



Research Paper

The Role of Television in Creating Awareness About Climate Change Issues Among Women

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ABSTRACT

The present study indicates the role of television in informing and communicating climate change. Environmental change is a long-haul change in the measurable dissemination of climate designs over periods running from decades to a great number of years. The main aim of this study is to know the utilization pattern of media among the respondents and to assess the role of television in creating awareness about climate change. For the present study, the descriptive research design is adopted and for the selection of the samples simple random techniques are used and a structured questionnaire schedule is designed for the collection of the primary data. The collected data will be analyzed through a statistical package for social sciences.

KEYWORDS: Climate change, Awareness, Television, Media.

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I. INTRODUCTION:

Environmental change isn't a natural issue now. It has emerged as the major developmental challenge in the present society. Climate change defines the significant changes in the state of the atmosphere, temperature, wind patterns, and other measures in our surrounding environment. This change affects public health, social issues, economy, politics, public relations, and many other stages of life. In recent days, climate change has been mentioned as a change in the modern climate according to the context of environmental policy.

Now, climate change becomes a major global concern. Naturally, climate changes from year to year. It is caused by both natural processes and human activities. Climate change has various consequences on planets, society, plant life, animal life, economy, business, and societal activities. Major environmental issues are air pollution, water pollution, land degradation, deforestation, water scarcity, decrease in groundwater level, and so on. These are the major challenges India faces these days. The rapid increase in the population, globalization, urbanization, and some other developments also leads to a burden on the environmental issues and their consequences.

Media has played an important role in setting perceptions and creating awareness on environmental issues. "Government officials, scientists, journalists have shaped government policies for more than thirty years. When the world saw the picture of the earth, photographed from space during 1960's, awareness of the earth as a whole system, fragile and finite, became a paradigm of our era" (Dryzek, 1997). This awareness was accompanied by an insight into environmental issues that our earth is facing. "Geographers argue that environmental issues today have drawn the attention of the common man as environmental derogation and

pollution has assumed global dimension and even threatening the survival of mankind” (Singh, 2000). The media used for the investigation of environmental awareness are newspaper, radio, and television programs which are widely and frequently used modern media. “There is a set of ideas about media tasks in society, like heralding information about events and conditions in society and the world, facilitating innovation, adaptation and advancement” (McQuail, 1994).

In this regard, there is a need for the media to cover all the reliable and authentic information about the environmental issues from the officials concerned. So that media can influence scientific opinion about climate change and environmental issues and their significances. Media intervention is a necessary step to bring out the major environmental and climate change issues into the mainstream and to bring awareness about scientific literacy, environmental policies, and other major issues. Then media should convince the government officials to take strict actions on such issues. In this modern world media like – newspapers, electronic media, radio, social media, and others have become the dominant tools to provide useful information to people very effectively.

A few people have recommended attempting to keep Earth's temperature increment under 2 °C (36 °F). On February 7, 2018, The Washington Post covered an investigation by researchers in Germany. The examination said that if the world assembled the entirety of the coal plants that were as of now arranged, carbon dioxide levels would rise so much that the world would not have the option to keep the temperature increment underneath this breaking point.

II. REVIEW OF LITERATURE:

Chelsea Kahn L. (2014) examines that “Scientists are more certain than ever that climate change is happening and is an anthropogenically driven process; however, consensus and public understanding are lagging behind. While climate science is a highly uncertain field, many scientists like the Intergovernmental Panel on Climate Change (IPCC) are working to better communicate about the issue. This study decided to uncover how uncertainty is communicated in Indian English newspapers”.

Kakade Onkargouda, Hiremath Shilpa, and Raut Namrata (2013) reveal that because of the severe effect of climate change it is the need of the hour to study the reasons, causes, and impacts of climate change and it is very urgent to create awareness about causes and impacts of climate change. Media can play a vital role in creating awareness about climate change Media knows the significance of covering environmental issues. All media like TV, Radio, newspapers, and new media spread the news and information at the speed of light. Language press, regional papers, small papers all give at least minimum importance to climate change coverage. These small papers information helps people to know the regional climate and weather.

