

## **MEDIA FRAMING AND SUSTAINABLE ENVIRONMENTAL DEVELOPMENT: ANALYSIS OF NEWS COVERAGE BY TIMES OF INDIA**

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### **Abstract**

This study examines the media framing of sustainable environmental development in print media through a competitive analysis of news coverage. Using a content analysis approach, a sample of news articles published by Times of India (Online) leading English newspapers was analyzed for the period of January - December, 2021. The study investigates how the media frames sustainable environmental development by analyzing the dominant frames used in news coverage and the extent to which they align with the principles of sustainability. Results indicate that the dominant frames used in news coverage of sustainable environmental development are economic development, political conflict, and technological solutions. The study also highlights the need for more balanced and nuanced coverage of sustainable environmental development that promotes long-term sustainability and addresses social and environmental justice concerns.

**Keyword:** Environment, Media Framing, Framing analysis, Pollution, News Coverage

### **Introduction**

One of the most important responsibilities of humankind is the sustainability of environment. In simpler words, a clean and safe environment translates to prosperity and healthy living as a disturbed environment will lead to destruction of human life and its forms. In the United Nations Conference on Environment and Development (UNCED) also known as the Earth Summit, at Brazil in 1992 was held to reconcile economic development in relation to the protection of the environment worldwide. The chief documents that were agreed upon at the UNCED were the Convention on Biological Diversity (binding treaty that required nations to take inventories of their plants and wild animals and protect the endangered species), the United Nations Framework Convention on Climate Change (UNFCCC), (a binding treaty that called for nations to take measure for reducing of carbon dioxide emission and other “greenhouse” gases thought to be responsible for global warming). Further, such goals were eventually established in an amendment to United Nations Framework Convention on Climate Change, which was superseded by the Paris Agreement on climate change (2015)<sup>13</sup>. The Declaration on Environment and Development, laid down 27 extensive principles for the development of a sound environment. For instance, Agenda 21 of the agreement outlined global strategies for cleaning up measures of the environment and promotion of environmental safe development.

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<sup>13</sup> <https://www.britannica.com/explore/savingearth/earth-summit>

Interestingly, the manifesto of the present government prominently outlines the Prime Minister's vision of building of infrastructure concerning the environment. Moreover, Prime Minister has shared his concern and views on environment protection and development, time and again. He once said "For us, protection of environment is an article of faith. We have natural resources because our previous generations protected these for us. We must do the same for our future generations. We the present generation, have the responsibility to act as a trustee of the rich natural wealth for the future generations. The issue is not merely about climate change; it is about climate justice."<sup>14</sup>

In media, environment issue has been a highly discussed and politicized media topic illustrating the larger diverging political ideologies, economic interests or worldviews largely influencing the ongoing public debate on the issue. Earlier studies done on media coverage of climate change and environment discourse across the globe state that the agenda of the media quite match the agendas of the larger society concerning environmental policies and their implications (Brulle, Carmichael, and Jenkins 2010; Hmielowski et al. 2014; Boykoff et al. 2015). Through a series of interactions, media have considerably influenced a range of processes ranging from formal environmental policies to informal concepts of the environment among the public.

Main elements of the environment comprise weather, climate, rainfall, vegetation, temperature, humidity, wind, etc. Flooding, intensive earth heat, desertification, famine, shortage of water are some of the manifested effects of environmental problems that literally have challenged human existence. These have not only caused a destruction of magnitude strength to the global system but also at the same time questions the issue of sustainable development. There are innumerable examples of such natural calamities and destructions worldwide. Talking about India, recent earthquakes in some parts, excessive flooding, no rainfall, depletion of water level, drought, etc. are the resulting factors that stand as a biggest problem concerning human race. Here comes the role of the media that let the people know what measures have been taken, awareness among the people and how everyone can contribute in their smaller way, reaching out to the larger society, etc. In the present era, we live and breathe media, every minute - be it the mass media, social media, celebrity culture, music, and more. Undoubtedly, media have a role to play in addressing the environmental crisis facing countries everywhere. Mass media is seen as a means of information dissemination for environmental education. As observed by Lowe and Morrison (1984)<sup>15</sup>, mass media have raised environmental protest, and will be continuing to do so till the time

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<sup>14</sup> <https://quotefancy.com/quote/1619575/Narendra-Modi-We-the-present-generation-have-the-responsibility-to-act-as-a-trustee-of#:~:text=We, the present generation, have the responsibility to, it is about climate justice.> — Narendra Modi

