

Assessing the Effectiveness of Public Media in Conducting Environmental Sensitization: A Case Study of Public Media

Mapesho. M.Sendwe¹ and Sycorax T. Ndhlovu²

School of Humanities, Information and Communication University, Lusaka, Zambia.

Email: mildredsendwe@gmail.com

Abstract— This study examines the effectiveness of public media in environmental sensitization using mixed methods. It evaluates reporting types, effectiveness from readers' perspectives, and media impact on awareness. Findings reveal gaps in diverse coverage and a mixed assessment of public media's role. Political and institutional influences hinder reporting, with 36% of media personnel citing significant interference. Citizens also identify political influence (20%) and low public interest (10%) as barriers. These challenges undermine Vision 2030's governance goals and SDG 17's emphasis on collaboration. The study recommends government-media partnerships and journalist training to enhance environmental reporting, emphasizing structural reforms to protect editorial independence. Strengthening reporting diversity and solutions-oriented content will empower public media to drive sustainability in Zambia.

Keywords— public media, environmental awareness, gate keeping, media influence.

I. INTRODUCTION

A. Background

The Zambian Government's National Environmental Policy emphasizes the importance of environmental education and awareness. Public media outlets, such as Zambia National Broadcasting Corporation (ZNBC) and Zambia Daily Mail, play a vital role in environmental sensitization. Local research highlights the need for improved environmental reporting, emphasizing audience engagement and participation (Phiri, 2018). Studies have shown that Zambian media often lacks depth and context in environmental. Zambia's environmental challenges require collaborative efforts. Media can support government initiatives, such as the National Environmental Policy, by promoting environmental literacy and critical thinking. Local initiatives, such as the Zambia Environmental Education Programme, aim to enhance environmental education and awareness (Zambia Ministry of Education, 2018). Media can partner with these initiatives to amplify environmental messages.

Zambia faces significant environmental challenges, including climate change, deforestation, and pollution. Effective media engagement is crucial in addressing these issues (Government of Zambia, 2019). This study investigates how public media affects the public with environmental reporting. By assessing the effectiveness of environmental sensitization reporting by informing the Audience and critical thinking.

B. Statement of the problem

The effectiveness of public media in environmental sensitization remains a concern in Zambia. Despite its critical role, public media faces significant challenges in adequately addressing environmental issues (Phiri, 2018). Research highlights limited coverage, lack of depth, inadequate audience engagement, and insufficient training for journalists as major obstacles (Bosu & Agyeman, 2015; Moyo, 2017). Environmental reporting in Zambia often fails to provide in-depth analysis and context, hindering public understanding and engagement (Phiri, 2018). Furthermore, journalists lack specialized training in environmental reporting, compromising the quality and accuracy of reporting (Moyo, 2017). These gaps have significant implications for environmental awareness, education, and sustainable development in Zambia. Effective environmental reporting is crucial for promoting behavioural change and informing policy decisions (Hansen, 2010). However, the current state of environmental reporting in Zambia falls short of these expectations.

C. Research Objectives

1) General Objectives

Assessing the effectiveness of public media in conducting environmental sensitization.

2) Specific Objectives

- To establish types of reporting in public media
- To evaluate effectiveness of environmental reporting from readers

- To assist public media's impact on environmental awareness

D. Theoretical framework: Gate keeping theory

Gatekeeping was introduced by Kurt Lewin in (1947,) and later developed by David Manning White in (1950). According to gatekeeping theory, media gatekeepers, such as journalists, editors, and producers, play a crucial role in controlling the flow of information to the public.

The theory states that media gatekeepers: Select which stories to cover and which to ignore, filter out information that is deemed irrelevant, inaccurate, or inappropriate, Shape the way information is presented and interpreted, Influence what topics are considered important and worthy of attention.

Gatekeeping Theory, which examines how media gatekeepers select, filter, and shape information for public consumption. According to Shoemaker and Vos (2009), gatekeepers act as filters, controlling the flow of information to the public. In the context of environmental reporting, gatekeepers play a crucial role in selecting environmental stories for coverage, framing environmental issues, and shaping public perception of environmental risks. Gatekeepers' attitudes and biases significantly influence story selection (Bosu & Agyeman, 2015).

Newsroom policies and practices, as well as external pressures, also impact gatekeepers' decisions. The conceptual framework integrates the Gatekeeping Theory with environmental reporting. Gatekeepers' attitudes and biases, newsroom policies, and external pressures are independent variables. Environmental reporting quality and quantity, and public awareness and engagement, are dependent variables. Media literacy and critical thinking, as well as cultural and social context, moderate the relationship between gatekeepers' decisions and environmental reporting. This study's application of the Gatekeeping Theory provides insights into how media gatekeepers shape environmental reporting in Zambia. By examining gatekeepers' decisions, this research highlights the factors influencing environmental reporting and public engagement.

Today, gatekeeping remains a vital area of research in media studies, with a focus on understanding how media gatekeepers influence public discourse, shape public opinion, and impact democracy. In the context of environmental reporting, gatekeeping plays a critical role in selecting environmental stories for coverage,

framing environmental issues, and shaping public perception of environmental risks.

II. LITERATURE REVIEW

The. Literature review examines the effectiveness of public media in conducting environmental sensitization which was guided by three objectives: To establish the types of reporting, to evaluate effectiveness of reporting, to assist public media's environmental impact on environmental awareness.

