

## Media Analysis

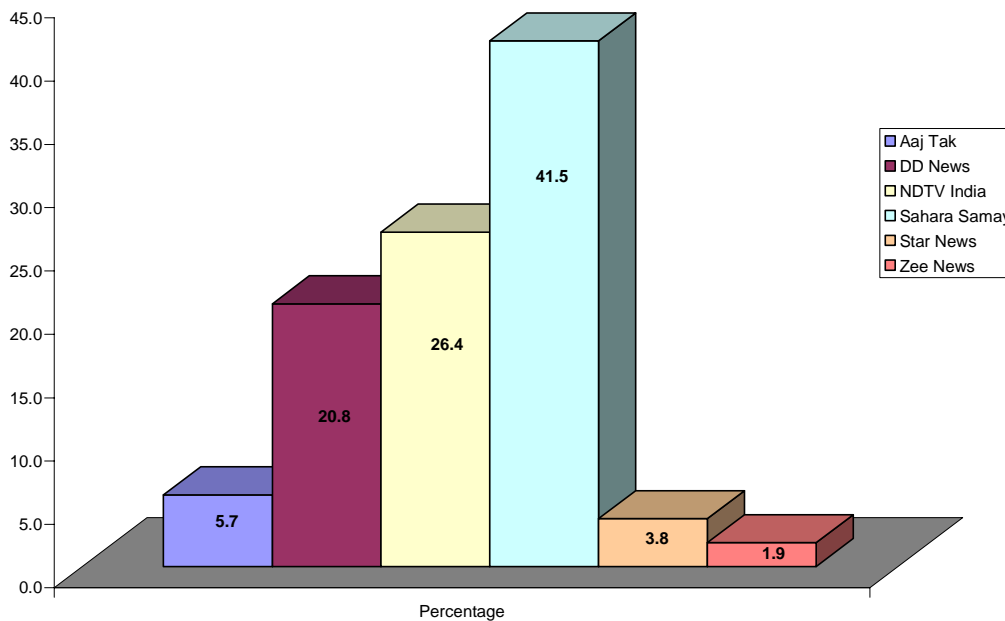
### TV trends in reporting Environment News

#### Chandra Prabha

Environment comprises just about 0.35 per cent of news on popular Hindi news channels, closely trailing agriculture at 0.4 per cent, and Health at 0.5 per cent. On the other side of the spectrum, Cinema makes up 7 per cent of prime time news and Fashion/ Lifestyle 1.7 percent. Compare these to the coverage of National Politics that occupied 10 per cent of prime time coverage for April and May. These prime time news (7 to 11 pm) figures are based on coverage of six Hindi News channels – DD news, Star Plus, Aaj tak, Zee News, NDTV Hindi and Sahara Samay.

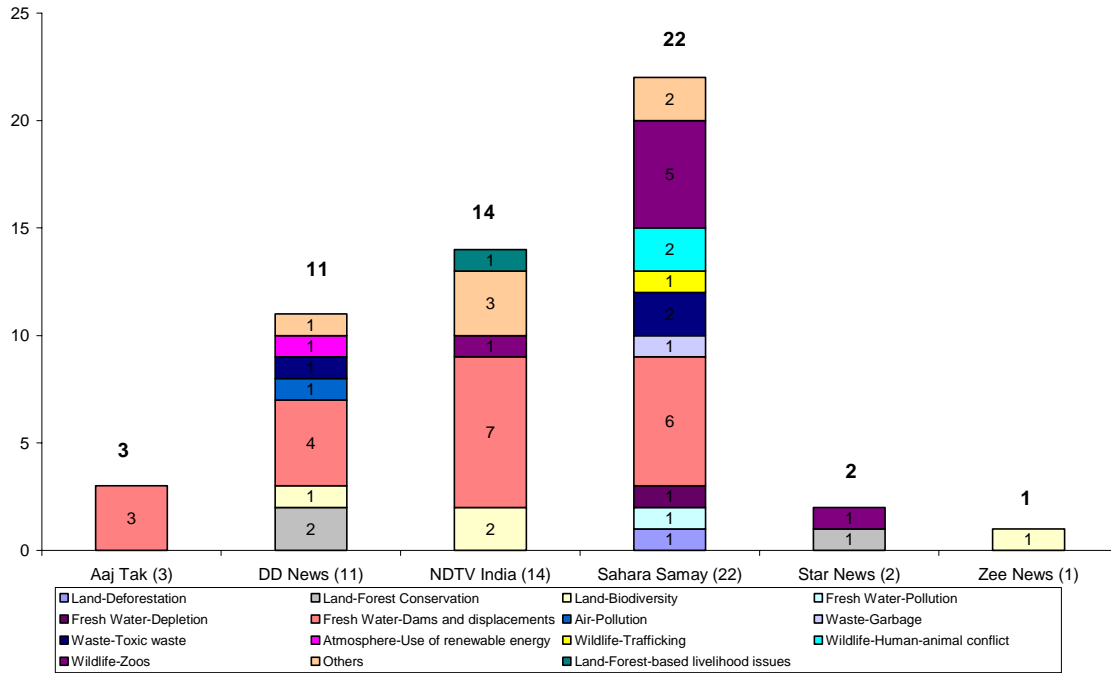
Among the channels tracked, quantitative coverage on environment was maximum on Sahara Samay at 41.51 per cent, this was followed by NDTV Hindi at 26.42 per cent and DD News at 20.75 per cent; Aaj Tak, Star TV and Zee News had respective contribution of 5.66 per cent, 3.77 per cent, and 1.04 per cent to television prime time news on environment.

