence, it is being observed that more than half of the respondents are having adequate professional skills.

Table 5.5: Distribution of journalists according to Age

Sl.no	Age(years)	Frequency	Percentage (%)
1	20-30	10	12
2	31-41	21	24

3	42-52	26	30
4	53-63	27	31
5	64-74	0	0
6	75-85	2	2
	Total	86	100

Age of a person determines the physical and mental maturity of individuals. The finding shows that maximum respondents (31%) belong to 53-63 years of age while minimum respondents (2%) are from 75-85 years of age. The decreasing share of other age groups is 30%, 24% and 12% respectively. Hence, it is inferred that majority of the respondents are above veterans.

Table 5.6: Distribution of journalists according to Gender

Sl.no	Gender	Frequency	Percentage (%)
1	Male	78	91
2	Female	8	9
	Total	86	100

Gender determines the physical and social freedom enjoyed by an individual in the society. That reflects in her/his thinking and perceptions. The table discloses that 91 % of the respondents are male while 9% of the respondents are female. Hence, it is being observed that maximum of the respondents are male and female representation is comparatively insignificant.

Table 5.7: Distribution of journalists according to Educational qualification

Sl.no	Educational qualification	Frequency	Percentage (%)
1	High school	2	2
2	Higher secondary	3	4

3	Graduate	49	57
4	Post Graduate	28	33
5	Ph.D	2	2
6	Other(undisclosed)	2	2
	Total	86	100

Education is determining factor for the holistic growth of person. It is being reflected in personal perceptions of individuals. The study shows that maximum respondents (57%) are graduates while the share of minimum respondents in decreasing order are higher secondary (4%),high school (2%) and Ph.D(2%). While 33% of the respondents are post graduate and another 2% of the respondents undisclosed their educational qualification. Hence, it is being observed that more than half of the respondents are graduates. Comparatively, respondents with higher educational qualification have more representation than the lower group in the study.

Table 5.8: Distribution of journalists according to Native place

Sl.no	Native place	Frequency	Percentage(%)
1	Imphal West District	31	36
2	Imphal East District	32	37
3	Thoubal District	2	2
4	Bishnupur District	3	4
5	Chandel District	2	2
6	Senapati District	2	2
7	Tamenglong District	4	5
8	Ukhrul District	3	4
9	Churachandpur District	7	8
	Total	86	100

The native place of a person reflects the origin of the person. Further, it tells about physical as well as social background where he/she has been brought up and has a bearing on the individual thinking and perceptions. The study reveals that maximum of the respondents(37%) are from Imphal East district while there is equal

share of minimum respondents from Thoubal District(2%), Chandel District(2%) and Senapati District(2%). The decreasing order of other districts are 36% (Imphal West District), 8%(Churachandpur District),5%(Tamenglong District), 4% Bishenpur District), 4% Ukhrul District. Hence, it is being observed that highest representation belong to Imphal East and Imphal West districts where lowest representation are from Thoubal, Chandel and Senapati districts.

Table 5.9: Distribution of journalists according to Mother tongue

Sl.no	Mother tongue	Frequency	Percentage (%)
1	Meiteilon	64	75
2	Other dialects	22	25
	Total	86	100

Mother tongue of an individual reflects the community of an individual. The study shows that maximum respondents (75%) are speaking meiteilon while only 25% of the respondents are speaking other dialects. Hence, it is being observed that Meitei community have the highest representation in the survey then other indigenous communities.

Table 5.10: Distribution of journalists according to Annual income

Sl.no	Annual income	Frequency	Percentage(%)
1	< 1.5 lacs	33	38
2	1.51-3 lacs	26	30
3	3.1 -5 lacs	15	18

4	Above 5 lacs	12	14
	Total	86	100

Annual income of a person determines the socio-economic status of the person. The study reveals that maximum respondents (38%) have less than 1.5 lacs as annual income while the minimum respondents(14%) have above 5 lacs as annual income. Only 18% of the respondents falls into the category of 3.1-5 lacs while 30% of the respondents belongs to the category of 1.51-3 lacs.Hence , it is being inferred that majority of the respondents belongs to the lowest income group while the representation of the higher income group is very less.

