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Environmental Media through the Algerian Written Press

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ABSTRACT

The environment is essential as one of the elements of economic and social development. At the same time, it is one of the elements threatened by industrial investment, urbanization, and human waste. In other words, man's relationship with the environment is essential and characterized by a kind of privacy. Therefore, there is a need to spread people's environmental culture to preserve natural resources and the rights of future generations to natural wealth. This has contributed to the emergence of environmental media that addresses environmental news and realities and provides people with an enabling form of opinion on environmental issues. It also promotes environmental awareness of different social groups through various media vessels written, audiovisual and digital means of social networking and electronic newspapers. Through this study, we seek to gauge media interest in Algeria's environmental topics through written newspapers as a model. We have used the analysis of content in quantitative and quantitative terms of Algerian Daily Al-Shorouk newspaper to address environmental topics and issues throughout 2021. The results of the study agreed with various Arab studies and some African studies that are in the same direction in emphasizing the weak media interest in the environment given the complexity of the subject and its overlap with many economic and political variables.

Keywords: Written Press; Environmental Problems; Environmental Treatment; Media, Environment; Environmental Media.

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1.INTRODUCTION

Environmental media is part of specialized media content that addresses environmental news and realities and provides people with a way to help them form a sound opinion on environmental issues and spread environmental awareness to different social groups through different media containers in writing, Audible, Audiovisual, and Similar Digital Means in Social Media, Electronic Newspapers and Others. (Mujitanah Wafa and Akhran, 2019)

The media is one of the most important elements that allow us to understand the environment around us. The need for this type of media has emerged in conjunction with the industrial development in the world, which has adversely affected the environment and contributed to the exacerbation of environmental problems, which in turn have reflected on human social and healthy lives, It is a matter that is sounding the alarm and urgently needs to be addressed to limit its development and threats.

In other words, environmental media is a point of intersection between the media as a driving force of society and environmental scientific topics that require special treatment as well as private sources, which gives privacy to this type of media compared to other types and at the same time weak media treatment especially in the Arab world of environmental topics (Darwish Mustafa El Shafei).

Through this scientific paper, we seek to gauge the interest of Algeria's written media in environmental topics, and we have selected Daily El-shourouk as a model for written newspapers because it has the highest reading percentage in Algeria.

The study is based on the following problems:

- How much attention is paid to environmental issues through Algerian media?

Below are the following sub-questions:

- Are environmental media materials as intense as other media topics (political, economic, sports, recreational)?(...
- Are environmental topics addressed in a scientific framework or only in an event?

2.Theoretical Framework

2.1 Environmental Media Concept

Speaking of the concept of environmental media prompts us to learn about the concept of the field developed by Bordeaux: "The field is a social space in which a group of actors competes among themselves for control of rare abilities, which are precisely the different forms of capital." (Bourdieu.1994:39) that are competition and looking for a scoop is one of these ways, In addition to the power of image in the display industry and the creation of dazzling that achieves high viewing ratio And we must not lose sight of how information is handled concerns the editorial policies of media organizations based on a set of shared values and beliefs, It also describes the symbolic situation of violence occurring in the event of inconsistency between the information provided by the media and the nature of the information sought by the public. (bourdieu, 1994) We have to move away from the traditional debate on objectivity and truth and focus on the principle of legitimacy, the legitimacy of media practice derived from the legitimacy of being in the media and legitimacy with the target audience.

The field of media production is linked to other dominated and controlled areas (economic and political), so that media production is the selective presentation of the world, presenting the truth through a selective refinery that is negotiated between media actors, political actors from representatives of government political institutions and representatives of local administration as well as environmental activists (Marchetti D.2002: 22-55)

We can distinguish a specialized section in the field of information that is in itself a specialized and professional area associated with the media as a whole. as it relates to the sectors of activities to which it relates, namely environmental information, Environmental information production is subject to the selective refinery pool governed by a range of internal factors of the media's editorial policies and a set of external factors imposed on environmental media professionals to gain legitimacy and credibility among environmental actors; This legitimacy, which is necessary for media professionals responsible for environmental issues, is double legitimacy to confront the media field and its specialized sections in the media social legitimacy of the social environment in which the media are active, Environmental media is therefore a commitment to the theme of the environment, which is both social and political. and we will try to present below a set of definitions that attempted to define the concept of

environmental media: Hervé Kempf defines environmental media as that approach of relatively committed information and media techniques that allow information verification and adversaries to speak. (Baptiste. 2009: p. 157-190) in the sense that the handling of information on the subject of the environment is informative, in a balanced manner that presents the truth and both sides of the subject by giving an opportunity to opponents to express their views and ideas.

On the other hand, environmental media can be seen as collecting, disseminating, and informing the public of data on facts, activities, and projects that may affect the environment. and free access to information relating to the environment, especially those related to activities to be undertaken and held by departments and not only the cases of pollution, but also the totality of facts that would harm the environment, such as irrational exploitation of natural resources, soil drift, earthquakes, etc. (Maguelone, 1991, p. 68), noting that this definition has explained the stages of information processing through which information passes until it reaches the public, referring to the right of access to information on the environment, which is a human right, as is the right of access to information.

