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Media Coverage of the "One Million Trees" Campaign in the Algerian Press Service Analytical Study

المعالجة الإعلامية لحملة "المليون شجرة" في وكالة الأنباء الجزائرية
دراسة تحليلية

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Abstract:

This study aims to analyze the media coverage of the “One Million Trees” campaign by the Algerian Press Agency, in order to reveal the nature of the environmental media discourse surrounding it in terms of themes, trends, and frames of reference. The study’s central question concerns how the agency covered this campaign within the framework of official environmental media. The study concludes that this coverage reflects a supportive model of official environmental media, while noting the need to develop it toward more interactive and pluralistic approaches in the future.

Keywords: Media coverage; environmental media; environmental campaigns; Algerian Press Service.

الملخص:

تهدف هذه الدراسة إلى تحليل المعالجة الإعلامية لحملة "المليون شجرة" في وكالة الأنباء الجزائرية، وذلك للكشف عن طبيعة الخطاب الإعلامي البيئي المقدم حولها من حيث المواضيع، الإتجاهات، الأطر المرجعية، حيث تنطلق إشكالية الدراسة من تساؤل محوري حول كيفية معالجة الوكالة لهذه الحملة في إطار الإعلام البيئي الرسمي، كما تخلص هذه الدراسة إلى أن هذه المعالجة تعبر عن نموذج الإعلام البيئي الرسمي الداعم، مع الحاجة إلى تطويره نحو مقاربات أكثر تفاعلا وتعددية في المستقبل.

الكلمات المفتاحية: معالجة إعلامية؛ إعلام بيئي؛ حملات بيئية؛ وكالة الأنباء الجزائرية.

1. INTRODUCTION

Environmental issues have attracted increasing attention at both national and international levels in recent decades, with the growing severity of challenges related to climate change, desertification, unsustainable exploitation of natural resources, and the degradation of ecological systems, the media has become a key factor in shaping social representations of the environment.

It plays a significant role in building collective awareness and guiding individual and collective behaviors toward more sustainable practices, consequently, media coverage of environmental issues has become one of the most important contemporary fields of research in media and communication studies due to its influence on shaping interpretive frameworks and setting public priorities.

Environmental media campaigns constitute an important communication tool for implementing public environmental policies, they contribute to conveying official objectives, strengthening public trust in national initiatives, and mobilizing community support, within this context, the “One Million Trees” campaign emerges as

one of Algeria’s most prominent national environmental initiatives.

The campaign aims to combat desertification, restore vegetation cover, and promote environmental responsibility and ecological awareness among citizens within the broader framework of sustainable development.

As an official media institution, the Algerian Press Service occupies a strategic position in covering such campaigns, through its reporting, APS contributes to producing media discourse that reflects the official vision of environmental issues and frames them within specific environmental, developmental, institutional, and national perspectives.

Therefore, examining APS’s media treatment of the “One Million Trees” campaign is important because of its influence on shaping public perceptions of environmental initiatives and directing public opinion toward supporting and engaging with them.

Based on these considerations, this study seeks to analyze the media coverage of the “One Million Trees” campaign by the Algerian Press Service through content

analysis, the study aims to explore various dimensions of this coverage and answer the following main research question:

How did the Algerian Press Service cover the "One Million Trees" campaign

This main question gives rise to several subsidiary questions:

Content-Related Questions:

- What topics were addressed in APS coverage of the "One Million Trees" campaign?
- Who were the main actors represented in APS coverage of the campaign?
- What environmental values were embedded in APS coverage?
- What was the dominant orientation of the coverage?
- What communication function predominated in APS coverage?
- What frames of reference were employed in covering the campaign?
- What types of sources were used?
- What level of community interaction was emphasized in the coverage?

Form-Related Questions :

- What journalistic formats were used in APS coverage of the campaign?
- What types of headlines characterized the coverage?
- What writing style was adopted?
- What language was used in covering the campaign?
- What types of multimedia attachments accompanied the published materials?

2. Aims of the Study

This study seeks to achieve the following objectives:

- To identify the topics addressed in APS coverage of the "One Million Trees" campaign.
- To examine the actors represented in the coverage.
- To identify the environmental values embedded in the media discourse.
- To determine the dominant orientation of the coverage.
- To identify the prevailing communication functions.

- To examine the frames of reference employed in the coverage.
- To identify the sources used in reporting the campaign.
- To assess the level of community interaction highlighted in the coverage.
- To identify the journalistic formats utilized.
- To analyze the nature of the headlines used.
- To examine the writing styles adopted.
- To identify the language employed in the coverage.
- To determine the types of multimedia attachments accompanying the published materials.

3. Importance of the Study:

The significance of this study stems from both its scientific and practical dimensions. Scientifically, it contributes to enriching the field of environmental media studies by examining the media treatment of environmental campaigns within the Algerian context, a research area that remains relatively underexplored, it also seeks to bridge environmental communication studies and media discourse analysis by highlighting the mechanisms through which environmental meanings are constructed and conveyed in official media.

