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**Climate change and environmental sustainability: An analysis of coverage of environmental issues by the graphic newspaper, Kogi state**

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**Abstract**

*This study uses content analyses to examine media coverage concerning influence of climate change on environmental issues by Graphic newspaper Kogi State. The aim is to ascertain efforts of print media on environmental sustainability. Specific objectives set to be achieved by the study were to examine the frequency, prominence, story types and various framings given to environmental issues as published by the Graphic newspaper. With the set objective, the study is hinged on a framework of Agenda Setting and Framing Theories by Maxwell McCombs and Donald Shaw. A quantitative method of data collection on twenty-eight (28) selected Graphic newspaper issues published between April to October 2020, were content analyzed. From the analysis, the study reveals that the frequency of coverage given to environmental related issues is very low, there also exists very insignificant level of prominence in coverage given to stories related to environmental sustainability. Further, findings by the present study revealed that, rather than reporting environmental issues on the cover page to inform readers about environmental related events as important happenings around them, environmental related issues were reported within the inner pages of the paper. The theoretical lens of Agenda Setting and Framing theories framework, have adequately served in the achievement of the study objectives. The study therefore recommends among other things more proactive measures to the reporting of climate and environmental issues, a more educative and precautionary approach towards environmental reporting and co-operation with environmental experts for professional inputs.*

**Keywords:** Climate change, Environmental Related Issues, Sustainability, Coverage, Graphics Newspaper.

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**1. Introduction**

Climate change remains one of the contemporary issues upsetting the desire to accelerate the necessary phases of human development across the globe, the reason being that development in all its dimensions cannot be achieved in an ecologically inhabitable environment. The negligence of the environment as one of the most significant heritage of man has been noted in addition to ignorance about the interwoven relationship between

environment and man, as factors posing serious challenges to the achievement of environmental sustainability. Having realised this, currently, there is a substantial global shift in development efforts reflecting an admission that too much emphasis had been placed on economic stabilization at the expense of other areas such as the environment, considered the mother of all other developments.



With focus on development goal like environmental sustainability, climate change has resulted to an unprecedented level of chancy atmospheric devastation, environmental change, depletion of ozone layer, tropical storms, aridity, surges and corrosive rain which are evidently caused by the interaction of man in the environment thus affecting humanity. In Nigeria, in 2018, the National Emergency Management Agency (NEMA) reports that heavy rain across the country caused by Niger River and Benue River to overflow leading to flood which affected four states namely Niger, Anambra, Delta and Kogi at the figure of 441,251 people being affected and 108 casualties (Jimoh & Salami, 2019).

The Kogi State Emergency Management Agency (KSEMA) reported that over forty-five (45,000) persons were displaced by flood across the state hitting houses, clinics, churches, mosques, farmland, and even the state High Court (Ayegba, 2018). Before this, earlier September 24th 2012, NEMA reported that about two million people in 350 communities spread across nine Local Government Areas of Lokoja, Kogi, Ibaji, Igalamela, Ajaokuta, Ofu, Omala, Olamaboro and Idah were rendered homeless by flood with at least 623,690 people displaced (Punch, 2018).

According the report of Floodlist (2020) and The Punch (2020), Kogi state also witnessed another flooding on September 14<sup>th</sup>, 2020 from the overflowing of the River Niger which affected about fifty thousand (50,000) people, sixty-six (66) communities, with under ascertained number of deaths in the state. With this, it is crystal clear that environmental education and sustainability is one of the top issues in the State's development aspirations. This puts forth the demand for environmental messages through various

channels to educate the masses on climate change and environmental issues.

It is mostly agreed to by media scholars and experts that the mass media play significant role in environmental or ecological awareness and perseveration. According to Kushwaha (2015), media coverage of environmental issues is significant for drawing attention to the environment challenges facing people and how to manage or overcome such challenges. Ferlial, (2012) also recognises the power of the mass media to modify people's attitude towards nature through educative packages. Saikia (2017) submits that a critical examination of media shows that the confidence expressed in the functions of media contrasts with the cautious approach of communication about environmental awareness. Hansen (2009) reveals that those who are most active with the environment are not fed with the adequate information about environmental issues and protection.

Akpan, Anorue and Ukonu (2012) equally identify what he termed a "bandwagon" approach of the mass media towards environmental reporting. This is characterised by a competition-driven delivery system' in which the media are forced operate in response to market demands instead of concern for the proper education and sensitization of the masses on key environmental issues.