In addition, environmental media can also be defined as information that seeks to protect the environment through a sound scientific media plan, using all media, addressing a particular group of people or several target groups, during and after which the performance of such media and their achievement of environmental objectives are assessed. (Pressing, 2000, p. 135) This definition addresses the concept of environmental media, based on the main objective it seeks to achieve, namely the protection of the environment through planned information campaigns, targeting a special audience or several specialized audiences, while emphasizing the need to follow up on the achievement of the prevailing goals.

Environmental information in this sense is the process of creating and disseminating scientific facts on the environment through the media, to create a degree of environmental awareness for sustainable development. (Mezreh, 2004, p. 15, 16) This definition has linked environmental awareness to sustainable development. Environmental information is meant to be the information process under the theme of the environment, to achieve a degree of environmental awareness that in turn contributes to sustainable development. It sends messages to all segments of society and highlights environmental problems by addressing them and disseminating them through the media.

2.2 The Importance Of Environmental Media

Environmental media derives its importance and effectiveness through:

- Accompanying lectures and scientific seminars on various environmental topics‘
- Diverse media coverage (written, audio, audiovisual) to reach various social segments‘
- Intensive information campaigns to combat environmental behavior‘
- Periodically submit digital reports and statistics to reveal the importance and risks of the environment‘
- Drawing positive mental images towards the environment in individuals through various types of media news, reports, movies, etc.
- Participation of associations, clubs, and environmental bodies in the media debate (Haddadi Walida .2020: 344).

2.3 Environmental Problems and Media Handling

Environmental problems are one of the key elements of understanding the functions, relevance, and mechanics of environmental media and the most important obstacles to it. The debate and concern about environmental problems or risks began during the last quarter of the 20th century, Almost the same date as the launch of environmental media as a scientific specialty as well as the historical period of scientific, industrial and technological development in the world that has led to the depletion with natural resources to a degree that has created an imbalance in the biological cycle of organisms on the one hand, One of the most important environmental problems on the media scene is: Air pollution, water, seas and oceans, desertification and shrinking forest areas, Plastic, extinction of some biological species, genetically modified agricultural crops genetically modified animals, insecticides, chemical waste, Climate change and other issues that occupy an important place across the world's media human rights ", such as what is common and simple to understand, is at the level of individual behaviors that are easily channelled and corrected through the media, including what constitutes global issues that need scientific, ethical, philosophical and economic debate (Hansen, A. 2028). Even political and military, and their intake or non-handling through the media or incomplete and distorted, are subject to very complex considerations.

The aim of this presentation on environmental problems and to set forth previous examples is to illustrate the causes of these risks, which are in an industrial form or a huge investment cover in the form of an industrial complex or company with an international dimension And here, there will be a conflict In addition, there are environmental problems of natural resources and their poor consumption that, over time, result in their effectiveness and damage to the environment, for example, if we assume that a state's coal stock is estimated at 100 million tons. The annual consumption rate per family is 100 tons, and the average number of households in the country is estimated at 10,000 The State's annual coal consumption rate is 1 million tons, and its remaining stock after 60 years is 40 million tons. And 100 years later, its stock will be 00 (Essam & Sleepy 2008: 117), in case of misconduct can be carried out before this period, To replenish the stock, forestry, livestock, biological cycle and other environmental damage will be encroached upon to offset the coal stock. In this simple example, we try to clarify the environmental dimension of individual and social behaviors that can entail environmental risks. There is a need for environmental content through the media to guide such behaviors to avoid environmental damage and to encourage intimate behaviors such as tree planting culture to compensate or resort to forest space when needed. In the second case, the role of environmental media is more effective in bringing about change than in the first case between environmental interests and these investment and economic interests of States, which will be reflected in the media's treatment of environmental issues with multiple interests.

2.4 Features Environmental Media

3 Environmental media captures its specificity and distinction from other types of media through its ideal theme in environmental phenomenon s environment ", a sensitive topic that requires the adaptation of several scientific disciplines to achieve impact and raise environmental awareness among members of society, In addition to the sensitivity of the subject given the conflicts of views and social interests with commercial and economic interests, which makes the task of the media that embraces environmental issues difficult. The privacy of environmental media can be summarized in the following points:

- Local and international media contribute to creating environmental images and imaginations through media coverage On this point, we note that the media's treatment of environmental topics through local means has a greater impact on individuals and their perception of environmental risks than on global coverage, This is a case study in South Africa to cover the newspapers of

Boksborg. Local environmental reports have a greater resonance than national or global coverage ", Gauteng, where locals emphasized that local environmental reports have greater resonance than national or global coverage. s social impact to achieve the desired goals (Mary. L, Joseph.P & Roy.B. 2018), in the same vein, I took a telephone survey of a sample of 336 residents of New York City in 1984 to the fact that there is a relationship between the scientific level of individuals and the certification of environmental topics depending on each media outlet, Educated groups have a weak tendency to pursue environmental topics via television and refuse to believe the subjects provided by television. s rights ", while tending to follow up on these topics through printed means (newspapers) as reasonable sources of environmental scientific information (Ronald E & Jill L.1987).In the Arab world, the results of this study were converged with a survey conducted by Atef Adly al-Abdul on a sample of 30 members of the public in Oman (Jordan) that non-Omani (national, international) means on which the public relied for information on environmental issues and problems were distributed to the newspapers 40%, Then the audio radio is 32%, the television is 30%, the magazines are 26%. In contrast, Oman's local media rates were 63%. Radio Amman 60%, Omani newspapers 50% (Azuz Nish & Hafiza Buhali. 2018).

