

## UN Conferences on Climate Change: Coverage in Bangladeshi Newspapers

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**Abstract:** *This study explores the coverage of last three UN conferences on climate change environmental issues in the daily newspapers of Bangladesh, a South-Asian country facing the onslaught of global warming because of its low-lying deltaic plains and overpopulation. One of main objectives of the study was to identify the stand of Bangladeshi media, as media of climate affected countries through environmental agenda setting and the framing theories of the media. Besides we have tried to make a comparative analysis among three UN conferences coverage in selected newspapers.*

*The results are based on an examination of the content of environmental coverage in two national daily newspapers (one Bangla and one English language daily) during the COP15, COP16 and COP17. Drawing on field theory and analytical frames from journalism studies, this study examines the principles of journalistic practices as revealed by the content of these publications. The findings indicate that environmental journalism is a strong subfield in Bangladesh's media, which constructs its own veracity in ways that reflect the social, economic and political contexts of each publication. The Bangladeshi media did not cover the three UN conferences on climate change equally. Coverage of COP15 emphasized on the consequences of global environmental change. During the period of COP16 media gave well treatment on local environmental changes. And as a climate affected country, Bangladeshi media was busy covering the huge 'Green Climate Fund' to distribute to poor countries during COP17.*

**Keywords:** Coverage; UN Conferences on Climate Change; COP15, COP16; COP17; Two National Dailies of Bangladesh

### Introduction

Climate change is a change in the average weather of a particular area or region. This includes temperature, wind patterns, and precipitation. The Earth's climate changes naturally at a low speed and all life forms adapt well to this change but in the last 150-200 years, it has been observed that the change has been too rapid. This human-induced climate change is a cause of grave environmental concerns because it is a great threat to every life form on earth. Some of the human activities that contribute to climate change are the burning of fossil fuels, agriculture, deforestation, industrial practices and consumerism.

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The impacts of global warming and climate change are worldwide. For Bangladesh they are most critical as large part of population is vulnerable to a range of natural hazards. Geographical location of the land has made Bangladesh most vulnerable to environmental changes. In addition high population and poverty has placed it among the high risk countries. If the sea level water rises by one meter, 18% of the country's total land will submerge and this is a direct threat to the lives of 11% of the population (Munir and Khan, 2008). In recent times climatic hazards, including repeated floods, cyclones, tornados, storm surge, tidal bore etc are very common to Bangladesh. More adverse impacts are projected for coming decades.

Now climate change is the burning question of the day. Many countries and organizations are raising their voice to stop the activities that induce climate change. In 1991 the Intergovernmental Panel on climate change (IPCC) raised the alarm globally by presenting scientific findings on global warming, emission increase and climate change impacts. This resulted in a worldwide recognition that some serious action is necessary to save our planet. In 1992 the UN Climate Convention led to the establishment of an inter-governmental process to identify and implement necessary response measures to curb global warming and address its negative impacts. Climate issues have been the focus of media attention since the Earth Summit (the UN Conference on Environment and Development) in 1992 when the UN Framework Convention on Climate Change (UNFCCC or FCCC), an international environmental treaty, was produced. Later Kyoto Protocol (1997) and subsequent climate conferences in Bali, Indonesia (2007), Copenhagen Summit in Denmark (2009) Cancun Summit in Mexico (2010) and Durban Summit in South Africa (2011) grabbed wider media attention globally.

In each climate conference, the leaders of the first world encountered wave of protests, as they recurrently failed to deliver climate aid to the affected countries and to reach accord to cut green house gas emission. The implications of the protests were reflected in the global media that often encouraged, shaped, and influenced the protests.

Bangladeshi news papers are always aware in climate change issues and disasters. They gave extensive coverage of catastrophes, which drew worldwide attention, such as tsunami, Haiti earthquake and cyclones Sidr and Aila which hit the coastal regions of Bangladesh. Reports of flood, heavy rainfall and landslide, for example are always dominant in Bangladeshi newspapers both in terms of number and treatment. Among the global events, COP 15, 16 and 17 received wide media coverage. Newspapers were able to create a public space for discussion on the issues generated around the conferences.

This research examines the stand of media of a victim country against climate change. It is to understand how they address the issue. As COP 15, 16 and 17 hugely focused in Bangladeshi media this research tries to understand the role of Bangladesh newspapers in environmental agenda setting and framing on the basis of above three climate change conferences.