Table 5.11: Distribution of journalists according to Less Environmental issues Appearance in Media

Sl.no	Less Environmental issues Appearance in Media	Frequency	Percentage (%)
1	Yes	57	66
2	No	27	32
3	No response	2	2
	Total	86	100

Coverage of issues by media reflects the priority and policy of the media houses. The study shows that maximum of the respondents (66%) felt less coverage of environmental issues by media while 32% of the respondents do not agree with it. Only 2% of the respondents are neutral about the matter Hence, it is being observed that majority of the respondents feel lack of due coverage of environmental issue by media. Some of the respondents are unaware about the matter.

Table 5.12: Distribution of journalists according to Reason behind environmental problems

Sl.no	Reason behind environmental problems	Frequency	Percentage (%)
1	Ignorance of the public	45	52
2	Ignorance of the Authority	30	35
3	Ignorance of the Media	4	5
4	Inadequate Support System	7	8
	Total	86	100

Knowing the root cause of a problem make half of the problem solves. The study shows that maximum of the respondents (52%) felt that ignorance of the public as behind environmental problems while minimum of the respondents (5%) felt due to ignorance of the media. While the share of respondents for the ignorance of the authority and inadequate support systems are 35% and 8% respectively. Hence, it is being observed that ignorance of the public is the root cause for environmental problems.

Table 5.13: Distribution of journalists according to reporting of environmental issues

Sl.no	Reporting of environmental issues	Frequency	Percentage (%)
1	Yes	76	88
2	No	7	8
3	No response	3	4
	Total	86	100

Reporting particular issue reflects participation of the reporter and encouragement of the authority of the media house. The study shows that maximum of the respondents (88%) have reported over environmental issues. While minimum of the respondents (7%) have not reported over environmental issues. Only 4% of the respondents keep neutral over the matter. Hence, it is being observed that majority of the respondents are well aware about the environmental issues and some of the respondents are unaware about the issue.

Table 5.14: Distribution of journalists according to major environmental issues of Manipur

Sl.no	Variable	Frequency	Percentage (%)
1	General Issues	35	41
2	Local Specific Issues	38	44
3	Policy Specific	10	12
4	Neutral	3	3
	Total	86	100

Major environmental issues of Manipur reflect the perceptions of the respondents about the priority given by them to environmental issues. The study shows that maximum of the respondents (44 %) felt local specific issues as major environmental issues. While 41% of the respondents felt general issues as major environmental issues. Only 12% of the respondents felt policy specific issues as major environmental issues. Only 3% of the respondents maintain neutral about the matter. Hence, it is being observed that majority of the respondents given priority to local specific issues as major

environmental issues. Neutral respondents are unaware about the environmental issues.

Table 5.15: Distribution of journalists according to Self-satisfaction of post reporting

Sl.no	Self-satisfaction of post reporting	Frequency	Percentage (%)
1	Yes	63	73
2	No	17	20
3	No response	6	7
	Total	86	100

Self satisfaction is the driving force behind the dedicated work. It reflects through the performance of the person. The study shows that 73% of maximum respondents felt self-satisfaction while 20% of the respondents not felt self satisfaction. Only 7% of the respondents are neutral about this matter .Hence, it is being inferred that majority of the respondents felt self-satisfaction when reported about environmental issues. Neutral opinion of the respondents reflects their unawareness nature about the matter.

Table 5.16: Distribution of journalists according to Media coverage of environmental issues

Sl.no	Media coverage of environmental issues	Frequency	Percentage (%)
1	Seriously and planned way	10	12
2	Occasionally	53	62
3	Prominently	7	8

4	Unsatisfactory	13	15
5	Cannot say	3	3
	Total	86	100

Frequency of Coverage by media reflects the priority given to the particular issue by the media house. The study shows that maximum respondents (62 %) agree with the occasional coverage while minimum of respondents (8%) agree with prominently coverage. Only 12% of the respondents agree with the planned and serious coverage while 15% of the respondents felt unsatisfactory over the coverage. About 3% of the respondents are undecided. Hence, it is being observed that media coverage of environmental issues is occasional as felt by more than half of the respondents. Some of the respondents are unaware of the media coverage.