Vineet Kaul (2017) examines that “media is a powerful tool that can foster development and can play a strategic role in raising environmental awareness, channeling environmental information and inspiring environmental action without falling into scaremongering or lazy anecdotes. Media representations are framing environmental issues for policy, politics, and the public perceptions, attitudes, intentions, and behaviors, in turn, often link back through mass media into ongoing formulations of environmental governance. Media need to play an indispensable environmental watchdog to lapdog to guard- dog role in supervising wrongdoers and communicating with the public. Media can foster environmental awareness and encourage people’s participation in issues of its conservation”.

Maxwell Boykoff T. (2008) focuses on media and science communication of climate change, arguably the most heavily politicized scientific issue at the turn of the new millennium provides many opportunities. Among them, examinations of these amplified interactions can inform and anticipate other current science issues, such as continuing concerns for toxic materials or genetically modified organisms in the environment, nanotechnological risks, and increased threats to water quality. By unpacking and analyzing interactions that focus on climate science and media interactions, representative challenges ranging from extrinsic issues (e.g. political economics) to intrinsic issues (e.g. uncertainty) can inform perceptions and decision-making.

Statement of the problem:

“The role of television in creating awareness about climate change issues among women”

Objectives of the study:

- To examine the Socio-Demographic characteristics of the respondents.
- To find out the role of television in creating awareness about climate change.
- To know the utilization pattern of media among the respondents.

Research Design:

For the present study descriptive research design is adopted and for the selection of the samples simple random techniques are used and a structured questionnaire schedule is designed for the collection of the primary data

and the total sample size are 150 women of Vijayapura District. The collected data will be analyzed through a statistical package for social sciences.

Data Analyses:

The findings of the study presented under the following subheadings with tables.

Table 1: Distribution of the respondents by Age

SL. No	Age	Frequency	Percentage
1	16 to 25	69	46 %
2	26 to 35	51	34 %
3	36 to 45	20	13.3 %
4	Above 46	10	6.7 %
	Total	150	100 %

Table 1 indicates the distribution of the respondents based on their age. Among the total respondent's majority (46% N =69) of the respondents belongs to the age group of 16 to 25 years, followed by 26 to 35 years 34% (N=51), and few respondents 13.3% (N=20) of respondents belong to the age group of 36 to 45 years of age and least number of respondents 6.7% (N=10) belongs to the age group above 46.

Table 2: Marital wise Distribution of the respondents

SL. No	Marital status	Frequency	Percentage
1	Married	66	44 %
2	Unmarried	84	56 %
	Total	150	100 %

Table 2 reveals that among the absolute respondents chose for the examination 56%, (N=84) respondents were unmarried and 44%, (N=66) of the respondents were married. The numbers of unmarried respondents were higher than the married respondents.

Table 3: Education-wise distribution of the respondents

SL. No	Education	Frequency	Percentage
1	Illiterate	04	2.7%
2	S.S.L.C and Below	06	4%
3	P.U.C	08	5.3%
4	Graduation	42	28%
5	Post-Graduation	75	50%
6	Other	15	10%
	Total	150	100%

Table 3 shows that half (50%, N=75) of the respondents were completed Post-Graduation and the remaining (28%, N=42) of the respondents belong to Graduation basis, followed by (5.3%, N=08) respondents were from PUC background, (4%, N=06) respondents were from SSLC and Below, then followed by the (2.7%, N=04) were belongs to Illiterate and lastly (10%, N=15) respondents from the other field.

Table 4: Employment status wise distribution of the respondents

Sl. No	Employment status	Frequency	Percentage
1	Self-Working	12	8%
2	Private sector	36	24%
3	Agriculture	02	1.3%
4	Govt. employee	24	16%
5	Housewife	03	2%
6	Student	58	38.7%
7	Other	15	10%
	Total	150	100%

Table 4 reveals that most of the respondents (38.07%, N=58) were students, followed by 24 percent (N=36) were private-sector employees, 16 percent (N=24) of the respondents were government employees, while 10 percent (N=15) of the respondents belonged to other professions, 8 percent (N=12) respondents were self-workers, 2 percent (N=03) were housewives and remaining 1.3 percent (N=02) belonged to agriculture field.