## **Objectives**

The main objectives of our study are:

1. To look into the role of newspapers in environmental agenda setting.
2. To know how and what extent do newspapers portray of environmental problems.
3. To identify Bangladeshi media stand as media of climate affected countries on climate change issue.
4. To do a comparative analysis among cop 15, 16 and 17 coverage in selected newspapers.
5. To know how newspapers establish local and global issues during COP 15, 16 and 17.
6. To understand the framing of pictures, graphics, cartoons, and caricatures.
7. To identify the type of news and sources of information regarding climate change.

## **Definition of the terms of the title**

### **Coverage**

Newspaper covers a news story with text, pictures, graphics, cartoons, and caricatures. News items can advocate and influence certain climate issues and can set their intended agendas. In short they can shape and reshape the global issue, which we say coverage.

### **Three UN conferences on climate change**

Three UN conferences on climate change are called COP 15, COP 16 and COP 17 respectively. The COP is the highest body of the United Nations Framework Convention on Climate Change (UNFCCC) and consists of environment ministers who meet once a year to discuss developments in the convention.

### **Cop 15**

The 2009 United Nations Climate Change Conference, commonly known as the Copenhagen Summit, was held at the Bella Center in Copenhagen, Denmark, between 7 December and 18 December. COP15 is the official name of the Copenhagen climate change summit — the 15th Conference of the Parties (COP) under UNFCCC. The conference included the 15th Conference of the Parties (COP 15) to the United Nations Framework Convention on Climate Change and the 5th Meeting of the Parties (MOP 5) to the Kyoto Protocol. According to the Bali Road Map, a framework for climate change mitigation beyond 2012 was to be agreed there.

### **Cop 16**

The 2010 United Nations Climate Change Conference held in Cancun, Mexico, from 29 November to 10 December 2010, commonly known as COP 16. The conference is

officially referred to the 16th session of the Conference of the Parties (COP 16) to the United Nations Framework Convention on Climate Change (UNFCCC) and the 6th session of the Conference of the Parties serving as the meeting of the Parties (CMP 6) to the Kyoto Protocol.

### **Cop 17**

The 2011 United Nations Climate Change Conference is called as COP 17. It was held in Durban, South Africa, from 28 November to 11 December 2011 to establish a new treaty to limit carbon emissions. The conference agreed to a legally binding deal comprising all countries, which will be prepared by 2015, and to take effect in 2020. There was also progress regarding the creation of a Green Climate Fund (GCF) for which a management framework was adopted. The fund is to distribute US\$100 billion per year to help poor countries adapt to climate impacts.

### **Two Selected Bangladeshi national dailies**

*The Daily Prothom Alo* is a major daily newspaper in Bangladesh, published from Dhaka in the Bengali language. It was launched on 4 November 1998. Basis of the selection of this newspaper is its circulation, popularity and acceptance. *The Daily Prothom Alo* has a high level of credibility and popularity. In terms of influence on the government policy and civic engagement as well as coverage of environment issues it is considered as a top newspaper in the country.

*The Daily Star* is the largest circulating English daily newspaper in Bangladesh. It was launched on 14<sup>th</sup> January 1991. The readers of *The Daily Star* are mostly from a high educated and elite class. This reader group is comprised of mostly conscientious people who can advocate and influence policy making on different issues at national and international level. This paper plays an important role in Bangladesh to influence the people and the government. In terms of coverage of environment issues it is considered the top newspaper of Bangladesh.

### **Hypothesis**

- **Newspapers do not focus the effects and consequences of the problem, merely cover the news**
- **Not able to raise awareness among mass people and cannot draw world attention**
- **Give extensive coverage on climate change issue**

### **Literature review:**

News coverage of the environment and environmental issues is the result of a complex process of construction (Hansen, 2010). Referring to the research on the sociology of news he has indicated how factors such as news values, organizational structures, economic and political pressure on news organizations, the professional values and working practices of journalists influence in varying degrees what is reported and how it is reported (Reza and Haque 2011),

Most of what society learns about the environment is from news (Wagner, 2008). In Bangladesh, most of the people still rely on news stories disseminated by traditional mass media, i.e. newspapers and television for the local and global discussions on environment. They also rely on these news media for the arguments about global climate changes and policy decisions as well as their impacts on people's livelihood. Like other developing countries, in Bangladesh, news media, especially newspaper is at the forefront of disseminating the news of the impact of climate and environmental change on the local economy (Reza and Haque, 2011: 13-24).

