

CLIMATE CHANGE- MYTH OR REALITY: A CRITICAL ANALYSIS OF MAINSTREAM ENGLISH DAILIES OF INDIA

Mujeeb Liyakat¹ & Ruheela Hassan²

¹Assistant Professor, Department of Mass Communication and Journalism, Islamic University of Science and Technology, Awantipora,
Kashmir, India

²Senior Assistant Professor, Department of Mass Communication and Journalism, Islamic University of Science and Technology,
Awantipora, Kashmir, India

Received: 03 Mar 2019

Accepted: 06 Mar 2019

Published: 14 Mar 2019

ABSTRACT

Climate Change is one of the 17 Global Goals or Sustainable Development Goals officially known as Transforming our world: The 2030 agenda for Sustainable Development set by the United Nations. One of the objectives of the United Nations system is for protect people. UN said that people are experiencing the significant impacts of Climate Change and it is now affecting all the nations throughout the world. The greenhouse gas emissions from human activities are driving Climate Change and continue to rise. They further added that it is the single biggest threat to development.

In a country like India, mass communication plays an important role in creating peoples awareness about national policies and issues. Contemporary society is driven by Hard media determinism.

More than three years have gone when this vision was launched by the UN. The researchers made use of Content Analysis of mainstream English dailies of India to see whether this art gave this important issue coverage or not. If yes, what type of coverage it gets. Whether it is Reality or Myth. Because newspapers are considered as the schoolmasters of the common man. This art can prove a very important contributor to Climate Change communication and awareness.

The researchers after objectively analyzed sample came to know that insufficient space is given to Climate Change and Climate Change as a Reality gets more space than Climate Change as a Myth.

Researchers suggest here a theory Savior theory of Fourth Estate. There is no denying the fact that a number of theories proved that media has the power to do miracles. Now the researchers propound this theory to request media to take charge of saving the planet earth.

KEYWORDS: *Climate Change, Myth, Reality, Media*