Chapter 5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS
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5.1 Summary

Environment and television have become significant to human society. A good environment is required for survival of all living beings. Television as an effective medium of mass communication can play a positive role to help preserve and promote the environment and ecology of the world.

The Environment is the sum of all external factors and influences that have a bearing on living and nonliving things. The study of the environment includes the physical and biological environment of organisms, social and cultural factors and the impact of the human population on the earth. Ecology is the study of interconnections and interdependence of plants, animals and their environment. Environment has been severely affected due to growing needs of humans. The excessive use of non-renewable energy (e.g. coal, oil, natural gas etc.) in industries, transport etc. has resulted in air pollution, acid rain, diseases and greenhouse gas effect. The modern agricultural methods that involve use of pesticides and fertilizers and repeated cropping of few selected crops have proved to be harmful to the soil, animals, human beings and biodiversity. Experts stress the need for sustainable agriculture. The pollution of air, water and soil is another major concern. Environmentalists are raising their voices against unchecked growth of the human population, which the earth cannot sustain. Over-population will result in degradation of human lives. Over-consumption in the developed countries has also drawn bitter criticism from the environmentalists. Another issue is urbanization, which has increased dependence on external resources, development of slums, air and noise pollution and health problems. Global warming is also an
environmental concern as it will lead to rise in temperature, rise in sea level and loss of the ecosystem. Several man made chemicals like Choloro-fluro-carbons (CFCs) and Halons are said to cause ozone depletion in the upper atmosphere of the earth, which will cause diseases and adversely affect the plant and food chain. Various such environmental problems are resulting in loss of biodiversity. Environment and development are closely linked subjects. Experts emphasize the need for sustainable development by which humans can take care of their needs and also preserve the eco-system for future generations.

Television in India was started in 1959 by the government and named 'Doordarshan'. DD and Akashvani got separated in 1976. Doordarshan started colour transmission and national telecast in 1982. Private channels started during early 1990s. Star TV started in 1991 and Zee TV in 1992. Today there are over 100 television channels in India. Doordarshan, the only terrestrial channel, calls itself public broadcaster and is funded by the government. In 1997 Doordarshan came under the umbrella of Prasar Bharati, an autonomous body of the government. The media scholars and people feel that a powerful medium like television should be owned and run by the people and not the government or business houses. It must serve at the grass root level to empower the underprivileged and weaker sections of the society. Private channels have come up in a big way during 1990s. They are available through cable to the audience. With improved technology and better programming they have attracted a large number of the urban audience. They are now spreading to rural areas as well. Today people spend maximum (70%) of their media time on television (IRS, 2003). The channels have gradually improved their content quality. The key content drivers on TV are news, cricket and blockbuster movies (TAM, 2003). The channels have tried to localize their programmes to go closer to the audience by way broadcast in regional languages. The popular programmes on TV are soaps/serials/sitcoms, films and film based
programmes, talk shows and games shows, sports (live telecast) and news programmes. The popularity of news programmes has led to rise in number of news channels in India. The main source of earnings to the cable and satellite channels is advertising and Pay TV fees. The TV industry will continue to grow. The implementation of Conditional Access System (CAS) and Direct to Home (DTH) service will add to the growth of television. The TV industry is estimated to grow from a revenue of Rs 111 billion (2002) to Rs. 292 billion (2007) (KPMG, 2003). The audience research and TRP plays important role in revenue of television. However, there is a need to update the TRP system with more professional approach. It is obvious from the above fact that both the environment and television are important to the Indian society. There is need to keep the people informed on day-to-day basis as the environmental issues unfolds. The people must be educated and motivated to take care of these issues. Television should inform, educate and motivate the people on such issues.