- There is a strong correlation between media coverage and so-called environmental anxiety, and here there is a need for practical studies that determine the impact of each method by addressing environmental topics and taking into account the psychological dimensions of Ebullience and Overtreatment of Environmental Topics (John C. B & James S. 2004. (
- Environmental topics allow fake media to blur scientific realities with science fiction and false realities in the framework of growing media programming. Although today's audiences are able to analyze and criticize, the nature of environmental topics and media heritage that produce fake environmental documents makes it difficult to differentiate them from the truth (Paige Wallace. 2019) Which overlaps with other elements that distinguish the media environment similar to viewership and follow-up In the same vein, a telephone survey of 336 New York residents in 1984 revealed that the sample evaluation of media staff was negative, with the sample stating that media staff lacked balance, Biased political orientation, use of excitement, a tendency to choose in order to maximize audience and a small proportion of the study sample found that the media disseminated the truth about the environment (Ronald E. Ostman & Jill L. Parker. 1987.(
- Environmental media overlap with social upbringing. However,

experimental studies dealing with environmental media in the category of children and adolescents are very few, which requires redressing this gap. (Carrie N, Myria W, Christopher A & Shelby R. 2017)

2.5 Environmental Media in the Arab World

Arab media organizations continue to deal tolerantly with environmental problems. The space allocated to them does not exceed more than one subject or one weekly page in newspapers, as well as in other media, is visual, audiovisual, and electronic. In addition, most journalists and media professionals who engage in this field lack specialization and knowledge of all its complex issues and vocabulary.

Most of the publications in the Arab media focus on the transmission of positive initiatives and serious calls, warm appeals, and domestic and international laws issued from here and there for the protection of the environment and biodiversity, as well as piecemeal coverage of conferences, symposia, and workshops launching recommendations, advice, and guidance. Media coverage ends with the end of the event.

States with commercial interests also refuse to abide by new laws and regulations environment-friendly, on the pretext that their national economies are affected or the cost of environmental and natural protection measures is high s responsibility to educate people in continuous form on the importance of environmental issues and feel concerned with environmental disasters and have a moral responsibility Or a role they play to protect the rest of an innate life. s health ", or clean air and water, and also make them partners in redressing the direct and indirect impact of environmental disasters on their entire healthy, economic, and moral life (Darvish Mustafa El Shafei).

Researchers agree that environmental culture in the Arab world does not receive the media's attention given the importance of the topic or phenomenon (Environment) Where excitement tends to spread and generate more profits on the contrary, the Arab media's interest in recreational and entertainment topics and political news is difficult to speak of an environmental media identity similar to that of political, cultural, sports or even artistic and economic media; Media identity is based on several conditions such as the availability of a team of specialized media professionals to undertake analysis and specialized coverage, as well as a continuous pace of dissemination, rather than sporadic, distant and irregular topics.

In this regard, Najib Saab Secretary-General of the Arab Forum for

Environment and development says that there is a lack of information A journalist needs reliable information and scientific backgrounds to support his investigations and not color leaflets with scattered social news. Environmental media content in the Arab world is characterized by re-cycling s media ", news without new information and without credible objective analysis leading to the loss of credibility of Arab media among the public. (Azouz Nish & Hafiza Buhali. 2018).

This situation is due to the country's environmental information system for several of reasons and obstacles, as follows:

- The area occupied by environmental issues in the media is very small, not commensurate with the magnitude of the environmental problems faced by Arab society in general.
- The superficial treatment of environmental problems and crimes in the media, prevents the formation of environmental awareness‘
- The inadequacy of the concept of the environment among media professionals and the lack of specialized scientific qualification and integrated environmental culture, as well as the lack of training courses to develop their potential and competence‘
- The absence of public opinion surveys that determine the levels of environmental awareness of different segments of the general and qualitative public‘
- The lack of impact of media messages as the lack of progress in addressing environmental problems in the Arab world indicates that environmental media messages did not reach recipients and targets‘
- The absence of investigative journalism in the Arab media arena, where investigative journalism is one of the most powerful types of journalism by searching for the truth and presenting it to the public‘
- Capital power, is a problem already addressed in the characteristics of environmental media. External pressures, financial and business control over private media, and even pressure on public media hamper the progress of environmental media in the Arab world due to conflicts of commercial and financial interests‘
- The media and power, where Arab leaders strive to highlight their achievements and tasks, make media coverage about the environment a review and even many topics are overlooked so that they are not counted on leadership

figures (Azuz Nish & Hafeez Buhali. 2018).

2.6 Environmental Media In Algeria

Through this element, we are trying to address the environmental media in Algeria. This specialization is recently established in Algeria. Studies about it are limited to theoretical studies and lack accurate figures and statistics or even official reports on the environmental situation in Algeria. This can be traced back to the monopoly of the Government's media sector for many years, especially the audiovisual law, which emerged in 2012. (Sa 'ad Saray. 2019:497), and then the audiovisual law was passed in 2014, so the age of the mass media specializing in the environment is about 10 years.

