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**Environmental awareness in the Environmental press in an Analytical study of a
Journal, la revue algérienne de l'environnement**

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Abstract :

The subject of this study is one of the most important topics in the environmental field, as it deals with two very important parts: the first is the press specialized in Environment issues in Algeria, and the second is environmental topics that have become among the most controversial topics in the global and regional arena. We have used the analysis of content in qualitative and quantitative terms based on the descriptive methods of Algerian magazine: “ La revue algérienne de l’environnement”, and we came up with a set of results, the most important of which is the interest of the published topics in the art of journalistic reporting and press reports with emphasis on supporting the topics with pictures, as well as adopting the rational style and neutral approach in addressing readers who mostly represent a general audience.

Keywords: specialized press; environment; awareness; protection.

Newspapers are at the forefront of the media that have been concerned with environmental problems and issues since very early. Since the fifties of the twentieth century, the press has been covering news dealing with environmental disasters that have affected many regions of the world. It also provided news and interpretive follow-ups for many of these incidents and disasters. This interest then increased and culminated to allocating pages and sections specialized in environmental affairs and in addressing the related issues in different forms and levels. Environmental journalism supporting issues related to the Environment is therefore being seen as a form of specialized journalism. Newspapers can contribute to creating pressure groups to influence decision-makers so that they can pursue their activities and reach out to the officials.

For instance, many local newspapers in many European countries have succeeded, through their various coverage and warning campaigns of the hazards resulting from industrial pollution, in stopping the construction of nuclear reactors near residential areas or building airports near them to prevent environmental noise pollution. Thus, the problematic underlined by our research is as follows: What is the role of specialized journalism in preserving the environment? A bunch of questions arise from our problematic as follows:

- What are the widespread types of environmental issues?
- What are the most journalistic techniques used to address environmental issues in the two Journals?
- What are the sources of information based on which they write the topics?
- What is the geographical scope of the environmental issues discussed?
- What are the methods of persuasion used by the two journals ?
- What is the target audience for the two periodicals?

In order to answer the key question, our study, was based on two sections, the first of which includes the development of specialized environmental journalism and is divided into two requirements, the first one is the emergence of the first newspapers and magazines specialized in the environment and the second requirement is about the interest of the Algerian press in environmental issues. As for the second section, it includes an analytical study of “ La revue algérienne de l’environnement”, a journal specialized in the environment and the obtained results that constitute the answer to the research questions.

THE SECOND TOPIC: The development of environmental journalism

The birth of specialized environmental journalism in Algeria is a recent development in the national media. Writings about the environment were simple and uncondensed, on one hand, and on the other hand, we found out that Algeria did not have serious environmental problems in the past to require intensifying media efforts early to serve environmental issues. However, with the development of industry, the increase in population, the spread of waste of all kinds, the increase in the number of cars, which led to an increase in the rate of pollution, and the emergence of the phenomenon of soil erosion and desertification, the matter required media attention to these problems, and the orientation towards newspapers and journals specialized in the issue.

First requirement: The emergence of the first newspapers and environmental magazines:

Global interest in the environment and the risks posed to it has led to the emergence of new specializations in various fields, such as journalism, which in turn has become concerned with global environmental problems and issues. This has led to the emergence of specialized journalism in the field to simplify environmental issues for the general public.

First section: the Western world

The first origins of the media's interest in the environment are dating back to the seventies of the nineteenth century, in 1870 in the city of Minneapolis in the United States of America, where a magazine was founded that dealt with environmental issues and focused on wildlife in the same city, and the magazine, which later disappeared, left a great impact on the formation of environmental protection groups for a long time after its disappearance. Since that year, most media outlets began to be interested in the subject of the environment.¹

In England, Edward Heath, the British Prime Minister, established the Ministry of the Environment in the early seventies of the last century, and journalists and media professionals began to be interested in dealing with environmental issues in a different way when the Queen of England and Prince Charles gave legitimacy to the environmental issues adopted by pressure groups².