A review of the literature on mass media and environment has been made in the Chapter 2. The media scholars have found that environment became a concern for the people during the 1960s. Most people are interested in all those environmental stories, which touch their daily lives. These stories are concerning health, traffic, living place, air, water, weather, people etc. The scholars have difference of opinion regarding factors contributing to the rise of environment as an 'issue' is concerned. Some say that the educated middle classes have become concerned with the environment. Others are of the view that people have become sensitive to environmental issues these days. Yet another group feels that media, pressure group and environmental politics are also the reasons for the rise of environmentalism. The scholars also vary in classification or categorization of environmental issues. They have done the classification for convenience in their research and as per the available stories. They are mostly Pollution (air, water, soil), Ozone depletion, Global warming or Greenhouse effect,
Conservation of environment, Population, Natural and manmade disasters and Human activities (Agriculture and Industries). There are several problems in the production of these stories. They are as follows:

i. The environment becomes news only when some authority or VIP is linked with the story.

ii. There is lack of environmental beat as there is rarely specialized environmental reporter. Besides, there is lack of editorial will to cover such stories.

iii. Some of the environmental stories are slow and does not enjoy media prominence.

iv. Environmental stories do not conform to the traditional news values.

v. Environmental stories are complex and need specialization for the reporter to present them properly. Writing for environment requires expertise in science, sociology, politics, economics etc. along with the media reporting skills.

vi. Many of the environmental issues or causes are uncertain and scientist differ in their opinion.

vii. Some of the stories on environment are sidelined in TV because they do not have good visuals. Examples are ozone depletion and global warming.

viii. Strong influence of viewer’s rating for programmes and advertisement results in uncritical entertaining environmental coverage.

ix. Many environmental issues are threat to capitalism and industrialism. The editors avoid such stories.

x. Many a times there is a lack of resources at the media set up to send reporting teams for good footage on environment.

Media researchers agree that TV can inform and educate the people about environment effectively. According to them the coverage of environmental stories has increased but they still lag behind the other
stories. The studies done in Britain, Australia and India confirm it. The researchers have found that the coverage of stories on environment in Doordarshan is comparatively higher.

It is important to find out the role television plays as far as coverage of environment is concerned. The prime time news bulletins of the DD, Zee and Star have been selected for the study. The findings have been compared for the three channels, Zee TV, Star TV and DD.

The aims, objectives and significance of the study have been presented in the Chapter 3. The objectives of the study are as follows:

i. To assess the nature, extent and the way in which environmental issues are portrayed in the prime time news bulletins of Doordarshan, Zee TV and Star TV.

ii. To examine the frequency with which the environmental stories appear in the news bulletins.

iii. To examine the production techniques used for coverage of these stories in the bulletins.

iv. To compare the environmental stories of news bulletins of Doordarshan with those of news bulletins of Zee TV and Star TV of the same period.

v. To make comparisons of production techniques used for environmental stories in Doordarshan, Zee & Star news bulletins.

vi. To conduct a comparative analysis of the environmental and other stories of the same period of DD, Zee & Star news bulletins.
To draw inferences and conclusions from the study for better and effective communication through the news stories on environment.

The study is significant because environmental issues have a direct bearing on everyone. Scholars are of the view that the greatest problem that mankind will face in the 21st century will be in the field of environment and ecology. They say that the task of environment management is enormous and cannot be achieved without involvement of media in motivating large-scale participation of people. Television being an effective medium of mass communication, it would be important to know how the environmental issues are reported in the news bulletins of prime time. The prime time bulletins of Zee and Star have been compared with that of DD. Hence the scope of study of this research is confined to the prime time news bulletins of DD and their comparison with that of Zee and Star.