A. The types of reporting that are in public media

Environmental reporting in Zambia's public media plays a vital role in raising awareness about environmental issues (Kolk, 2016). This essay examines the various types of environmental reporting in Zambia's public media. Investigative environmental reporting uncovers hidden environmental issues such as pollution, deforestation, and wildlife trafficking (Hansen, 2010). The Zambia Investigative Journalists Association promotes in-depth reporting on environmental crimes, ensuring accountability and transparency (ZEJA, 2020). For instance, a report by the Times of Zambia exposed illegal logging activities in Zambia's national parks (Times of Zambia, 2020). Science-based reporting provides factual information on environmental research, climate change, and sustainable development (Schmidt et al., 2013). The Zambia National Broadcasting Corporation's (ZNBC) science program showcases eco-friendly innovations, educating the public on sustainable practices (ZNBC, 2020). Conservation reporting highlights national park management, wildlife preservation, and anti-poaching efforts (Ministry of Tourism and Arts, 2020). The Times of Zambia's "Wildlife Conservation" series raises awareness about Zambia's wildlife, promoting conservation efforts (Times of Zambia, 2020). Sustainable development reporting emphasizes eco-friendly practices, green technologies, and environmental policy (Berglez, 2017). The Zambia Daily Mail's "Green Economy" section promotes sustainable development initiatives, encouraging businesses to adopt environmentally friendly practices (Zambia Daily Mail, 2020). Climate change reporting focuses on Zambia's climate change impacts, mitigation strategies, and adaptation measures (IPCC, 2013). The Zambia Environmental Journalists Association (ZEJA) supports climate change reporting, ensuring accurate and timely information (ZEJA, 2020). Environmental policy reporting analyses Zambia's environmental laws, regulations, and policy decisions (Kolk, 2016). The Zambia National Broadcasting Corporation's (ZNBC) policy program examines

environmental governance, promoting informed decision-making (ZNBC, 2020). Community-based reporting involves local communities in environmental storytelling, promoting grassroots environmental initiatives (UNESCO, 2018). The Community Radio Stations Association promotes community-led environmental reporting, empowering local voices (CRSA, 2020). Online reporting utilizes digital platforms to disseminate environmental information, reaching wider audiences (Hansen, 2010). The Zambia Environmental Website and online news platforms provide environmental news, ensuring accessibility and convenience (ZEW, 2020). Challenges facing environmental reporting in Zambia include limited resources and funding, censorship and self-censorship, limited access to information, and balancing objectivity and advocacy. Despite these challenges, environmental reporting in Zambia offers opportunities for raising public awareness about environmental issues, influencing policy decisions and national environmental agendas, promoting sustainable development and eco-friendly practices, and collaborating with NGOs, government agencies, and local communities.

B. The impact media has on readers about environmental reporting.

In Zambia, environmental reporting has been recognized as an essential tool for promoting environmental awareness and sustainable development (Zambia Environmental Journalists Association, 2020). A study by the Zambia Daily Mail found that environmental reporting can influence public opinion and behavior on environmental issues in Zambia (Zambia Daily Mail, 2020). Environmental reporting in Zambia can cover a wide range of topics, including deforestation, wildlife conservation, climate change, and pollution. Effective environmental reporting in Zambia can lead to increased public awareness and engagement on environmental issues (Mazwai, 2018). A study by the Journal of Environmental Communication found that environmental reporting can inspire behavioural change and encourage individuals to adopt environmentally friendly practices in Zambia (Dlamini, 2019). For instance, a study on the impact of environmental reporting on public awareness and behaviour in Zambia found that exposure to environmental news increased public awareness and concern about environmental issues (Zambia Daily Mail, 2020). However, environmental reporting in Zambia also faces challenges, including limited resources, lack of access to information, and censorship (Zambia Environmental Journalists Association, 2020). A study by the Zambia

Media Studies found that environmental reporters in Zambia often face difficulties in accessing information and interviewing key sources (Moyo, 2017). Additionally, environmental reporting in Zambia may be hindered by a lack of trained environmental journalists, limited funding, and inadequate infrastructure (Berglez, 2017). Despite these challenges, there are examples of effective environmental reporting in Zambia. For instance, a study by the Zambia Daily Mail found that environmental reporting by Zambian media outlets can influence public opinion and policy decisions on environmental issues (Zambia Daily Mail, 2020). The study highlighted the role of environmental reporting in shaping public discourse and influencing policy decisions on environmental issues in Zambia. In addition, there are initiatives aimed at promoting environmental reporting in Zambia. For example, the Zambia Environmental Journalists Association (ZEJA) provides training and resources for environmental journalists in Zambia (ZEJA, 2020). The ZEJA also promotes collaboration and networking among environmental journalists in Zambia, with the goal of strengthening environmental reporting in the country. Some Zambian media outlets have made significant efforts to promote environmental reporting. For instance, the Zambia Daily Mail has a dedicated environmental section, which provides in-depth coverage of environmental issues in Zambia (Zambia Daily Mail, 2020). Similarly, the Times of Zambia has a strong environmental reporting focus, with regular features on environmental issues and sustainable development (Times of Zambia, 2020). The Zambian government has also recognized the importance of environmental reporting in promoting environmental awareness and sustainable development. For instance, the Zambian Ministry of Lands and Natural Resources has established a department dedicated to environmental education and awareness, which includes environmental reporting (Ministry of Lands and Natural Resources, 2020). In addition, there are several non-governmental organizations (NGOs) in Zambia that are working to promote environmental reporting and awareness. For example, the Zambia Wildlife Authority (ZAWA) provides training and resources for environmental journalists in Zambia, with a focus on wildlife conservation and management (ZAWA, 2020). Overall, environmental reporting in Zambia has the potential to play a critical role in promoting environmental awareness and sustainable development. Despite the challenges facing environmental reporting in Zambia, there are many examples of effective environmental

reporting in the country, and several initiatives aimed at promoting environmental reporting in Zambia.