With regard to the concern for the environment and given Algeria's post-independence political and security conditions during the 1990s, The Algerian government's interest in the environmental sector can be traced back to the instruction of the Minister of Environment of 25 March 1996, which contained in its content a range of environmental problems related to pollution, including water, air, waste pollution, optical pollution, and industrial pollution.

This type of pollution can be traced back to individuals' lack of environmental culture. Environmental culture plays an active role in addressing problems arising from the misconceptions and behaviors of an individual within his or her environmental environment by emphasizing the need to preserve the environment and environmental balance within the framework of values aimed at developing environmental awareness in order to develop positive environmental behavior through which the individual is aware of the risks he or she faces. This can only be countered through cultural and behavioral values based on thoughtful scientific approaches that lead to new arsenals and the building of ideas that confront human behaviors in a positive manner (Sahbi Wahiba .2020: 743). The need for the role of the media in filling this vacuum is therefore evident through the functions exercised by mass media such as education, information and news transfer, and the development of trends, opinions and ideas, modernization, and other multiple functions known as mass communication functions. (Nouredine, B, 2016: 41)

3. Methodological Framework

3.1 Study Sample

Our research community consists of Algeria's 149 written newspapers in Arabic and French. (Bogarah H., 2017. and for the difficulty of counting all the numbers of written newspapers, the regular random sample was relied upon and we selected numbers of daily newspaper El-shourouk because it is one of the newspapers with the highest reading percentage in Algeria (Arab Observatory for Journalism .2016), the newspaper was followed throughout 2021 over 12 months from 01 Jan 2021 to 31 Dec 2021, where the first issue of the first week of the year was selected (02/01/2021), which was approved on Sunday, and then moved for Monday of the second week, Tuesday of the third week, and so on, and in case of a coincidence of a public holiday or no number of transfers for the day immediately following, the sample was 44.

Al-Shourouk Newspaper is an independent Arabic-language news newspaper, published by Al-Shourouk Media and Publishing Foundation. The daily El-shourouk draw exceeds 600 thousand copies per day, the newspaper has 6 regional offices, and 103 correspondents across Algerian territory, as well as reporters abroad in the United Arab Emirates, Egypt, Kuwait, Qatar, Palestine, Britain and France. (Fawziya ak.2012: 246)

3.2 Study curriculum and research tools

In our study, we relied on the analysis of content in both qualitative and quantitative terms by relying on the descriptive methods of the Algerian press in dealing with environmental issues and issues. in parallel with measuring the severity of their exposure to these subjects by statistical methods of repetitions and percentages, Analysis of content allows submission of conclusions about texts by tracking the size and placement of words in the text, meanings, and connotations used (Amy L. 2022)(

Accordingly, the analysis categories were divided into two categories relating to the formality and content, as follows :

Form categories: through which we seek to study the forms of information presented by environmental topics and issues and have identified them as short news, news, report, portage, or press photo on environmental issues‘

The volume of the topic in terms of the number of pages devoted to environmental topics and issues and those compared with the total number of newspaper pages and pages devoted to sports, social and other topics, reflecting the magazine's interest in the environment.

Content Categories: With regard to the categories of content divided into three main themes, namely, the source category of media content published about the

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environment is a press sender international media, Arab media, Algerian media, A category relating to the scientific treatment of the subject, i.e. the use of specialized researchers on the subject and statistical reports or not and a third category on the aims of media content is intended to guide readers' behavior and develop awareness, Or just an event coverage of the topic, and we devoted an additional category to the topic of media content through which we seek to count the topics published during the year, especially since 2021 was marked by the coronavirus, which can be reflected in the results of the study.

In addition, the identification of environmental topics included all the pollution related to man's environmental environment of its various varieties. ", various natural resources, animal subjects, and topics dealing with energy and renewable energies, As environmental topics intersect with health topics, we have included topics that intersect the environment and health and that affect individuals' lives and environment.

4.Field framework

4.1 Distribution of sample study

Table 1: Breakdown of study sample by days and months of 2021

	January	February	March	Avril	May	June	Total
First semester	Saturday 2021/01/02	Wednesday 2021/02/03	Monday 2021/03/01	Saturday 2021/04/03	Tuesday 2021/05/04	Sunday 2021/06/06	
	Sunday 2021/01/10	Thursday 2021/02/11	Tuesday 2021/03/09	Sunday 2021/04/11	Wednesday 2021/05/12	Monday 2021/06/14	
	Monday 2021/01/18	Saturday 2021/02/13	Wednesday 2021/03/17	Monday 2021/04/19	Thursday 2021/05/20	Tuesday 2021/06/22	
	Tuesday 2021/01/26	Sunday 2021/02/21	Thursday 2021/03/25		Saturday 2021/05/22		
Total 01	4	4	4	3	4	3	22
	July	August	September	October	November	December	
second semester	Thursday 2021/07/01	Tuesday 2021/08/03	Sunday 2021/09/05	Wednesday 2021/10/06	Monday 2021/11/01	Saturday 2021/12/04	
	Saturday 2021/07/03	Wednesday 2021/08/11	Monday 2021/09/13	Thursday 2021/10/14	Tuesday 2021/11/09	Sunday 2021/12/12	
	Sunday 2021/07/11	Thursday 2021/08/19	Tuesday 2021/09/21	Saturday 2021/10/16	Wednesday 2021/11/17	Monday 2021/12/20	
	Monday 2021/07/19	Saturday 2021/08/21		Sunday 2021/10/24	Thursday 2021/11/25		
Total 02	4	4	3	4	4	3	22

As mentioned above, the regular random sample has been relied upon. A number of weeks have been selected starting from 02 Jan 2021 folding with Sunday, Monday of the second week, Tuesday of the third week, etc. As of the last week of 2021, the total number of numbers in the study sample stood at 44, spread across 22 issues per hexagon with repeats from 03 to 04 issues per month.

