

2-TOM, 2-SON

ISSUES OF WRITING ARTICLES ON ENVIRONMENTAL TOPICS IN THE
FOREIGN PRESS

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Anotatsiya: Bugun ekologik muammolar tobora ko'payib borayotgan davrda, ular haqida nafaqat TV, radio, ijtimoiy tarmoqlarda balki yozma matbuotda batafsil ma'lumot berish muhim ahamiyat kasb etadi. Ushbu maqolada aynan xorijiy matbuot ekologik mavzuda maqolalar yozish masalasi haqida so'z yuritiladi.

Abstract: Today, as ecological issues are escalating, providing detailed information not only on TV, radio, and social media but also in written press gains significant importance. This article specifically discusses the issue of writing articles on ecological topics in foreign press.

Kalit so'zlar: ekologiya, iqlim o'zgarishlari, atrof-muhit, jurnalistika, media, yozma matbuot, gazeta, jurnal

Key words: ecology, climate change, environment, journalism, media, print media, newspaper, journal

Introduction: Today, almost all countries of the world are informed about environmental problems through all types of media. But we can read their most complete form in written press, i.e. newspapers and magazines. Print media tends to cover a topic more widely than other media. One of the most significant ways that writing can have an impact on environmental and sustainability issues is by shaping public opinion. When people read articles, books, or [social media posts](#) about environmental topics, they are exposed to new ideas and perspectives that can influence how they think and feel about these issues. For example, a well-written piece about the impact of plastic waste on marine ecosystems can raise awareness and create a sense of urgency around the need to reduce plastic consumption, this could likewise invoke the need for some companies to hire [Plastics Consultants](#). This Similarly, a compelling article on the benefits of [renewable](#) energy can help shift public opinion towards cleaner and more sustainable sources of power. [1]

Several norms or conventions exist in the journalism field that help to identify what type of article a journalist will publish. These norms include: the company the journalist works for, the objectivity versus subjectivity of the journalist, and whether or not the journalist is a guardian or messenger. A spectrum exists in the journalism field, whereby newspaper and magazines can be liberal, conservative, or "in-between". For instance, The



2-TOM, 2-SON

Washington Post was judged the most liberal of the major U.S. news organizations, and The New York Times was placed on the right. Therefore, left-of-center and right-of-center journalists have exhibited different tendencies in their news decisions (Graber, McQuail, and Norris, 1998). For example, in a story involving reduction of carbon dioxide to offset global warming, the left-of-center journalists are more likely to emphasize the resultant improvements (but may be a little more conservative if the topic affects the shareholders of the company) whereas the right-of-center journalists are more likely to focus on the costs to business due to these standards. Objectivity is the defining norm in journalism today. [2]

In media, newspaper editorials are considered a more influential genre as they possess more potential to impact (1) public opinion, (2) internal news agendas, (3) other news media agendas, and (4) policy agendas (Firmstone, 2019). Despite carrying this strong merit, editorials have historically been ignored by media scholars to study environmental issues (Das, 2019). Based on this rationale, we examined the editorial journalism coverage of environmental issues in mainstream English newspapers of four majority world countries amid the COVID-19 pandemic by using quantitative and qualitative content analysis. This study considers majority world to countries where most of the population lives, including Africa, Asia, Latin America, and the Middle East (Cheruiyot & Ferrer-Conill, 2021). Along with establishing editorials as essential and regular features of contemporary newspaper journalism, Firmstone (2019) highlighted some of their main objectives as editorials represent the collective opinion or the public voice of a newspaper. Editorials allow newspapers to make allegiances known, support and oppose individuals, speak on behalf of their readers, speak to readers, and speak to politicians, parties, and other organizations. For the sake of distinguishing editorials from other forms of opinion-based writings, Pimentel, Marques, and Santos (2021) assert that editorials are different from columns and enjoy a noble place in the opinion section of a newspaper. Firmstone (2019) further emphasized this distinction and noted that editorials are the primary format for the expression of a newspaper's partisan views. Contrarily, opinions in comment and analysis pieces represent the views of individual journalists or guest commentators and meet different goals. Editorials are usually published on a specifically devoted space on the editorial page of a newspaper and are published without the name of the writer. On a given day, the number of published editorials in a newspaper may differ from country to country. While revealing different editorial writing practices around the globe, Firmstone (2019) added that: Editorials are written by specialist journalists known as leader writers (in the United Kingdom) who occupy senior positions within newspapers and/or by members of the editorial board (in the United States), and by high profile named journalists (Greece). In the most common format in the United Kingdom, a daily leader column consists of three



2-TOM, 2-SON

editorial articles, usually of diminishing length and with the first article indicating prominence. Editorials vary in length according to the traditional newspapers' formats (broadsheet/quality/tabloid) and are rarely over five hundred words (p. 3). Having colonial pasts, Indian, Pakistani, and Bangladeshi editorial journalism seems strongly influenced by the British editorial writing model (i.e., by publishing daily two to three editorials of varying lengths with up to 500–600 words and the first article, with the highest length, indicating prominence). Interestingly, Chinese newspapers follow the same editorial practice. [3]

