

Print Media and Various Environmental Issues : An overview in the perspective of India

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ABSTRACT

Nowadays, climate change is an important global environmental concern for the world communities. Study on the media coverage of climate change issues is vitally important to know the present situation of both the global and regional climate, as well as to assess the causes, mitigation and adaptation techniques and its adverse impacts. In this paper we will see that climate change is a global phenomenon and its outcomes affect societies not only in India but around the world. Particularly national and international environmental NGOs are important drivers of media attention for climate change.

Keywords: Climate change, media, adverse impacts, environmental NGOs.

1. INTRODUCTION

The media, as everybody knows, also works as the fourth estate in every country [1]. The news media has a significant influence on shaping public attitudes and policy agendas about various social and environmental issues [2].

On the other hand, the media's failure to provide diverse viewpoints and unbiased information also undermines the strength of democracy [3]. The earth is warming and climate is changing. Even a few years ago it could not be foreseen that climate change would be taking place as fast as it is now

The mass media especially the print media, are very influential tools for widening public awareness of environmental issues, including climate change [4]. The public can know the present situation and possible future climatic conditions by reading

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