Also, lamenting Olaore and Aja (2014) observes that there is no lucidity in media role in terms of environmental education, rather than a reactive coverage of the environment in line with people's immediate demands and interest. Ogunjinmi, Onadeko and Ogunjinmi (2013) equally submits that state-owned media stations in Nigeria are unwillingly and have failed in responding to the need of educating the masses on environmental

challenges which is expected to be one of their primary responsibilities. Based on this, this study will assess the effort of mass media in achieving environmental sustainability in Kogi state with the state's major publication and only newspaper, the Graphics newspaper.

### **1.1 Statement of the Problem**

In spite of the global laudability of climate change and environmental issues that advocated for attention, environmental programmes in Nigeria and other third world nations are yet to yield expected outcomes. Over the decade, there have been series of environmental concerns and one of the most recurring is the loss of lives, agricultural products and property to flooding. Specifically, in Kogi State being the meeting point between two large water bodies, rivers Niger and Benue has been in the middle of this menace. This was experienced in 2012, 2018 and 2020 respectively. These have led to serious damage to the people of the state who seem to always be taken by surprise whenever this occurs. In response to this, the mass media being agents of social instruction as well as supportive agents of development are saddled with the responsibility of instilling environmental consciousness, survival mechanisms and preparedness among the populace. However, Halabian (2011), Keinonen, Yli-Panula, Svens, Vilkonis, Persson, Irmeli and Palmberg (2014), Anatsui and Adekanye (2015), Roshandel, Labafi and Robati, (2016), among others posit that the media which is supposed to be significant source of environmental knowledge and attitude formation have not given adequate environmental information and education to the people in preparedness for this "recurring emergency". Therefore, a study like this, is pertinent at this time to examine the effort of the Graphics Newspaper to see how the media have

contributed to achieving environmental consciousness and sustainability.

### **1.2 Objectives of the Study**

The purpose of the study is to assess effort of the mass media in achieving environmental sustainability by content analysing the coverage of environmental issues in the Graphics Newspaper, Lokoja Kogi State. However, the specific objectives of this study are:

- a. To assess the frequency with which environmental issues are being covered by the Graphic newspaper.
- b. To examine the prominence given to environmental issues by the newspaper.
- c. To examine the story types in which environmental related issues are presented in the Graphic newspapers.
- d. To find out the various framings of the items or reports on environmental issues in the newspaper.

### **1.3 Research Questions**

Based on the problem and objectives stated above, the following questions have been raised in the study:

- a. How frequent are environmental issues being covered by the Graphic newspaper?
- b. What is the level of prominence given to environmental issues in the newspaper?
- c. In what story types are environmental related issues presented in the newspaper?
- d. What are the various framings of environmental issues in the selected newspaper?

### **1.4 Scope of the Study**

By content, this work is restricted to the analysis of the coverage of environmental issues by Graphic Newspaper, Kogi State.



By time, the study will be limited to the publications from April 2020 through October, 2020 publications, being the period of the year in which the state faces most environmental challenges.

### **1.5 Theoretical Framework**

According to Asemah, Gujbawu, Ekhareafu and Okpanachi (2012), “theory is an attempts at synthesizing and integrating empirical data for maximum clarification and unification”. This study is anchored on the media Agenda-Setting and Framing Theories. The Agenda-Setting theory was propounded by Maxwell McCombs and Donald Shaw in 1972. Basically, Agenda setting in mass media is the process whereby mass media determines what people think and worry about. Walter Lippman first observed this function in 20<sup>th</sup> century in his book titled “*Public Opinion*” where he pointed out that media dominates over the creation of pictures in people’s head by the repetition of messages day after day and the strategic placement of messages in the media. It is believed that the impact of agenda-setting makes people to attach importance to any issue on the media depending on how frequent it is being reported and how prominent it is being placed. Consequently, in applying the agenda setting theory by media workers, they feature items on specific issues in such ways that it will attract, sustain and provoke public discussion. Therefore, by standing on the foundation of the agenda setting theory, this study proposes that repetition of environmental messages and the strategic placement of environmental messages in the pages of print media will influence people’s prioritization of environmental issues and influence government policies and programmes. Subsequently, this can create environmental consciousness and awareness in the minds of people as well as educate and reinforce the populace on

the importance of sustainable environmental to general societal development at large.