Table 5.17: Distribution of journalists according to Need for separate environmental reporter

Sl.no	Need for separate environmental reporter	Frequency	Percentage (%)
1	Yes	81	94
2	No	3	4
3	No response	2	2
	Total	86	100

Specialisation brings perfection. Creation of separate desk/section for environmental issues will enable to project the issue in a proper perspective. The study reveals that maximum of the respondents (94%) felt the need for a separate environmental reporter while only

4% of the respondents do not felt the need. Nearly 2% of the respondents do not give any comment on the matter. Hence, it is being inferred that majority of the respondents call for separate environmental reporter.

Table 5.18: Distribution of journalists according to Difficulty of environmental reporting

Sl.no	Difficulty of environmental reporting	Frequency	Percentage (%)
1	Yes	43	50
2	No	43	50
	Total	86	100

Difficulty reflects the risk associated with the particular reporting of an issue. Further, it creates impediment for accessing the required the information. The finding shows that half of the respondents (50%) felt difficulty in environmental reporting and another half of the respondents (50%) do not felt any difficulty in environmental reporting. Hence, it is being observed that half of the respondents have undergone risky situations but the other half of the respondents do not so.

Table 5.19: Distribution of journalists according to Need of special skills and qualifications

Sl.no	Need of special skills and qualifications	Frequency	Percentage (%)
1	Yes	77	90
2	No	9	10
	Total	86	100

Special skills and qualifications help a person in specialising particular field. The study reveals that maximum of the respondents (90%) felt the need of special skills and qualifications while only 10% of the respondents do not felt the same. Hence, it is being inferred that majority of the respondents are aware of the need. But, a few of the respondents are not aware about the need.

Table 5.20: Distribution of journalists according to required skills and qualifications

Sl.no	Required skills and qualifications	Frequency	Percentage (%)
1	Science-background (education)	23	27
2	knowledge on the subject	43	50
3	Legal-knowledge	13	15
4	Others	7	8
	Total	86	100

The study shows that maximum of the respondents (50%) felt subject knowledge as prerequisite while minimum of the respondents (8%) felt other requirement as prerequisite. Nearly 27% of the respondents felt science –background as prerequisite and another 15% of the respondents felt legal-knowledge as prerequisite. Hence, it is being observed that majority of the respondents accepted having subject knowledge is the foremost qualification. The decreasing orders of prerequisite qualifications are science-background, legal-knowledge and others.

Table 5.21: Distribution of journalists according to Societal Impact of environmental report

Sl.no	Societal Impact of environmental report	Frequency	Percentage(%)
1	Yes	76	88
2	No	7	8
3	No Response	3	4
	Total	86	100%

Impact of something reflects in the perceptions of people. The study reveals that maximum of the respondents (88%) feel the presence of impact in the society while 8% of the respondents do not feel the impact on the society. Only 4% of the respondents do not express their opinion. Hence, it is being observed that majority of the respondents accept the presence of impact on the society due to environmental report. But , very few respondents are unaware of the impact on the society.

Table 5.22: Distribution of journalists according to the kind of impact

Sl.no	Kind of impact	Frequency	Percentage (%)
1	Positive impact	70	81
2	Negative impact	4	5
3	No impact	0	0
4	Undecided	6	7
5	Others	4	5
6	No response	2	2
	Total	86	100

Kind of impact changes the perceptions of people in a constructive or destructive way. The study discloses that maximum of the respondents (81%) perceive positive impact on the society while only 5% of the respondents perceive negative impact on the society. Only 7% of the respondents are undecided of the impact and another 5% of the respondents perceive other form of impact. Only 2% of the respondents do not express their opinion. Hence, it is being inferred that majority of the respondents accept presence of positive impact. Very few respondents feel the presence of negative impact. Insignificant number of respondents is unaware of impact in the society.