Environmental expert Issam Al-Hanawi confirms that media about environmental issues is not new. More than 100 years ago, civil society organizations were established to preserve the wild environment. One of their activities was to inform people about the benefits of wildlife and the necessity of preserving it. These organizations used the press and general magazines as a means to spread their message, and some of them issued general scientific

magazines that paid special attention to the natural environment, such as the National Geographic magazine, which was issued in America.³

Second section: the Arab world

Environment and Development Magazine Among the Arab media outlets that target a regional audience in all Arab countries, in addition to Arabic speakers in other countries of the world, stands out the magazine "Environment and Development", which has been published in Beirut since 1996, with Arabic and international content, and is distributed in all Arab countries through professional newspaper distribution channels, and to Arabic-speaking subscribers around the world.

"Al Biao wa Attanmiya" is an independent media work, funded by the publisher, advertisers and readers. It has correspondents around the Arab world, and is linked to its own environmental research center that provides it with scientific content, and is issued by a team of professional journalists. Due to its lack of affiliation with governmental institutions and organizations, the magazine has maintained a large margin of freedom, so it has presented topics boldly, objectively and professionally at the same time. It is the only Arab publication specialized in the environment that is edited, produced and distributed according to professional journalistic standards, which has made it occupy an advanced position alongside major political, economic and social publications. Its slogan, "A specialized address for all readers," expresses its editorial policy of simplifying environmental topics to reach the average reader, while maintaining scientific integrity.⁴

Second requirement: Algerian press interest in environmental issues

Interest in environmental issues in the Algerian press is relatively recent compared to global developments in the field. Environmental journalism is a journalism that relies on a great deal of accuracy in information and effort by the journalist to simplify complex environmental topics and make them understandable to the general readership.

First section: The emergence of environmental journalism in Algeria

In a paper presented by the editor-in-chief of the Environment and Sustainable Development magazine on environmental media in the Arab world, during the first Arab Media Forum for Environment and Sustainable Development, which was held in Cairo from 27 to 29 November 2006, it included a report on environmental media in several Arab countries, and the report on environmental media in Algeria was as follows:⁵

The only daily newspaper in Algeria that used to devote a weekly page to the environment is the newly established and limited-distribution newspaper "Al

Sabah". Its topics are general local and international, and it focused on simplified information aimed at environmental awareness.

Industrial pollution and pollution of the sea and beaches come at the forefront of the interest of Algerian environmental media, followed by the problem of solid waste, disasters, desertification and environmental health.

The French-language newspaper El Watan is a role model for its interest in environmental issues through continuous and in-depth coverage of environmental issues, especially those related to international environmental treaties and conferences. In 2009, it dedicated a weekly page to the environment, presenting various environmental issues and problems, as well as interviews with specialists and researchers in the field of the environment. We also find El Khabar newspaper, which covers the activities of the Ministry of Environment and Regional Planning, in addition to the environmental investigations conducted by environmental journalist Karim Kali.⁶

Al Khabar newspaper is distinguished by its continuous coverage of environmental issues through news and investigations conducted by a specialized editor. The environment is almost a daily topic in Al Khabar newspaper, as environmental editor Karim Kali conducted field investigations into coastal pollution with untreated sewage and ship waste, the theft of coral in the El Kala region, and the depletion of forest resources. As for the weekly environment page, which appeared for three years in Al Shorouk newspaper, it has stopped, although during its publication it addressed important topics that began with household waste, dirty water, and encroachment on green spaces, and reached the exposure of some major violations. However, the environment remains a topic raised in the Algerian press at the level of local pages, variety, and investigations.

Second section: Media treatment of environmental issues in the Algerian press

The news format has been used to raise environmental issues and their problems in the Algerian media in a noticeable way, and despite its importance in providing environmental information to members of society, diversification in journalistic formats and artistic forms helps more in spreading and developing environmental values that guide individuals' behavior.