On the other hand, the Framing theory explains how the pattern of media presentation of reports on issues and events can shape public opinion and perception on the events and issues. This theory asserts that people use expectations of social realities or experiences to make sense of the world (Baran & Davis, 2012). In other words, this theory focused on how an issue characterized in media content can have an influence on how it is understood by audiences. Amuyou and Okon (2013) explain that the media audiences make sense of an events or issue based on the manner in which the media project issues. More elucidating, Entman (1993) points out that “to frame” mean to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way that promotes a particular direction, interpretation, evaluation and recommendation. In this way, the application of framing theory to this study takes a stand from the fact that the angle of presentation of environmental related contents influences audience perception, understanding, interpretation and responses to the environmental issues as reported by the media (newspaper).

### **2. Literature Review**

#### **Environment and Environmental Sustainability**

The concepts of environment to Yarkandi and Yarkandi, (2012), is the physical and non-physical space in which human beings start their lives, mature, grow, develop and eventually die. Cudworth (2013) defines the environment as the context which provides the conditions for the existence of the human species, and for the multifarious other living creatures and vegetation. To



Kojo (2014), it entails a person's surroundings and the objects therein. In the same vein, Kukkonen, Karkkainen and Keinonen, T. (2012) gave a broader view of environment to include not only air, ground and water, but also indoor air quality, food and the living standard of people. Thus, environment is a very involving factor in the activities, growth and development of individuals as its' influence could build or mar the general society. This gave birth the demand for sustaining the environment, a condition that is suitable and supportive of the living and progress of man, now and later.

On sustainability of the environmental as a significant aspect of the sustainable development, this refers to improvement in which human needs are met while preserving the environment for next generations to come. In other words, this focuses on development that meets the needs of the present without compromising the ability of future generations to meet their own needs. This phase of development ties together concerns for the carrying capacity of natural systems with the social challenges faces humanity. The idea of sustainable environmental development has in the past most often been broken out into three constituent parts: environmental sustainability, economic sustainability and socio-political sustainability (Adedeji & Eziyi, 2010).

Therefore, the environmental sustainability really implies that people maximise and utilization best approach to relate with the environment and its resources for the purpose of achieving societal developmental goals. So, it is established that environment and virtually all other faces of development are inseparable, in that they are highly interwoven, such that none of them can operate in isolation, referring to environment as the mother who houses all other developments.

### **Overview of Environmental Issues under Examination Caused by Climate Change**

Away from the global scale of climate and environmental concerns, and narrowing down to Nigeria, the rising average daily temperature is currently more critical and experience significant increase in the number of days with mean average temperature above four hundred census. This is projected to increase with adverse consequences for human livelihoods, crops and livestock. With respect to rainfall, the aggregate volume of rainfall in the country is showing much change, but what is very important is the variation across the country (Awodi, 2014).

Examining the above, rainfall volume is at decline in Nigeria's northern region of the Savanah and in the Sahel, the Rain forest and coast experience more rainfall. The reduced rainfall in the north is consistent with the rising temperature in that region (Nwajiuba, 2011). Meanwhile, in the coastal regions, rainfall volume has increased and is projected to increase further this century. In addition to rising sea levels, which occur due to wider global reasons such as rising temperatures, melting solid waters in the temperate regions of the world and other reasons, put most of these coastal states, cities and communities at risk. One of such affected locations over time is Kogi state.

The environmental condition of Kogi, especially in her state capital and the environs are worth significant lamentation. Lamenting on environmental issues in Kogi state, the State Commissioner for Environment and Natural Resources made a call for the involvement of the Federal Government to construct a dam along the belt of River Benue to mitigate the perennial flooding of Kogi communities along the river bank, as probable solution to avoiding the recurrence of the loss of



lives and properties which the state experienced often since 2012, 2018 and now 2020. Geographically, the topography of Kogi state is sensitive to flood and environmental challenges and there is obvious need to help the state develop technical ability to help tackle perennial flooding. But ironically, despite the experiencing of recurrent environmental and ecological emergencies, individuals in the state are unconscious of the intensity of the issue (Owolabi, 2018).

In the fight for environmental sustainability, recently the Kogi State chapter of Nigeria Erosion and Watershed Management Project (NEWMAP) held a workshop organised to deliberate and proffer solutions to the devastating level of environmental hazard in the state and one of the resolutions arrived upon was the fact that the government cannot bear the burden of tackling environmental challenges alone hence the wisdom on partnering with the World Bank-sponsored NEWMAP scheme was desirable.