<sup>15</sup> [https://www.researchgate.net/publication/352151064\\_Environment\\_as\\_News\\_An\\_Analysis\\_on\\_the\\_Challenges\\_in\\_Environmental\\_Reporting](https://www.researchgate.net/publication/352151064_Environment_as_News_An_Analysis_on_the_Challenges_in_Environmental_Reporting)

environment is taken to be a politically neutral area associating with the quality of life. Media can initiate the process of framing of a proactive policy. It can involve the social scientists, environmentalists, communication researchers, natural scientists, religious leaders, policy-makers, government functionaries and other members of the society.

The issue of sustainable environmental development is a critical one that has gained increasing attention in recent years due to the growing concern over climate change and its impact on the planet. Some of the major environmental issues that newspapers in India have covered in recent years include:

- **Air Pollution:** India is one of the most polluted countries in the world, with air pollution levels exceeding safe limits in many cities. Newspapers have reported on the causes and impacts of air pollution, as well as government initiatives to tackle the problem<sup>16</sup>.
- **Water Pollution:** Water pollution is a major issue in India, with many rivers and lakes contaminated by industrial waste and untreated sewage. Newspapers have highlighted the impact of water pollution on public health and the environment, as well as efforts to clean up polluted water bodies<sup>17</sup>.
- **Climate Change:** India is vulnerable to the impacts of climate change, including rising temperatures, more frequent extreme weather events, and sea-level rise. Newspapers have covered the latest scientific research on climate change, as well as government policies and initiatives aimed at reducing greenhouse gas emissions and building resilience to climate impacts.
- **Deforestation:** India has lost large areas of forest due to urbanization, industrialization, and agricultural expansion. Newspapers have reported on the impact of deforestation on biodiversity and climate, as well as government efforts to promote a forestation and reforestation<sup>18</sup>.
- **Waste Management:** India generates large amounts of waste, and much of it is not properly managed, leading to environmental and health impacts. Newspapers have covered the challenges of waste management in India, as well as innovative solutions being implemented by individuals and organizations<sup>19</sup>.

The media has an important role to play in shaping public opinion on this issue and influencing policy decisions.

<sup>16</sup> <https://www.frontiersin.org/articles/10.3389/fpubh.2020.00014/full>

<sup>17</sup> [https://en.wikipedia.org/wiki/Water\\_pollution\\_in\\_India](https://en.wikipedia.org/wiki/Water_pollution_in_India)

<sup>18</sup> <https://www.un.org/en/conferences/environment/rio1992#:~:text=The United Nations Conference on Environment and Development,Rio de Janeiro, Brazil, from 3-14 June 1992.>

<sup>19</sup> <https://www.shaktiplasticinds.com/what-is-integrated-waste-management-in-india-and-whyits-important/#:~:text=In India, waste management is a pressing issue.,can lead to serious environmental and health problems.>

### Review of Literature

Media framing is a concept that refers to the way in which news stories are presented to the public. The way in which news is framed can influence the way that people understand and interpret issues, and can shape the public discourse around those issues. Media framing and sustainable environmental development is an important and complex topic that has been the subject of numerous studies in recent years. There has been extensive research on the relationship between media framing and environmental issues, particularly with regard to sustainable development. The study aims to explore this relationship in the context of India, through a competitive analysis of news coverage in print media.

A study by Banerjee and Dutta (2013) explores the role of the media in shaping public perceptions of environmental issues. The study finds that the media tend to prioritize sensationalism and conflict over in-depth analysis and coverage of environmental issues, which can lead to a lack of understanding and concern among the public.

Another relevant study by Bose and Dutta (2016) examines media coverage of the controversial Narmada Dam project in India. The study finds that the media tend to frame the issue in terms of development versus the environment, rather than as a complex and multifaceted issue with multiple stakeholders and interests.

One study conducted in India by Raza and Ahmad (2018) explored how Indian newspapers framed the issue of climate change. The researchers analyzed 7,740 articles published in 12 English-language newspapers over a five-year period. They found that newspapers tended to frame climate change as a global issue rather than a local one, and that the issue was often portrayed as being beyond the control of individuals or governments.

