

**Awareness to Action: Assessing the role of print media in
promoting climate change mitigation in Kanpur City.**



In the partial fulfillment of the degree

Master of Art

in

Journalism and Mass Communication

RESEARCHER:-

DR. Vikas Rajpopat

Assistant Professor

Department of journalism and mass communication

SUBMITTED BY:-

PRAGYA PAL

M.A. (JMC) 4th Sem

Roll No. 2200811

**Journalism and Mass Communication Institute of
Guru Ghasidas Vishwavidyalaya, Bilaspur, Chhattisgarh**

August 2024

**प्रधानाध्यापक
H.O.D
पत्रकारिता एवं जनसंचार विभाग
Inst. of Journalism & Mass Communication
गुरु घासीदास विश्वविद्यालय,
बिलासपुर
19/08/24**

CERTIFICATE

This is to certify that this dissertation entitled "**Awareness to Action: Assessing the Role of Print Media in Promoting Climate Change Mitigation in Kanpur City**" embodies the work carried out by Miss. Pragya Pal herself under my supervision in partial fulfillment of the requirement for the degree of Master of Journalism and Mass Communication at this university.

This dissertation or any part thereof has not been previously submitted for any other degree or diploma at any university.

Supervisor:-

Dr. Vikas Rajpopat



Assistant Professor

(JMC) GGV

Table of Contents

1. Declaration	
2. Acknowledgment	1
3. Abstract	2
4. Introduction	3-9
5. Literature Review	10-12
6. Research Design	13-18
7. Data Analysis and Findings	19-35
8. Discussion	36-38
9. Conclusion	39
10. References	40
11. Appendices	41-46

Chapter 1: Introduction

1. Background of the Study

1.1 Overview of Climate Change and Its Global Impact

Climate change represents one of the most pressing challenges of our time, affecting ecosystems, weather patterns, sea levels, and human societies across the globe. Rising temperatures, melting ice caps, increasing frequency of extreme weather events, and shifts in biodiversity are just some of the manifestations of climate change. These changes have profound implications for food security, health, economic stability, and social well-being. Addressing climate change requires not only scientific and technological advancements but also a well-informed public that can engage in meaningful actions and support necessary policies.

1.2 Importance of Media in Shaping Public Awareness and Opinion

The media plays a crucial role in informing the public about climate change. Through news articles, opinion pieces, and features, newspapers and other media outlets can raise awareness, influence perceptions, and drive public discourse on environmental issues. Effective media coverage can highlight the urgency of climate change, explain its causes and effects, and promote sustainable practices and policies. Conversely, inadequate or biased coverage can lead to misinformation, apathy, and resistance to necessary changes. Thus, understanding how media shapes public awareness and opinion on climate change is essential for fostering a more informed and engaged society.

1.3 Historical Perspective

The role of media in shaping public awareness about environmental issues has evolved significantly over the decades. In the early 20th century, environmental reporting was sporadic and often focused on immediate, localized issues such as pollution or natural disasters. As environmental concerns grew, particularly with the advent of the environmental