

**Awareness Regarding Clean Green Pakistan through TV News
Bulletin: A survey of University Students of Lahore**

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Abstract

The purpose of this study is to analyze the current situation and factors for the environmental change worldwide. The sample size of this study was 300 respondents from three private sector universities of Lahore. Majority of the respondents are neutral that the electronic media play a significant role to promote the Clean Green Pakistan Movement. News bulletins of GEO, ARY and City 24 are creating awareness on Clean Green Pakistan. Time spent on Television comparatively shows the highest correlation with safe drinking water. University students practically take measures to act upon the CGPM after watching coverage

Keywords: Clean Green Pakistan, Climate Change, Global Warming, Plantation, Electronic media

Introduction

Cable television and 2.0 technologies has changed the lifestyle of the people in their socio political and economic affairs. The way people use mass media is quite different compared to the past. Media users have a variety of media sources e.g., radio, cable television networks and internet technologies

which were lacking in the early generations. There are many functions of mass media. Most importantly it transmits information to a larger audience. In certain situations, it also plays an essential role in educating people while in other cases it works as a source of socialization. However, one of the major roles it plays is surveillance. It ensures that no cyber-crimes or any misinformation is spread among people by means of censorship. Mass media influences individuals in all aspects. Its positive impacts include betterment of motor skills, better communication skills, increased socializing, a source of learning and reading, and provides information. Some people claim that living without mass media is like suffocating yourself. In practically every aspect, the media has altered our modern lives. The primary role of the media is to inform the public.

This study analyzes the impact of TV news bulletins on university students of Lahore regarding the Clean Green Pakistan movement. On October 13th, 2018, Pakistan's Prime Minister, Imran Khan, launched the Clean Green Pakistan movement.

Clean Green Pakistan (n.d) aims to make essential services more accessible to citizens while also empowering them to share responsibility for a Clean Green Pakistan. This movement will focus on climate change challenges, developing tactics to encourage renewable energy sources, and looking for solutions to keep the natural system alive. The Clean Green Pakistan initiative aims to strengthen the role of volunteers who are enrolled as Clean Green champions. Almost one billion trees have been planted in Khyber Pak-Pakhtunkhwa. The government's commitment to ecological sustainability is seen in their efforts. The Prime Minister of Pakistan has stated that the PTI government will leave a Clean and Green Pakistan for future generations.

Iftikhar *et al* (2020) explain that the federal government of Pakistan launched Clean Green Pakistan. This is a fantastic first step since it is everyone's duty and encourages behavioral change as a method of establishing the need for better environmental adjustments. By participating in this initiative, the government is increasing awareness about the value of

natural resources. Researchers have investigated the function of print media in raising awareness about environmental issues.

According to Boykoff and Roberts (2007), the purpose of the study is to determine how the media has covered climate change news and what role the media has in moulding public opinion. In order to make conclusions, this study compares and contrasts several international media case studies. The outcomes of the study imply that increasing the quantity of climate change news coverage changes public opinion over time. The majority of news is given very little space in newspapers, and much less on television.

WHO (2005) reports, 150000 people die each year as a result of direct and indirect climate change effects. Climate and weather both have significant, both direct and indirect, effects on human life. People acclimate to their surroundings, and human physiology can endure large variations in climate. Extremes of both heat and cold can result in potentially fatal illnesses, such as heat stress or hypothermia, as well as increased mortality rates from heart and respiratory infections.

Another study conducted by Raza *et al* (2021) Pakistan is facing poor air quality. Smog is an obvious form of air pollution that can be a major source of human health issues like pulmonary, respiratory, eye and skin diseases. Lahore is the second largest city of Pakistan, even that second worldwide in most polluted air in the world these days. Smog is also a reason to increase the socioeconomic problem in Pakistan. Researchers explore major issues, causes, effects and suggestions.

Usman *et al* (2019) examine that increasing urbanization, industrialization and maximum use of fossils are rapid effects on the environment. The health issues should never be compromised. Environmental air issues like smog increasing every year like a disaster. This study specially deals with the smog in Pakistan, reasons, effects and precautions to get rid of health issues.

Theoretical Model

Walter Lippmann was a famous journalist who noticed this main function of mass media, in the 1920's. Lippmann explains that media has a powerful effect on individuals, media design the picture in mind. He noticed that people did not behave like an actual event, they enacted like the media built a picture in their head. For that reason, the media use this simple process Agenda Setting to make their messages. Lippmann research is a base study of Shaw Maxwell McCombs and Dr. Donald Shaw.