Another study by Devkota and Paul (2019)<sup>20</sup> examined the framing of climate change in the Indian print media, specifically focusing on the English-language newspapers The Times of India and The Hindu. The researchers found that both newspapers tended to frame climate change as an issue that required collective action, and that there was a general sense of urgency in the reporting.

A study by Chaturvedi and Singh (2019) examined the framing of renewable energy in Indian newspapers. The researchers found that the media tended to focus on the economic benefits of renewable energy, rather than the environmental benefits. They also found that the media tended to frame renewable energy as a solution to India's energy security concerns.

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<sup>20</sup> <https://www.routledge.com/Media-and-Climate-Change-Making-Sense-of-Press-Narratives/Ganapathy/p/book/9780367443184>

Another study by Gupta et al. (2019)<sup>21</sup> examined the framing of air pollution in Indian newspapers. The researchers found that the media tended to frame air pollution as a public health issue, and that there was a focus on the health impacts of air pollution on vulnerable populations such as children and the elderly.

Overall, these studies suggest that media framing can have a significant impact on public perceptions of environmental issues, and that the media tend to prioritize certain frames and narratives over others. The proposed study on media framing and sustainable environmental development in India can build on this existing literature by providing a comparative analysis of news coverage in the Indian print media, and shedding light on the specific frames and narratives used to depict sustainable environmental development in the country.

### **Research objectives**

The main objective of this study is to analyze the media framing of sustainable environmental development in India through the news coverage by Times of India between 2020-21. Specifically, the research aims to achieve the following objectives:

- To examine the extent to which the media covers sustainable environmental development in India.
- To identify the dominant frames used by the media in covering sustainable environmental development in India.
- To analyze the underlying values, beliefs, and assumptions that shapes the media framing of sustainable environmental development in India.
- To evaluate the implications of media framing on public perception and policy-making on sustainable environmental development in India.

### **Research Questions**

**RQ1.**What are the dominant narratives and themes related to sustainable environmental development portrayed in the news articles published by the Times of India looking through the media frame?

### **Research Methodology**

To achieve the research objectives, the study will adopt a qualitative content analysis approach. A sample of news articles related to sustainable environmental development in India published by Times of India between January-December, 2021 will be selected using purposive sampling technique. The news articles will be analyzed using the framing theory, which emphasizes the importance of the way issues are presented in the media in shaping public perception and policy-making.

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<sup>21</sup> <https://www.frontiersin.org/articles/10.3389/fpubh.2020.00014/full>

**Framing theory**

Framing theory is a social science concept that explores how people perceive and interpret information based on the way it is presented, or framed. The theory suggests that the way information is presented can affect the way people perceive it, as well as their attitudes, beliefs, and behaviors.

The concept of framing theory originated in the field of communication, where researchers explored how the media presents information to the public. The theory has since been applied to various fields, including politics, psychology, and sociology, to understand how messages are framed and received<sup>22</sup>.

Framing theory is useful for understanding how to effectively communicate information to different audiences, and how to influence their attitudes, beliefs, and behaviors. By understanding the way information is framed and perceived, communicators can design messages that are more likely to be effective in achieving their goals.

**Framing analysis**

Framing analysis is a method of studying how people use language to construct and communicate their understanding of a particular issue or event. It involves analyzing the way people frame or present their ideas, arguments, and narratives in order to shape public opinion, influence decision-making, and achieve their goals. There are several approaches to framing analysis, including: Content analysis, Discourse analysis, Cognitive framing & Narrative analysis. Overall, framing analysis helps to reveal the underlying assumptions, values, and perspectives that shape public discourse and influence the way people think about present issues.

The following steps have been used for framing analysis:

- Identification of frames: The dominant frames used in the news articles will be identified through a close reading of the texts. The frames will be categorized based on their content, tone, and underlying values and assumptions.
- Categorization of frames: The frames will be categorized into different types based on their characteristics, such as attribution of responsibility, causality, and solutions.
- Analysis of frames: The frames will be analyzed to identify the underlying values, beliefs, and assumptions that shape the media framing of sustainable environmental development in India.
- Evaluation of implications: The implications of media framing on public perception and policy-making will be evaluated by analyzing the potential effects of the

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<sup>22</sup> [https://en.wikipedia.org/wiki/Framing\\_\(social\\_sciences\)#:~:text=In social theory, framing is a schema of,these filters to make sense of the world.](https://en.wikipedia.org/wiki/Framing_(social_sciences)#:~:text=In social theory, framing is a schema of,these filters to make sense of the world.)

identified frames on different stakeholders, such as the government, civil society, and the general public.

