

**KOFORIDUA TECHNICAL UNIVERSITY**  
**FACULTY OF BUILT AND NATURAL ENVIRONMENT**  
**DEPARTMENT OF ENVIRONMENTAL MANAGEMENT AND TECHNOLOGY**



**ASSESSING THE ROLE OF THE MEDIA IN PROMOTING ENVIRONMENTAL  
SUSTAINABILITY CAMPAIGNS IN THE NEW JUABENG MUNICIPALITY**

**BY**

**PETER KWABLA SEDENKOR**  
**(B403210107)**

**OCTOBER, 2023.**

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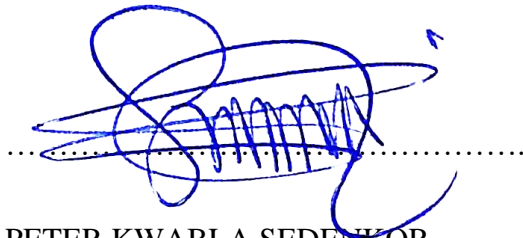
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**A PROJECT REPORT PRESENTED TO THE DEPARTMENT OF  
ENVIRONMENTAL MANAGEMENT AND TECHNOLOGY, KOFORIDUA  
TECHNICAL UNIVERSITY, IN PARTIAL FULFILMENT OF THE  
REQUIREMENT FOR THE AWARD OF BACHELOR OF TECHNOLOGY IN  
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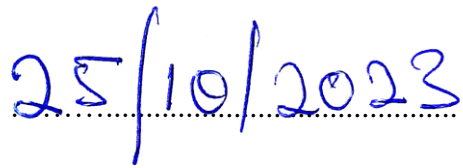
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## STUDENT'S DECLARATION

I hereby declare that this work is the result of my own original research and that no part of it has been presented for another certificate in this institution or elsewhere.



PETER KWABLA SEDENKOR

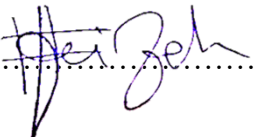


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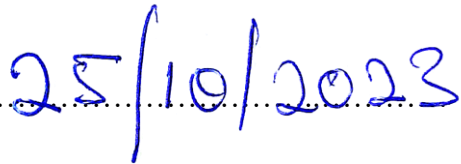
## SUPERVISOR'S CERTIFICATION

I hereby certify that this project work was supervised in accordance with the University's guidelines for supervision of project work.

.....  


FEIZEL AYITEY ARYEE

(SUPERVISOR)

.....  


DATE

## **ACKNOWLEDGEMENTS**

I thank the Almighty God for granting me His grace and mercy throughout my course of study and for achieving this milestone in academia. Secondly, I would like to express my deep and sincere gratitude to my research supervisor, **ING. BENJAMIN GHANSAH**, who is a senior lecturer at the Faculty of Built and Natural Environment at the department of Environmental Management and Technology, Koforidua Technical University, for his invaluable scholarly guidance, contributions and critical revision of this study to ensure that it meets the University's guidelines for supervision of project work. It was a great experience, honor and privilege to work and study under his guidance, for which I am extremely grateful. Again, I thank all the lecturers at the EMT Department for all the roles they have played in shaping me throughout my course of study to come out with this work. Last but not least, appreciation goes to family, friends, mates, colleagues at work and loved ones who contributed in diverse ways to help me bring this studies to a successful end.

**“GOD RICHLY BLESS YOU ALL”**

## **DEDICATION**

I dedicate this work to my late father, Mr. Emmanuel Kofi Mensah Sedenkor for his love, support, encouragement and care, though he did not live to see this day. God richly bless you wherever you are. Special dedications also go to AEMT Hannah Genego (National Ambulance Service) for her support and selfless commitment to ensuring that I always attended lectures regardless of the inconveniences she had to suffer at the work place. I am truly grateful.