The methodology of the research has been explained in the Chapter 4. The Content Analysis method has been used in this research. The prime time news bulletins of DD (8 pm – 8.30 pm), Zee news (8.30 pm – 9 pm) and Star Plus (9 pm – 9.30 pm) of two periods, March 6 – 12 and June 5 – 11 of the year 2000 were recorded. The bulletins of two periods were recorded to see the difference in representation of environment in the bulletins of selected periods. There was a total of 42 bulletins in the two weeks, each of the channels having 14 news bulletins. Each of these bulletins was presented in a basic or primary table. The table contained columns providing information regarding items or stories, production techniques used (Audio-Visual, Voice-over, Dry etc.), the category to which the news story belonged, national or international story, elapsed time, and duration of each of the stories. All the stories were categorized into Political; Finance and Industry; Crime, Law & Order; Women; Environment; Technology and Development; Art, Culture and Religion; Sports, and Miscellaneous. The stories on environment were also categorized into Natural Phenomena, Weather Report, Pollution, Energy, Conservation of Natural Resources, Population/Family Planning, Science
Sixteen important tables were derived from the 42 basic tables for research and analyses. The profile of the channels, DD, Zee and Star were mentioned in this Chapter for better understanding of the selected channels.

The data were presented in 16 tables and analysed in Chapter 4. All the 42 bulletins had 565 stories of 19 hours, 47 minutes and 23 seconds. The Montage, Headlines, Repeat Headlines and Advertisements consisted of 21.8% of the duration of the bulletins and were not considered for the research. There were a total 71 stories on environment in all the channels. The national and international stories in general and stories on environment in particular were categorized to see the percentage of all stories in the bulletins. In Tables 3 to 6 some of the audio-visual techniques used in production of news stories have been studied. The visual techniques related to the Voice-Over, Audio-Visual, Photo, Map etc. have been studied. For audio techniques only voice of the reporter in Voice-Over technique and news anchors voice in Audio-Visual have been taken into account. In Tables 7 to 12, the number and durations of the stories have been presented separately. This was done to know how the stories are represented in the bulletins. In Table 13, first five stories of all the bulletins have been studied to know about representation of stories on environment in the first five positions. The stories on environment have also been classified and their number and durations have been studied in Tables 14 and 15. In Table 16 number and durations of four top most stories on environment have been compared to know the relationship between number and duration of stories. In all the tables, except the last one, data of bulletins of DD, Zee and Star have been compared with each other to find the important facts of the concerned categories of news stories. In the Chapter 5, summary, findings, conclusions, recommendations and limitations of research, have been presented.
5.2 Findings

I National and International Stories

Majority of the news stories (59.6%) in all the bulletins were related to India. Star had the highest share 63.2%, DD 61.9% and Zee 50.7% of the national stories. This means that the channels lean towards stories related to India.

II National and International Stories on Environment

There were 80.3% of the stories on environment related to India. All the stories (i.e. 100%) concerning environment on Star were related to India. The DD had 76.7% and Zee 65% of the stories related to India. Thus the stories on environment pertaining to India were much higher when compared to the other international stories.

III Techniques used in Production of Stories

Almost half of the stories, i.e., 48.7%, were Voice-Over. The share of Audio-Visual technique was 34.9% in the stories. The Voice-Over and Audio-Visual techniques taken together were used in 83.6% of the stories. The Voice-Over in DD was 32.7%, in Zee 68.8% and Star 52.7%. Where as Audio-Visual stories in DD was 55.8%, in Zee 18.8%, and Star 22.4%. The Voice-Over stories were highest in Zee and the Audio-Visual were highest in DD.

The Voice-Over and Audio-Visual stories together constituted 88.5% of the total stories in DD. This indicates that DD had better access to audio-visual sources, yet the number of Voice Over stories are comparatively less. The Dry stories, i.e., the stories without any of the visuals and read by the anchorperson,
were least (0.7%) in Zee and maximum (3.5%) in DD. The stories based on Caption, Photo, Map and Dry stories together constituted 16.5% of total stories in the bulletins of the 3 channels.