4.2 Quantitative And Qualitative Analysis By Figure Categories For Environmental Topics

Table 2: Distribution of environmental materials by number of pages and media templates in the written press

Months	Intensity of environmental content by the number of pages				Press templates used in environmental content				
	environmental content	Number of pages Environment	Total Pages	percentage	Short News	News	Reportage	press report	press photo
January	11	12	88	%13,64	8	4	0	0	0
February	12	10	97	%10,31	10	2	0	0	0
March	30	25	105	%23,81	18	11	0	0	0
April	13	9	71	%12,68	9	4	0	0	0
May	12	9	98	%9,18	9	2	0	1	0
June	27	17	81	%20,99	20	2	0	1	2
July	32	20	96	%20,83	20	8	0	2	1
August	35	24	88	%27,27	19	10	4	1	2
September	21	16	81	%19,75	11	9	0	1	0
October	15	14	96	%14,58	6	8	2	1	0
November	24	21	96	%21,88	14	8	2	0	0
December	17	14	68	%20,59	11	6	0	0	0
Total	249	191	1065	average percentage 17.96%	155	74	8	7	5

Figure 01 : Intensity of environmental content by number of pages(prepared by Author)

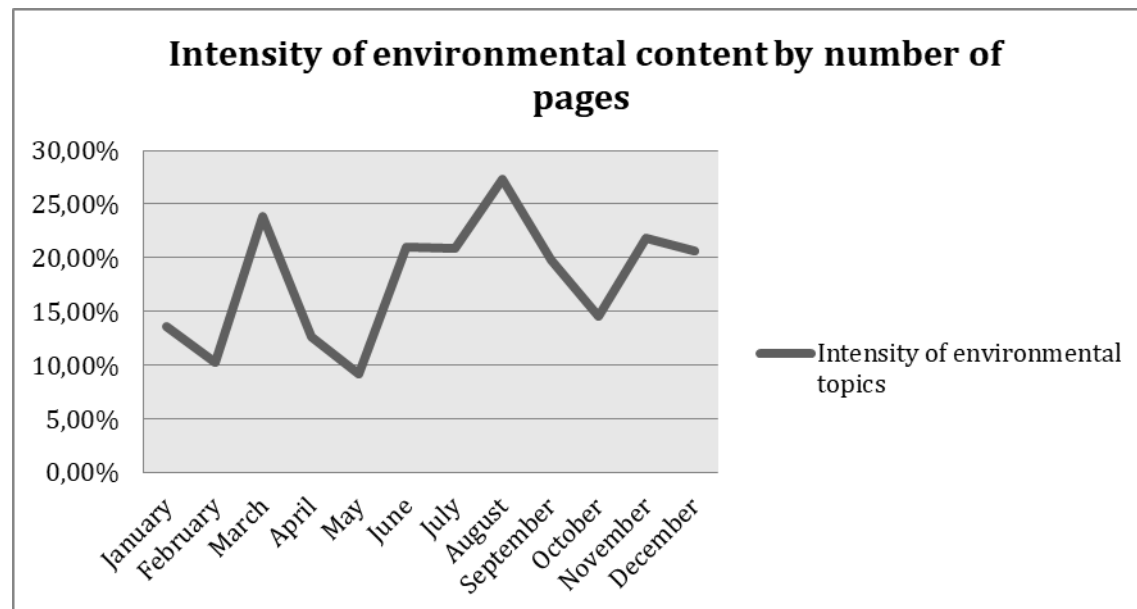


Figure 02: Distribution of environmental topics by press writing templates(prepared by Author)