Percentage of environment news on various channels



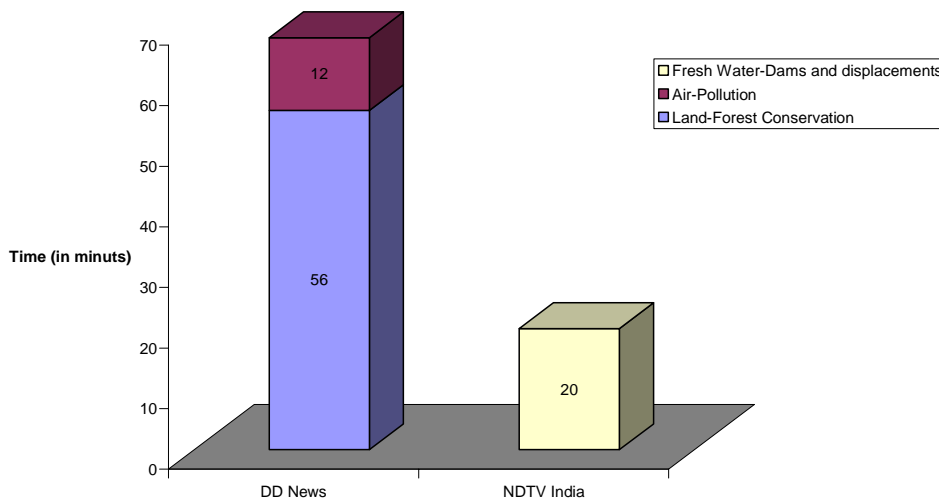
Sahara Samay led also in terms of diversity in the coverage of issues; DD news and NDTV followed next. Diversity in environmental news coverage leaves much to be desired on Aaj Tak, Zee News and Star TV. Zee News and Star TV even overlooked Medha Patkar's issue, whereas Aaj Tak's entire environmental news coverage during this period was three news spots on Medha Patkar.

### Issues diversity across channels



The comparative analysis of various channels' coverage shows that DD News and NDTV were the only channels to debate environmental issues in their prime time coverage. During the period, NDTV was the only channel to raise and debate various issues of development and rehabilitation in relation to Sardar Sarovar project. DD discussed forest conservation in north-east and air pollution in small cities.

### Special Programme



In this entire period, 37.7 per cent of environment news was about Dams and Displacements, and 13.2 per cent about zoos; the third largest category in environmental news was on biodiversity and forest conservation issues. However, only Dams and displacement stories were considered significant enough for repeat mention in different bulletins; 80 per cent of Dams and Displacement news was repeat mention. A number of environmental stories did not find repeat mention.

In terms of news **origin**, environment news is reflective of the general trend with 52.8 per cent reports emanating from Delhi, 11.3 per cent from other state capitals, 7.5 per cent from Mumbai, 20.8 per cent from other towns and cities, and only 7.5 per cent from rural areas.

Originwise news break-up