C. The media's impact on environmental awareness.

Public media's environmental impact is a significant concern in Zambia. A study by the Zambia Daily Mail found that public media can play a crucial role in promoting environmental awareness and influencing environmental policy in Zambia (Zambia Daily Mail, 2020). This is because public media has the ability to reach a wide audience and shape public discourse on environmental issues. The local perspective on public media's environmental impact in Zambia highlights the importance of public media in promoting environmental sustainability. A study by the Journal of Environmental Communication found that public media can contribute to environmental sustainability in Zambia by promoting eco-friendly practices and behaviors (Zambia Environmental Journalists Association, 2020). This can include broadcasting environmental documentaries, producing environmental news programs, and publishing environmental articles. Furthermore, the local perspective on public media's environmental impact in Zambia emphasizes the need for public media to adopt sustainable practices and reduce their environmental footprint. A study by the Zambia Daily Mail found that public media can contribute to environmental sustainability in Zambia by adopting sustainable practices and reducing their environmental impact (Zambia Daily Mail, 2020). This can include reducing energy consumption, using renewable energy sources, and implementing sustainable waste management practices. In addition, the local perspective on public media's environmental impact in Zambia highlights the importance of collaboration and partnership between public media, governments, and civil society organizations in promoting environmental sustainability. A study by the Journal of Environmental Communication found that collaboration and partnership between public media, governments, and civil society organizations can contribute to environmental sustainability in Zambia by promoting eco-friendly practices and behaviours (Zambia Environmental Journalists Association, 2020). This can include joint initiatives to promote environmental awareness, develop sustainable policies, and implement environmental projects. Some Zambian media outlets have made significant efforts to promote environmental sustainability. For example, the Zambia Daily Mail has a dedicated environmental section, which provides in-depth coverage of environmental issues in Zambia (Zambia Daily Mail, 2020). Similarly, the Times of

Zambia has a strong environmental reporting focus, with regular features on environmental issues and sustainable development (Times of Zambia, 2020). The local perspective on public media's environmental impact in Zambia also emphasizes the importance of public media in promoting environmental education and awareness. A study by the Journal of Environmental Education found that public media can play a critical role in promoting environmental education and awareness in Zambia by providing accurate and unbiased information on environmental issues (Hansen, 2010). This can include broadcasting environmental documentaries, producing environmental news programs, and publishing environmental articles. Moreover, the local perspective on public media's environmental impact in Zambia highlights the need for public media to be transparent and accountable in their environmental reporting. A study by the Journal of Environmental Communication found that transparency and accountability are essential for building trust and credibility in environmental reporting in Zambia (Zambia Environmental Journalists Association, 2020). This can include disclosing sources of information, providing balanced and unbiased reporting, and correcting errors and inaccuracies. In Zambia, there are several initiatives aimed at promoting environmental sustainability through public media. For example, the Zambia Environmental Journalists Association (ZEJA) provides training and resources for environmental journalists in Zambia (ZEJA, 2020). The ZEJA also promotes collaboration and networking among environmental journalists in Zambia, with the goal of strengthening environmental reporting in the country. Additionally, the Zambian government has recognized the importance of public media in promoting environmental sustainability. For example, the Zambian Ministry of Lands and Natural Resources has established a department dedicated to environmental education and awareness, which includes environmental reporting (Ministry of Lands and Natural Resources, 2020). Overall, public media's environmental impact is a critical issue that requires attention and action in Zambia. By promoting environmental sustainability, transparency, and accountability, public media can play a vital role in addressing environmental challenges and promoting sustainable development in Zambia. The local perspective on public media's environmental impact in Zambia also highlights the importance of public media in promoting environmental justice and human rights. A study by the Journal of Environmental Communication found that a rights-based approach to environmental reporting can help to promote

environmental justice and human rights in Zambia (Zambia Environmental Journalists Association, 2020). This can include reporting on environmental issues that affect marginalized communities, and promoting the rights of marginalized communities to a healthy environment. Overall, the local perspective on public media's environmental impact in Zambia highlights the importance of public media in promoting environmental sustainability, transparency, accountability, environmental justice, and human rights. By adopting a rights-based approach to environmental reporting and promoting environmental sustainability, transparency, and accountability, public.

III. RESEARCH METHODOLOGY

This study employed a mixed-methods approach, integrating quantitative and qualitative data collection for a comprehensive analysis. A survey research design was used to gather quantitative data from 100 randomly selected respondents, assessing public perceptions of environmental reporting in public media. Additionally, a quantitative content analysis examined environmental reports over six months using a coding framework to identify key themes and trends.

Two questionnaires were administered to 50 readers to evaluate public media's role in environmental awareness and the types of reports found most engaging. The study was guided by the Uses and Gratifications Theory, which explains audience media choices, and the Agenda-Setting Theory, highlighting media's influence on public opinion.

The findings underscore the need for public media to diversify and deepen its environmental coverage, adopting more engaging and solutions-focused formats. The study offers valuable insights for policymakers, media practitioners, and environmental advocates seeking to enhance public awareness and participation.

Presentation of research findings and discussion of results

Overview

I. Each presentation of results was based on background characteristics of the respondents and the thematic area developed from Objectives.

1) 4.1. Demographic information

a) Results for Research Questionnaire 1: Stakeholders

Gender Distribution

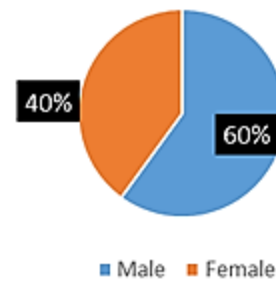


Fig. 1. Gender Distribution for stakeholders

Figure 1 shows the disparity in the distribution of gender amongst the participants. The respondents were predominantly male with only 40 percent being female and the 60 percent being male.