According to Boluwaji (2020), water levels are rising and the Engineering Hydrology (NHSA) of Nigeria disclosed that the height of River Niger and Benue in Lokoja, was at 10.1 as against the 9.74 in 2012 and it was rising every hour due to the opening of the dams. Successively, communities are being washed away by recurring ravaging floods displacing thousands of residents. However, the stakeholders admit the need for intervention to save the state from the menace of environmental hazards considering the fact that the state's topography, loose soil and the presence of the River Niger and River Benue wreak serious havoc over the years ((Jimoh & Salami (2019).

### **Mass Media and Environmental Education**

It is an obvious fact that what could add to the assurance of the earth and enact individuals in order to end up more capable towards nature, is to rise their ecological mindfulness and the mass media as mind-instiller can and ought to contribute towards this course, as their capacities are gotten from the way that they are broad and shape, or even used. The mass media according to Boykoff & Roberts (2007) are saddled with the responsibility of creating environmental awareness and responsiveness which is known as environmental consciousness. Consciousness refers to the awakening through awareness creation, communication and mobilization towards environmental issues. In achieving environmental sustainability, there is the need to tremendously sensitize people and create greater awareness of the environmental problems around them. The concepts of environmental awareness in many instances are often used interchangeably in environmental education both at micro and macro levels. In order to achieve this effectively, certain factors are to be considered such as research-based knowledge of target audience; creation or awareness; mobilization and adoption of various approaches.

The collective wisdom of citizens can be gained through media which can be compelling and most successful strategy for environmental management. Yarkandi and Yarkandi, (2012) argues that media should ensure a state of consciousness with a model to motivate and engage human interactions. He adds that a nation's future relies on a well-educated public to be wise stewards of the same environment that sustains them, their families and communities as well as the future generations. Environmental education helps individuals in making complex,



conceptual connections between economic prosperity, benefits to society, environmental health, and their own wellbeing.

Lester and Cottle (2009) equally submit that by negotiating access and shaping meanings, the media have play key roles in environmental issues by setting news agenda and becoming a major that overlaps politics, economics and environment. They add that the role of media as an agent of environmental education should aim at creating (i) awareness and sensitivity about the environment and environmental challenges, (ii) knowledge and understanding about the environment and environmental challenges, (iii) attitude concern for the environment and help to maintain environmental quality, (iv) skills to mitigate the environmental problems, (v) participation for exercising existing knowledge and environmental related programs.

In particular, the print which includes newspapers, magazines, leaflets and journals which have become more important with increasing literacy levels of the people. They can be read and digested at the reader's own pace and even stored for future reference. It has the advantage of permanence, allowing reference at the reader's convenience as well. It also allows the use of graphic materials to illustrate explanation on some programmes. Colour printing also adds to the force of visual illustrations; it enables access to information (environmental and development information) without being limited by power supply.

### **3. Methodology**

This paper adopts a quantitative research method (Content Analysis) to analyse the Graphics Newspaper. The choice of content analysis is motivated by the fact

that the research involves manifest copy of newspaper publications. The newspaper is adjudged to be credible, reliable and dependable being a publication of the Kogi State Government. Also, a good number of Kogi elites patronize the newspaper as a result of its fairness, objectivity and thoroughness in reporting. The selected state newspaper, Graphic newspaper is produced weekly. Thus; the population of the study is twenty-eight (28) editions of the Graphic Newspaper. Due to the controllable number of publications, a census of the entire publication from April 2020 to October, 2020 editions are selected for the study. The selection of the year 2020 is based on the ground that the year has the most recent record of flood disaster in the state.

For validity of instrument, two experts in the field of media studies examined the instrument through face validity. According to Wimmer & Dominick, (2011), face validity by others is an effective method for content validation of instrument. For reliability, the inter coder reliability test of 2 independent coder was utilised and calculated with the instrumentality of the Cronbach's Alpha coefficients. The coefficient for the coding categories shows a reliability degree of .966 which is considered excellent. The data were collected by carefully observing the newspaper contents with a special focus on those with environmental related issues. For analysis, the collected data were subjected to descriptive analysis through the instrumentation of simple descriptive statistical tools, namely; tables and percentages. The unit of analysis includes any article or story on environmental sustainability and management such as; *news stories, feature articles, editorials, interviews, captioned photo news, and cartoons*. Content Categories formulated for the Study are:



1. Story placement/prominence: it implies where environmental issues are placed in the newspaper (*Cover page, Back page, Middle Spread, Inside Page*).