This is because the short and brief news about an event, like the rest of the small news and the ordinary daily events published by newspapers, will be forgotten by the reader after days or even a few hours of reading it and can help or contribute to informing the citizen of some environmental concerns... While the deep, essential articles that constitute the other style of environmental media

constitute in turn a good means of working and moving to protect the environment.⁷

A study on environmental issues in the written press by the student Nour Eddine Dahmar found a clear deficiency in the field of media treatment of environmental issues in the written press, whether in relation to how to address environmental issues and their problems or in relation to the effectiveness of the press in the field of raising environmental awareness among the public about environmental issues and their problems or in relation to training and qualifying journalistic cadres working in the field of the environment.

THE SECOND TOPIC : Applied study of the content of La revue algérienne de l'environnement

Our study sample consisted of periodical La revue algérienne de l'environnement, during the year 2016.

First requirement: Definition of the journal subject to the study

First section: information about the journal

It is a specialized environmental journal, established with the aim of spreading environmental awareness among the general public, but it was not able to last long, as it included 4 issues between 2015 and 2016, then it stopped for financial reasons related to problems in financing the periodical in order to continue its publishing.

Publisher: Mohamed Ben El Haj

Language: French

Year of establishment: December 2015

Means of communication: env.revue@gmail.com

Publishing: Hard copy

Second section : Information about the study sample

Table no. 1: Data on the numbers under study

Magazine	Number of pages	Publication date	Magazine number	Number of topics
La revue algérienne de l'environnement	97pages	Janvier 2016	02	18
	97pages	Mars 2016	03	25
	98pages	Juillet 2016	04	29

The previous table shows the numbers that included our study sample, which were represented by numbers 02, 03 and 04 during the year 2016. The journal stopped during the year 2017, and our sample included 292 pages, including 72 topics treated.

Second requirement: Analyze and display search results

First section: Research data analysis

Table no 2: Data on the numbers under study

Magazine	Without picture		Environmental data		Conference/seminar		Environmental protection project		Environmental degradation		An active personality		Landscape		Total	
	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n
La revue algérienne de l'environnement	4,17%	3	6,94%	5	4,17%	3	20,83%	15	16,67%	12	5,56%	4	41,67%	30	100%	72

Pictures with a natural scene came first with a rate of 41.67%, and in second place were pictures of an environmental protection project with a rate of 20.83%, then pictures about environmental degradation with a rate of 16.67%, followed by environmental data with a rate of 6.94%, then pictures of an active character with a rate of 5.56%, and finally each of the topics attached to an image was equal. For a conference or seminar with topics without an image, 4.17%.

La Revue algérienne de l'environnement was interested in supporting the published press materials with pictures at a rate of 95.85%. It also relied on different natural landscapes that fit the published topics. This is due to the importance of pictures in the magazine, as they attract the reader's attention and

sometimes explain the topic covered by giving a realistic picture that allows those with imagination. A broad and thoughtful understanding of the image.

The periodical also paid attention to images related to environmental deterioration at a rate of 16.67%. Scenes of environmental deterioration express a thousand words and support the published environmental topics greatly in conveying the awareness message and attracting the reader's interest. The periodical focused on this type of images at a rate of 16.67%. Scenes of environmental degradation speak a thousand words and support the published environmental topics greatly in conveying the awareness message and attracting the reader's interest. La revue algérienne de l'environnement paid 16.67% of its attention to this type of image. Scenes of environmental degradation speak a thousand words and support the published environmental topics greatly in conveying the awareness message and attracting the reader's interest.

Table no 3: Journalistic types used in presenting topics

Magazine	News		Report		Reportage		Investigation		Special interview		statistics		portrait		Total	
	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n
La revue algérienne de l'environnement	2,27 %	2	62,5 %	45	20,83 %	15	0 %	0	6 %	4	7 %	5	1 %	1	100 %	72

The study aimed to identify the most important journalistic forms through which the periodical presented various environmental topics. The table indicators show that the report category came in first place with a percentage of 62.5% in presenting topics, followed by the reportage category with a percentage of 20.83%, then statistics came in third place with a percentage of 7%, then the special dialogue category with a percentage of 6%, then the news category with a percentage of 2.78%, and in the penultimate place came the portrait, and finally the investigation did not receive a share of the journalistic types relied upon to present topics. It is noted that the report's occupation of first

place in the journalistic techniques relied upon is due to the magazine's interest in this journalistic type in writing topics more than the news story because it does not rely on dealing with topics on the spot like the newspaper, and relying on both the report and the reportage is a natural matter for addressing environmental issues as they allow for accurate and detailed follow-up of aspects of topics related to the environment and which are concerned with explaining and describing the event.