From a practical perspective, the study derives its importance from addressing a major national environmental initiative the "One Million Trees" Campaign which represents one of Algeria's most ambitious afforestation projects aimed at combating desertification and strengthening environmental sustainability. Furthermore, the study provides insights that may assist media institutions and policymakers in improving environmental communication strategies and enhancing public engagement with environmental issues.

4. Research Methodology:

The research methodology refers to the structured and scientific framework for conducting research, which defines the logical sequence from problem formulation to data collection, analysis, and interpretation. It encompasses not only the

selection of specific methods and techniques, but also the justification for their use and an explanation of why they are appropriate for addressing the research question. (Swarooprani, 2022)

Since this study aims to examine the media coverage of the “One Million Trees” campaign by the Algerian Press Agency, the appropriate methodology for this study is the descriptive-analytical approach, which is defined as the description of a phenomenon in order to identify its causes and the factors that influence it, and to draw conclusions that can be generalized. This is carried out according to a specific research plan through the collection, organization, and analysis of data. (Nassaji, 2015)

5. Research population:

The research population is defined as all the people, cases, documents, content, and media materials that are the subject of research in order to produce and disseminate findings related to them (Dalowar, Zuraina Dato, & Jaharuddin, 2023). Applying this definition to the subject of this study, we find that the research population consists of all media coverage by the Algerian Press Agency (APS) of the “One Million Trees” campaign. We conducted a search using the search bar on the official website of the Algerian Press Agency, <https://is.gd/Ex90bB>. The results showed that there were eight news articles covering the “One Million Trees” campaign, all of which we analyzed.

Table (1): Provides details about the study population

N°:	Title:	The link:
01	The Algerian Investment Promotion Agency Calls on Investors to Participate in the National Tree-Planting Campaign	https://is.gd/6CZHAAh
02	Tizi Ouzou: Launch of the National Campaign to Plant One Million Trees	https://is.gd/VLp5Zr

03	Communications Minister Highlights the “Great Significance” of the “Plant a Million Trees” Campaign for Algerians	https://is.gd/17oswx
04	Nationwide “One Million Trees” Campaign: More Than 12,000 Trees Planted in the Province of Algiers	https://is.gd/zFxUld
05	National Tree-Planting Campaign: Large-Scale Planting Operations in the South of the Country	https://is.gd/UHM0pY
06	“Plant a Million Trees” Campaign: Unprecedented Participation and Mobilization of Citizens Across the Country to Ensure the Campaign's Success	https://is.gd/v17aLA
07	Sonatrach Participates in the National Campaign to Plant One Million Trees	https://is.gd/xWmmKW
08	More than 1.3 million trees were planted yesterday, Saturday	https://is.gd/E1OBz9

(author, 2026)

6. Key Concepts of the Study:

6.1 Environmental Media Campaigns:

These are organized forms of communication aimed at raising awareness of environmental issues and motivating individuals and groups to adopt positive behaviors toward the environment. Such campaigns are not limited to conveying information, rather, they go beyond that to bring about changes in the public's knowledge, behavior, and values, thereby ensuring the sustainability of natural resources and the protection of ecosystems.

A sustainable environmental campaign is defined as a series of planned communication and awareness-raising activities that combine media, environmental education, and community participation.

They seek to build long-term awareness rather than produce a temporary or short-term impact. These campaigns derive their importance from their ability to transform environmental issues from complex technical or scientific topics into social issues that are relevant to people's daily lives. (Shahreza, Imaniah, & Purwanto, 2025)

Environmental media campaigns fall within the field of environmental communication, they are organized communication efforts led by government agencies or nongovernmental organizations that aim to raise awareness of environmental issues and encourage individuals to adopt eco-friendly behaviors, such as recycling, conserving resources, and participating in collective environmental initiatives. These campaigns are based on the principles of social marketing, in which environmental behavior is viewed as a "symbolic product" that the public is encouraged to adopt in their daily lives. (Limardi, 2025)

6.2 Objectives of Environmental Media Campaigns:

Environmental media campaigns aim to achieve a set of integrated objectives, the most notable of which are:

- Raising environmental awareness among various segments of society.
- Encouraging community participation in environmental protection.
- Translating environmental knowledge into practical and sustainable practices.
- Fostering a sense of individual and collective responsibility toward the environment.
- Supporting sustainable public policies and environmental initiatives.

Studies in environmental communication emphasize that the success of these campaigns is measured not only by the reach of their messages, but also by their ability to bring about tangible behavioral change and ensure its continuity over time. (Shahreza, Imaniah, & Purwanto, 2025)

6.3 Environmental Communication:

Environmental communication is considered one of the modern fields of study within media and communication sciences. It

focuses on examining how environmental issues are addressed through various forms of human communication whether through the media, institutional discourse, community interaction, or personal communication. It is not limited to the transmission of environmental information but extends to the analysis of meanings, values, and practices associated with the human relationship with the environment.