The way in which we make sense of the environmental threats which we face humankind is greatly conditioned by powerful and omnipresent set of electronic and printed messages - the mass media. For many people, knowledge of environmental issues is based upon what they have learned through print and electronic media, which help construct conceptions of political, social and ecological reality (Hansen, 1993)

A research has been done on framing climate change on the contents of two leading Bangladeshi newspapers, *The Daily Star* and the *Prothom Alo* (during the Bali, Copenhagen and Cancun climate change Summit). Following dates were content analyzed: December 3-15, 2007 December 7-18, 2009 November 29 to December 10, 2010. The findings of this research shows the *Prothom Alo* used environment frame in 18 visuals, scientific frame in 11 visuals, political frame in 19 visuals, economic frame in 7 visuals, human interest frame and justice and equity frame in 14 visuals and others frame in 10 visuals. On the other hand, *The Daily Star* used environment frame in 33 visuals, scientific frame in 11 visuals, political frame in 21 visuals, economic frame in 11 visuals, human interest frame in 12 visuals, justice and equity frame in 20 visuals and others frame in 6 visuals. The *Prothom Alo* used 68.67% visuals of Bangladesh context, 12.05% visuals of south Asian context and 19.28% visuals of western context. On the other hand, *The Daily Star* used 62.67% visuals of Bangladesh context, 7.22% visuals of south Asian context and 29.90% visuals of western context. The *Prothom Alo* has given 48.19% coverage of Bali summit, 45.78% coverage of Copenhagen summit and 6.02% coverage of Cancun summit. On the otherhand, *The Daily Star* has given 23.71% coverage of Bali summit, 43.30% coverage of Copenhagen summit and 32.99% coverage of Cancun summit. The *Prothom Alo* used 58.54% own sources, 28.5% foreign sources and 13.41% visuals have no source. On the other hand, 53.33% visuals of *The Daily Star* covered from own sources, 34.44% foreign sources and 12.22% visuals have no source. (Haque, and Arman, 2011)

Another research was done on COP 15 coverage (December 1-31, 2009) on *The Daily Star* and *Prothom Alo*. The result shows that *The Daily Star* publishes 58 (40.28%) news reports, 3 (2.08%) features, 29 (20.14%) opinion-columns, 41 (28.47%) letters to the editor and 13 (9.03%) editorials on climate and environment change. Of the total 144 items, 14 (9.72%) are on the issue of combating environmental change, 34 (23.61%) on conferences and seminars, 34 (23.61%) on the impacts of environmental change, 16 (11.11%) on compensation and international funding and 46 (31.94%) stories mainly on the local environment aspects. On the other hand, the *Prothom Alo* published 48 (52.75%)

news reports, 9 (9.89%) features, 10 (10.99%) editorials, 18 (19.78%) opinion-column and 6 (6.59%) letters related to climate and environment changes. Of the total 91 items, 10 (10.98%) cover issues of combating environment change, 31 (34.06%) are on conference and seminars, 17(18.68%) on the impacts of environmental change and 13 (14.28%) about international assistance and funding. In addition, 20 (21.98%) items cover local and miscellaneous environmental issues. *The Daily Star* particularly emphasizes on local environmental issues, which constitutes 31.94% of the total items published. On the other hand, major emphasis in the *Prothom Alo* is on the events and outcomes of conferences and seminars, which occupies 34.06% of the total coverage. Both the dailies gave more coverage to international issues than the local environmental aspects. *The Daily Star* covers more items containing environmental issues than the *Prothom Alo*. (Reza and Haque: 2011)

Mass media coverage has a proven track record for being a key contributor in public understanding and action, pertaining to various issues of environment, technology, and risk (Boykoff & Roberts, 2007). Jones's (2006) study of 769 internationally mixed news stories, which analyzed a separate subset of 440 global warming-related news stories located on news channels, network news, newspapers, magazines, and radio within the United States, found that the media cover global warming periodically only if there are political or economic factors central to the coverage. Only 19.3% of the stories focused directly on the issue of global warming; 73% of these news stories portrayed global warming as a problem and 10.2% framed global warming as a non-issue (Jones, 2006).