Table 5.23: Distribution of journalists according to larger share of the impact:

Sl.no	Larger share of the impact	Frequency	Percentage (%)
1	Common people	49	57
2	Civil organizations	19	22
3	Policy makers	16	19
4	Others	2	2
5	No response	0	0
	Total	86	100

Share of impact indicates the distribution of impact in the society. The study discloses that maximum of the respondents (57%) feel common people are having big share of the impact. while minimum of the respondents (2%) feel other as getting impact. Nearly 22% of the respondents feel civil organizations are getting the impact and 19% of the respondents feel policy makers are getting the impact. None of the respondents fail to give any comment. Hence, it is being inferred that major share of the impact is being shared among common people, civil organisation and policy makers.

Table 5.24: Distribution of journalists according to the present status of environmental reporting

Sl.no	Present status of environmental reporting	Frequency	Percentage (%)
1	Positive status	9	10
2	Negative status	60	70
3	No response	17	20
	Total	86	100

Knowledge of the present status helps in identifying the strengths and weaknesses of the areas/field. Further, it provides opportunity for improvement. The study reveals that maximum of the respondents (70%) felt positive status of environmental reporting. While minimum of the respondent (10%) felt negative status of environmental reporting. Nearly 20% of the respondents do not express their opinion. Hence, it is being inferred that majority of the respondents felt the need for improvement of environmental reporting. Some of the respondents do not concern about environmental reporting and maintain neutrality.

Table 5.25: Distribution of journalists according to Need of quality improvement of reporting

Sl.no	Need of quality improvement of reporting	Frequency	Percentage(%)
1	Yes	79	92
2	No	7	8
	Total	86	100%

Quality determines the credibility of the task. The study shows that maximum of the respondents (92%) felt the need for quality reporting while minimum of the respondents (8%) do not feel the need of quality improvement in reporting. Hence, it is being inferred that majority of the respondents call for quality improvement in reporting.

Table 5.26: Distribution of journalists according to Enhancing the efficiency of journalistic work

Sl.no	Enhancing the efficiency of journalistic work	Frequency	Percentage (%)
1	Dedication, Motivation and Stick to journalistic ethics	24	28
2	Regular training & intervention	46	46
3	Adding Expert Inputs	16	19
	Total	86	100

Efficient performers assured of reliability. The study discloses that maximum of the respondents (46%) felt the need for regular training and intervention while minimum of the respondents (19%) felt the need for incorporation of expert inputs. Nearly 28% of the respondents felt the need for dedicated work, motivation and upkeep of journalistic ethics. Hence, it is being observed that majority of the respondents felt the requirement of regular training and intervention. Some of the respondents call for experts inputs, dedicated work, motivation and upkeep of journalistic ethics.

Table 5.27: Distribution of journalists according to the coverage of indiscriminate burning of forest

Sl.no	Variable	Category	Frequency	Percentage(%)
1	Indiscriminate burning of forest	Poor	43	50
		Well	12	14
		Satisfactory	8	9
		Unsatisfactory	2	2
		Undecided	1	1
		No coverage	9	10
		No response	11	13

		Total	86	100
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The extend of coverage of a particular issue reflects the kind of attention media is having with that particular issue. The study shows that maximum of the respondents (50%) felt poor coverage of the issue while minimum of the respondents (2%) felt unsatisfactory over the coverage. Only 14 % of the respondents felt good coverage of the issue and another 9% of the respondents felt satisfactory coverage. Nearly 10% of the respondents felt non-coverage of the issue. And only 1% of the respondents are undecided about the coverage of the issue and another 13% of the respondents do not express their opinion.. Hence, it is being inferred that majority of the respondents are felt poor media coverage of Indiscriminate burning of forest.