IV Techniques used in Production of Stories on the Environment

Most of the stories were either Voice-Over (74.6%) or Audio-Visual (22.5%) in the environment category. The Voice-Over stories in DD were 60%, Zee 80%, and Star 90%. The Audio-Visual stories in DD were 33.3%, Zee 20% and Star 9.5%. There was no Caption or Photo used in isolation in any of the stories. There was only one Dry story and one story with Map in DD on environment. Zee and Star had no Dry story or story based only on Map on environment. It is found that majority of the stories (97%) are either Voice-Over or Audio-Visual in case of environment, and is thus, better presented in comparison to other stories. This may be because editors mostly consider environmental stories as ‘soft stories’. The ‘soft stories’ have sufficient time and are produced well in comparison to the ‘hard stories’, which has to be broadcast immediately. All the Weather Reports, 42.3% of the stories on environment, are Voice-Over and comparatively well presented.

V Frequency of Categorized Contents/Stories in the News Bulletins

The Political (34.9%); Finance and Industry (14.5%); Crime, Law and Order (16.1%), and Environment (12.6%) stories formed bulk (78%) of the stories in the bulletins. The Political stories dominated in DD (42%), Zee (34.1%) and Star (27.4%). The stories on Crime, Law and Order were highest in Star (19.4%) followed by Zee (15.2) and DD (13.7%). The story on Finance
and Industry was highest in Zee (19.6%) and lowest in DD (11.9%). It was 13.9% for Star. Thus DD had dominance of Political stories. The Zee and Star had more stories on Finance and Industries and Crime, Law and Order compared to DD.

Overall there were more stories on Politics (44%) and Women (5%) in the week of March but less (Politics- 24.9%, Women - 1.7%) in the week of June. This was due to the Parliament session and the International Women Day Celebration in March.

VI Frequency of stories on the Environment

The stories on environment were 12.6% of the all stories and ranked fourth. The total number of stories on environment was 71: DD had 30 stories (highest), Zee 20, and Star 21. However percentage of these stories in the bulletins was: DD (13.3%), Zee (14.5%) and Star (10.4%). Thus the number of stories was highest in DD but percentage wise Zee had highest score. If we compare the two weeks, it is found that out of 71 stories on environment, 52 stories (DD-23, Zee-16 and Star-13) appeared in the week of June. Percentage-wise Zee had 24.2%, DD 19.5% and Star 12.7% of stories on environment in June. In the week of March, Zee had lowest share (5.6%) of stories on environment. There was not a single Weather Report on Zee in the week of March but the stories on environment in the week of June were highest (24.2%) in Zee. The higher number of stories in June was primarily due to stories on Environment Day celebration, Monsoon, and Weather.

It is obvious from the above facts that the number of stories on environment in the news bulletins has increased on DD as well as on Zee and Star. Many stories on environment find a place in the bulletin because of involvement of a VIP or due to a major loss or gain to human beings. There is no consistency in stories
on environment in the bulletins. The stories are event centered. The channels prefer the stories on Politics, Finance and Industry and Crime, Law and Order in comparison to the Environment. The stories on Finance and Industry and Crime, Law and Order are found more in private channels than the DD. In case of DD, the number of stories on environment is 30 but forms only 13.3% of total stories because the number of other stories in the bulletins is more in DD. But in case of Zee there are only 20 stories on environment, which makes 14.5% of the total stories mainly because the total number of stories in Zee bulletins is less.

VII Duration of News stories

The political stories were given maximum time (28.3%) in all the channels (DD 39.1%, Zee 22.3% and Star 23.3%) in comparison to the other categories. The four categories of stories got most of the time, Political – 28.3%, Finance and Industry – 9.7%, Crime, Law & Order – 11% and Environment – 12%. These four categories together consumed 61% of the duration of the bulletins. Thus the number of the stories and their duration support each other. The stories on politics tops both in number and duration in all the bulletins. The four categories of stories, that is, Political, Finance and Industry, Crime, Law and Order and Environment together were highest in number (78%) and maximum (61%) in duration. On comparison of the weeks of March & June, it is found that all the channels had given more time to political stories (DD 49.5%, Zee 29.6% & Star 28.2%) in the week of March than the week of June (DD 30.3%, Zee 14.8% and Star 18.5%). Overall, Zee channel had given more time to the stories on Finance and Industry (16.2%) and Star had given more time to Crime, Law & Order (13.7%) compared to DD.
VIII Duration of News Stories on Environment