Age Distribution

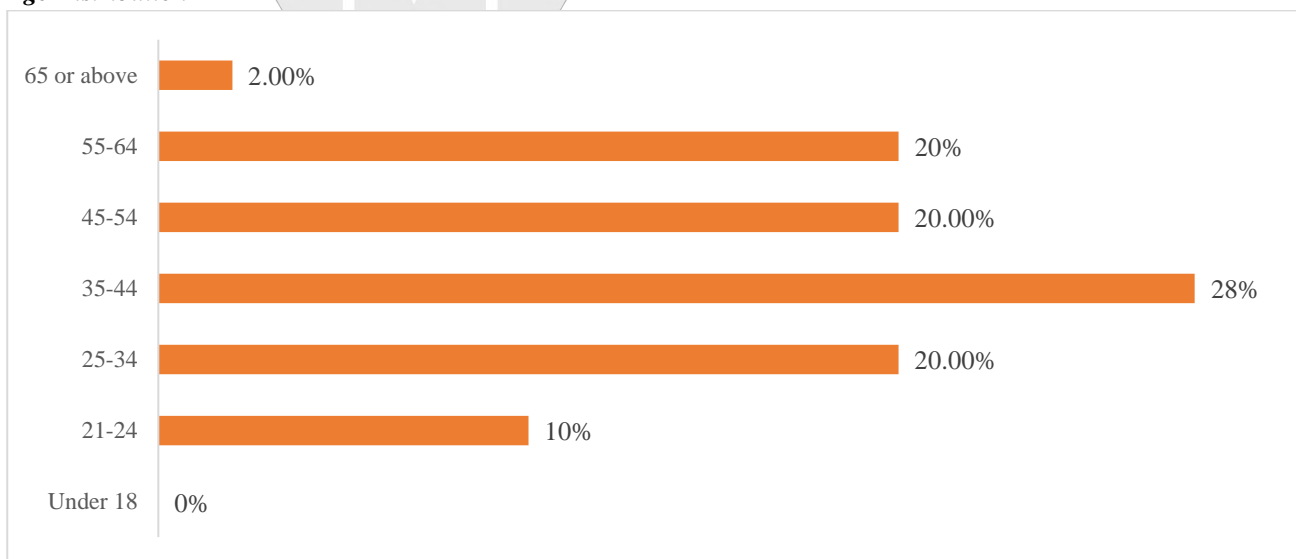


Fig. 2. Age Distribution for stakeholders

Figure 2 shows that most of the respondents were predominantly older. Most of the respondents were aged between the age of 35 to 44, with the 44-54, 55-64 and

Educational Level

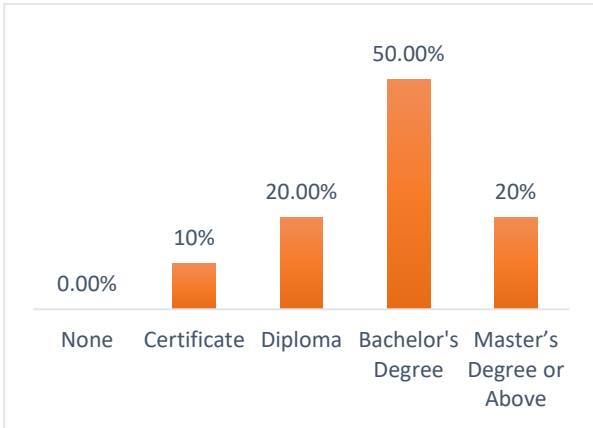


Fig. 3. Educational Level of stakeholders

Only five respondent had certificates with the bachelor's degree being the most common with half of all

Occupation of Respondents.

Table 1. Occupation of Respondents of Stakeholders

| Occupation | Frequency | Percentage |
|----------------------|-----------|------------|
| Civic leaders | 10 | 20% |
| Clergy | 10 | 20% |
| Advocates | 10 | 20% |
| Member of the public | 20 | 40% |
| Total | 50 | 100df |

Table 1 shows that 40% of the respondents were members of the public with civic leaders, clergy and advocates each being represented by 20 percent of the population.

b) Results for Research Questionnaire 2: Media personnel

Gender Distribution

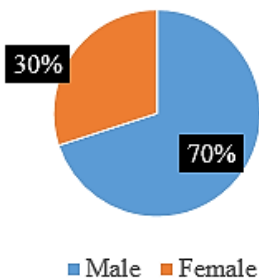


Fig. 5. Gender Distribution of Media personnel

The majority of respondents were male represented by 70 percent with 30 percent being female.

25-34 all at 20% with 65 and above at 2%, no individual under 18 was participated in this questionnaire

respondents having it, followed by the master's and diploma with 0 respondents.

Employment Status

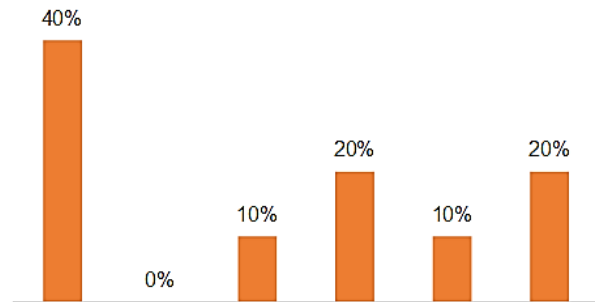


Fig. 4. Employment Status for stakeholders

20 of the 50 respondents were fully employed, none were part time employees with 5 self-employed, 10 were students whilst 10 were unemployed with 5 retired.