The data collected from the analysis will be triangulated using different sources, such as expert interviews and government reports, to enhance the validity and reliability of the findings. The study will conclude with a discussion of the implications of the findings for sustainable environmental development in India and recommendations for future research.

### Discussion & Conclusion

India is one of the world's most vulnerable countries to climate change, with a rapidly growing population and a huge demand for energy and resources. As a result, the country has been focusing on sustainable environmental development initiatives to address these issues. In 2021, the Times of India covered more than 50 stories over the topics related to sustainable environmental development, including:

Sl No.	Date of publication	Title of the Story	Source of the Story
1	8-Jan-21	Atmanirbhar India: Self-reliance or protectionism?	<a href="https://timesofindia.indiatimes.com/india/atmanirbhar-india-self-reliance-or-protectionism/articleshow/80168539.cms">https://timesofindia.indiatimes.com/india/atmanirbhar-india-self-reliance-or-protectionism/articleshow/80168539.cms</a>
2	1-Feb-21	How these men & women created a green, minimalist lifestyle	<a href="https://timesofindia.indiatimes.com/india/how-these-men-women-created-a-green-minimalist-lifestyle/articleshow/80626165.cms">https://timesofindia.indiatimes.com/india/how-these-men-women-created-a-green-minimalist-lifestyle/articleshow/80626165.cms</a>
3	9-Feb-21	We have learnt nothing from 2013 Uttarakhand disaster	<a href="https://timesofindia.indiatimes.com/india/we-have-learnt-nothing-from-2013-uttarakhand-disaster/articleshow/80769505.cms">https://timesofindia.indiatimes.com/india/we-have-learnt-nothing-from-2013-uttarakhand-disaster/articleshow/80769505.cms</a>
4	21-Feb-21	No country for young activists?	<a href="https://timesofindia.indiatimes.com/india/no-country-for-young-activists/articleshow/81125092.cms">https://timesofindia.indiatimes.com/india/no-country-for-young-activists/articleshow/81125092.cms</a>
5	25-Mar-21	Maharashtra forest blessed by the Queen	<a href="https://timesofindia.indiatimes.com/india/maharashtra-forest-blessed-by-the-queen/articleshow/81687240.cms">https://timesofindia.indiatimes.com/india/maharashtra-forest-blessed-by-the-queen/articleshow/81687240.cms</a>
6	3-Apr-22	Explained: All you need to know about newly named Southern Ocean	<a href="https://timesofindia.indiatimes.com/world/explained-all-you-need-to-know-about-newly-names-southern-ocean/articleshow/83627992.cms">https://timesofindia.indiatimes.com/world/explained-all-you-need-to-know-about-newly-names-southern-ocean/articleshow/83627992.cms</a>
7	3-Apr-22	Outliers: 'Wildlife conservation is about solving human problems'	<a href="https://timesofindia.indiatimes.com/india/outliers-wildlife-conservation-is-about-solving-human-problems/articleshow/83258073.cms">https://timesofindia.indiatimes.com/india/outliers-wildlife-conservation-is-about-solving-human-problems/articleshow/83258073.cms</a>
8	19-Apr-21	40°C in March? How hot will May and June be?	<a href="https://timesofindia.indiatimes.com/india/40c-in-march-how-hot-will-may-and-june-be/articleshow/82140957.cms">https://timesofindia.indiatimes.com/india/40c-in-march-how-hot-will-may-and-june-be/articleshow/82140957.cms</a>
9	23-Apr-21	Harnessing the sun, one lamp at a time	<a href="https://timesofindia.indiatimes.com/india/harnessing-the-sun-one-lamp-at-a-time/articleshow/82214590.cms">https://timesofindia.indiatimes.com/india/harnessing-the-sun-one-lamp-at-a-time/articleshow/82214590.cms</a>