The stories on environment were amongst the top four categories of stories. The environment got 12% of the total time of the bulletins and ranked second after the political category. In the week of March environment got only 5.8% of the duration but in the week of June it was 18.1%. The environment got maximum duration (22.6%) in DD in the week of June when compared to the other channels in both the weeks. The stories on environment were 12.6% in number and 12% in duration in the bulletins in both the weeks. The total number of stories on environment in DD was 13.3%, which was of 15.3% in duration. It is observed here that the percentage of duration of the stories on environment is higher than that of their number. It is mainly because of higher duration of weather reports in the bulletins in comparison to other category of stories.

IX Placement of Stories in the Bulletins

Preference for political stories was obvious from placements of stories in the bulletins. It was found that more than half (55.7%) of the first five stories were from politics. The categories of stories, namely, Political (55.7%); Finance and Industry (12.9%), Crime, Law & Order (19.5%) together formed 88.1% of the stories in the first five slots in the bulletins. The news stories related to politics were 62.9% in DD, 55.7% in Zee and 48.6% in Star in the first five positions of the bulletins. The number of stories on environment was only 1.4% in the first five stories – DD had 2.9%, Zee 1.4% and Star nil. In total there were 3 stories on environment that appeared amongst the first five stories – two of these were in the DD bulletin on 5th June, on the World Environment Day, and one in Zee bulletin. These stories in DD were on (i) earthquake in Indonesia and (ii) inauguration of
a hydroelectric project by the Prime Minister. All the other stories related to environment were towards the end of the bulletin on 5th June. The earthquake story of Indonesia was amongst the first five stories on 5th June in the Zee bulletin. It can be concluded from these facts that stories on environment get low priority in the bulletins. Only those stories on environment get top positions, which involves a VIP or are concerned with some tragedy, loss of life, or property. These stories focus least on environment. Even the stories on Environment Day celebration focused on rallies and statements of the minister and other VIPs.

**X** Number of Stories on Environment

There were a total 71 stories on environment. These included Weather Reports (42.3%), Natural Phenomena (15.5%), Conservation of Natural Resources (11.3%) and Science/Medicine (9.9%). These four categories together formed 79% of the stories on environment. The other important categories, viz., Pollution, Energy, Population/Family Planning, Eco-Tourism consisted of only 16.8% of the stories. The Weather Report outnumbered all the other stories on environment because the bulletins carry these reports as a routine.

**XI** Duration of Stories on Categories of Environment

The total duration of stories on environment was 2 hours 21 minutes and 56 seconds. The categories of stories on environment, namely, Natural Phenomena (12.6%), Weather Reports (40.1%), Conservation of Natural Resources (11.6%) and Science/Medicine (11%) together got 75.3% of the total duration. Other important categories, such as Pollution, Energy, Population/Family Planning and Eco-Tourism together had only
20.8% of the total duration. Many other important environmental issues did not find any mention in the bulletins.

XII Comparison of Top Four Stories on Environment

When the number of individual categories of stories on environment are compared with their duration they reveal interesting similarity. Four top stories on environment, namely, Natural phenomena, Weather Reports, Conservation of Natural Resources and Science/Medicine together formed 79% of the stories on environment and were given 75.3% of the total duration allotted to environment. Individually also their number and duration had close relationship: Natural Phenomena – number 15.5%, duration 12.6%; Weather Reports – number 42.3%, duration 40.1%; Conservation of Natural Resources – number 11.3%, duration 11.6%; and Science/Medicine – number 9.9%, duration 11%.