Boykoff (2004) analyzed prestige press including *The New York Times*, *the Washington Post*, *Los Angeles Times*, and *the Wall Street Journal*. These press outlets adhere to the journalistic norm of balanced reporting. The minority view that "global warming is not scientifically provable or that it is not a serious issue" receives equal editorial space as the majority view (Adger, Benjaminsen, Brown, & Svarstad, 2001, p. 707). Similar results were found throughout multiple studies where the media cover global warming only periodically; however, when it is covered; journalists are expected to demonstrate unbiased, balanced views.

Pertaining to the effects of global warming, Jones (2006) found that the leading factor covered by news media was an increase in global temperatures, accounting for 32% of the stories. Extreme weather phenomena (17%), polar and glacial ice melt (12%), rising sea levels (12%), and threats/benefits to viability of species (9%) followed (Jones, 2006).

Coverage of solutions to global warming was dominated by policies providing incentives to reduce emissions, such as emissions trading and tax incentives (24% of the sample; Jones, 2006). Technological improvements that enhanced efficiency and reduced emissions were the second most dominant theme (20% of the sample) in Jones's (2006) study.

Several studies on environmental media have indicated that journalists rely on government officials as their primary source of information in the production of

environmental stories (Einsiedel and Coughan 1993; Greenberg et al. 1989; Mc Geachy 1989; Molotch and Lester 1989; Nohrstedt 1991; Rubin 1987; Wikins 1986; Witt 1974).

One of the biggest continuing problems in environmental reporting is the lack of consistency. During the mid-1970s, when interest in environment ran high, many papers started environmental beats. But as the public's interest seemed to wane in the early 1980, many papers eliminated or cut back on this beat (Detjen, 1990:78).

The general literature on the media's coverage of climate change is best developed in the USA and Britain, though prominent studies have been done in Germany (Weingart et al., 2000) and Australia (McManus, 2000). The accumulated findings suggest that from a modest and intermittent start (Trumbo, 1996; Mazur, 1998; Brossard et al., 2004; Carvalho, 2005), coverage in both the UK and the USA has been on the increase (Carvalho and Burgess, 2005; Boykoff, 2007; Boykoff and Rajan, 2007), although there is disagreement over what constitutes a climate related story and, therefore, how prominent the issue actually is (Gavin, 2007a).

Some studies look at sub-themes within the coverage. Notable amongst these are Ladle et al. (2005) and their assessment of the coverage of a controversial Nature story linking climate change and species extinction; Antilla's (forthcoming) analysis of climate feedback mechanisms in press reports; and Hulme's (2009) study of newspaper treatments of the 2007 IPCC report. But few studies look at the connection between weather and climate change. Early work in the USA suggested that heat waves could stimulate climate change coverage (Ungar, 1992; Mazur and Lee, 1993; Mazur, 1998), although evidently not always (Shanahan and Good, 2000).

Similarly, the weather-climate connection has had a thin airing in assessments of British coverage of climate change. British television documentaries seem to connect the two strongly, but have limited reach as a specialist genre (Gavin, 2007).

However, Carvalho and Burgess (2005: 1466) note the link that the press has, on occasion, made between climate change and weather. This observation was made in the context of a much broader exploration of the way that the ideological positioning and preferred ideological world views of particular newspapers, permeates their coverage of climate change. Papers on the right of the political spectrum can see plans to mitigate climate change as a threat to consumerism and market pre-eminence and consequently downplayed or disparaged them, and often challenged the underlying realities of global warming. The titles of the centre-left, in contrast, have a tendency to highlight the dangers of global warming, and flag non-market, interventionist approaches to dealing with the problem. However, in Carvalho and Burgess's assessment, the weather-climate relationship was not the primary focus of the analysis, and constituted only one theme in a broader exploration of the discourse of climate change over decades.

### **Theoretical framework**

For our study of the 'Three UN conferences on climate change: A Review on coverage in two selected Bangladeshi national dailies' we will use mainly Agenda setting and the Framing theories of the media.

One of the most outstanding theories of the media effect that applies to environment related news is Agenda setting. The idea of the agenda-setting function of the press was developed by two American researchers, Maxwell E. McCombs and Donald L. Shaw in 1968. The central theme of their hypothesis was: “There is a close relationship between the manners in which the news media, especially the press, present issues during a political campaign and the order of importance assigned to those issues by those exposed to the news” (cited in DeFleur and Ball-Rokeach, 1989: 264).