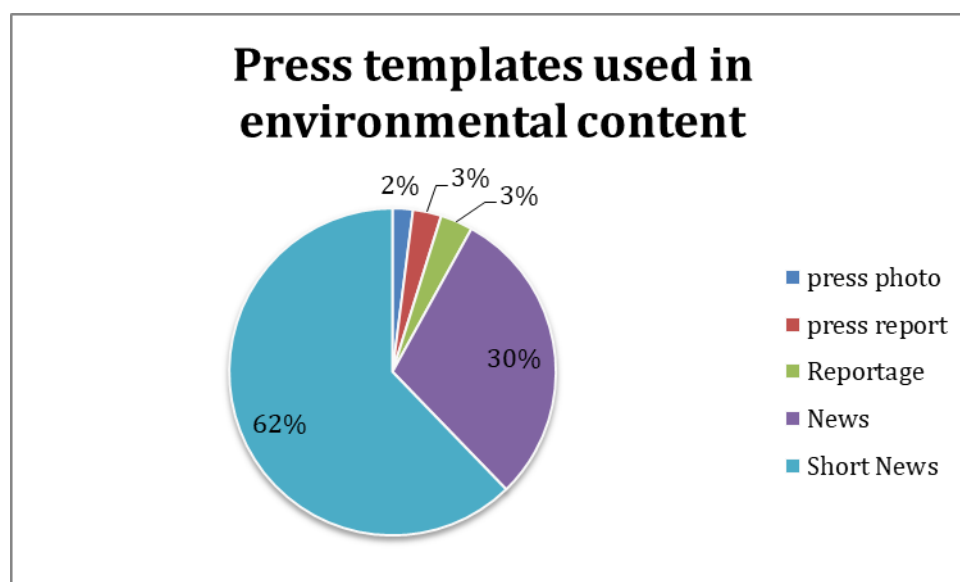


Table 02 shows the distribution of environmental topics published through the daily newspaper Al-Shorouk throughout 2021. The intensity of environmental topics in the newspaper was studied in two sections. (Short news, news, Report,

report, press photo). The first and second sections allow us to measure interest in environmental topics. And Table I showed us that the average ratio for the density of environmental subjects in the daily newspaper El-shourouk is 18%, Distributed in an area of about 09% as the lowest percentage recorded in May To more than 27% the highest value recorded in the month of OTT, On this point, we note that the newspaper's issues are not published in a regular number of pages, with 27 pages, 26 pages, and 17 pages usually on Thursday, Saturday or holidays and annual events. So during processing, we collected the total number of pages during each month, The number on which the environment topics were distributed, and the proportion calculated for the number of pages devoted to the environment and the number of pages in the same version.

Through chart curve No. 01, the intensity of publishing environmental topics reached the highest scores from Juan to Utt. (Summer) This can be attributed to the nature of the topics prevalent during that period, while the winter and spring period was known as low ratio by March, which knew high density compared to the rest of the months. The autumn from September to October has gone down and gradually from November to December as winter approaches.

For journalistic types used to address environmental topics, Table 01 and Chart 02 show us that over 62% of media content has been processed in the form of short news. On a regular basis throughout the newspaper's numbers, while the news was used at 30% wobbly The robot and the report did not exceed 03%, and the latter employed the press image in the range of 02%. These ratio confirm once again the lack of interest in environmental topics and correspond to the above-mentioned studies on environmental media in the Arab country and Algeria, where the content is limited to short and "fast news. "

4.3 Quantitative and qualitative analysis of environmental content analysis categories

With regard to the categories of analysis of the content of environmental topics in Al-Shorouk, three themes were devoted:

- The first focus on reliable sources of information, which in turn were divided into a reporter, Arab media, international media, and Algerian news agencies, which allow us to measure the dimensions of the topics, their relevance, and limits.

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- The second focus is on addressing these topics. Is it scientific, using specialists in the field of published topics, such as doctors, scientists, and researchers, or has it been treated only superficially in information, and this as a complement to the previous axis‘
- The third theme on environmental topics through the daily newspaper El-shourouk as a complement to previous hubs is to develop environmental awareness and culture among readers and audiences or is it only an event coverage, intersecting with environmental topics. So we will find that the three themes related to the analysis of environmental topics seek to measure the treatment done and the strength and credibility of the topics on the one hand and to exercise social function by instilling and providing environmental information that will improve individual and collective behavior.

Table 03: Quantitative and qualitative analysis of environmental content analysis categories

	Information Resource Hub				Scientific Processing		environmental content objectives	
	reporter	Algerian news agency	international media	Arabic media	Yes	No	Environmental awareness development	Events Article
Repetition	244	00	05	00	18	231	28	221
Total	249				249		249	
Percentage	97,99%	%00	% 02.01	%00	%07.23	92.77 %	%11,24	%88,76

Figure 03: Analysis of content categories (prepared by Author)