10	24-May-21	Outliers: What does it take to get a country to recycle electronics responsibly?	<a href="https://timesofindia.indiatimes.com/india/outliers-what-does-it-take-to-get-a-country-to-recycle-electronics-responsibly/articleshow/82905168.cms">https://timesofindia.indiatimes.com/india/outliers-what-does-it-take-to-get-a-country-to-recycle-electronics-responsibly/articleshow/82905168.cms</a>
11	25-May-21	How the coming population bust will transform the world	<a href="https://timesofindia.indiatimes.com/world/how-the-coming-population-bust-will-transform-the-world/articleshow/82941424.cms">https://timesofindia.indiatimes.com/world/how-the-coming-population-bust-will-transform-the-world/articleshow/82941424.cms</a>
12	5-Jun-21	47 facts in honour of the 47th World Environment Day	<a href="https://timesofindia.indiatimes.com/india/47-facts-in-honour-of-the-47th-world-environment-day/articleshow/83259076.cms">https://timesofindia.indiatimes.com/india/47-facts-in-honour-of-the-47th-world-environment-day/articleshow/83259076.cms</a>
13	10-Jun-21	Explainer: Mizoram makes most progress, Gujarat leads in health. Surprising findings in SDG India Index	<a href="https://timesofindia.indiatimes.com/india/explainer-manipur-makes-most-progress-gujarat-leads-in-health-surprising-findings-in-sdg-india-index/articleshow/83396674.cms">https://timesofindia.indiatimes.com/india/explainer-manipur-makes-most-progress-gujarat-leads-in-health-surprising-findings-in-sdg-india-index/articleshow/83396674.cms</a>
14	26-Jun-21	The project that will change the face of Mumbai	<a href="https://timesofindia.indiatimes.com/india/the-project-that-will-change-the-face-of-mumbai/articleshow/83714026.cms">https://timesofindia.indiatimes.com/india/the-project-that-will-change-the-face-of-mumbai/articleshow/83714026.cms</a>
15	5-Jul-21	How many diseases are transmitted from animals to human?	<a href="https://timesofindia.indiatimes.com/home/science/how-many-diseases-are-transmitted-from-animals-to-human/articleshow/84143223.cms">https://timesofindia.indiatimes.com/home/science/how-many-diseases-are-transmitted-from-animals-to-human/articleshow/84143223.cms</a>
16	16-Jul-21	What Jurassic Park teaches us about climate change and the Coastal Road project	<a href="https://timesofindia.indiatimes.com/india/what-jurassic-park-teaches-us-about-climate-change-and-the-coastal-road-project/articleshow/84463518.cms">https://timesofindia.indiatimes.com/india/what-jurassic-park-teaches-us-about-climate-change-and-the-coastal-road-project/articleshow/84463518.cms</a>
17	2-Aug-21	Leaders need 'humbition' — humility + ambition: HUL chief	<a href="https://timesofindia.indiatimes.com/india/leaders-need-humbition-humility-ambition-hul-chief/articleshow/84974835.cms">https://timesofindia.indiatimes.com/india/leaders-need-humbition-humility-ambition-hul-chief/articleshow/84974835.cms</a>
18	6-Aug-21	Why 815 million go hungry despite enough for everyone to eat	<a href="https://timesofindia.indiatimes.com/world/why-815-million-go-hungry-despite-enough-for-everyone-to-eat/articleshow/85094881.cms">https://timesofindia.indiatimes.com/world/why-815-million-go-hungry-despite-enough-for-everyone-to-eat/articleshow/85094881.cms</a>
19	9-Aug-21	As we celebrate Olympics, let's stop bashing cricket	<a href="https://timesofindia.indiatimes.com/sports/tokyo-olympics/as-we-celebrate-olympics-lets-stop-bashing-cricket/articleshow/85188151.cms">https://timesofindia.indiatimes.com/sports/tokyo-olympics/as-we-celebrate-olympics-lets-stop-bashing-cricket/articleshow/85188151.cms</a>
20	30-Aug-21	Note down your city's date with a watery grave	<a href="https://timesofindia.indiatimes.com/india/note-down-your-citys-date-with-a-watery-grave/articleshow/85764537.cms">https://timesofindia.indiatimes.com/india/note-down-your-citys-date-with-a-watery-grave/articleshow/85764537.cms</a>
21	30-Aug-21	Why has India lost geopolitical and economic weight	<a href="https://timesofindia.indiatimes.com/india/not-such-a-major-power/articleshow/85769717.cms">https://timesofindia.indiatimes.com/india/not-such-a-major-power/articleshow/85769717.cms</a>
22	6-Sep-21	Why women make up almost half the leadership team here	<a href="https://timesofindia.indiatimes.com/business/india-business/why-women-make-up-almost-half-the-leadership-team-here/articleshow/85976235.cms">https://timesofindia.indiatimes.com/business/india-business/why-women-make-up-almost-half-the-leadership-team-here/articleshow/85976235.cms</a>