According to Severin and Tankard Jr. (2001), the agenda setting function of the media refers to the media’s capability of raising the importance of an issue in the public’s mind through repeated news coverage. The term also refers to the “effect of media on the public’s perception of the salience or important issue” (Cox, 2010). Cox however comments that reporting may not succeed in telling the people what to think, but it succeeds in telling them what to think about.

The above definitions of agenda setting describe how powerfully the media can influence and tell the people which issues are important. In the discussion of agenda setting by the newspaper on environment issues, Gunter (2000) states that an agenda comprises of a collection of issues or events that, at any one point in time, are ranked in a hierarchy of importance. Agenda setting in Bangladesh newspapers is realized as they communicate on the importance of the environment and climate change issues with the different segments of audiences. In fact, in many cases, media have their own agenda, which can in the long run affect the public perceptions and government decisions.

Framing will be another theoretical paradigm for this study to stand on. The very term ‘framing’ is relatively a new concept in media analysis, the notion of this idea was old enough: ‘frame of reference’, ‘context’, ‘theme’, ‘treatment’, ‘news angle’ is very familiar and widely used terms for years (McQuail, 2006: 378).

“Framing” is as Denis McQuail notes, “a way of giving some overall interpretation to isolated items of fact” (McQuail, 2006: 379). He thinks, framing is ‘unavoidable for journalists’ and it means departing from ‘objectivity’ and embracing ‘bias’. McQuail also mentions R. M. Entman’s view: “Framing involves *selection* and *salience*” (quoted in McQuail, 2006: 378). The main aspects of framing that Entman points out are: frames define problem, diagnose causes, make moral judgments and suggest remedies. And McQuail thinks with confidence that these activities need many ‘devices’ to perform. Some of them may be “using certain words or phrases, making certain contextual references, choosing certain pictures or film, giving examples as typical, referring to certain sources and so on” (McQuail, 2006: 378-79).

Framing starts from the sources. The power of the sources and the control over the information by them determine the influence of them on the process of framing. But the framing of any given event will not be same; it works with time, place, culture, politics, media system, ownership of a particular mass communication medium.



The framing of an event by the media has impacts, little or more and direct or indirect, on audiences. In a research in 1991, Entman discovered 'strong evidence of public opinion forming' close the news frames. Research into the 1991 Gulf War showed that "framing of news encouraged audiences to endorse military rather than diplomatic solutions" (Iyengar and Simon, 1997; cited in McQuail, 2006: 512). McLeod and Detenber (1999) found that differently framed news reports of the same protests had different effects on viewers (cited in McQuail, 2006: 512). Most Important in framing is what Cappella and Jamieson proposed. Their model of framing effects' central idea is that "news frames activate certain inferences, ideas, judgments and contrasts concerning issues, policies and politicians" (cited in McQuail, 2006: 511).

The idea of gate-keeping can also be used in framing. Whatever way we look at this idea of the gate keeping, it is the media elite who are central to any content of media, especially news. Precisely, it is the owner of the news organization who sets principles of news productions. In any social condition, the owners of news media are considered as elites and they hold immense power which is used to make bargain with the ruling elites. Thus they have tremendous impact on framing of media content.

### **Methodology**

Content analysis is regarded as a celebrated methodology for gathering data, information and analyzing a matter. It is very popular and highly used methodology of mass communication research. This study will use content analysis technique. Scholars describe this method as 'efficient' and 'valuable' in examining mass media content and in answering different questions regarding media. "A recent study," by Kamhawi and Weaver (2003), "revealed that content analysis was the most popular data-gathering method reported in major mass communication journals between 1995 and 1999." (Cited in Wimmer and Dominick, 2006: 150) According to Wimmer and Dominick, describing communication content and message characteristics are two important purposes of this method. (Wimmer and Dominick, 2006: 152)

In most cases, content analysis is done in quantitative way with or without including quantitative approach. In our study we will prefer employ both quantitative and qualitative approach in analyzing the desired contents. Quantitative method will help the study in drawing generalization about the contents and qualitative part will help going deeper analysis with Flexible questioning. As Wimmer and Dominick note, "Although a basic set of questions is designed to start the project," in qualitative research, it is possible to "change questions or [to] ask follow-up questions at any time." (Wimmer and Dominick, 2006: 116).