Dr. Max McCombs and Dr. Donald Shaw elaborate Agenda Setting more deeply. Agenda setting theory properly developed in the study of the US presidential election in 1968, this study known as” The Chapel Hill Study”. This study showed a strong relationship between media messages and voters' opinion living in Chapel Hill. This theory recommended that media has a powerful effect on the audience. The media is not only about what you think but also how you think about issues? Lately the 1968 “the Chapel Hill study” was published in 1972 in the book of *Public Opinion Quarterly*.

Agenda setters select, highlight the issue and give prominence in the media. The selection criteria are based on the ideology of the media editors, owners and bureaucracy interests. When the media made a message and disseminated it again and again people started to think that issue was important and crucial. Even that issue became a memory of the audience.

Dreier and Martin (2010) Agenda Setting is a process where media decide what kind of news and story gets attention in the media. Every media organization sets their own agenda, what should be in the news, gets prominence and is notable for the audiences. In Pakistani media every media organization has their own agenda and framing technique. According to their ability, likeness matters a lot in Agenda Setting.

Core Assumptions of Agenda Setting theory

There are two assumptions of Agenda Setting theory.

The First is the media filters and shapes we see to reflect stories to the audience. Many examples we are watching daily. Many news and stories,

which have only unethical content, are top priorities of our media houses. Our modern media make their agenda to make money and get more ratings only.

Secondly, the next assumption proposed is that the more recognition given to an issue by the media, people start thinking that issue is more important than any other issue around them. Another point to note is that the mass media organizations aren't telling the people what to think, instead they regard only those issues which they want the people to know and think about.

Hypotheses

1: It is more likely that news bulletins of ARY, Geo and City 42 are creating awareness on Clean Green Pakistan among the university students in Lahore

H₀1: it is more likely that news bulletins of ARY, Geo and City 42 are not creating awareness on Clean Green Pakistan among the university students in Lahore

2: It is more likely that after watching the coverage of Clean Green Pakistan whether the university students practically took any measures to act upon the guidelines

H₀2: It is more likely that after watching the coverage of Clean Green Pakistan whether the university students practically did not take any measures to act upon the guidelines

Methodology

The method of research that will be used in this study is quantitative research method. And survey method will be carried out for data collection and the results will be drawn from the collected data. The survey will consist of close ended several multiple-choice questions. The collected data will be analyzed through SPSS software to draw the results of the study.

Survey Method

A survey is a method of gathering information to measure, compare, or explain people's knowledge, perspectives, and behaviors. The method was used to obtain quantitative information from a large number of respondents, who were from a diverse and widely distributed community of university students of Lahore. The researcher was guided in collecting the data by the method support. Directly from television news bulletins viewers is trying to process out such credible research using facts provided on a quantitative scale.

Population and Sample of the Study

The aim was to conduct the survey with 300 participants from university students of Lahore. 100 students have taken from each university. For this study, researcher chose, University of Management and Technology, Lahore (UMT), University of Central Punjab, Lahore (UCP) and Minhaj University, Lahore (MUL). Researcher has taken these three universities of the private sector due to there being diversity in the student and academicians. Students belong to different environments e.g., locality, financial status and different backgrounds.

The sample has been selected from all disciplines. Both male and female students have been chosen. Researcher chose the purposive sampling technique to collect the data from the respondents because data collected only by those students who were the viewers of TV news bulletins. This sampling method also helps in saving time and resources.

Research Instrument

Questionnaire was consisted of close ended questions and one open ended quest the end. Researcher chose the purposive sampling technique to collect the data from the respondents because data was collected only by those students who were the viewers of TV news bulletins. This sampling method also helps in saving time and resources. My total items in the questionnaire were 18 and the 5. Likert scale used to draw the results.

Data Analysis and results

Descriptive Statistics

| Variables | Mean | Median | Mode | Std. Deviation | Range |
|--|------|--------|------|-------------------|-------|
| Daily how much time do you spend on watching Television? | 2.22 | 2 | 1 | 1.207 | 3 |
| Which channel do you watch most frequently? | 2.9 | 3 | 2 | 1.363 | 4 |
| How often do you watch T.V news bulletins? | 2.74 | 2.5 | 1 | 1.45 | 4 |
| Have you ever seen any news about the Clean Green Pakistan Movement on these channels? | 3.13 | 3 | 4 | 1.324 | 4 |
| Which kind of news do you mostly watch in T.V news bulletins regarding the Clean Green Pakistan movement? | 2.98 | 3 | 3 | 1.248 | 4 |
| How much information do you gain from Geo, ARY and City42 regarding CGPM? | 2.97 | 3 | 3 | 1.266 | 4 |
| What do you think about which one of the following components plays a vital role in human life? | 2.93 | 3 | 3 | 1.285 | 4 |
| What do you think about which component of CGPM is most important for dire attention? | 2.99 | 3 | 3 | 1.341 | 4 |
| How much electronic media can play its role significantly to cope up with the drastic environmental changes? | 2.57 | 2 | 2 | 1.283 | 4 |
| Do you think that electronic media plays a significant role to promote the Clean Green Pakistan Movement? | 2.9 | 3 | 3 | 1.28 | 4 |