Environmental communication falls within the interdisciplinary fields that combine mass communication, scientific communication, cultural studies, and environmental studies. This makes environmental communication a complex field that addresses the environment as a social, cultural, and communicative issue all at once. (William, 2022)

6.4 The Role of the Media in Environmental Communication:

The media plays a pivotal role in shaping public perceptions of the environment, as it helps place environmental issues on the public agenda. Media interest in environmental topics has increased in recent decades due to several factors, such as natural disasters, major environmental events, and pressure from social activists and civil society organizations. However, media coverage is often superficial and fragmented, relying more on political rhetoric than on scientific data, which limits its ability to foster deep and sustainable environmental awareness. (Boora, Karakunnel, & Savarimuthu, 2022)

6.5 Environmental Media Discourse:

Environmental media discourse refers to the totality of messages and content produced by the media regarding environmental issues, as well as the way in which these issues are constructed linguistically, symbolically, and semantically within media texts. This discourse is not limited to conveying environmental information, rather, it extends to constructing environmental meaning, shaping public perceptions, and influencing their attitudes and behaviors toward the environment.

Environmental media discourse is also viewed as a social and cultural practice that reflects power relations, highlights certain priorities, and marginalizes others through the selection of environmental issues, the determination of angles of coverage, the choice of sources, and the use of specific language and interpretive frameworks. (Dubey, n.d)

6.6 Linguistic Strategies in Environmental Media Discourse:

Environmental media discourse relies on a set of linguistic and rhetorical strategies, the most important of which are:

- Verbal repetition of basic environmental concepts to reinforce them in the mind.
- The use of semantically charged vocabulary to highlight the gravity of environmental issues.
- The use of metaphors, particularly those related to crisis and war.
- The direct naming of actors, international institutions, and environmental agreements.

These strategies contribute to enhancing the emotional impact of the discourse and increasing its persuasive power. (Jabeen, 2024)

6.7 The “One Million Trees” Campaign:

The “One Million Trees Campaign” is a large-scale national reforestation initiative launched by the Ministry of Agriculture, Rural Development, and Fisheries in collaboration with the “Green Algeria” Association, led by Fouad Maali. It aims to plant one million trees in a single day in Algeria on October 25, 2025 National Tree Day. The campaign aims to combat desertification, protect the environment, and restore forests damaged by fires, in addition to raising environmental awareness among citizens.

Specific tree species have been selected for planting in each region to ensure the trees’ longevity and resistance to natural elements. Supervisors overseeing the planting operations have been trained and instructed to ensure that planting holes meet the required dimensions, maintain the proper

distance between trees, and ensure adequate watering. Lists detailing planting locations in each of the country’s states were also distributed to organize the campaign as effectively as possible.(2025، بوخاتم)

The campaign achieved unprecedented success amid remarkable government and public support, surpassing the one-million mark with the planting of nearly 1.3 million trees. All segments of society participated in the campaign children, young people, and the elderly. Many economic institutions also participated in planting activities within their investment areas and provided logistical support for the campaign, making it a leading example of environmental and social responsibility.

The campaign received extensive media coverage, both in official and unofficial media outlets, as well as on social media, where thousands of videos of tree-planting activities across all of Algeria’s provinces were shared. The campaign is considered the beginning of an ambitious reforestation project that aims to increase forest cover to 4.7 million hectares by 2035. (2025، لحياني)

6.8 Algerian Press Agency:

The agency was founded as a propaganda tool for the National Liberation Front in December 1961, embodying the concept of “revolutionary media” during the national liberation struggle. However, after independence, it transformed into an official media institution reflecting the state’s political orientations through successive historical phases, highlighting the organic relationship between the development of the media and the state’s political trajectory.

From an organizational standpoint, the agency has an extensive workforce comprising hundreds of journalists and photographers and operates on a round-the-clock basis. It is also undergoing continuous development in its operational systems, having transitioned from the traditional model based on specialization and the separation of tasks among editing, typesetting, and proofreading to a modern, integrated model based on digital

collaboration, reflecting the organization's ability to adapt to professional and organizational changes.

The agency has gone through three major technological phases: the analog phase (1962–1994), which relied on traditional technologies such as the telegraph, the transitional digital phase (1995–2002), which saw the introduction of automated media systems, and the digital integration phase (2002–present), characterized by comprehensive digitization and the adoption of integrated electronic systems. This gradual technological evolution can be analyzed through theories of innovation diffusion within organizations and demonstrates the agency's efforts to keep pace with global developments while preserving its local identity. (دریدی، 2021)

The agency's functional roles are multifaceted, ranging from the political dimension which embodies the balance between national loyalty and media professionalism to the news dimension which ensures extensive local and international coverage and the economic dimension which reflects the transformation of information into a commodity in the knowledge economy.

The agency is currently facing the challenge of reconciling its traditional identity as an official institution with the demands of the digital age, which is dominated by independent news platforms and social media networks, requiring the development of adaptive strategies that preserve its central role while responding to technological shifts.