We have selected two leading newspapers from Bangladesh- *The Daily Prothom Alo* and *The Daily Star*, both of which are the highest circulated Bangla and English dailies in the country respectively. Besides the *Prothom Alo* has a high level of credibility and popularity. On the other hand readers of *The Daily Star* are mostly from a high educated and elite class. This reader group is comprised of mostly conscientious people who can advocate and influence policymaking on different issues at national and international level.

This study examines the volume and intensity of coverage (how intensely the issue of global warming is presented) and the presence of frames, solutions and conflicts surrounding the global warming issues in *The Daily Star* and *Prothom Alo* in the conference period. Volume and intensity of reporting examines with timing of news stories in relation to climate change events. Moreover, the frames used in relation to global warming stories and the solutions presented for global warming will be scrutinized.

### Sampling

Content of the following newspapers have been taken for the analysis:

1. December 7-18, 2009 (Copenhagen Summit, Denmark)
2. November 29 to December 10, 2010 (Cancun Summit, Mexico)
3. November 28 to December 11, 2011 (Durban, South Africa)

The published visuals in the newspapers during the period will be measured in column inch, the width and depth. They will be analyzed in quantitative and qualitative standard.

### Data Analysis and Discussion

“Three UN conferences on climate change: A Review on coverage in two selected Bangladeshi national dailies” titled research has discussed below:

#### Total Environmental news in the Newspaper

**Table-1: Total Number of news**

Name of the newspaper	2009	2010	2011	Total
Prothom Alo	93	15	18	126
Daily Star	80	27	22	129

Source: Content Analysis, 2014

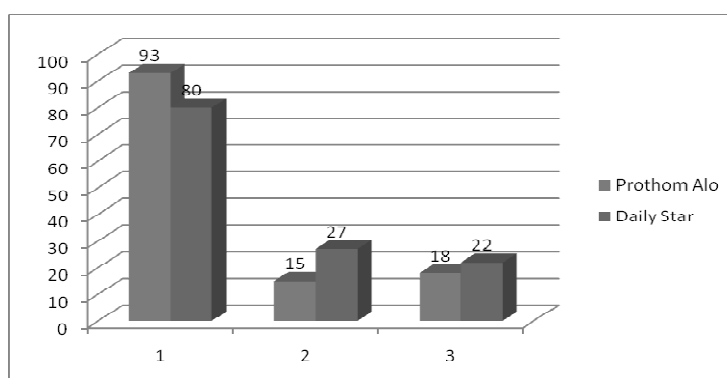


Figure 1: Total Number of news

According to (Table-1), in the year 2009 *The Daily Prothom Alo* Published 93 news, in 2010 and 2011 they published 15 and 18 news respectively. That means, in these three years, in total *The Daily Prothom Alo* published 126 news. Besides, *The Daily Star* published a total of 129 news. Among them in the year 2009, 2010, 2011 they had published 80, 27, 22 news respectively.