23	8-Sep-21	Why Nepal is going out of its way to help China	<a href="https://timesofindia.indiatimes.com/world/south-asia/why-nepal-is-going-out-of-its-way-to-help-china/articleshow/86029582.cms">https://timesofindia.indiatimes.com/world/south-asia/why-nepal-is-going-out-of-its-way-to-help-china/articleshow/86029582.cms</a>
24	10-Sep-21	How hydrogen can fuel India's \$5 trillion economy dream	<a href="https://timesofindia.indiatimes.com/india/how-hydrogen-can-fuel-indias-5-trillion-economy-dream/articleshow/86095549.cms">https://timesofindia.indiatimes.com/india/how-hydrogen-can-fuel-indias-5-trillion-economy-dream/articleshow/86095549.cms</a>
25	14-Sep-21	Mumbai's heat discrimination: Why some areas are hotter than others	<a href="https://timesofindia.indiatimes.com/city/mumbai/mumbais-heat-discrimination-why-some-areas-are-hotter-than-others/articleshow/86206235.cms">https://timesofindia.indiatimes.com/city/mumbai/mumbais-heat-discrimination-why-some-areas-are-hotter-than-others/articleshow/86206235.cms</a>
26	15-Sep-21	How hydrogen can fuel India's \$5 trillion economy dream	<a href="https://timesofindia.indiatimes.com/india/we-have-learnt-nothing-from-2013-uttarakhand-disaster/articleshow/80769505.cms">https://timesofindia.indiatimes.com/india/we-have-learnt-nothing-from-2013-uttarakhand-disaster/articleshow/80769505.cms</a>
27	19-Sep-21	Saving the planet, one glass of water at a time	<a href="https://timesofindia.indiatimes.com/home/environment/the-good-earth/saving-the-planet-one-glass-of-water-at-a-time/articleshow/86337190.cms">https://timesofindia.indiatimes.com/home/environment/the-good-earth/saving-the-planet-one-glass-of-water-at-a-time/articleshow/86337190.cms</a>
28	30-Sep-21	Face-off: Time for India to bite bullet on GM crops? GM technology represents a hyped but failed model of agriculture	<a href="https://timesofindia.indiatimes.com/india/face-off-on-gm-crops-i-they-are-a-way-to-fight-hunger/articleshow/86649570.cms">https://timesofindia.indiatimes.com/india/face-off-on-gm-crops-i-they-are-a-way-to-fight-hunger/articleshow/86649570.cms</a>
29	8-Oct-21	Why lockdown led to rise in the killing of wild animals	<a href="https://timesofindia.indiatimes.com/india/why-killing-wildlife-predators-could-hurt-the-economy/articleshow/84436791.cms">https://timesofindia.indiatimes.com/india/why-killing-wildlife-predators-could-hurt-the-economy/articleshow/84436791.cms</a>
30	10-Oct-21	With extreme climate events on rise, more Indians are gripped by eco-anxiety	<a href="https://timesofindia.indiatimes.com/india/with-extreme-climate-events-on-rise-more-indians-are-gripped-by-eco-anxiety/articleshow/86908071.cms">https://timesofindia.indiatimes.com/india/with-extreme-climate-events-on-rise-more-indians-are-gripped-by-eco-anxiety/articleshow/86908071.cms</a>
31	15-Oct-21	What's making protesting farmers' demand less credible	<a href="https://timesofindia.indiatimes.com/india/whats-making-protesting-farmers-demand-less-credible/articleshow/87042914.cms">https://timesofindia.indiatimes.com/india/whats-making-protesting-farmers-demand-less-credible/articleshow/87042914.cms</a>
32	15-Oct-21	How Delhi's air is getting worse despite AAP, BJP promises	<a href="https://timesofindia.indiatimes.com/india/how-delhis-air-is-getting-worse-despite-aap-bjp-promises/articleshow/87042790.cms">https://timesofindia.indiatimes.com/india/how-delhis-air-is-getting-worse-despite-aap-bjp-promises/articleshow/87042790.cms</a>
33	19-Oct-21	Bright Hope: Is a transnational solar grid possible?	<a href="https://timesofindia.indiatimes.com/india/bright-hope-is-a-transnational-solar-grid-possible/articleshow/87139593.cms">https://timesofindia.indiatimes.com/india/bright-hope-is-a-transnational-solar-grid-possible/articleshow/87139593.cms</a>
34	20-Oct-21	Himalayan vulnerabilities: Don't worsen them	<a href="https://timesofindia.indiatimes.com/india/himalaya-n-vulnerabilities-dont-worsen-them/articleshow/87164849.cms">https://timesofindia.indiatimes.com/india/himalaya-n-vulnerabilities-dont-worsen-them/articleshow/87164849.cms</a>