7. Methodological Framework:

After reviewing the media coverage by the Algerian Press Agency which consisted of 8 news articles the following data were obtained:

7.1 Content Categories:

- Topics Covered:

The results of the analysis of the "Topics Covered" category reveal the dominance of five central themes in the Algerian Press Agency's media coverage of the tree-planting campaign, reflecting a clear editorial approach based on constructing a

comprehensive and integrated environmental narrative.

The topic of **afforestation and combating** desertification indicates the agency's focus on the procedural and practical dimensions of the campaign, linking it directly to national environmental challenges, foremost among which are desertification and land degradation in Algeria.

Conversely, the prominence of the theme of **community participation** highlights the media discourse's attempt to involve social actors such as citizens and associations in environmental responsibility, reflecting a shift from a "welfare state" discourse to one of collective action, and contributing to a mobilizing tone in the media message. As for the focus on **public environmental policies**, it reveals the agency's effort to confer institutional legitimacy on the campaign by linking it to government programs and national strategies a move that falls within the role of official media in supporting public policies and reinforcing their positive image.

Furthermore, the recurring theme of **environmental awareness** reflects the media discourse's reliance on educational and awareness-raising dimensions, as messages are directed toward instilling environmental values and building sustainable environmental awareness among the public, rather than merely covering the event from a news perspective. Finally, the prominence of **environmental protection and sustainable development** indicates an attempt to frame the tree-planting campaign within a long-term strategic perspective that links environmental, economic, and social dimensions, in line with the global discourse on sustainable development.

Consequently, it can be said that the diversity of topics covered not only reflects the richness of media coverage but also reveals a targeted environmental discourse that serves awareness-raising, mobilization, and policy objectives, and underscores the central role of the Algerian Press Agency in shaping the public's perceptions of environmental issues.

- Actor Category:

The results of the analysis of the actors category revealed a relative balance in the representation of actors within the Algerian Press Agency's media discourse, with **official institutions** represented by ministries, provinces, and municipalities and **government officials** represented by ministers, provincial governors, and senior officials accounted for the same proportion 75% reflecting the central role of official actors in shaping the media narrative regarding the tree-planting campaign. This heavy presence indicates the agency's reliance on government sources and institutions as the primary sources of information and decision-makers, consistent with the nature of official media and its communicative function in supporting public policies.

In contrast, the notable presence of both **civil society organizations** and **citizens** at a similar rate of 62.50% the inclusion of informal actors in media coverage, which indicates an attempt by the media discourse to present the campaign as a collective, participatory effort one that is not limited to the state and its institutions but extends to encompass society in all its diverse components. This representation reflects a tendency to highlight the participatory and inclusive dimensions of addressing environmental issues.

It is worth noting here that the similarity in percentages does not necessarily imply an equality of symbolic roles among the actors, as the official actor is often presented as the initiator and planner, while citizens and associations are portrayed as supporters or implementers. This reflects an implicit hierarchy in media discourse that reinforces the centrality of decision-making within official institutions.

Accordingly, it can be argued that the distribution of these categories of actors reflects a media strategy that seeks to combine the legitimization of environmental action through official actors with a popular and mobilizing character through community actors, thereby helping to reinforce the image

of the tree-planting campaign as an inclusive national program that enjoys the support of both the state and society.

- Implicit Environmental Values Category:

The results of the analysis of the implicit environmental values category highlight the Algerian Press Agency's media discourse's focus on the values of **environmental responsibility** and **environmental awareness**, as they were present in all media coverage examined. This extensive presence reflects a clear value-based orientation that seeks to guide individual and collective behavior toward adopting positive environmental practices by holding actors whether institutions or individuals accountable for protecting the environment and conserving natural resources. Furthermore, the emphasis on environmental awareness indicates that media discourse adopts an educational and informative dimension that goes beyond straightforward news reporting to serve an environmental education function aimed at consolidating knowledge of environmental issues and highlighting their severity, thereby contributing to the development of a societal awareness that supports environmental initiatives, foremost among which are tree-planting campaigns.

In contrast, the concept of **sustainability** accounted for a lower percentage, estimated at 37.50%, indicating that media discourse, despite invoking this concept, does not make it a central focus of media coverage, but rather often presents it in a justifying or supplementary context. This reflects the tendency of media coverage to focus on immediate behavioral values (responsibility and awareness) rather than on the long-term strategic dimensions required by a sustainable development approach.

Accordingly, it can be argued that the environmental values embedded in media discourse contribute to the construction of a normative representation of the environment based on moral motivation and value-driven mobilization, with a relatively lesser emphasis on the forward-looking dimension

associated with sustainability. This reveals the nature of a discourse that focuses more on immediate behavioral change than on the formulation of a comprehensive future environmental vision.

- Sentiment Category:

The results of the sentiment category analysis show that **positive sentiment** dominated 100% of the Algerian News Agency's media coverage of the "One Million Trees" campaign, which reflects a media discourse that is supportive of the campaign, with no neutral or negative sentiments recorded. This data indicates that the agency has adopted a clear, positive stance based on highlighting the initiative's positive aspects and emphasizing its environmental and social importance.