Table 5.28: Distribution of journalists according to the coverage of landslides

Sl.no	Variable	Category	Frequency	Percentage (%)
1	Landslides	Poor	24	28
		Well	22	26
		Satisfactory	18	21
		Unsatisfactory	1	1
		Undecided	0	0
		No coverage	2	2

		No response	19	22
		Total	86	100

The study shows that maximum of the respondents (28%) felt poor coverage of the issue while only 26 % of the respondents felt well coverage and another 21% of the respondents felt satisfactory coverage of media. Only 1% of the respondents felt unsatisfactory coverage. Only 2% of the respondents felt non-coverage of the issue and another 22% of the respondents do not express their opinion. Hence, it is being commented that majority of the respondents felt poor coverage of landslides. Some of the respondents are unaware about the media coverage of landslide.

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Table 5.29: Distribution of journalists according to Coverage of climate change

Sl.no	Coverage of climate change	Category	Frequency	Percentage (%)
1	Climate change	Poor	38	44
		Well	15	17
		Satisfactory	10	12
		Undecided	0	0
		No coverage	4	5

		No response	19	22
		Total	86	100

The study reveals that maximum of the respondents (44%) felt poor media coverage while only 17 % of the respondents felt well media coverage and another 12% of the respondents felt satisfactory media coverage. Only 4% of the respondents felt media non-coverage. Nearly, 22% of the respondents do not express their opinion. Hence, it is being inferred that majority of the respondents are felt poor media coverage of climate change. Some of the respondents are totally unaware about the climate change issue.

Table 5.30: Distribution of journalists according to the coverage of poaching of animals

Sl.no	Coverage of poaching of animals	Category	Frequency	Percentage (%)
1	Poaching of	Poor	36	42

	animals	Well	21	24
		Satisfactory	8	9
		Unsatisfactory	1	1
		Undecided	0	0
		No response	20	23
		Total	86	100

The study reveals that maximum of the respondents (42%) felt poor media coverage while only 24% of the respondents felt well media coverage and another 9% of the respondents felt satisfactory media coverage. Only 1% of the respondents felt unsatisfactory media coverage. Nearly 23% of the respondents do express their opinion. Hence, it is being inferred that majority of the respondents accepted poor media coverage of poaching of animals.

Table 5.31: Distribution of journalists according to Coverage of floods

Sl.no	Coverage of floods	Category	Frequency	Percentage (%)
1	Floods	Poor	17	20

		Well	35	41
		Satisfactory	15	17
		Unsatisfactory	1	1
		Undecided	0	0
		No response	18	21
		Total	86	100

The above table shows that maximum of the respondents (41%) felt well media coverage while only 20 % of the respondents felt poor media coverage and another 17% of the respondents felt satisfactory media coverage. Only 1% of the respondents felt unsatisfactory media coverage. While 21% of the respondents do not express their opinion. Hence, it is being inferred that majority of the respondents accepted well media coverage of floods. Some of the respondents are unaware about the media coverage of floods.

Table 5.32: Distribution of journalists according to Coverage of water bodies pollution

Sl.no	Coverage of water bodies pollution	Category	Frequency	Percentage (%)
1	Pollution of river, lakes and ponds	Poor	34	40
		Well	21	24

		Satisfactory	10	12
		Unsatisfactory	1	1
		Undecided	0	0
		No response	20	23
		Total	86	100

The study discloses that maximum of the respondents (40%) felt poor media coverage while only 24% of the respondents felt well media coverage and another 12% of the respondents felt satisfactory media coverage. Only 1% of the respondents felt unsatisfactory media coverage. Nearly 23% of the respondents do not express their opinion. Hence, it is being inferred that majority of the respondents accepted poor media coverage of pollution of river, lakes and ponds. Still some of the respondents are unaware about the environmental issues.