| Variables | Mean | Median | Mode | Std. Deviation | Range |
|--|-------------|---------------|-------------|-----------------------|--------------|
| Have you ever participated in any activity of the Clean Green Pakistan movement? | 3.06 | 3 | 3 | 1.186 | 4 |
| If you practically took part in the CGPM at which level | 2.9 | 3 | 3 | 1.302 | 4 |
| Have you ever planted a tree or taken part in a plantation campaign? | 3.01 | 3 | 5 | 1.445 | 4 |
| Which department do you think can work more impressively to overcome the environmental challenges? | 2.73 | 3 | 1 | 1.38 | 4 |
| Which sector do you think is more responsible for liquid waste and solid waste management? | 2.61 | 2 | 1 | 1.475 | 4 |
| Do you think that is there any role of NGOs in CGPM? | 2.72 | 3 | 1 | 1.453 | 4 |
| Do you think that clean drinking water is basic need to every citizen? | 2.36 | 2 | 1 | 1.524 | 4 |
| Are you adopting total sanitation practices in your daily domestic and non-domestic affairs? | 2.8 | 3 | 1 | 1.433 | 5 |

The above table illustrate the descriptive statistics for all variables including minimum, maximum, mean and standard deviation. The first variable is “Daily how much time do you spend on watching Television?” minimum response value is 1 and maximum response value is 4 with average mean time do you spend on watching television is 2.22 with 1.207 standard deviation, the mean response of channel watch frequently is 2.90 with 1.363 standard deviation, The mean response of “How often do you watch T.V news bulletins?” is 2.74 with 1.450 standard deviation. The mean responses of “Have you ever seen any news about the Clean Green Pakistan Movement on these channels?” is 3.13 with 1.324 standard deviation. The mean value of “Which kind of news do you mostly watch in T.V news bulletins regarding the Clean Green Pakistan movement?” is 2.98 with 1.248 standard deviation. Average response for information gain from these news channels are is 2.97 with 1.266 standard deviation. The mean response of “What do you think about which component of CGPM is most important for dire attention?” is 2.99 with 1.341 standard deviation. Mean responses for “What do you think about which component of CGPM is most important for dire attention?” is 2.99 with 1.341 standard deviation. Mean response of “How much electronic media can play its role significantly to cope up with the drastic environmental changes?” is 2.57 with 1.283 standard deviation and other variables shows the same behaviors.

Correlation Test

Table Correlations

| Correlation | Time spends on watching | channel watch frequently | news bulletins | CGP Movement on channels | news watch in T.V about CGP | Information Gain | components play a vital role | component of CGPM | drastic environmental changes |
|--|-------------------------|--------------------------|----------------|--------------------------|-----------------------------|------------------|------------------------------|-------------------|-------------------------------|
| Time spends on watching | sh1 | | | | | | | | |
| channel watch frequently | 0.024 | 1 | | | | | | | |
| news bulletins | 0.116 | -0.059 | 1 | | | | | | |
| CGP Movement on channels | 0.007 | -0.008 | 0.015 | 1 | | | | | |
| news watch in T.V about CGP | -0.015 | 0.046 | 0.037 | -.127* | 1 | | | | |
| Information Gain | -0.027 | 0.028 | -0.078 | .147* | 0.039 | 1 | | | |
| components play a vital role | 0.056 | -0.061 | -0.012 | -0.047 | 0.056 | -0.113 | 1 | | |
| component of CGPM | -0.015 | 0.005 | 0.035 | 0.011 | 0.05 | 0.02 | 0.042 | 1 | |
| drastic environmental changes | 0.098 | 0.035 | 0.096 | -0.116 | 0.059 | -0.05 | 0.028 | 0.068 | 1 |
| Promote CGP participated in any activity | .123* | -0.014 | 0.079 | 0.055 | 0.027 | .125* | -0.084 | 0.066 | 0.055 |
| practically took part | -0.068 | -0.026 | -.117* | -0.092 | 0.043 | -0.022 | 0.076 | 0.073 | -0.056 |
| planted a tree | 0.011 | -0.079 | 0.039 | .132* | -0.066 | 0.059 | -0.002 | 0.019 | 0.024 |
| work more impressively | .120* | -0.073 | -0.033 | -0.033 | 0.064 | 0.077 | -0.058 | 0.044 | 0.023 |
| liquid and solid waste | .167** | -0.011 | .159** | .127* | -0.018 | -0.028 | -0.036 | 0.027 | -0.008 |
| role of NGOs | .151* | -0.05 | 0.059 | 0.001 | 0.088 | -0.038 | 0.072 | 0.083 | 0.065 |
| clean drinking water | 0.056 | 0.074 | 0.075 | 0.017 | 0.021 | 0.044 | 0.097 | 0.083 | .168** |
| Sanitation | .157** | -.172** | .119* | -0.063 | 0.047 | 0.023 | 0.044 | .170** | 0.091 |
| | 0.062 | -.145* | 0.014 | -0.045 | 0.007 | 0.069 | 0.035 | 0.073 | -0.005 |