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## **ABSTRACT**

Environmental awareness is a strategic communication process aimed at spreading knowledge about the environment, human development's impact on it, and sustainable development. With 3000 satellites and 2600 global media channels, the media reaches nearly 1.5 billion people globally. A comprehensive analysis of the role of media in promoting environmental awareness in the New Juaben South Municipality based on statistical data. The research involved data from 46 media professionals and 107 community members, meticulously analyzed using SPSS 27. The findings reveal a strong commitment to environmental sustainability campaigns, with a unanimous 100% of respondents actively engaged. Media coverage is perceived as moderately substantial, with 76.1% indicating moderate coverage and 23.9% observing limited coverage. The primary roles attributed to the media in promoting environmental sustainability are educating the public (43.5%), raising awareness (50%), and inspiring behavior change (6.5%). Challenges encountered include measuring impact (15.2%), low public interest (58.7%), and limited resources (26.1%). Collaboration with stakeholders, including government and NGOs, is prevalent at 100%, with varying impacts on sustainability. Media's influence on public opinion is notably high, with 60.7% considering it highly influential. Radio (57%) emerges as the preferred platform for environmental sustainability information, followed by television (33.6%). The current level of collaboration between community members and the media is viewed positively. These statistical insights emphasize the media's indispensable role in driving awareness and action for environmental sustainability within the New Juaben South Municipality, emphasizing the significance of continued collaboration between media organizations and the community to further advance sustainability efforts.

# CHAPTER ONE

## INTRODUCTION

### 1.0 Background of the Study

If the environment is not protected, it will not be possible for life to exist on Earth in the long run (Godam *et al.*, 2019). Because of this, environmental issues have become so important and sensitive around the world. Everyone needs to know how people help or hurt the environment (Godam *et al.*, 2019). Ramankutty & Foley (1999) admits that the most interesting and significant learning occur informally, and incidentally, in people's everyday lives. The media possesses the power to promote lifelong, life wide and life sustaining learning among the citizenry (Flamant *et al.*, 2018). It gives citizens the ability to solve issues such as unemployment and poverty. Around 300 local radio stations, 30 television stations, newspapers, tabloids, and social media tools in Ghana (National Media Commission, 2018) might serve as effective communication tools to educate and empower citizens to impact change in communities for better quality of life.

Environmental awareness is a strategic communication process that aims to spread knowledge about the environment, keep people informed about how human development affects the environment, and teach them about sustainable development (Lusagalika, 2020). With the help of about 3000 satellites, over 2600 global media channels reach nearly 1.5 billion people all over the world (Godam *et al.*, 2019). One could say that most people in the world learn about environmental issues outside of their immediate area through the global media. Sustainability of the environment is a very important issue that affects everyone (Saleh, 2019). Because of this, it is important to raise people's awareness and get them to take steps to protect the environment. One way to do this is with the help of the media. In this article, we'll look at the role of the media in the New Juabeng South Municipality's efforts to protect the environment.

The media are a very important part of campaigns to protect the environment. It can reach a large number of people and bring attention to environmental problems(Biney, 2019). Environmental campaigns can reach a large number of people through TV, radio, newspapers, and social media, among other media outlets. The media can also tell people about environmental laws and policies, which can encourage them to take action to protect the environment in the Municipality.

In the New Juabeng South Municipality, campaigns to protect the environment can help through the media. Campaigns about how to deal with trash, plant trees, and save water have been spread to the public through radio and TV, among other ways. People are doing more to protect the environment because of these campaigns, which is a good thing for the community as a whole. Campaigns to protect the environment must work with the media in order to be successful(Biney, 2019). When environmental groups and the media work together, they can make effective campaigns that reach a wide audience. People can also use the media as a place to talk about their experiences and ideas about environmental issues. This can lead to more people caring about and taking steps to protect the environment. In the New Juabeng South When environmental groups and the media work together, they can make effective campaigns that reach a wide audience. The media should also highlight the efforts of individuals and organizations that are taking steps towards environmental sustainability. This will encourage others to follow suit and take action towards protecting the environment.

Collaboration between environmental organizations and the media is crucial for the success of environmental sustainability campaigns. Environmental organizations can provide accurate information and expertise on environmental issues, while the media can help spread the message to a broader audience. By working together, they can create effective campaigns that raise awareness about environmental issues and encourage people to take action towards protecting the environment. The media plays a significant role in promoting environmental

sustainability campaigns and raising awareness about the importance of protecting the environment (Godam *et al.*, 2019). The media has a responsibility to report on environmental issues accurately and objectively and highlight the efforts of individuals and organizations that are taking steps towards environmental sustainability. By working together, they can create effective campaigns that raise awareness about environmental issues and encourage people to take action towards protecting the environment.

## **1.2 Problem statement**

There are a lot of media outlets in New Juabeng South Municipality, and they have made a lot of campaigns and projects to deal with environmental problems (Bawuah, 2013). However, New Juabeng South Municipality is thought to be very polluted and other environmental problems are also emerging (Bawuah, 2013). So, this assesses the role of the media in promoting Environmental Sustainability campaigns in the New Juabeng South Municipality. Environmental sustainability is a crucial issue that affects everyone on the planet (Godam *et al.*, 2019).