Table 5.33: Distribution of journalists according to the coverage of drying of up of rivers

Sl.no	Coverage of drying of up of rivers	Category	Frequency	Percentage (%)
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1	Drying up of rivers	Poor	41	48
		Well	16	19
		Satisfactory	4	5
		unsatisfactory	1	1
		Undecided	1	1
		No response	23	27
		Total	86	100

The study reveals that maximum of the respondents (48%) felt poor media coverage while only 19 % of the respondents felt well media coverage and another 5% of the respondents felt satisfactory media coverage. Only 1% of the respondents are undecided and another 1% of the respondents felt unsatisfactory media coverage. Nearly, 27% of the respondents unexpressed their opinion. Hence, it is being inferred that majority of the respondents agree with the poor media coverage of drying up of rivers. Some of the respondents are unaware about the environmental issues.

Table 5.34: Distribution of journalists according to Coverage of dust problem

Sl.no	Coverage of	Category	Frequency	Percentage
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	dust problem			(%)
1	Dust problem	Poor	38	44
		Well	15	17
		Satisfactory	9	10
		Unsatisfactory	2	2
		Undecided	0	0
		No response	22	26
		Total	86	100

The finding shows that maximum of the respondents 44% felt poor media coverage while only 17 % of the respondents felt well media coverage and another 10% of the respondents felt satisfactory media coverage. Only 2% of the respondents felt unsatisfactory media coverage. Nearly 26% of the respondents do not express their opinion. Hence, it is being observed that majority of the respondents accepted poor media coverage of dust problem. But, some of the respondents are unaware about environmental issues .

Table 5.35: Distribution of journalists according to Coverage of solid waste disposal

Sl.no	Coverage of	Category	Frequency	Percentage (%)
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	solid waste disposal			
1	Solid waste disposal	Poor	38	44
		Well	18	21
		Satisfactory	4	5
		unsatisfactory	1	1
		Undecided	0	0
		No response	25	29
		Total	86	100

The study reveals that maximum of the respondents (44%) felt poor media coverage while only 21% of the respondents felt well media coverage and another 5% of the respondents felt satisfactory media coverage. Only 1% of the respondents felt unsatisfactory media coverage. About 29% of the respondents are unexpressed of their opinion. Hence, it is being inferred that majority of the respondents accepted poor media coverage of solid waste disposal. Some of the respondents are unaware about the media coverage of the issue.

Table 5.36: Distribution of journalists according to Coverage of sewerage treatment

Sl.no	Coverage of sewerage treatment	Category	Frequency	Percentage (%)
1	Sewerage treatment	Poor	35	41
		Well	16	19
		Satisfactory	4	5
		unsatisfactory	1	1
		Undecided	1	1
		No response	29	34
		Total	86	100

The study shows that maximum of the respondents (34%) do not express their opinion while only 41 % of the respondents felt poor media coverage and another 19% of the respondents felt well coverage of media. Nearly, 5% of the respondents felt satisfactory media coverage. Only 1% of the respondents are undecided and another 1% of the respondents felt unsatisfactory media coverage. Hence, it is being observed that majority of the respondents are unaware about the media coverage of sewerage treatment. But, minority of the respondents agree with media coverage of the issue with variation in degree.

Table 5.37: Distribution of journalists according to Coverage of use of pesticide and chemical fertilizers

Sl.no	Coverage of use of pesticide and chemical fertilizers	Category	Frequency	Percentage (%)
1	Use of pesticide and chemical fertilizers	Poor	38	44
		Well	13	15
		Satisfactory	8	9
		unsatisfactory	1	1
		Undecided	0	0
		No response	26	30
		Total	86	100

The study discloses that maximum of the respondents (44%) felt poor media coverage while only 15 % of the respondents felt well coverage of media. Only 9% of the respondents felt satisfactory coverage of media and another 1% of the respondents felt unsatisfactory media coverage. Nearly 30% of the respondents do not express their opinion. Hence, it is being inferred that majority of the respondents accepted poor media coverage of use of pesticide and chemical fertilizers. Some of the respondents are unaware about the environmental issues.