We analyzed coverage in countries from the Global North and South according to scholarly definitions of the Global South (Koch, 2020, Nguyen and Tran, 2019) with varying levels of vulnerability according to the Climate Risk Index (Eckstein et al., 2020). We only chose countries for which coverage was available across longer periods of time. Based on these criteria, we selected ten countries: Australia, Canada, Germany, New Zealand, the United Kingdom (UK), and the United States (USA) (representing the Global North) and India, Namibia, South Africa, and Thailand (representing the Global South). For each country, we retrieved all climate change-related articles from two leading national quality newspapers, as such legacy media amplify public attention (Langer and Gruber, 2020). Articles were retrieved from newspaper databases (e.g., Nexis Uni) or archives of outlets if they featured the following, previously validated search terms (Supplementary Material, Appendix A) at least twice:

for English language outlets: “*climate change* OR global warming* OR greenhouse effect**”

for German language outlets: “*Klimawandel* OR (global* AND Erwärmung*) OR Treibhauseffekt**”

We focused on the time period from 2006 to 2018 as full coverage for at least one outlet per country was only available throughout these years. Only English and German language newspapers were included. We sampled English language coverage in countries where English is not the (only) official language (India, Thailand) for two reasons: For analysis, we translated texts into English using the Google Translate API, an approach that delivers robust results for coverage of climate change (Reber, 2019) and beyond (de Vries et al., 2018, Windsor et al., 2019). The applicability of using machine-translated texts for automated analyses has been tested for German (Reber, 2019, Windsor et al., 2019), but not for Central Thai or Hindi. Our decision also enables us to compare our results to existing studies including the same English language outlets for the Global South (Schmidt et al., 2013, Wozniak et al., 2021).

Concerning corpus construction, Grundmann (2021) argues that computational analyses often introduce noise by not eliminating duplicate or irrelevant texts, i.e., articles that do not deal with climate change as their main topic. Thus, we removed duplicates and texts where climate change was not the main topic during corpus construction via manual validation (Supplementary Material, Appendix A). Our final corpus consists of $N = 71,674$ articles (Table 2).



2-TOM, 2-SON

Table 2. Corpus ($N = 71,674$).

Country	Newspapers	Categorization	Articles
Australia	<i>The Australian</i>	Global North	8,886
	<i>Sydney Morning Herald</i>		5,509
Canada	<i>Globe & Mail</i>	Global North	4,286
	<i>Toronto Star</i>		4,361
Germany	<i>Süddeutsche Zeitung</i>	Global North	3,853
	<i>Frankfurter Allgemeine Zeitung</i>		2,477
India	<i>Hindu</i>	Global South	4,625
	<i>Times of India</i>		3,321
Namibia	<i>Allgemeine Zeitung</i>	Global South	129
	<i>The Namibian</i>		177
New Zealand	<i>NZ Herald</i>	Global North	3,436
	<i>The Press</i>		1,482
South Africa	<i>Sunday Times</i>	Global South	288
	<i>The Star</i>		1,075
Thailand	<i>Bangkok Post</i>	Global South	1,181
	<i>The Nation</i>		1,511
UK	<i>The Guardian</i>	Global North	11,013
	<i>The Times</i>		3,869



2-TOM, 2-SON

Country	Newspapers	Categorization	Articles
USA	<i>The New York Times</i>	Global North	6,086
	<i>The Washington Post</i>		4,109

All the opinions and studies given above are the opinions of foreign journalists and scientists. Now I want to give my views.

Writing articles on environmental topics for foreign press outlets can present a variety of challenges and opportunities. Here are some key issues to consider when tackling this task:

1. **Language Barrier:** One of the primary challenges is the language barrier. Ensuring that your article is not only grammatically correct but also culturally appropriate and engaging for the target audience in a foreign country is crucial. It may be necessary to work with translators or editors who are proficient in the language to ensure the article's quality.

2. **Cultural Sensitivity:** Understanding the cultural nuances and sensitivities of the target audience is essential. Different countries may have varying perspectives on environmental issues, and being culturally sensitive can help ensure that your message is well-received.

3. **Local Context:** It's important to research and understand the local environmental issues and concerns of the country you are targeting. Tailoring your article to address topics that are relevant and significant to the local population will increase its impact and relevance.

4. **Global Perspective:** Providing a global perspective on environmental issues can be beneficial. Connecting local issues to broader global trends and implications can make your article more insightful and engaging for an international audience.

5. **Accuracy and Credibility:** Ensuring that your article is factually accurate and supported by credible sources is essential. Environmental topics are often complex and can be subject to misinformation, so it's crucial to provide reliable information to maintain credibility with the readers.

6. **Call to Action:** Including a call to action in your article can encourage readers to engage with the topic further or take concrete steps to support environmental causes. Whether it's raising awareness, urging policy changes, or promoting sustainable practices, a clear call to action can inspire positive change.

7. **Visual Content:** In the age of digital media, incorporating high-quality visual content such as images, infographics, or videos can enhance the appeal and readability of



2-TOM, 2-SON

your article. Visual elements can help convey complex information more effectively and attract readers' attention.

In conclusion, writing articles on environmental topics for foreign press outlets requires a thoughtful approach that takes into account language, culture, local context, accuracy, and engagement. By addressing these key issues, you can craft compelling and impactful content that resonates with a global audience.

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