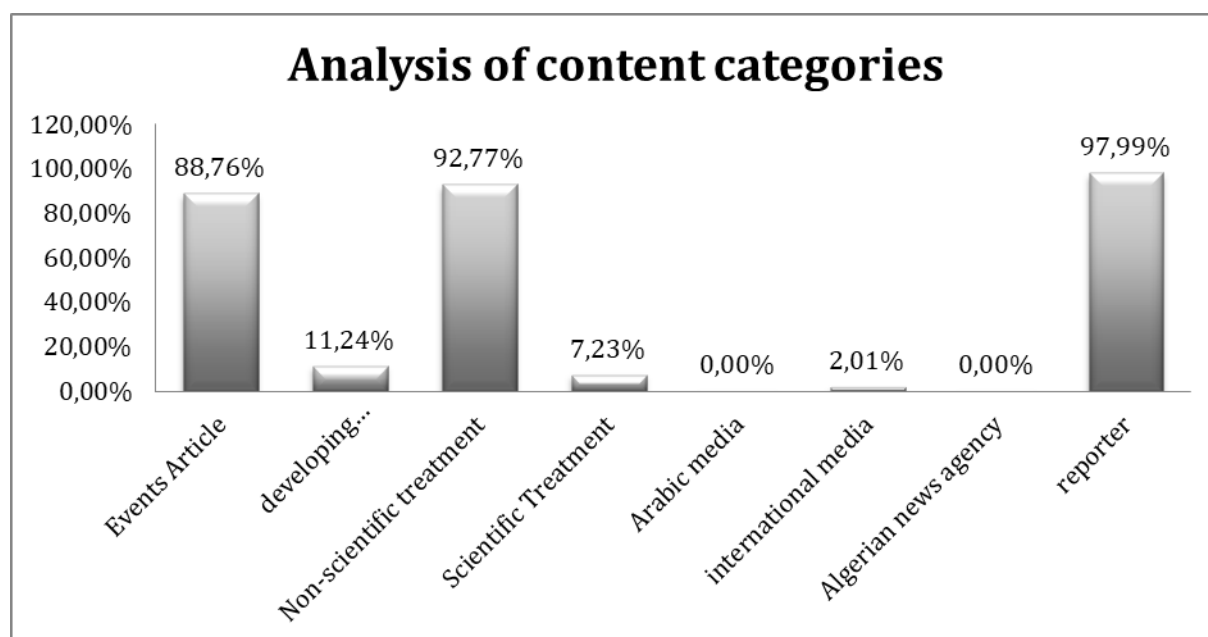


Table 3 and Figure 03 also reveal to us the results of the analysis of the previously mentioned categories of content, since the first focus on sources of information notes that the reliance on reporters exceeds 97%, which is very high, while the world media relied on the remaining ratio 02.01%. While both Arab means and Algerian news agencies did not record any scientific material on the environment that they relied on.

In the second theme, dealing with environmental topics, the table and chart revealed to us that the ratio of .77 92% was done in a non-scientific manner, as the views and clarifications of the specialists were not relied upon, whereas only 07.23% were published content based on experts' opinions.

The third theme on the aims of the environmental media article shows that more than 88% of the articles published in the newspaper were coverage of circumstantial events about the environment, while only 11.24% were aimed at developing environmental awareness And we find that the results shown in Table 03 and illustrated in Chart 03 are consistent and complementary to each other confirms the absence of an information strategy towards environmental topics and that published topics are coverage of events that overlap with environmental topics.

Table 04: Published Environmental Topics

environmental topics	Percentage	Observations
Corona	18,86%	Topics on vaccination against the virus, coverage of seminars on Corna, effects of coronavirus...
Animals	12,57%	Topics included various animals such as fish, wildlife
Waste	12,00%	Topics included waste accumulation and how to handle it.
renewable energies	4,57%	Topics included projects to establish solar centres and lectures and events around them
reforestation	8,00%	Tree and palm planting campaigns
Floods	6,29%	Floods that coincided with autumn and winter
Water	15,43%	Topics related to water scarcity, seawater desalination, dams
Environmental projects and events	2,29%	Topics on environmental events, seminars, and literature
environmental pollution	5,14%	Pollution includes ocean pollution, and air.
Fire	10,29%	Fire Coverage Topics
Other	4,57%	Corrupt medicines, chemicals factories, global warming, plastics, nature reserve, ocean cleaning, the decline in olive oil production, nature reserves

Figure 04: Environmental topics published in El-shourouk in 2021(prepared by Author)