Table 5.38: Distribution of journalists according to Coverage of

the destruction of fertile lands for infrastructure development

Sl.no	Coverage of the destruction of fertile	Category	Frequency	Percentage (%)
1	Destruction of fertile lands for infrastructure development	Poor	35	41
		Well	10	12
		Satisfactory	8	9
		unsatisfactory	1	1
		Undecided	0	0
		No response	32	37
		Total	86	100

The above table shows that maximum of the respondents (41%) felt poor media coverage while only 12% of the respondents felt well media coverage. Only 9% of the respondents felt satisfactory coverage of media and another 1% of the respondents felt unsatisfactory media coverage. Nearly 37% of the respondents do not express their opinion. Hence, it is being inferred that majority of the respondents accepted poor media coverage of destruction of fertile lands for infrastructure development. Some of the respondents are unaware about the media coverage of the issue.

Table 5.39: Distribution of journalists according to Coverage of

construction of dams

Sl.no	Coverage of construction of dams	Category	Frequency	Percentage (%)
1	Construction of dams	Poor	18	21
		Well	26	30
		Satisfactory	20	2
		unsatisfactory	1	1
		Undecided	0	0
		No response	21	24
		Total	86	100

The study reveals that maximum of the respondents (24%) do not express their about media coverage while only 30% of the respondents felt well media coverage. Only 2% of the respondents felt satisfactory coverage of media and another 1% of the respondents felt unsatisfactory media coverage. Nearly 21% of the respondents felt poor media coverage. Hence, it is being inferred that majority of the respondents are unaware about the media coverage of construction of dams. Some of the respondents agree with the poor media coverage of the issue.

Table 5.40: Distribution of journalists according to Coverage of Other Issues

Sl.no	Coverage of Other Issues	Category	Frequency	Percentage (%)
1	Others	Poor	15	17
		Well	4	5
		Satisfactory	0	0
		Unsatisfactory	0	0
		Undecided	1	1
		No response	66	77
		Total	86	100

The degree with which media has given coverage of a particular issue reflects the kind of attention media is having with that particular issue. The study discloses that maximum of the respondents (77%) do not express their opinion while only 17 % of the respondents felt poor coverage of media and another 5% of the respondents felt well coverage of media. Only 1% of the respondents are undecided. Hence, it is being inferred that majority of the respondents are unaware about the media coverage of other issues of environment.

Table 5.41: Distribution of journalists according to Ways of covering environmental issue:

Sl.no	Ways of covering environmental issue	Frequency	Percentage (%)
1	Documentary	19	22
2	News item	34	40
3	Interview	3	3
4	Feature	28	33
5	Editorials	1	1
6	No response	1	1
	Total	86	100

Coverage of a particular issue in a suitable format enables to reach the targeted Common People . The study shows that maximum of the respondents (40%) like to cover environmental issues as news item. While 33% of the respondents like to cover as feature. Only 22% of the respondents like to cover as documentary and another 3% of the respondents like to cover as interview. But, only 1% of the respondents like to cover as editorials. Only 1% of the respondents do not express their opinion. Hence, it is being inferred that majority of the respondents want to treat environmental issues as news item.

Table 5.42: Distribution of journalists according to Need of Training

Sl.no	Need of Training	Frequency	Percentage (%)
1	Yes	80	93
2	No	6	7

	Total	86	100
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Training sharpens the skills and improves the performance of a person. It also increases the confidence and credibility of the person. The study reveals that maximum of the respondents (93%) felt the need of training while only 6% of the respondents do not agree with the matter. Hence, it is being observed that majority of the respondents strongly felt the requirement of training.

Table 5.43: Distribution of journalists according to Dependency on management promotion for coverage of environmental issues:

Sl.no	Dependency on management promotion	Frequency	Percentage (%)
1	Yes	52	60
2	No	28	33
3	Don't know	6	7
	Total	86	100

Promotion of management is determining factor for coverage of particular issue. The study reveals that maximum of the respondents (60%) felt that coverage of particular issue depends on the promotion of management while 33% of the respondents do not agree with the matter. Only 7% of the respondents are undecided about the matter. Hence, it is being observed that majority of the respondents felt the need of management promotion for coverage of environmental issues. Some of the respondents are unaware about the matter.

Table 5.44: Distribution of journalists according to Recalling wide coverage environmental issue.