Table 5: Annual Income wise distribution of the respondents

SL. No	Annual Income	Frequency	Percentage
1	Less than 50,000	48	32%
2	50,000 to 2 Lakhs	45	30%
3	2 Lakh to 5 Lakhs	39	26%
4	More than 5 Lakh	18	12%
	Total	150	100%

Table 5 shows the categorization of respondents based on their annual income. According to the above table, among total respondents 32 percent (N=48) have an annual income of less than 50 thousand, followed by 30 percent (N=45) of the respondents have income from 50 thousand to 2 lakhs, 26 percent (N=39) have an annual income from 2 lakh to 5 lakhs and remaining only 12 percent (N=18) have more than 5 lakh annual income.

Table 6: Respondents Spending Time on Television

SL. No	Time spends On television	Frequency	Percentage
1	Less than One Hour	54	36%
2	1 to 2 hours	75	50%
3	3 to 4 hours	15	10%
4	More than 4 hours	06	4%
	Total	150	100%

Table 6 indicates the classification of respondents about time spent watching television. According to this, half (50%, N=75) of the respondents watch television from 1 to 2 hours daily, followed by 36 percent (N=54) respondents view television less than 1 hour and in remaining 10 percent (N=15) respondents watch television from 3 to 4 hours and only 4 percent (N=06) of the respondents watch television more than 4 hours daily.

Table 7: Different types of programmes watched by the Respondents

SL. No	Types of programmes watched	Frequency	Percentage
1	Serials	24	16%
2	Films	21	14%
3	Reality shows	45	30%
4	News	117	78%
5	Other	09	6%
	Total	150	100%

Table 7 indicates that more than three fourth (78%, N=117) of the respondents watch the news, followed by 30 percent (N=45) of the respondents watch reality shows, 16 percent (N=24) watch serials, 14 percent (N=21) respondents watch films and remaining only 06 percent (N=09) respondents watch other programmes on television.

Table 8: Purpose of the watching TV by the Respondents

SL. No	Purpose	Frequency	Percentage
1	For knowledge gain	21	14%
2	For entertainment	84	56%
3	For information	42	28%
4	Other	03	2%
	Total	150	100%

Regarding the purpose of watching television, the table 8 reveals that more than half (56%, N=84) of the respondents watch television for entertainment purpose, followed by (28%, N=42) respondents watch television for information purpose, 14 percent (N=21) respondents watch television for knowledge purpose and only 2 percent (N=03) watch television for other purposes.

Table 9: Opinion of the respondents regarding awareness programme

SL. No	Opinion	Frequency	Percentage
1	Yes	72	48%
2	No	18	12%
3	Not Sure	57	38%
	Total	150	100%

Regarding the opinion of the respondents about awareness programmes in Television, table 9 reveals that nearly half (48%, N=72) of the respondents thought that television is telecasting awareness programmes

related to the environment, 38 percent (N=57) of the respondents opined that not sure about television is telecasting awareness programmes and only 12 percent (N=18) of the respondents thought that television is not at all telecasting awareness programmes.

Table 10: Opinion of the Respondents about coverage of environmental issues on television

SL. No	Opinion	Frequency	Percentage
1	Good Coverage	90	60%
2	Moderate Coverage	36	24%
3	Not adequate Coverage	24	16%
	Total	150	100%

Regarding the opinion of the respondents about coverage of environmental issues on Television, table 10 reveals that more than half (60%, N=90) of the respondents opined that coverage is good, followed by 24 percent (N=36) of the respondents opines that moderate coverage and only 16 percent (N=24) of the respondents said that television coverage regarding environmental issues not at all adequate.