This positive trend can be explained in the context of the communicative function of official media, which often plays a role in supporting and promoting public policies and national initiatives, particularly those related to issues of strategic importance such as environmental protection and sustainable development. This discourse also contributes to building a positive stereotype of the campaign as a successful national project that enjoys consensus and broad support.

However, the absence of **neutral or critical perspectives** may reflect a lack of diversity in media coverage, as the focus is on mobilizing and motivational discourse rather than analytical or critical evaluation. This highlights the tendency of media coverage to reinforce social acceptance of the campaign rather than opening a public debate about its challenges or the mechanisms for evaluating its results.

Accordingly, it can be argued that the dominant positive trend in media discourse contributes to legitimizing environmental initiatives and reinforcing their symbolic legitimacy, however, at the same time, it limits the potential for discursive pluralism and critical debate, reflecting the structural characteristics of the official media in its coverage of environmental issues with a national dimension.

- Communicative Function Category:

The results of the analysis of the communicative function category show the predominance of the **news function** in the Algerian Press Agency's media coverage of the "One Million Trees" campaign, which reflects the fundamental nature of journalistic discourse relying on the reporting of facts and events and the presentation of official data related to the campaign. This finding confirms the agency's commitment to its traditional role as an official news source that seeks to provide the public with information regarding national initiatives.

In second place was the **"mobilization function,"** with a significant percentage of 62.50%, indicating that media discourse is not limited to mere reporting but extends to mobilizing support and encouraging community engagement in the campaign whether by highlighting achievements or implicitly calling on the audience to participate. This overlap between news reporting and mobilization reflects a communicative approach that seeks to transform the recipient from a mere passive recipient into a potential agent of environmental action.

As for the **awareness-raising function**, which accounted for a lower percentage of 37.50%, it indicates the presence of an awareness-raising dimension in media discourse, albeit not a dominant one. This can be understood in the context of coverage focusing more on the event itself and its immediate developments than on an in-depth explanation of environmental issues and their long-term effects.

Accordingly, it can be said that the distribution of communicative functions reveals a media discourse based on the functional integration of news reporting, mobilization, and awareness-raising, with a clear priority given to the news function.

This reflects the nature of official media, which balances the transmission of information with support for national initiatives and the promotion of environmental awareness among the public.

The correlation between the results of the **communicative function** category and

the **orientation** category reveals a clear consistency in the nature of the media discourse adopted by the Algerian Press Agency in its coverage of the “One Million Trees” campaign. The predominance of the news function, coupled with the strong presence of the mobilization and awareness-raising functions, directly complements the 100% dominance of the **positive orientation**, reflecting a targeted communication discourse aimed at supporting the environmental initiative and enhancing its positive image among the public.

The **news function** was not limited to reporting the facts in a neutral manner, rather, it was imbued with a positive tone that highlighted the campaign’s importance and successes, which explains the absence of any critical or negative undertones in the coverage. Furthermore, **the mobilization function** helped reinforce this positive trend through an implicit call for participation and community engagement, thereby transforming media discourse into a tool for mobilization rather than merely a means of reporting news.

On the other hand, the relative prominence of the awareness-raising function intersects with the positive trend toward promoting values of responsibility and environmental awareness, as environmental issues are presented in a motivational and educational framework aimed at building broad social acceptance for the campaign, without delving into critical or evaluative discussions that might undermine this trend.

Consequently, it can be argued that the dominant positive trend is not an isolated phenomenon, but rather a direct result of the distribution of communicative functions within media discourse, where news, mobilization, and awareness-raising functions are harnessed to serve a discourse that supports and backs the initiative, reflecting the structural characteristics of official media in its treatment of environmental issues of a national nature.

- Reference Frame Category:

The results of the analysis of the reference frame category highlight the Algerian Press Agency’s reliance on a balanced mix of interpretive frames in its coverage of the “One Million Trees” campaign, with the **official (institutional) frame** and the **environmental framework** dominated media coverage in equal measure. This reflects a rhetorical approach that combines the institutional legitimacy and the environmental dimension of the issue. Consequently, this balance can be understood as part of the official media’s effort to present the campaign as an initiative that is both institutionally framed and environmentally justified.

The presence of the **Official framework** indicates that media discourse focuses on the role of the state and its institutions in planning and implementation, thereby reinforcing the campaign’s image as a structured public policy subject to official oversight. In contrast, the **Environmental framework** highlights the campaign’s ecological dimensions such as combating desertification, protecting vegetation, and preserving the ecological balance which lends the initiative scientific and ethical legitimacy that transcends the administrative dimension.

The fact that the **Development framework** and the **National framework** each accounted for an equal share of 62.50% reflects a shift in media discourse toward integrating the campaign into a broader vision that links environmental protection and sustainable development, on the one hand, with fostering a sense of belonging and rallying around national initiatives, on the other. The **National Framework** helps transform the campaign into a unifying cause with symbolic significance, while the **Development Framework** reinforces the link between afforestation and long-term economic and social development.