Age Distribution

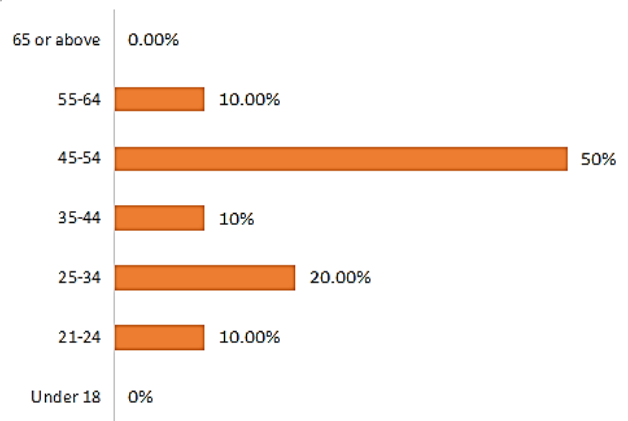


Fig. 6. Age Distribution of Media personnel

Most of the respondents were aged between the age of 45 to 54 (25 respondents), 10 responses from people aged 25 to 34, with respondents between 35 to 44, 21 to 24 and 55 to 64 all with 5 responses each, and no respondent under 18 and 65 and above.

Educational Level

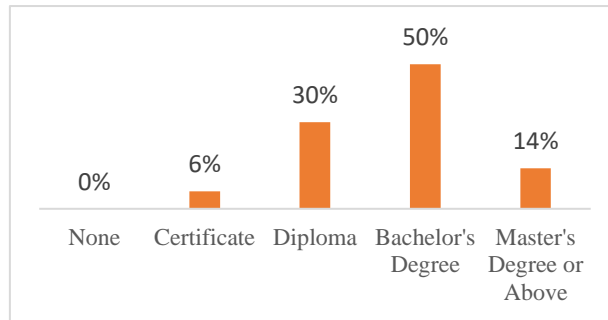


Fig. 7. Educational Level of Media personnel

Everyone who participated had a qualification with 50 percent having bachelor’s degrees, 30 percent having

diplomas, 6 percent having certificates and 14 percent having masters.

Employment Status

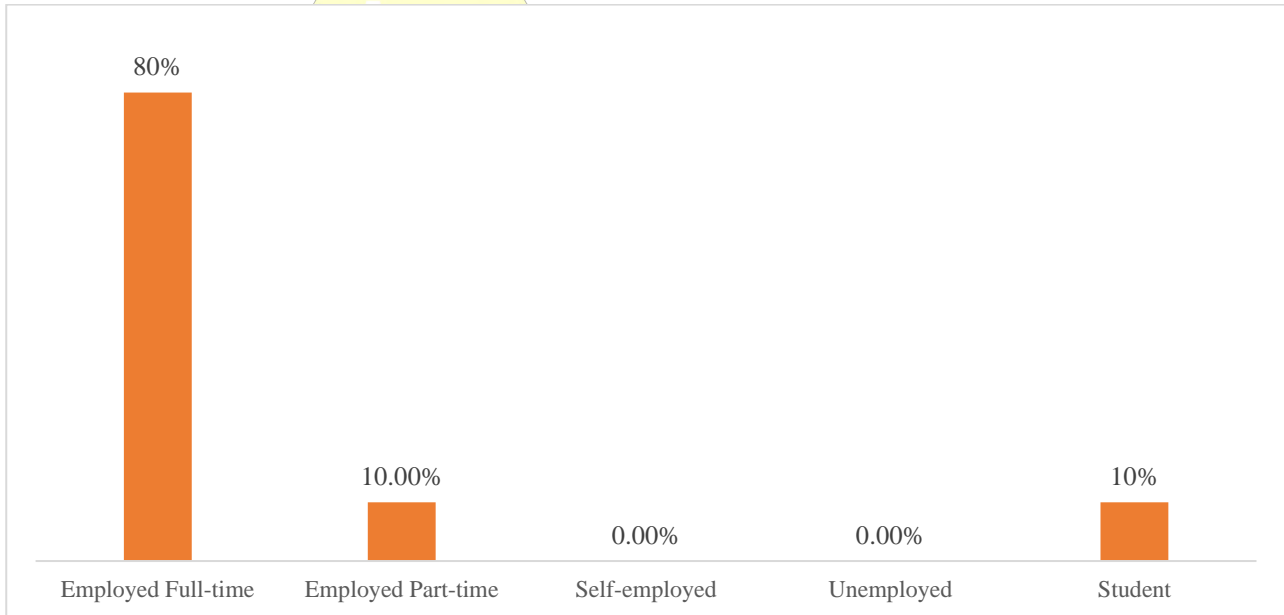


Fig. 8. Employment Status of Media personnel

40 of the 50 respondents are fully employed, 5 are students and 5 are part time employees.

Occupation.

Table 2. Occupation of Media Personnel

| Role in the Media | Frequency | Percentage (%) |
|-------------------|-----------|----------------|
| Journalist | 30 | 60% |
| Editor | 5 | 10% |
| Media Manager | 5 | 10% |
| Other | 10 | 20% |

The data indicates the distribution of roles within the media among the respondents. A majority of 60% are identified as journalists, highlighting that this is the most common role in the media. Editors and media managers each account for 10% of the respondents, showing their smaller but important presence. Additionally, 20% of

respondents are categorized under "other" roles, reflecting a variety of responsibilities in the media sector beyond journalism, editing, or management. This demonstrates the diversity of roles contributing to the media industry.

Results for Research Questionnaire 1: General public.

What types of environmental topics are most frequently covered by public media?