Sl.no	Recalling wide coverage environmental issue.	Frequency	Percentage(%)
1	Water pollution and local water bodies related issues	19	22
2	Other pollution issues	19	22
3	Common people & civil society related issues	3	3
4	Agricultural and resource exploitation issues	1	1
5	No response	44	51
	Total	86	100

Recalling a particular issue reflects the media attention given to that particular issue. The study shows that maximum of the respondents (51%) do not recall any well coverage environmental issues by media while the share of respondents recalling some issues are 22% (Water pollution and local water bodies related issues), 22% (Other pollution issues) and 3% (Common people & civil society related issues) respectively. Only 1% of the respondents recall agricultural and resource exploitation issues. Hence, it is being inferred that majority of the respondents are unaware about the environmental issues while minority of the respondents have some awareness about these issues.

Table 5.45: Distribution of journalists according to Public awareness of environmental issue by media

Sl.no	Public awareness of environment by media	Frequency	Percentage (%)
1	Yes	64	74
2	No	13	15
3	No response	9	11
	Total	86	100

The table shows that 74% of the respondents accepted role of media. Only 15% of the respondents do not accept role of media. While 11% of the respondents are opinionless. Hence, it is being observed that maximum of the respondents agree with the role of media in increasing public awareness.

Table 5.46: Distribution of journalists according to Most effective media in creating environmental awareness

Sl.no	Most effective media in creating environmental awareness	Frequency	Percentage (%)
1	Print media	32	37
2	Electronic media	44	51
3	Out of home media	3	3
4	Traditional media	5	6
5	No response	2	2

	Total	86	100
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Effectiveness of media reflects the reach and access to that particular format of media. The study shows that maximum of the respondents (51%) felt electronic media as most effective one. While minimum of the respondents (3%) felt out of home media as most effective form of media. Only 37% of the respondents felt print media as most effective form of media and another 6% of the respondents felt traditional media as most effective one. Hence, it is being inferred that majority of the respondents accepted electronic media is the most effective form of media.

Table 5.47: Distribution of journalists according to Governmental encouragement for environmental reporting

Sl.no	Governmental encouragement for environmental reporting	Frequency	Percentage (%)
1	Yes	48	56
2	No	25	29
3	Can't say	3	3
4	No response	10	12
	Total	86	100

The table shows that 56% of the respondents accepted of governmental encouragement. While 29% of the respondents unaccepted of governmental encouragement. Only 3% of the respondents are undecided about the claim. Nearly 12% of the respondents do not express their opinion. Hence, it is being observed that majority of the respondents felt of governmental encouragement

and some of the respondents are unaware of the governmental encouragement.

Table 5.48: Distribution of journalists according to Suggestions for better environmental reporting

Sl.no	Variable	Frequency	Percentage(%)
1	Skill development through training, seminar etc.	37	43
2	Adequate support from government, civil societies and public	20	23
4	Adequate support from management	19	22
5	Self –realization and adequate coverage	7	8
6	No response	3	3
	Total	86	100

Suggestions help and broaden horizon for improvement. The study reveals that maximum of the respondents (43%) suggested skill development through training; seminar etc. for improvement while minimum of the respondents (8%) suggested self –realization and adequate coverage for improvement. Only 23% of the respondents suggested adequate support from government, civil societies and public for improvement and another 22% of the respondents felt adequate support from management. About 3% of the respondents do not express their opinion. Hence, it is being inferred that majority of the respondents felt the need for skill development of journalists.

Other suggestion need to be taken up on priority set by the respondents.

Table 5.49: Distribution of journalists according to Media support for environmental education

Sl.no	Media support for environmental education	Frequency	Percentage (%)
1	Yes	78	91
2	No	0	0
3	No response	8	9
	Total	86	100

The study discloses that 91% of respondents claim of media support of environmental education. Only 9% of the respondents do not make any claim. Hence, it is being inferred that maximum of the respondents agree with media support of environmental education. Some of the respondents are unaware of the media support of environmental education.

CHAPTER VI