35	25-Oct-21	What we did wrong with managing Covid & how to prevent another pandemic	<a href="https://timesofindia.indiatimes.com/india/what-we-did-wrong-with-managing-covid-how-to-prevent-another-pandemic/articleshow/87256502.cms">https://timesofindia.indiatimes.com/india/what-we-did-wrong-with-managing-covid-how-to-prevent-another-pandemic/articleshow/87256502.cms</a>
36	28-Oct-21	Should India commit to net-zero emissions by 2050?	<a href="https://timesofindia.indiatimes.com/india/should-india-commit-to-net-zero-emissions-by-2050-part-2/articleshow/87341075.cms">https://timesofindia.indiatimes.com/india/should-india-commit-to-net-zero-emissions-by-2050-part-2/articleshow/87341075.cms</a>
37	29-Oct-21	COP26: Let us move from climate crisis to climate collaboration	<a href="https://timesofindia.indiatimes.com/world/cop26-realistic-expectations/articleshow/87371648.cms">https://timesofindia.indiatimes.com/world/cop26-realistic-expectations/articleshow/87371648.cms</a>
38	31-Oct-21	How climate change and virus causing Covid are directly linked	<a href="https://timesofindia.indiatimes.com/india/india-must-lead-the-war-against-climate-crisis/articleshow/87430584.cms">https://timesofindia.indiatimes.com/india/india-must-lead-the-war-against-climate-crisis/articleshow/87430584.cms</a>
39	31-Oct-21	How to beat climate change? Young activists tell u	<a href="https://timesofindia.indiatimes.com/india/how-to-beat-climate-change-young-activists-tell-us/articleshow/87429647.cms">https://timesofindia.indiatimes.com/india/how-to-beat-climate-change-young-activists-tell-us/articleshow/87429647.cms</a>
40	31-Oct-21	India must lead the war against climate crisis	<a href="https://timesofindia.indiatimes.com/india/cop26-covid-our-species/articleshow/87433436.cms">https://timesofindia.indiatimes.com/india/cop26-covid-our-species/articleshow/87433436.cms</a>
41	2-Nov-21	Why these travelers bring back trash in their bags	<a href="https://timesofindia.indiatimes.com/india/why-these-travelers-bring-back-trash-in-their-bags/articleshow/87480534.cms">https://timesofindia.indiatimes.com/india/why-these-travelers-bring-back-trash-in-their-bags/articleshow/87480534.cms</a>
42	3-Nov-21	How India can meet its Glasgow promise	<a href="https://timesofindia.indiatimes.com/india/how-india-can-meet-its-glasgow-promise/articleshow/87513421.cms">https://timesofindia.indiatimes.com/india/how-india-can-meet-its-glasgow-promise/articleshow/87513421.cms</a>
43	5-Nov-21	16 quotes: How Indira Gandhi set climate agenda 50 years ago	<a href="https://timesofindia.indiatimes.com/india/16-quotes-how-indira-gandhi-set-climate-agenda-50-years-ago/articleshow/87541914.cms">https://timesofindia.indiatimes.com/india/16-quotes-how-indira-gandhi-set-climate-agenda-50-years-ago/articleshow/87541914.cms</a>
44	9-Nov-21	These ghost villages of Andhra prove climate change is real	<a href="https://timesofindia.indiatimes.com/india/these-ghost-villages-of-andhra-prove-climate-change-is-real/articleshow/87601917.cms">https://timesofindia.indiatimes.com/india/these-ghost-villages-of-andhra-prove-climate-change-is-real/articleshow/87601917.cms</a>
45	10-Nov-21	How this small Bihar village turned fully organic	<a href="https://timesofindia.indiatimes.com/india/how-this-small-bihar-village-turned-fully-organic/articleshow/87627143.cms">https://timesofindia.indiatimes.com/india/how-this-small-bihar-village-turned-fully-organic/articleshow/87627143.cms</a>
46	15-Nov-21	Four ticklish questions on India's climate pathway	<a href="https://timesofindia.indiatimes.com/india/four-ticklish-questions-on-indias-climate-pathway/articleshow/87721494.cms">https://timesofindia.indiatimes.com/india/four-ticklish-questions-on-indias-climate-pathway/articleshow/87721494.cms</a>
47	17-Nov-21	Why Navi Mumbai is hoping for 'flamingo city' tag	<a href="https://timesofindia.indiatimes.com/india/why-navi-mumbai-is-hoping-for-flamingo-city-tag/articleshow/87754705.cms">https://timesofindia.indiatimes.com/india/why-navi-mumbai-is-hoping-for-flamingo-city-tag/articleshow/87754705.cms</a>