| Correlation | Promote CGP | participated in any activity | practically took part | planted a tree | work more impressively | liquid and solid waste | role of NGOs | clean drinking water | sanitation |
|-------------------------------------|-------------|------------------------------|-----------------------|----------------|------------------------|------------------------|--------------|----------------------|------------|
| Promote CGP | 1 | | | | | | | | |
| participated in any activity | - | 1 | | | | | | | |
| practically took part | 0.058 | 0.066 | 1 | | | | | | |
| planted a tree | 0.106 | .141* | 0.065 | 1 | | | | | |
| work more impressively | 0.02 | 0.081 | 0.11 | 0.073 | 1 | | | | |
| liquid and solid waste | 0.098 | 0.03 | 0.054 | * | .134* | 1 | | | |
| role of NGOs | 0.061 | 0.077 | 0.041 | 0.004 | 0.019 | 0.07 | 1 | | |
| clean drinking water | .154* | * 0.086 | 0.073 | .123* | * .233* | * .227* | .149* | 1 | |
| Sanitation | 0.035 | 0.04 | 0.022 | .120* | 0.026 | .130* | 0.042 | * .159* | 1 |

The above table shows the correlation between different variables. Time spent on Television comparatively shows the highest correlation with clean drinking water as compare to other variables that is 0.157 which shows the weakest strength of the relationship but positive in direction, if we observe channel watch frequently all variables shows the weakest relationship and some of the variables shows the negative relationship with channel watch frequently, which includes news bulletin, CGP Movement on Channels, Components play a vital role, participated in any activity practically took part in Clean Green Pakistan, and clean drinking water. Correlation of movement of Clean Green Pakistan is the weakest with all variables but few of them are negative in direction, no variable shows the strong correlation with others variable. The relationship of one variable with another variable is weakest and some of them have negative relationship.

Results of the Study

In this research researcher has taken a sample of 300 students from which responses of 287 students were recorded. Research get the results that

most of the students spend 1 to 2 hours watching television. Majority of the respondents are neutral that the electronic media play a significant role to promote the Clean Green Pakistan Movement. News bulletins of GEO, ARY and City 24 are creating awareness on Clean Green Pakistan. Time spent on Television comparatively shows the highest correlation with safe drinking water. University students practically did not take any measure to act upon the CGPM after watching coverage.

Discussion

Global warming and environmental changes are challenges for the survival of human life. Industrial and other sectors of pollution is the major debate of the global media. Research has tried to find out the effects of T.V news bulletins on the very high voltage issue of Clean Green Pakistan. In the current study researcher has taken the three news channels Geo news, ARY news and City 42 to examine the information and awareness function of mass media in Pakistan. How the mass media is successful in implementing its policies and brought changes in thinking regarding this crucial and terrifying issue of environmental pollution. The research was quantitative in nature. Majority of the sample fell under the category of 18 to 24 years" age. Media successfully spread awareness among the university students of Lahore. The findings of the study indicate that components of plantation got more attention in the media.

Conclusion

Along with this population growth is a major issue. With uncontrollable increase in population, clean water and other basic economic and environmental needs are at risk. Therefore, organizations like the United Nations Environment Program (UNEP), Intergovernmental Panel on Climate Change (IPCC), United Nations Framework Convention on Climate Change (UNFCCC), World Health Organization (WHO), UNICEF (United Nations International Children's Emergency Fund) and other organizations should join hands with the Government to prevent further damage and recover from the one already done.

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