Table 11: Opinion of the respondents about watching advertisement related to environmental issues

SL. No	Opinion	Frequency	Percentage
1	Yes	105	70%
2	No	45	30%
	Total	150	100%

Table 11 indicates that a great majority (70%, N=105) of the respondents watch advertisement related to the environment on TV and only 30 percent (N=45) of the respondents did not watch advertisements related to environmental issues on TV

Table 12: Prefer to watch environmental programmes on TV by the Respondents

SL. No	Opinion	Frequency	Percentage
1	To increase forestation	45	30%
2	To reduce air pollution	54	36%
3	Effective waste management	57	38%
4	Other	30	20%
	Total	150	100%

Regarding the prefer to watch environmental programmes on TV by the respondents, table 12 reveals that among the total respondents 38 percent (N=57) of the respondents preferred effective waste management programmes, followed by 36 percent (N=54) respondents have preferred to watch reduce air pollution, 30 percent (N=45) of the respondents believed about to watch increase forestation and remaining 20 percent (N=30) of the respondents prefer to watch other environmental programmes on TV.

Table 13: Which Media is best for getting environmental related stories

SL. No	Media	Frequency	Percentage
1	Newspapers	30	20%
2	Television	48	32%
3	Magazine	18	12%
4	Radio	09	6%
5	Social Media	45	30%
	Total	150	100%

Regarding which is the best media to get environmental related stories in different media, table 14 reveals that among the total respondent's majority (32%, N=48) of the respondents opined television is the best media to get environmental stories, followed by 30 percent (N=45) Social Media, 20 percent (N=30) newspaper, 12 percent (N=18) magazine, and only 6 percent (N=09) respondents express that Radio is the best source for environmental issues.

Table 14: How concerned are you about the environmental change and ecological assurance

SL. No	Opinion	Frequency	Percentage
1	Very much concerned	96	64%
2	Slightly concerned	54	36%
3	Not at all concerned	00	0%
	Total	150	100%

Table 14 indicates that more than half (64%, N=96) of the respondents thought that they are a lot of worried about the environmental change and environmental protection, and in remaining 36 percent (N=54) of

the respondents thought that they are slightly concerned about the climate change and environmental protection and it is interesting to note that none of the respondents were not at all concerned about the climate change and environmental protection.

Table 15: Opinion of the respondents regarding environmental issue requires more awareness messages

SL. No	Opinion	Frequency	Percentage
1	Global Warming	78	52%
2	Water Pollution	24	16%
3	Climate Change	45	30%
4	Deforestation	39	26%
5	Waste Management	42	28%
6	Others	06	4%
	Total	150	100%

Regarding the environmental issues requires more awareness messages, table 15 reveals that more than half (52%, N=78) of the respondents have opined that they require more awareness messages about Global Warming, followed by 30 percent (N=45) of the respondents thought that they require more awareness messages about Climate Change, 28 percent (N=42) respondents thought that they require more awareness messages about Waste Management, 26 percent (N=39) respondents thought that they require more awareness messages about Deforestation, 16 percent (N=24) respondents thought that they require more awareness messages about Water Pollution and only 4 percent (N=06) of the respondents thought that they require more awareness messages about other environmental issues.

Table 16: Opinion of the respondents regarding Television is an effective medium to create awareness of climate change

SL. No	Opinion	Frequency	Percentage
1	Yes	144	96%
2	No	06	4%
	Total	150	100%

Regarding the opinion of the respondents towards television is an effective medium to create an understanding of climate change, the table 16 indicates that a great majority (96%, N=144) of the respondents have opined that television is an effective medium in creating awareness about environmental issues and only a few (4%, N=06) of the respondents have thought that television is not an effective medium.

III. CONCLUSION:

Media is a powerful tool and Media can play a vital role in creating awareness about climate change issues. Media spreads news and information within a fraction of seconds, so media is playing a strategic role in raising environmental awareness. Hence, the study is undertaken to know the role of television in creating awareness about climate change issues. It is clear from the study that the role of television in creating understanding about climate change issues in society is very effective. The study revealed that TV is the most effective medium in creating awareness about climate change issues. It is also found that most of the respondents watch environmental-related programmes on television and Television is an effective medium to create awareness about climate change.

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