XIII Weather Reports – Content and Production Quality

The Weather reports are carried on the daily news bulletins of major channels like DD, Zee & Star. It has become a standard segment as a closing item in the newscast. The same visuals of cloud, rain, sunshine etc. are repeatedly used. According to Cohler (1994), weather forecasts are watched chiefly for their entertainment value. Hence there is need to improve the content and production quality of the report so that the audience takes it up seriously. The Weather Report may be combined with a regular segment on environment in the bulletins.
XIV  **Awareness about Environmental Issues**

The Environment Day is celebrated every year on 5\textsuperscript{th} June. The United Nations Environment Programme (UNEP) every year decides a theme on the occasion to draw attention of the people towards a major environmental issue. The theme for the year, 2000 was, 'The Environment Millennium – Time to Act' (Source – Enviro News, 2003). Surprisingly none of the channels talked about the theme in their Environment Day report. Instead, the reports on Environment Day Celebration had shown the rally of children and statements of the ministers and other VIPs. This also means that the news editors did not consider the stories high-lighted by the UNEP to be newsworthy. The responsibility also lies with the agencies related to environment to inform the TV news channels about such stories on time.

XV  **Scientific Phenomena and Difficult Words**

In Weather Reports of DD, difficult words like 'Convected Cloud' & 'Low Pressure Area' were used. The Zee reporters had tried to explain the scientific phenomena with the help of animation in a short time in some of the stories. The life cycle of malarial parasite (plasmodium vivax) was shown in a report on 'Drug resistant Malarial Parasite' on Zee where life cycle of the parasite in mosquito and human being was explained in a very little time. The other story was, 'Extra Terrestrial Interference in Frequency Signals', on Zee news where not only difficult scientific words like 'Geomagnetic Storm' and 'Solar Flares' were used but also these natural phenomena were explained with the help of an animation in a very short time leaving the audience confused. These stories were received from foreign news agencies and the Voice Over was done by the channel's reporters. It was taken for granted that the audience would understand the scientific words and complex celestial phenomena.
XVI Visually biased and Event centered Stories

It is found that news stories are mostly event centered. The subject is sidelined and persons associated with the event are given prominence. For example, in weather reports the viewer will mostly remember the anchorperson and other visuals, but not the low and high temperatures and related data. Similarly on Environment Day Celebration the VIP flagging off the rally is more highlighted. In another story, the Prime Minister inaugurating a thermal power plant gets greater exposure than information on the benefits of power generation.

XVII Narrowcasting

The three channels (DD, Zee and Star) cover a very wide area. Their broadcasts are seen beyond the boundary of the country. Many of the environmental issues are local in nature. They are required to be reported at local level so that they are solved there itself. For examples, slums, drinking water problem, many health problems can be best tackled at local level using the local language. This can be effectively done by narrowcasting, and not by broadcasting.

XVIII Education and Motivation of Viewers

In all the reports on environment, the reporters have tried only to inform. Media scholars feel that the thrust of the report should be to educate and motivate the viewers. This needs well-researched, illustrated and visualized reports narrated in the simplest and most interesting manner.
5.3 Conclusions

The above research may be now concluded with a statement of the most important findings. The majority of stories in the bulletins pertain to India. In case of the stories on environment, the number of stories related to India is further higher. In case of DD, this number was the highest, compared to Zee & Star. All the channels try to present their stories with audio-visual clippings with the voice of the reporter. DD has the maximum audio-visual clippings for the stories but still the number of voiced-over stories was small. However, in case of stories on environment not only DD but Zee and Star also had high number of voiced-over stories. The stories on environment ranked fourth in number and second in duration in the bulletins of DD, Zee, & Star. DD had more stories on environment compared to Zee and Star bulletins. In the week of June, DD, Zee and Star had carried a greater number of stories on environment compared to the week of March. This indicates that there is no consistency in carrying the stories on environment. In case of Zee bulletins even the routine Weather Reports were missing in the week of March. It was also found that though the number of stories on environment has increased, majority of these stories are not considered as 'hard news'. And because of this reason, these stories do not figure amongst the top stories of the bulletins. The stories on environment become 'hard news' whenever an important personality is associated with the story or some sort of human tragedy or loss or benefit etc. is there in the story. That means the news bulletins mostly highlight stories based on immediate gain or loss to the people. The bulletin stories rarely look at long-term gains or loss to humanity. When the stories on environment were further categorized, it was found that the categories, namely, Natural Phenomena, Weather Reports, Conservation of Natural Resources and Science/Medicine were in majority in number and duration in all the bulletins. On the other hand some of the major environmental concern of today, viz. Pollution, Energy and Population/ Family Planning were least
represented in the stories. Many of the important environmental concerns did not find any mention in the bulletins. The Weather Reports were the highest in number and maximum in duration amongst the stories on environment.