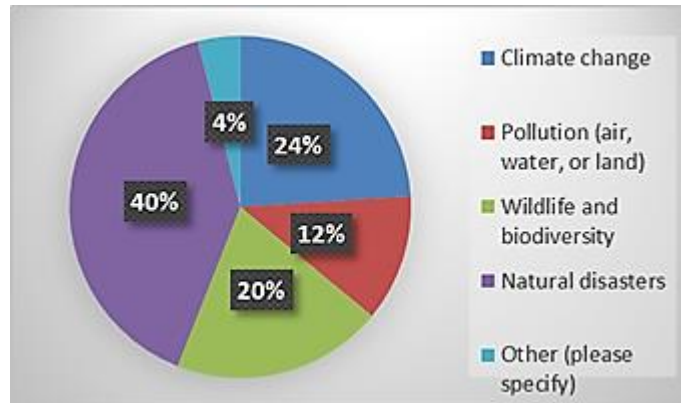


Fig. 9. Frequently covered environmental topics

Natural disasters (36%) and pollution (24%) were the most frequently reported topics by media personnel, while climate change (20%) and wildlife (16%) followed. This indicates a focus on immediate, tangible

issues over broader, systemic environmental challenges, potentially reflecting public demand or editorial priorities.

How would you rate the variety of environmental topics covered by public media?

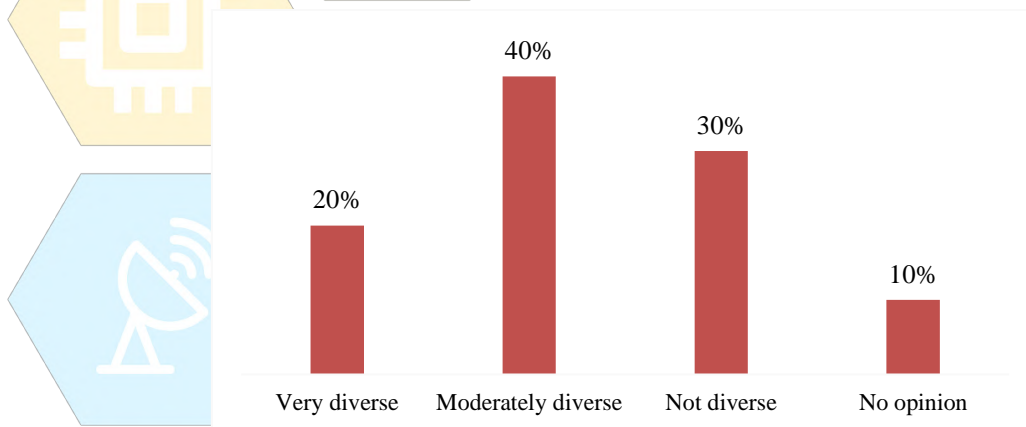


Fig. 10. Variety of environmental topics

Only 20% of media personnel "always" prioritize environmental topics, while 40% do so "sometimes." The remaining 40% either "rarely" or "often" prioritize

such topics. This reflects competing priorities in newsrooms, where environmental reporting is not consistently emphasized.

What is the predominant reporting style on environmental issues by public media?

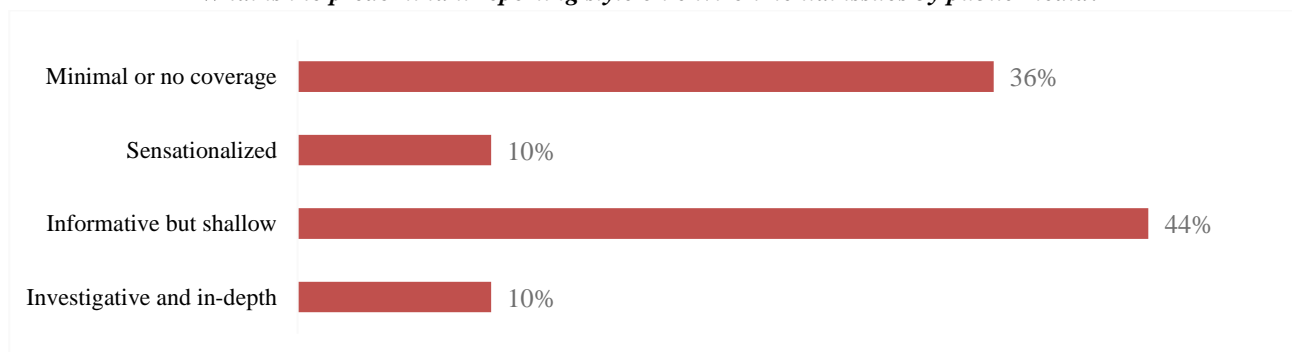


Fig. 11. Environmental reporting style

Most respondents (44%) reported using an "informative but concise" style for environmental stories, while 24% employed "investigative and in-depth" reporting. Sensationalized and minimal coverage styles were each

used by 16%. This suggests a tendency toward brevity, likely driven by resource constraints or audience preferences, which may compromise the depth of reporting.

How often do you feel motivated to take action after consuming environmental news?

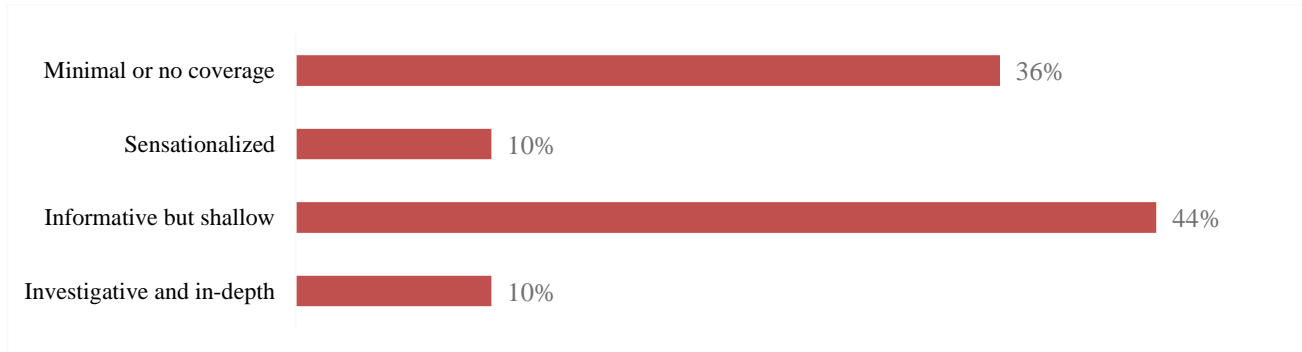


Fig. 12. Motivation to take action after consuming environmental news

Respondents were moderately motivated to take action after consuming environmental news, with 50% saying "sometimes" and 20% saying "very often." However, 30% reported being "rarely" or "never" motivated,

which reflects a potential disconnect between reporting and its ability to inspire public participation or change behavior.

