

# The Role of Print Media in the Coverage and Dissemination of Marine Environment and its Allied Issues in Pakistan

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## INTRODUCTION

The print media of mass communication strongly effect and attract the readers attention and affluence, information, skills, taste, image attitudes and actions (Pye, 1963' Boykoff *et al.*, 2015). Print media provides versatile information in form of News, therefore an important source of scientific awareness for the public in multiple fields i.e. health, medicine, and climate change research, making the accurate communication of findings and patterns of misinformation a vital issue for society and public policy (Boykoff and Boykoff, 2004; Brechman *et al.*, 2009). Marine environmental news is assumed to be a less commonly reported item in the Mass media, so there is a need to find a role and impact of Mass media in the field of Marine environment. Although some media platforms are ignoring marine related news and coverages nevertheless there is a channel through that media founds the impact of the message which communicated to their target audience.

## OBJECTIVES

Based on the available empirical evidence the current study designed to evaluate the frequency and relevancy for significance of print coverage related to Marine environment and its issues.

## MATERIALS AND METHODS

In the present study, conducted in 2019 the different news coverage were searched and collected in relevant to Marine environments and associated issues and services from professional news clipping services during January to December 2013-2018. Various news materials obtained from widely available three different newspapers The Daily Dawn, The News and The Express Tribune.

## RESULTS

The mass media coverage of three newspapers published in Pakistan was observed highest 23 % percent during the year 2018, whereas the lowest coverage was observed in the 2015 and 2017. The News Newspaper showed the highest coverage in 2015 that was 44.44% percent, but it was decreased in the year 2016 and again increased in 2017 (35.85%) whereas again decrease during the year 2018 (23.48%). In 2018, the Express Tribune increased their marine environment news coverage as compared to their previous year and the observed coverage was 42.42 percent, whereas the Dawn news coverage was lowest and compared to 2017 coverage that was 35.85%. It seems that it's a long term relationship between the fields and media so this research is focusing on the marine news the research results will provide more debt on the role and impact of news in this field of Marine environment.

## **CONCLUSION**

The current study investigates the Marine environment related news coverage by the Pakistan print news houses and quantified its patterns by reviewing 600 news items across three national newspapers in English languages (Dawn Newspaper, The News Newspaper and The Express Tribune Newspaper). The present study finds its role and coverage effect by the content analysis and can be identify the productivity of media message transformation.

## **KEYWORDS**

Marine environment, mass media, newspaper, Pakistan.

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