Accordingly, it can be argued that the diversity of reference frameworks with the official and environmental frameworks dominating reveals a framing strategy aimed at constructing a multi-level persuasive

discourse that legitimizes the initiative institutionally, justifies it environmentally, and imbues it with developmental and national dimensions, in line with the nature of official media discourse in addressing environmental issues of a strategic nature.

- Category of Authoritative Sources:

The results of the analysis of the **Authoritative sources** category highlight that, in its coverage of the “One Million Trees” campaign, the Algerian News Agency relied exclusively on **Multiple official sources**, such as ministries, government agencies, and local authorities. This choice reflects a single source of news legitimacy based on institutional authority, consistent with the agency’s nature as an official media outlet that serves as an extension of government communications.

This total reliance on official sources contributes to the standardization of media discourse and the control of its message, as information is presented in a manner consistent with the campaign’s official narrative, which reinforces **the positive tone** that has dominated media coverage. At the same time, this reliance on a limited range of sources limits the potential for a diversity of voices, as independent experts, informal environmental activists, and critical voices are absent.

On the one hand, this approach lends media coverage a high degree of institutional credibility, particularly with regard to statistical data, implementation programs, and official statements, on the other hand, however, it perpetuates a one-sided narrative that emphasizes achievements and promotion over analysis or evaluation.

Consequently, it can be argued that the dominance of official sources in the Algerian Press Agency’s media discourse contributes to legitimizing and formalizing the environmental initiative, but at the same time restricts the diversity of media perspectives, reflecting the structural characteristics of state-run media in its handling of environmental issues with national and strategic dimensions.

- Community Engagement Category:

The results of the analysis of the Community Engagement category show that the Algerian Press Agency’s media coverage of the “One Million Trees” campaign focused primarily on **Coverage of field activities**, accounting for a high percentage of 75%, which reflects the media discourse’s emphasis on highlighting the campaign’s concrete actions and tangible achievements. This type of coverage helps lend a practical and realistic character to the initiative and enhances its credibility with the public by presenting images and events that reflect its actual presence on the ground.

In second place was **Calls for participation**, with a significant percentage of 62.50%, indicating that media discourse serves a motivational function aimed at expanding the scope of community engagement and transforming the audience from mere spectators into potential agents of environmental action. This finding aligns with the predominance of a **positive tone** and a **mobilizing function** in media coverage, where community participation is presented as a national value and a collective duty.

As for the coverage of **Civic initiatives** despite their presence being 50% lower it indicates that media discourse acknowledges the role of individual and collective actors outside the official framework, however, this role remains secondary compared to the coverage of officially sanctioned activities. This reflects the limited representation of independent grassroots initiatives, as opposed to the focus on organized and institutional initiatives.

Consequently, it can be said that the level of community engagement in media discourse is based more on the logic of presentation and mobilization than on that of deep, interactive participation, as on-the-ground action is highlighted and encouraged, while the voices and autonomous civic initiatives receive less attention a pattern consistent with the communicative characteristics of official media in its coverage of environmental issues.

The correlation between **the results of the level of community interaction**

category, on the one hand, and the reliant sources and actors categories, on the other, reveals a structural coherence in the media discourse adopted by the Algerian Press Agency in its coverage of the “One Million Trees” campaign. The predominance of **coverage of field activities** as the highest level of community engagement directly intersects with the exclusive reliance on **official sources**, where environmental action is highlighted through institutionally framed activities led by official bodies or government actors.

Furthermore, the high frequency of **calls for participation** aligns with the strong presence of both **official institutions and government officials** among the actors, the call to participate is often made from the top down, that is, from the official actor to the citizen within the framework of a mobilization discourse aimed at rallying popular support for the initiative. This finding underscores the dominance of a top-down communication model, in which the official actor remains the initiator and the source of the message, while the citizen is positioned as the recipient invited to participate.

Conversely, **the limited coverage of civic initiatives** can be explained by the **absence of unofficial sources in media coverage**, as the marginalization of the voices of independent associations or local environmental activists reduces the opportunities to highlight grassroots initiatives. Although associations and citizens are included among the actors, their representation often remains limited to a supporting or implementing role, rather than as primary sources of discourse.

Consequently, it can be argued that the level of community engagement, as reflected in media coverage, is closely linked to the nature of the dominant sources and actors, as engagement is reproduced as officially directed and framed field activities rather than as horizontal, participatory engagement based on a diversity of voices and grassroots initiatives, which reflects the structural characteristics of the official media

in its handling of environmental issues with a national dimension.

- News Template Category:

The results of the analysis of the news template category show that the **News report** template dominated the Algerian News Agency’s coverage of the “One Million Trees” campaign, accounting for 75% , compared to a limited presence of the **News** template at 25%. This editorial choice reflects a tendency toward in-depth coverage that goes beyond brief news updates to provide more detailed insights into the campaign’s progress, contexts, and various dimensions.