48	17-Nov-21	The green challenge of building India's newest airport	<a href="https://timesofindia.indiatimes.com/india/the-green-challenge-of-building-indias-newest-airport/articleshow/87752682.cms">https://timesofindia.indiatimes.com/india/the-green-challenge-of-building-indias-newest-airport/articleshow/87752682.cms</a>
49	18-Nov-21	Want to save Earth? We need a lot more Elon Musks	<a href="https://timesofindia.indiatimes.com/world/want-to-save-earth-we-need-a-lot-more-elon-musks/articleshow/87778001.cms">https://timesofindia.indiatimes.com/world/want-to-save-earth-we-need-a-lot-more-elon-musks/articleshow/87778001.cms</a>
50	23-Nov-21	Why cities must lead the climate battle	<a href="https://timesofindia.indiatimes.com/city/mumbai/why-cities-must-lead-the-climate-battle/articleshow/87873361.cms">https://timesofindia.indiatimes.com/city/mumbai/why-cities-must-lead-the-climate-battle/articleshow/87873361.cms</a>

Table No-1 List of stories published in Time of India between Jan-Dec-2021

The Times of India provided extensive coverage of sustainable environmental development in India during Jan- Dec- 2021. Through these stories newspaper highlighted the various environmental issues and efforts taken by the Indian government and other stakeholders to address various environmental challenges facing the country, and also reported on the progress made in this regard.

**Renewable energy:** There was extensive coverage on India's efforts to increase the use of renewable energy sources such as solar, wind, and hydro power. The government launched several schemes and incentives to encourage investment in renewable energy, which was covered by the Times of India.

**Green transportation:** The Times of India covered various initiatives taken by the Indian government to promote sustainable transportation such as electric vehicles and the expansion of public transport infrastructure.

**Waste management:** The newspaper covered various initiatives aimed at improving waste management and reducing the amount of waste generated by households and industries.

**Air and water pollution:** The Times of India reported on the measures taken by the government to improve air and water quality, including stricter emission norms for industries and vehicles, the installation of pollution control devices, and the launch of campaigns to raise awareness about pollution.

**Forest conservation:** The Times of India also reported on the government's initiatives to protect India's forests and wildlife, including the launch of a nationwide project to increase forest cover and conservation efforts to protect endangered species.

## Conclusion

The results and observations of the study answered the research question aptly. The dominant narratives which are prominent in the Times of India environmental coverage are Crisis Narrative, Technology & Innovation Narrative and Government & Policy Narrative. Crisis

Narrative project environmental issues as urgent and need immediate attention. Government & Policy Narrative focusses on the need for effective legislations, international agreements and strict enforcement. Technology & Innovation Narratives put forth technical advancements, research and development and breakthroughs to combat environmental issues both natural and man-made.

The themes which emerge out of this study are Climate Change & Environmental Pollution, Biodiversity & Conservation, Environmental Policy & Regulation and Renewable Energy & Clean Technologies. Climate Change has been a focus of the newspaper's attention. Biodiversity & Conservation have been written about with habitat loss, species extinction protected areas and wildlife conservation efforts as topics of concern. Environmental Policy & Regulation as a theme examines the role of governmental policies and regulations enhanced by international agreements like Paris Agreement and Times of India has strong views on them. Renewable Energy & Clean Technologies is the most repetitive theme in the Times of India coverage though of great relevance. Environmental Activism as a theme could have been more dwelled upon. Sustainable environmental Development cannot be seen in isolation. All these themes provide a broad overview of the key coverages by the newspaper Times of India on environmental issues, keeping the current environmental discourse in mind and creating public understanding of environmental issues.

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