Table no 4: The nature of the topics covered in the journal

Magazine	Research and studies		Conference and seminar results		Government programs and achievements		Special programs and achievements		Newspaper articles		Total	
	%	n	%	n	%	n	%	n	%	n	%	n
La revue algérienne de l'environnement	9,09 %	7	9,72 %	7	7,79 %	6	7,79	6	59,74 %	46	100 %	72

The results of the table above for the nature of the topics show that most of the topics discussed in the journal came in the form of newspaper articles, at a rate of 59.74%, followed by the results of conferences and seminars at a rate of 9.72%, then research and studies at a rate of 9.09%, and finally, governmental and private programs and achievements came in the same rank at a rate of 7.76%. Most of the topics discussed in the journal *La revue algérienne de l'environnement* were in the form of newspaper articles covering environmental topics or topics with experts and specialists in the field, which indicates the diversity of topics that appeared in the journal. Its interest in other types was also somewhat close.

Table no 5 : Sources on which the magazine relied to obtain information

Magazine	Not mentionned		External source						journalist		Total
			International magazines		Experts and specialists		News agencies				
La revue algérienne de l'environnement	%	n	%	n	%	n	%	n	%	n	
	26,39 %	19	18,06 %	13	12,50 %	9	6,94 %	5	36,11 %	26	100%

The table represents the sources approved by the journal, and it appears from the table data that it relied on external sources by 37.5% in its topics, where the external sources were arranged as follows: (international magazines by 18.06%, then experts and specialists by 12.5% and finally news agencies by 6.94%), followed by topics in which the source was not mentioned by 36.11% and in the last order the newspaper by 26.39%.

The results above show that the journal relied on external sources in the first place, represented by news agencies, state magazines and environmental specialists, which indicates the diversity of the sources relied upon and their importance, especially with regard to reliance on experts in the environmental field.

Table no 6 : Persuasive approach used in addressing topics in the two journals

Magazine	Rational approach		Emotional approach		Scared approach		Total	
	%	n	%	n	%	n	%	n
La revue algérienne de l'environnement	67,12 %	49	5,55 %	4	26,03 %	19	100 %	72

The results of the table show that the rational approach is the most relied upon approach with a percentage of 67.12%, followed by the intimidation approach with a percentage of 26.03%, and finally the topics came in an emotional approach with a percentage of 5.55%.

The rational approach in dealing with environmental topics is based on scientific evidence, which is consistent with the journal's objectives in disseminating scientific knowledge to highlight environmental issues, while the intimidation approach contributes to attracting the reader's attention in addition to diversifying the methods used in dealing with topics.

Table no 7: Target audience for the two journals

Magazine	Special audience		General audience		Total	
	%	n	%	n	%	n
La revue algérienne de l'environnement	30,56 %	22	69,44 %	50	100 %	72

The indicators in the table showing the target audience category reveal the journal's interest in directing 69.44% of its topics to the general public, while the topics directed to the special audience came in second place with 30.56%. Thus, it is targeting the largest category of readers by addressing issues that the general public can understand.

Table no 8: Geographical dimension of topics

Magazine	International Environmental Issues		National Environmental Issues		Local Environmental Issues		Total	
	%	n	%	n	%	n	%	n
La revue algérienne de l'environnement	54,17%	39	41,62 %	30	4,41 %	3	100 %	72

By reading the data of the previous table, which shows the geographical dimension of the topics covered, it becomes clear that the journal is primarily interested in topics related to international issues, with a percentage of 54.17%, followed by a percentage approaching national environmental issues with 41.62%, and in last place came topics related to local environmental issues with a percentage of 4.41%. We note the weak interest in local environmental topics, which is normal considering that environmental issues and problems are of a global and national nature and do not have geographical borders and barriers related to a limited area.