Furthermore, the use of the feature story format is an indication of the agency’s effort to construct an explanatory media narrative that combines description and analysis, thereby highlighting field activities, statements by official actors, and the expected outcomes of the campaign. This format also aligns with the predominance of **a positive tone and a mobilizing function in the coverage**, as the report provides more space for motivational and promotional rhetoric compared to news stories, which remain more concise and neutral in form.

Conversely, the limited reliance on the news template restricts the diversity of journalistic formats and indicates a preference for **in-depth analysis over immediate, rapid coverage**, this also reflects the nature of the coverage, which focuses on the event’s symbolic and national dimensions rather than treating it as a fleeting news story.

Consequently, it can be argued that the predominance of feature reporting in the coverage of the “One Million Trees” campaign contributes to the consolidation of a persuasive and interpretive narrative that aligns with the official media’s objectives of supporting national initiatives, and reinforces the campaign’s image as a strategic environmental project, rather than merely a temporary news event.

- Headline Category:

The results of the headline category analysis highlight the Algerian News

Agency's reliance on two main types of headlines: "direct news headlines" and **Motivational-awareness-raising headlines**, each accounting for an equal share of 62.50%, which reflects a dual function in headline construction that combines conveying information with motivating the audience. This balance points to an editorial approach that seeks to maintain an official news style on the one hand, while activating the mobilizing and awareness-raising dimension on the other.

The direct news headline aligns with the dominant news function, focusing on presenting the event clearly and accurately, thereby enhancing the credibility of the coverage and affirming the official nature of the information. In contrast, the motivational-awareness-raising headline helps direct the audience's attention toward the symbolic and environmental significance of the "One Million Trees" campaign, serving to spark interest and encourage engagement which **aligns with the positive tone and mobilizing function** that characterized the media discourse.

As for the **Descriptive headline**, which accounted for a lower proportion of 25%, reflects a limited presence of a calm, descriptive approach without direct guidance or motivation, indicating that media coverage favored functional headlines (news and motivational) over narrative or interpretive ones.

Accordingly, it can be said that the headline structure in the Algerian Press Agency's coverage of the "One Million Trees" campaign contributes to shaping readers' preconceptions of the news text by combining news reporting with mobilization, reflecting an editorial strategy consistent with the nature of official media and its communication objectives in supporting national environmental initiatives.

- Writing Style Category:

The results of the analysis of the writing style category show that the "**news style**" predominated in the Algerian News Agency's coverage of the "One Million Trees" campaign, as opposed to the lesser

presence of the **Descriptive style**. This stylistic distribution reflects an editorial approach based primarily on reporting facts and official data related to the campaign, consistent with the agency's predominant **news function** and its role as an official source of information.

The use of the news style contributes to a discourse characterized by clarity, conciseness, and a focus on the elements of the event (who, what, where, when), which enhances the credibility of the coverage and limits the tendency toward subjectivity or impressionism. This style also aligns with the **prevailing positive tone**, in which facts are presented in a manner that supports and endorses the initiative without employing critical or polemical approaches.

Conversely, the relative presence of the descriptive style indicates an attempt to add a pictorial and narrative dimension to some coverage, particularly when **presenting field activities or highlighting aspects of community participation**. However, the limited use of this style compared to the news style suggests that the narrative and aesthetic dimensions were not a central focus of the media coverage.

Therefore, it can be argued that the stylistic approach adopted in covering the "One Million Trees" campaign contributes to the production of an official news discourse with a positive tone, focusing on reporting the event and emphasizing its success rather than delving into narrative or analytical dimensions a approach consistent with the communication objectives of official media in supporting environmental initiatives of a national nature.

- Language Category:

The results of the analysis of the language category show that **Colloquial language** and **Formal language** are equally dominant in the Algerian Press Service's coverage of the "One Million Trees" campaign, which reflects a dual linguistic approach that combines **communicative clarity with an institutional tone**. This balance indicates that media discourse seeks, on the one hand, to simplify the

environmental message and, on the other hand, to maintain the formal style characteristic of government media.

Direct language helps make information accessible to a wide audience and enhances comprehensibility and understanding, especially regarding environmental issues aimed at mobilizing society and encouraging its participation. Conversely, formal language establishes the legitimacy of the discourse and lends it an institutional character by adopting administrative and technical terminology associated with public policies and national programs.

This linguistic choice also intersects with the predominance of a positive tone and an informative–mobilizing function, where clear and uncomplicated language is used to convey facts, without abandoning the formal phrasing that structures and guides the message. This linguistic balance prevents a drift toward interpretive or critical language and keeps the discourse within a framework that supports and endorses the initiative.

Accordingly, it can be said that the language used in the coverage of the “One Million Trees” campaign serves a reconciliatory function between persuasion and legitimization, as it combines closeness to the audience through direct language with the preservation of the discourse’s authority through formal language, in line with the characteristics of official media in its treatment of environmental issues with a national dimension.