It has been found that the content and the production quality of most of the news reports on environmental stories are not of high professional level when compared to other stories. The same shots are repeated everyday in weather reports. Difficult scientific and technical words are used in the stories. Several phenomena are not adequately explained in the reports. Personalities are highlighted more than the story itself. Many of the stories on environment are found to be event centered. The news editors did not seem to care for many of the important events or issues related to environment, and hence, they did not find any place in the bulletins.

5.4 Recommendations

The popularity of television news programme is on the rise in India. The number of news channels has increased. All the national and regional channels of DD have news bulletins and reach every nook and corner of the country. DD is the only public service television channel in the country. Media researchers have found that people in general have started realizing the significance of environment in their lives and seek the latest information from experts on the subject. The channels have increased the number of stories on environment. But that is not sufficient. DD with its major social objectives related to environment, ecology, population control and balanced growth etc. can do a lot more in this area. As a part of its efforts to achieve these objectives, DD should try to improve its news content and production quality related to environment for effective impact on the audience. DD, because of its large infrastructure and personnel, may cover the cities, villages and remote areas to help improve the quality of lives and environment. The NGOs working in the area of environment may
prove to be of great help in providing good stories on a regular basis. The organizations like Centre for Science and Environment, Earth Communication Office India Association (ECO India), Centre for Environment Education (CEE) etc. may provide good stories on a regular basis. International organizations like Greenpeace Communications, a division of Greenpeace International, Friends of Earth (FOE), World Wide Fund for Nature (WWF) and United Nations Environment Programme (UNEP) may also provide important stories on the environment. The Weather Report, which is presented as a routine, needs to be made more interesting by way of improvement in content and visuals. Repetition of the same shots and music should be avoided and difficult scientific words may be simplified. The weather report may become part of a section on environment like other sections in the news bulletins. There may be a separate news bulletin on environment daily, or atleast weekly to begin with. To improve the quality of news reports related to the environment, the reporters/news editors are required to be properly trained and sensitized on the issues periodically. A separate cadre of sensitive Environment Reporters and Editors are required to be created in the News Division of DD. This will help the news production team to give proper weightage to major issues related to the environment. The reporters should not only take up the successful environmental stories of the government, organizations, and individuals but also the unsuccessful one, and the stories which need attention, change of attitude of the people and overall improvement in the quality of life. These are required to be done in the local, regional and national telecasts. Environmental issues may be in-built in various programmes, such as, Serials, Soap-operas, Documentaries, Musical Programmes, Children’s Programmes, Animations etc.
5.5 Suggestions for Further Research

It is suggested that the following topics be taken up for further research on television and the environment:

(i) A study of production techniques used in news stories on environment issues. Here the researcher can look into the writing, reporting and other technical aspects of production to know how far they affect the production of stories on the environment.

(ii) The role of television news in creating environmental consciousness and public opinion.

(iii) The role of regional TV channels in creating awareness and education regarding environmental issues.

(iv) A comparative account of the depiction of environmental issues on TV news channels and mass entertainment channels.

(v) The role of environmental pressure groups and politicians in India in popularizing environmental concerns on television.

(vi) A study of news bulletins of channels (other than DD, Zee and Star).

(vii) A study of environment specific programmes like 'Earth Matters', 'Hum Zameen', 'The Lonely Planet' etc.

(viii) A study of channels like Discovery, National Geographic.

(ix) A study of production techniques used in various programmes related to environment, viz. news, serials, documentaries, etc. in selected TV channels.