Table no 9: Topic content direction

Magazine	Supporter		Opposed		Neutral		Total	
	%	n	%	n	%	n	%	n
La revue algérienne de l'environnement	27,78%	20	29,17 %	21	43,06 %	31	100 %	72

Through our analysis of the table representing the direction of the contents related to the topics published in the journal, it became clear that it paid great attention to the neutral direction in publishing topics at a rate of 43.06%, followed in second place by the opposing direction at a rate of 29.17%, and finally 28.85% for topics with a pro-direction. The journal focused in second place and at a rate of nearly 30% on the opposing direction, which is the direction that includes criticism of spreading environmental awareness in the content of its circulated topics.

Second section: Display search results

The study came up with a number of important results that confirm the importance of the questions raised by the study, the most important of which are:

- Topics of biodiversity came first with a percentage of 31.94%.
- The press report ranked first in terms of journalistic techniques used to present environmental topics, followed by the art of reportage in second place, which are journalistic genres that periodicals often rely on, while the use of news and portraiture was very weak, and non-existent in terms of investigation.

- La revue algérienne de l'environnement was keen to attach 95.82% of the published articles with pictures related to the environment, the first of which were pictures of natural landscapes, which is an important indicator in addressing environmental issues because pictures directly related to the environment and the surroundings, and reach the impact on the recipient better than words.
- The journal was interested in 54.17% of global topics, as environmental topics are characterized by comprehensiveness, while local environmental topics received little attention, due to the journal's orientation towards a national audience and not a local one, such as newspapers that may be issued in eastern or western states for a targeted audience.
- The journal was interested in 37.5% of external sources and the journal's journalists at 26.39%, and diversifying the sources relied upon to formulate topics is considered a very important matter.
- The first method of persuasion that came in both periodicals is the rational method with a percentage of 77.88%, which is the method that addresses the minds of the recipients to educate them about various environmental topics while avoiding other methods such as the emotional method and the method of intimidation, which
- The journal targeted the general public with a percentage of 69% by addressing general environmental topics targeting the minds of the large audience to include the largest number of readers.
- The contents with a neutral orientation came in first place, and in second place and with a percentage of nearly 30%, the opposing direction that includes critical topics, which allows for addressing the topics in depth and not superficially.

Conclusion

Through our research, we were able to uncover a number of results related to the specialized environmental press in Algeria, as the periodical under study relied on interpretive and descriptive journalistic arts to a large extent due to its specialization in the field. We also noticed that the periodical La revue algérienne de l'environnement, which is considered a private periodical not affiliated with any institution or association, focused on various journalistic articles on environmental problems of all kinds, and directed most of its content

to the general public. The methods of persuasion in the periodical also varied between rational, emotional and intimidating methods, in order to include the largest number of methods in treatment, which is what environmental issues need to spread awareness.

Based on the results of the study we conducted, we propose a set of recommendations and proposals to develop the performance of the specialized environmental press in Algeria as follows:

- Strengthening the role of the specialized environmental press by supporting it to not stop publishing, as it is a press active in a field of recent interest.
- The necessity of coordinating with various environmental specialists and experts to diversify the sources relied upon on the one hand, and to support articles with new information and advanced environmental data.
- The necessity of paying attention to local and national environmental issues because they connect the reader to the general context of the surrounding circumstances and at the same time connect him to global environmental issues, and thus there is a survey of national and global issues, as journalistic treatment in the field of the environment is not presented in isolation from issues of comprehensive development.
- Environmental topics need to be accompanied by pictures, whether in a positive way (environmental projects / renewable energies / natural landscapes) or negative ones (scenes of pollution / environmental degradation / natural disasters) because they address the citizen by pushing him to consolidate the topic more.
- The necessity of paying attention to writing environmental topics in all journalistic arts and not neglecting any of them and diversifying the methods of persuasion used.
- Simplifying difficult environmental concepts and complex environmental issues by seeking the help of experts and specialists in the environmental field in order to make them understandable to the general public and attract their attention to the largest number of environmental issues.

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