### Treatment of the Environmental News

**Table-02: Using Color in news**

Name of the newspapers	Color	No Color
Prothom Alo	62	64
Daily Star	21	108

Source: Content Analysis, 2014

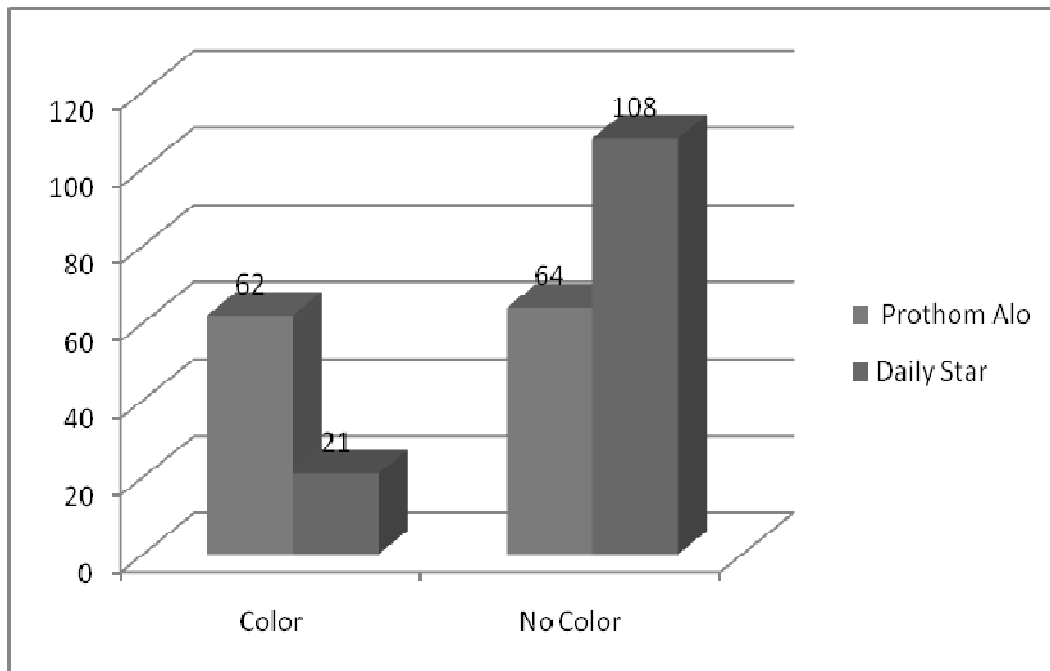


Figure: Color used in the environmental news

Table-02 Provides an overview to the use of color in the climate related news. In 2009, 2010 and 2011 *The Daily Prothom Alo* used color in 62 news and in 64 news they did not use any color. Where *The Daily Star* used color in 21 news and published 108 news using no color.

**Table-3: Environment news placement by page**

Name of the newspaper	Page 01	Page 02	Page 03	Page 04	Page 05	Page 06	Page 07	Page 08	Page 09	Page 10	Page 11
Prothom Alo	37	8	5	1	3	none	none	19	30	none	2
Daily Star	41	5	2	none	8	5	22	8	none	7	6
Name of the newspaper	Page 14	Page 15	Page 16	Page 20	Page 21	Page 23	Page 24	Page 26	Page 27	Page 28	Page 29
Prothom Alo	none	none	none	none	1	1	18	none	none	none	none
Daily Star	5	2	6	1	none	None	none	1	2	2	1

Source: Content Analysis, 2014

As shown in Table-03, *The Daily Prothom Alo* used 11 pages to publish their news. They mostly used the first page (page no. 1), international pages (page no. 8 and 9) and the last page (page no. 24).

On the other hand, *The Daily Star* published their news in 21 pages. Most of them took place on the first page (page no.1), international page (page no. 7).

#### **Framing of Environmental News:**

**Table-4: Framing of Environmental News in the Newspapers**

<b>Name of the Newspaper</b>	<b>Environ-mental</b>	<b>Science</b>	<b>Political</b>	<b>Economical</b>	<b>Human Intere</b>
Prothom Alo	80	42	79	36	20
Daily Star	27	5	35	8	18