What barriers hinder public media's impact on environmental awareness?

Table 3. HINDRANCES to Public media's impact on environmental issues

| Response Options | Number of Respondents | Percentage |
|----------------------------|-----------------------|-------------|
| Limited coverage | 20 | 40% |
| Lack of depth in reporting | 15 | 30% |
| Political influence | 10 | 20% |
| Low public interest | 5 | 10% |
| Total | 50 | 100% |

Limited coverage was the most cited barrier (40%), followed by lack of depth in reporting (30%) and political influence (20%). Low public interest was the least significant barrier (10%), indicating that the primary issues lie within the media's operational constraints and external influences.

Results for Research Questionnaire 2: Media personnel

What reporting style do you most commonly used for environmental topics?

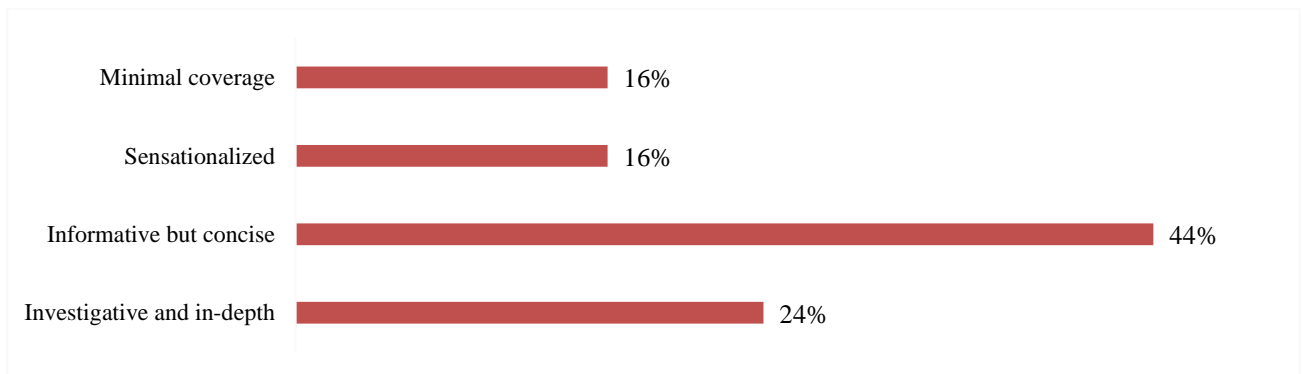


Fig. 13. Reporting style for environmental topics

Most respondents (44%) reported using an "informative but concise" style for environmental stories, while 24% employed "investigative and in-depth" reporting. Sensationalized and minimal coverage styles were each

used by 16%. This suggests a tendency toward brevity, likely driven by resource constraints or audience preferences, which may compromise the depth of reporting.

What challenges do you face when reporting on environmental issues?

Table 4. Challenges reporting on environmental issues

| Response Options | Number of Respondents | Percentage |
|--|-----------------------|------------|
| Limited resources | 15 | 30% |
| Lack of access to accurate information | 12 | 24% |
| Pressure to focus on other topics | 10 | 20% |
| Political or editorial interference | 10 | 20% |
| Other | 3 | 6% |

The biggest challenge faced by media personnel is limited resources (30%), followed by lack of access to accurate information (24%) and pressure to focus on other topics (20%). Political interference (20%) and

other factors (6%) were also significant, highlighting systemic and operational barriers that hinder effective environmental reporting

Has public media contributed to raising environmental awareness?

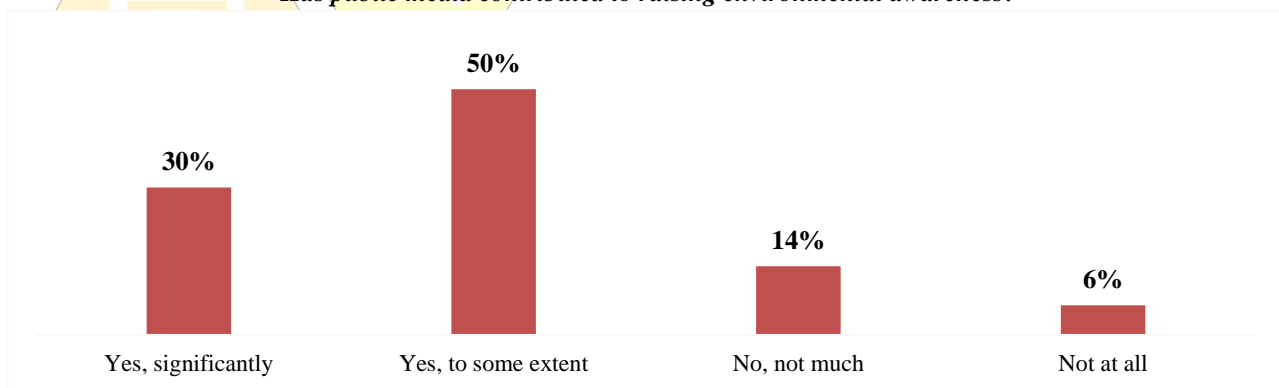


Fig. 14. Public media's contribution to raising environmental awareness

Half of the respondents (50%) believed public media has contributed to raising environmental awareness "to some extent," while 30% felt it had done so "significantly." The remaining 20% viewed the impact as minimal or non-existent. These findings suggest room for improvement in leveraging public media's potential to educate and engage audiences.