2. Story type: This refers to the class of story that environmental issues appears (*News, Editorials, Features/Articles,*

*Pictures, interviews, Cartoon and Advert/Promotion*).

3. Frame of coverage: This is the pattern/manner of presentation of environmental issues (*Informational Frame, Educational frame, Political Frame, Economic Frame, Blame Frame*).

#### 4. Data Presentation and Analysis

The data for the study was collected between from April 2020 to October, 2020. This period is considered for the study because it marks the latest period of

environmental challenges and disaster in kogi state. Therefore, the findings are according to the areas of focus and their corresponding indicators.

**Table 1: Frequency of Environmental Issues being reported by Graphics Newspaper**

SN	Dates of Publications	No of Ed.	News Sto.	Edit-orial	Letter 2Edit.	Feat -ure	Pict-ures	Env Issue	Non-Env Issues	Total
1	Wed Apr 22 - Tue Apr,29	2	1	0	0	0	1	4	89	93
2	Wed May 06 - Tue Jun 02	3	0	0	0	0	0	3	171	174
3	Wed Jun 03 - Tue Jun,30	4	3	0	0	1	1	9	207	216
4	Wed Jul 01 - Tue Jul,28	3	2	0	0	0	0	5	189	194
5	Wed Jul 29 - Tue Aug,25	4	4	0	0	1	1	10	233	243
6	Wed Aug 26 - Tue Sep,29	5	4	0	0	1	6	16	327	343
7	Wed Sep 30 - Tue Oct 27	4	5	0	0	1	2	12	271	283
<b>Total</b>		<b>25</b>	19	0	0	4	12	<b>59</b> 3.8%	<b>1487</b> 96.2%	<b>1546</b> 100%

Source: Content Observation, 2020.

Table 1 shows the level of frequency of environmental issues being reported by Graphics Newspaper between Wednesdays 22<sup>nd</sup> of April through Tuesday, 27<sup>th</sup> of October, 2020. This table reveals that in the space of eight months, out a total publication 1546 items in the newspaper,

there are of 59 environmental related items which represents 3.8% of total publication (1487). It can be seen that there is infrequent and insignificant level of attention given to environmental related issues by the newspaper.





**Table 2: Prominence Given to Environmental Issues**

Type	Number	Percentage
Cover page	3	5.1%
Back page	0	0%
Middle Spread	0	0%
Inside Page	56	94.9%
<b>Total</b>	<b>59</b>	<b>100</b>

Source: Content Observation, 2020

Table 2 shows the level of prominence given to environmental issues in the Newspaper. Out of a total of 59 environmental related items, 3 representing 5.1% are placed on the cover page, none is placed on the back page and middle spread respectively, while 56 per.

representing 94.9% were placed in the inside page. This however shows that majority of the environmental related issues were placed inside the pages. It can be submitted that there was no substantial level of prominence given to the portrayal of the environmental issues in the newspa

**Table 3: Story Types in Which Environmental Related Issues Are Presented**

Type	Number	Percentage
News Story	48	81.4%
Editorials	0	0.0%
Features/Articles	2	3.4%
Pictures	9	15.3%
<b>Total</b>	<b>59</b>	<b>100</b>

Source: Content Observation, 2020

In examining story types in which environmental related issues are presented in the newspapers, Table 3 shows that 48 environmental related items representing 81.4% in the newspaper were presented in the news stories, there was no editorial content on environmental issues, 2 of the items representing 3.4% were presented in

the features and articles parts while 9 of the items representing 15.3 were presented pictorially. By this, it can be deduced that majority of the environmental related issues are presented in the newspapers as news stories.

**Table 4: Framing of Items or Reports on Environmental Issues**

Type	Number	Percentage
Informational Frame	32	54.2%
Educational frame	8	13.6%
Political Frame	9	15.3%
Economic Frame	7	11.9%
Blame Frame	3	5.1%
<b>Total</b>	<b>59</b>	<b>100</b>

Source: Content Observation, 2020

Table 4 reveals that 32 representing 54.2% of the environmental related items were presented in informative frame, 8 items representing 13.6% were presented in

educational frame, 9 items representing 15.3% were presented in political frame, 7 items representing 11.9% were presented in economic frame while 3 items



representing 5.1% were presented in blame frame. This however shows that majority of the environmental related issues were presented in informative frame.