By linking the results of the **Language used category, on the one hand, with those of the Writing Style and Headline categories**, on the other, a clear formal and linguistic coherence emerges in the Algerian Press Agency’s media coverage of the “One Million Trees” campaign. The use of colloquial language alongside formal language aligns with the predominance of the news style and reflects an editorial approach based on simplifying the message while maintaining its institutional character.

Colloquial language is supported by the news style through the clear and concise

presentation of information, which reinforces the news function and facilitates the message’s reach to various audience segments. At the same time, formal language helps refine the wording and lend it an institutional dimension, which is clearly evident in direct news headlines that focus on reporting the event and its official source.

On the other hand, the use of motivational and awareness-raising headlines intersects with the use of direct language, employing simple and evocative phrasing aimed at capturing the recipient’s attention and motivating them to interact and participate. This interplay between **language, headlines, and style** reflects the adoption of a dual-function discourse that combines news reporting with mobilization without resorting to complex rhetorical or stylistic devices.

Accordingly, it can be said that the integration of the language used, the style of composition, and the headline structure contributes to the production of a disciplined and communicatively effective journalistic discourse that balances clarity with a formal framework and serves the positive orientation and communicative function that characterized the Algerian Press Agency’s coverage of the “One Million Trees” campaign.

- Attachments Category:

The results of the analysis of the attachments category show that the Algerian Press Agency relied almost entirely on **Text with image** attachments 87.50% in its coverage of the “One Million Trees” campaign, compared to a limited use of the **Text with photo and video** format, at 12.50%. This choice reflects a traditional communication approach that emphasizes still images as a tool to support news text, rather than relying on interactive multimedia.

Still images help enhance the credibility of media discourse by documenting field activities and highlighting the campaign’s authenticity, they also reinforce the prevailing positive narrative by presenting images that show participation, planting, and on-the-ground organization. However, the limited use of video indicates a

failure to fully leverage the narrative and impactful potential that audiovisual media offer in fostering community interaction and engagement.

This pattern of media use also **intersects with the dominance of the journalistic report format and news style**, where images are primarily used as illustrative or documentary elements, rather than as an independent narrative medium. This reflects the persistence of traditional journalistic publishing logic, even within environmental coverage, which by its very nature calls for greater use of interactive visual formats.

Consequently, it can be argued that the Algerian Press Agency's reliance on text accompanied by images contributes to reinforcing the documentary and official nature of media coverage, but at the same time limits the diversification of audiovisual formats and the potential for digital interaction, revealing a conservative media approach to the use of multimedia elements in coverage of the "One Million Trees" campaign.

8. Results and Discussion:

The general findings of this analytical study, titled "Media Coverage of the 'One Million Trees' Campaign in the Algerian Press Agency," are as follows:

- The dominance of procedural and institutional environmental topics, particularly afforestation and combating desertification, community participation, and public environmental policies, reflecting an editorial approach that links the campaign to on-the-ground action and official legitimacy.

- The centrality of official actors in media coverage, contrasted with a secondary, supporting role for both civil society and citizens, reinforces the institutional nature of the media discourse.

- In the media discourse, the values of environmental responsibility and environmental awareness dominated, while the concept of sustainability had a limited presence, indicating that the discourse focused more on immediate environmental

behavior than on a long-term environmental vision.

- The Algerian Press Agency's media coverage of the "One Million Trees" campaign was characterized by a wholly positive and supportive tone, with discourse overwhelmingly in favor of the environmental initiative and no critical or neutral perspectives observed.

- The news function took priority, with significant emphasis on the awareness-raising and mobilization functions, consistent with the overall positive tone of the coverage.

- An almost exclusive reliance on official sources, which helped unify the narrative and enhance its credibility, but limited the diversity of voices and the visibility of independent grassroots environmental initiatives.

- A clear focus on covering field activities and calls for participation, within the framework of officially structured community engagement that was dominated by a logic of mobilization rather than deep, interactive participation.

- The news report format predominated, supported by direct and attention-grabbing headlines, as well as a journalistic writing style and direct, formal language, which contributed to the production of a disciplined media discourse with a clear institutional character.

- There was an almost exclusive reliance on text accompanied by images, as opposed to limited use of video, indicating an approach closer to traditional environmental journalism than to interactive digital environmental journalism.

9. Conclusion:

This study concluded that the Algerian Press Agency's media coverage of the "One Million Trees" campaign reflects a supportive model of official environmental media, based on institutional legitimization, community mobilization, and field documentation, while showing limited diversity of voices and digital interaction which opens up broader prospects for the future development of environmental media coverage.

Accordingly, the study recommends diversifying sources and stakeholders, strengthening the presence of civil society and environmental experts, and developing coverage toward interactive and digital environmental journalism formats. As for the scope and limitations of the research, this study remains limited by its focus on a single official media outlet, which calls for future research to expand to include a variety of digital media outlets and to combine content analysis with audience reception studies to gain a deeper understanding of the impact of environmental media discourse on the public and its behavior.

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