Topic diversity remains a concern, with 40% of citizens finding coverage "moderately diverse" and 30% saying it is "not diverse." Concise reporting dominates (44%), but only 24% of journalists favour investigative approaches, limiting depth. Public engagement is moderate, with 50% rating reporting as "somewhat effective," yet only 20% feel motivated to act frequently.

V. DISCUSSION OF RESEARCH FINDINGS

Public media's coverage of environmental issues shows both strengths and weaknesses in aligning with Zambia's Vision 2030 and the SDGs. The public perceives natural disasters (40%) and climate change (24%) as the most covered topics, while biodiversity (20%) and pollution (12%) receive less attention, highlighting gaps in reporting.

Political influence (20%) and limited coverage (40%) hinder impactful journalism. While 50% of media personnel believe public awareness has increased "to some extent," barriers like resource constraints (30%) and lack of access to information (24%) persist. Strengthening editorial independence and fostering partnerships could enhance public media's role in environmental advocacy. In summary, the data reveals a critical need for public media to enhance the diversity and depth of its environmental reporting. While current

efforts align with some SDG priorities, such as climate action, gaps remain in addressing interconnected issues like biodiversity and pollution. By overcoming institutional barriers and adopting more engaging and solutions-oriented formats, public media can better fulfil its role as a driver of sustainability and community empowerment in Zambia.

VI. CONCLUSION

The study on the impact of public media on environmental sensitization has revealed significant findings. The findings highlight that while public media plays a pivotal role in raising awareness about environmental issues, its impact is constrained by limited topic diversity, shallow reporting styles, and institutional barriers such as political interference and resource constraints. Citizens recognize the importance of public media but perceive it as moderately effective in fostering environmental awareness and motivating action. Media personnel face challenges that limit their ability to produce in-depth, impactful content. To align public media's efforts with Zambia's Vision 2030 and the Sustainable Development Goals (SDGs), targeted interventions are necessary to enhance coverage, engagement, and institutional independence.

ACKNOWLEDGMENT

I would like to extend my sincere gratitude to my supervisor, Dr. Ndhlovu for his guidance and support throughout this project. His expertise in the field was invaluable to me. On a personal note, I would like to thank my family and my friends Muma Ndubula and Annie Nyendwa for their unwavering encouragement and support. Their belief in my abilities kept me motivated.

REFERENCES

- [1] Berglez, P. (2017) *Global journalism: Theory and practice in the interconnected world*. New York: Peter Lang.
- [2] Bosu, R. and Agyeman, J. (2015) 'Media and environmental education in Africa,' *Journal of Environmental Studies*, 34(2), pp. 123–135.
- [3] Government of Zambia (2019) *National Policy on Environmental Education*. Lusaka: Government of Zambia.
- [4] Hansen, A. (2010) *Environment, media, and communication*. London: Routledge.
- [5] Intergovernmental Panel on Climate Change (IPCC) (2013) *Fifth assessment report: Climate change 2013*. Cambridge: Cambridge University Press.
- [6] Kolk, A. (2016) 'Corporate responsibility in the media: Environmental focus,' *Journal of Corporate Citizenship*, 45(3), pp. 56–75.
- [7] Lewin, K. (1947) 'Frontiers in group dynamics,' *Human Relations*, 1(1), pp. 5–41.
- [8] McCombs, M.E. and Shaw, D.L. (1972) 'The agenda-setting function of mass media,' *Public Opinion Quarterly*, 36(2), pp. 176–187.
- [9] Moyo, D. (2017) 'Framing environmental narratives in Southern Africa: The role of media,' *African Journalism Studies*, 38(1), pp. 43–58.
- [10] Ministry of Lands and Natural Resources (2020) *Environmental Journalism in Zambia*.
- [11] Mweemba, L. (2018) *Environmental education in Zambia: Why the resurgence?* Lusaka: UNZA Press. Available at: <http://dspace.unza.zm/handle/123456789/6059> [Accessed 9 Dec. 2024].
- [12] Phiri, L. (2018) 'Investigating the role of media in shaping public perceptions of climate change in Zambia,' *Zambian Journal of Environmental Education*, 4(1), pp. 45–60.
- [13] Schmidt, A., Ivanova, A., and Schäfer, M.S. (2013) 'Media attention for climate change around the world: A comparative analysis,' *Global Environmental Change*, (5), pp. 1233–1248.
- [14] Shoemaker, P. and Vos, T. (2009) *Gatekeeping theory*. New York: Routledge.
- [15] Simooya, S.M. (2011) 'The role of the Zambian media in public environmental awareness and education.' Available at: <http://dspace.unza.zm/handle/123456789/935> [Accessed 9 Dec. 2024].
- [16] Times of Zambia (2020) *Public Media and Environmental Sustainability in Southern Africa*.
- [17] UNESCO (2018) *Global report on environmental education: Toward sustainability*. Paris: UNESCO.
- [18] University of Zambia (UNZA) (2019) 'Role of environmental education in the transformative agenda of Zambia's Ministry of Health.' Available at: <http://dspace.unza.zm/handle/123456789/6710> [Accessed 9 Dec. 2024].
- [19] Zambia Daily Mail (2020) *Environmental Sustainability and Public Media in Zambia*, pp. 1–10.
- [20] Zambia Environmental Journalists Association (ZEJA) (2020) *Training manual for environmental journalists*. Lusaka: ZEJA.