### **5. Discussion of Findings**

This study content analysed coverage of environmental issues by Graphic newspaper, Kogi State. The result in line with first objective revealed that there is infrequent and insignificant level of attention given to environmental related issues by the newspaper. This submission aligns with the findings of Kojo (2014) that there is no much publicity given to the populace on environment. It also resonates with the stand of Olarewaju (2011) who submits that state-owned media stations in Nigeria are reluctant and have failed in responding to the informative and educational needs of the people on environmental challenges which is expected to be one of their primary responsibilities. This explains the position of Kukkonen, Karkkainen & Keinonen (2012)'s study of environmental knowledge among higher education students that most of them turn to the internet for environmental information rather than the print media for environmental issues. On the second objective which deals with the level of the prominence given to environmental issues, it was unveiled that majority of the environmental related issues were placed inside the pages. This shows that there was unsubstantial level of prominence given to the portrayal of the environmental issues in the newspaper. To this Nwanne (2013) lamented that the problem with environmental issues is that loss of interest as media do not give adequate presentational and positioning emphasis to environmental items as they do to political and economic issues. In line with third objective which borders on the story types in which environmental related issues are

presented in the newspapers, it was discovered that majority of the environmental related issues are presented in the newspapers as news stories. This finding supported by the finding of Ogunjinmi, Onadeko & Ogunjinmi (2013) that media follows a reporting model for environmental issues rather than giving in-depth treatment to the content. Adedeji and Eziyi (2010) made a call that the goal of environmental reporting is not just awareness but producing a citizenry that is knowledgeable concerning the biophysical environment and its associated problems. The position of that editors needs to be sensitized to appreciate the enormity of the problems related to environment as there is general concern with environmental hazards, but with little significance relative to other environmental. Finally, in response to the fourth objective which focused on the framing of items or reports on environmental issues in the selected newspaper, it was revealed that majority of the environmental related issues were presented in informative frame. This supports the lamentation of Kojo (2014) who observed that there is no lucidity in media role in terms of environmental education, rather than a reactive coverage of the environment in line with people's immediate demands and interest. Cross examining this against the stand of Yarkandi & Yarkandi (2012), for significant media impact, the mass media must go beyond the informative level of reporting to the affective level. To them, media reporting has basically three stages, the informative which tells them what happens, the interpretative which elucidates what happens and the affective which tell them how what happens affect their lives as well as how they should response. By typology, the graphic newspaper must go beyond the level of just informing readers, to letting them knows the affective side to what happens as well as how they play their part in

achieving environmental sustainability. In response to this finding, Anatsui & Adekanye (2015) called for more involvement of media in environmental discussion rather than just reporting of environmental content.

## 6. Conclusion and Recommendation

### Conclusion

Based on the findings of this study, it is concluded that there is an overall poor performance of the media in achieving environmentally sustainable development accessioned by Climate Change. It is further concluded that environmental issues are mostly placed inside pages of newspapers with informative framing. This by implication means that the major goal for reporting environmental issues is to merely inform readers about environmental happenings. This is just the first step of reporting which is not adequate enough to produce an environmentally active and responsive readers. In comparison with other aspects of development such as economic and political, it is deduced that there is negligence on the part of the media as regards the covering and reporting of environmentally related content. Resultantly, the implication of these conclusion on environmental education, environmental policy and environmental welfare cannot be overemphasized.

### Recommendations

Based on the findings of this study, this study recommends the following;

- i. That a more deliberate allocation of space in the print media for environmental related issues.
- ii. The study equally recommends the training of journalists on environmental beats and recruitment of specialized environmental reporters.

iii. In line with this, it is also suggested that the media such involve and invite content from environmental experts on environmental issues rather.

iv. It also calls for a proactive measure towards the reporting of environmental issues rather than the reactive measure which is dominantly the practice as found in the study.

v. The media should equally intensify their educational role by giving more educative and precautionary approach towards environmental reporting as this will prepare readers on how to react to environmental emergency and events.

vi. The study equally solicits the corporation between the media environmental experts and agencies for professional inputs on environmental related content.

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