Source: Content Analysis, 2014

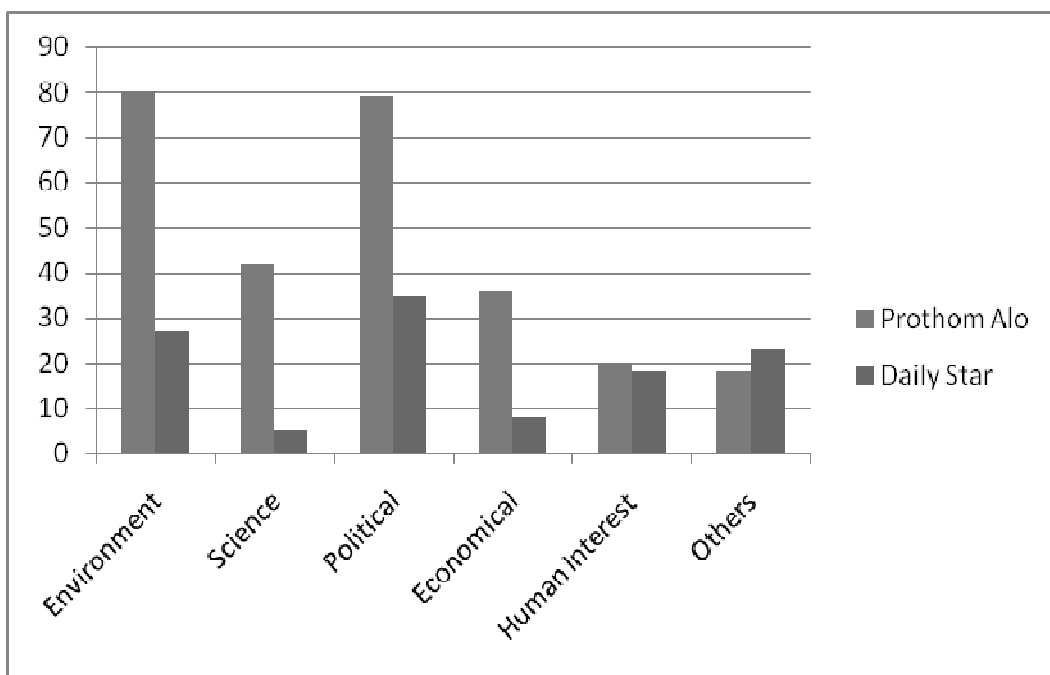


Figure 3: Framing of Environmental News in the Newspapers

The analysis of the framing of the published news shows that, most of the news of *The Daily Prothom Alo* was framed from environmental and political framing. They framed 80 news from environmental frame and 79 from political. Science, economical and human interest frames had been used for 42, 36 and 20 news respectively. Rest 18 news had other framing.

*The Daily Star* mostly used Political frame (35 news) and environmental frame (27 news). They used science, economical and human interest frames a little low. But many of their news found bearing other framing.

### Context of Environmental News

**Tabl-5: Context of the Environmental News**

Name of the newspaper	Bangladesh	South Asian	World
Prothom Alo	65	37	107
Daily Star	85	38	37

Source: Content Analysis, 2014

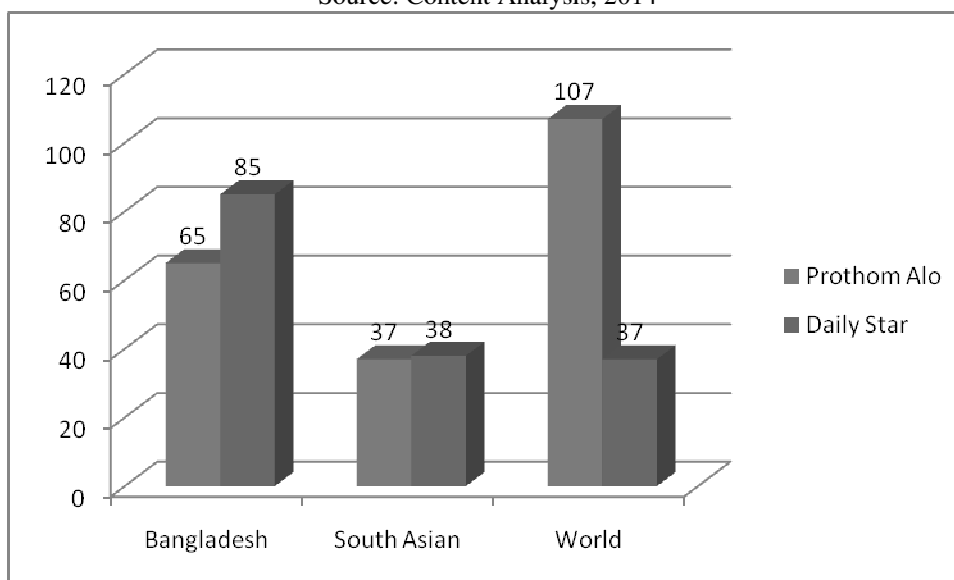


Figure 4: Context of the Environmental News

*The Daily Prothom Alo* published 107 news from world perspective, 65 news from Bangladesh and 37 from South Asian perspective. *The Daily Star* Published 85 from Bangladesh perspective, 38 from South Asian and 37 from the world perspective.

### Conclusion

The above two Bangladeshi newspapers gave considerable coverage of COP15 with an aim that the agenda will help the delegations bargain on crucial matters which were relevant to Bangladesh, particularly receiving the expected compensations and global climate change funds for environment risk mitigation. The coverage around the period of COP15 gave importance on the issues of international debates and consequences of global environmental changes.

Newspaper coverage around the period of COP16 emphasized the issues of local environmental changes. The coverage includes a wide range of issues, such as degrading conditions of river, and legal actions against the grabber and polluters, for instance.

Though the main agenda of COP17, which was held in Durban, South Africa, was to establish a new treaty to limit carbon emissions, the Bangladeshi media mostly covered the progress regarding the creation of a Green Climate Fund (GCF) for which a management framework was adopted. This fund is to distribute US\$100 billion per year to help poor countries like us to acclimatize climate impacts.

Newspapers of Bangladesh seem to have attempted influencing the agenda setting process in various capacities and at different levels.

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