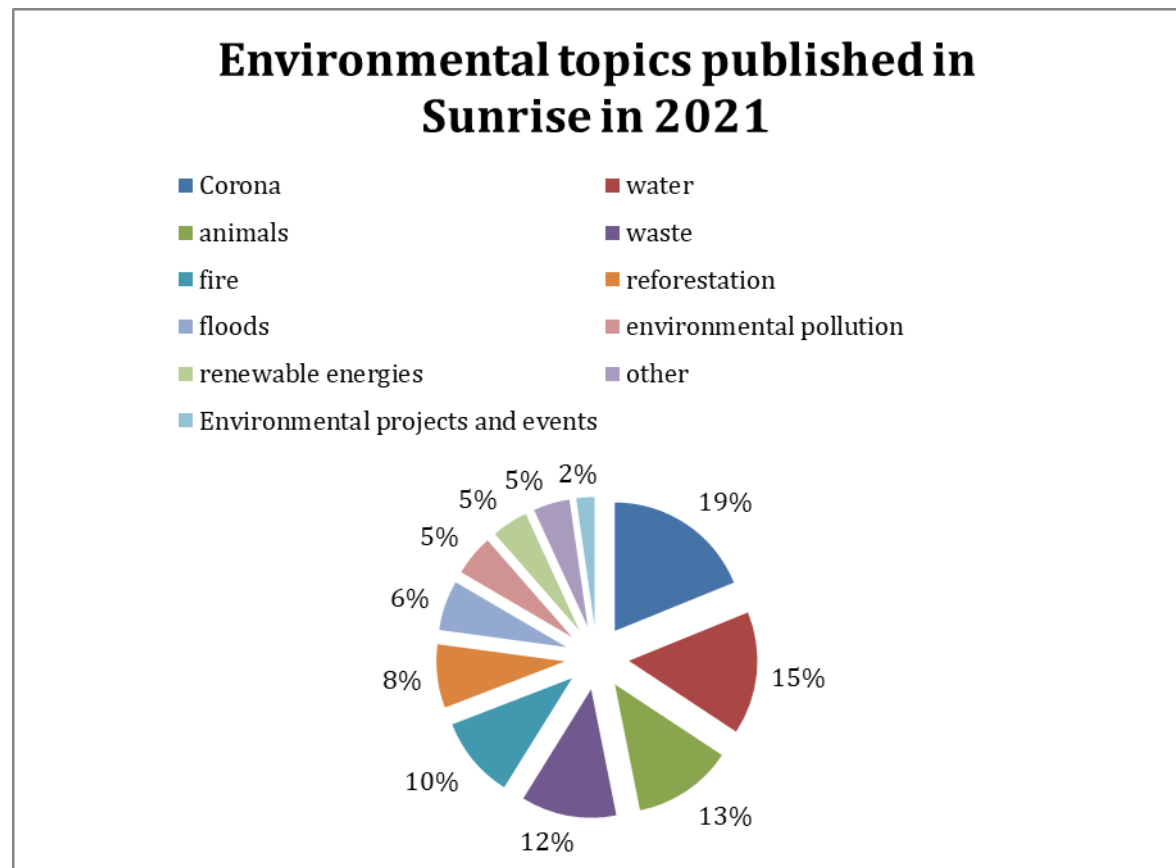


Table 04 and chart 04 reveal to us the nature of environmental topics published via the newspaper Al-Shorouk in 2021. The topics were divided into 10 themes and the 11 themes comprised of topics that have been intertwined on a non-recurrent basis:

- Coronavirus-related topics include the impact of coronavirus on society, individuals and vaccination awareness and infection avoidance.
- In second place in terms of ratio , the water axis came with 15%, the topics generally dealt with scarcity Water in some rural areas, especially with rare rainfall and dams drying up during the first six years of 2021.
- The third theme concerns topics dealing with both marine and wild animals, such as fish, the rescue of a monkey IN JEGEL an Algerian city, and the rescue of a tiger in a zoo, bees, and other topics in the same context, amounting to approximately 13%.
- The next axis relates to household wastes and projects related to their

escaping by 12%.

- Axis V covers fire topics where the news of forest fires has seen a special proportion With the summer period from June to August which could justify the high proportion of environmental media materials during this period (Table 01, figure 01), the proportion of topics dealing with fires was 10%.
- Theme VI: Combining topics related to afforestation campaigns by 08%, which can be explained by campaigns of Afforestation carried out in the various states of Algeria affected by the fires. Therefore, the ratio of the firing axis is close to that of the afforestation.
- The previous focus on flooding due to rainfall reached the percentage of subjects dealing with this axis at 06%.
- The environmental pollution axis covers the subjects of pollution at different levels of air, water, sea, and ocean. The ratio of the axis is 05%.
- The renewable energy hub brings together various topics related to solar energy, whether projects, seminars, or agreements amounting to approximately 05%.
- The next pillar is about miscellaneous topics such as corrupt medicines, chemicals, global warming, plastics, cleaning campaigns, declining olive oil production, and nature reserves. These topics were issued unilaterally, once a year, so they were collected in a single pillar entitled "Diverse subjects", amounting to approximately 05%.
- The last axis in terms of the order of ratio relates to projects for the environment and is at 02%.

5.Results of the study

Through the field study and the data and figures recorded in the previous tables, we summarize the results of the study in the following points:

- The intensity of environmental topics in written journalism ranges from 09% to 27% with an average of 18% of the newspaper's total area.
- The irregularity in the press's handling of environmental topics in Algeria is influenced by recent and circumstantial environmental factors, where interest decreases during the year's seasons except in the summer, where environmental phenomena are high, compared to other social, political, and other topics. For example, two to three sports pages are allocated on a regular basis.

- Focus on short news on environmental topics exceeds 60% Unlike robotics, the reports did not exceed 03%, and the use of press photo 02% News employment was about 30%, which once again underscores the weakness of interest and journalistic treatment of environmental topics. With regard to the sources of environmental information for topics published in the written press, the press correspondents are relied upon almost entirely, exceeding 97%. The international media stood at 02%, while there was a lack of reliance on Arab media and Algerian news agencies, which explains and confirms the above-mentioned results (poor interest in relying on short news' ..)
- In the same context, the results confirmed the absence of nearly 93% scientific treatment of topics, i.e. the absence of interventions and opinions of scientific specialists and researchers on topics published through the written press, while only 07% of the content published was based on the opinions of specialists and experts.
- For the desired objectives of the published press content, the current and circumstantial coverage took 88%, while only 11% of articles were aimed at developing the public's environmental awareness.

5.Conclusion

Through the above, the importance of environmental media is reflected in the new phase of social, industrial, political, and security change that is radically different from previous stages in the light of the decline and scarcity of natural resources on the one hand and environmental threats that necessitate intensification of efforts and practices. Given the importance of media in guiding social behavior and the environmental awareness industry, scientific research on the environment and media have to be intensified.

The study assured us of the weak interest in environmental topics through written journalism and limited it to circumstantial events and events, and occasional crises in which daily events meet the environment, which must be redressed by shaping an information strategy on the environment, as well as using journalists specializing in environmental affairs.

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