It is the responsibility of every individual and organization to take steps towards preserving the environment for future generations. The media plays a significant role in promoting environmental sustainability campaigns and raising awareness about the importance of protecting the environment (Saleh, 2019). People in general can learn about nature-related problems that hurt the future of humanity through the media. Research has shown that few media outlets care about issues that have to do with the environment (Biney, 2019 & Lusagalika, 2020). Instead, they care more about issues that have to do with politics. Hence, a need to assess their role in environmental sustainability in the Municipality.

The media has a powerful influence on society, and it can be used to promote positive change. Environmental sustainability campaigns require a broad audience to be successful, and the media provides a platform to reach a large number of people. Through various forms of media such as television, radio, social media, and print, environmental sustainability campaigns can reach a vast audience and create awareness about the importance of protecting the environment.

The media has a responsibility to report on environmental issues accurately and objectively. Most of the time, ecological issues only make the news when something bad has happened in nature. Various common society groups have taken part in activities to protect the environment. But the people who made the plans and most people in the world don't know about these groups' efforts because the media doesn't talk about them or acknowledge them.

People need to understand what nature protection is all about so that they can take an active role in making sure their environment is safe, secure, and protected. The people who made the plan should all know about the great things that have come out of environmental awareness activities. This will help them control things that hurt the environment by making eco-friendly plans. The war against the destruction of nature can be won if the full force of the media is used to support it. It is essential to provide accurate information to the public to help them make informed decisions about their actions.

### **1.3 Main Research Aim**

This study assesses the role of the media in promoting environmental sustainability campaigns in the New Juabeng South Municipality.

#### **1.3.1 Specific objectives**

- I. To analyze the role of the media in the creation of awareness concerning environmental issues;

- II. To assess the impact of the Media on Environmental Sustainability Campaigns in New Juabeng South Municipality;
- III. To assess the level of collaboration between the media and communities in environmental sustainability campaigns.

#### **1.4 Significance of the study**

When one considers the role of the media in affecting public knowledge of global climate change and accompanying actions, three important institutions come to mind, i.e., radio, television, and newspapers. Historically, radio, television, and newspapers have played an essential role in raising public awareness about climate change and environmental protection at a quicker pace than personal encounters (Boykoff & Boykoff, 2007). Moreover, the development and dissemination of written goods such as books, periodicals, and brochures have aided in the transmission of fresh and current knowledge, whilst radio and television are vital tools for fast information.

#### **1.5 Limitations of the Study**

The many media formats are critical for raising environmental awareness among the general public. This research, however, is confined to Radios and Social as a way of conveying environmental problems. This is due mostly to financial and scheduling restrictions.

This research will rely heavily on primary data, which was obtained via the use of questionnaires. The drawback of using primary sources of data is largely related to the respondents, since some of them may be prejudiced in their responses to the questions.

#### **1.7 Organization of the Study**

The summary of the research outline and motivation is the chapter one; it gives an in-depth view of the research, as well as the significance of the study and the question it was trying to answer. It went on to describe the study's significance by spelling out the aims and objectives



of the study, as well as the research questions. There are three parts to the second chapter. First, there is a discussion of the research setting, followed by a theoretical literature review, and finally, an empirical assessment of other similar studies and how this study is different from other similar studies. The third chapter looks at the methodology of the study, including the research population and sample size. It also looks at the researcher's strategy for choosing participants for the study, as well as the data collection process. Finally, it focuses on the study design as well as the researcher's data analysis approach. The fourth chapter focuses on data analysis. It looks at how the study's findings are interpreted and talked about in comparison to other studies that have done the same thing. In Chapter five, presents a summary of the findings, the study's conclusions, and the study's recommendations.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0 Introduction

The role of media is mainly emphasized on the characters of the society, and this has incredible effect on the mankind. From past, it was widely accepted that media mobilized to support, formed the norms, initiated behavioral change and an impact on the policy for various social issues (Howe *et al.*, 2003). An important role of media is to shape culture, politics, and social life at a larger level in the society. It has been established that the society is influenced by media's activities and media is so authoritative and overwhelming, which delivers people's philosophies and illustrations about their reality (Deshmukh *et al.*, 2015).

Environmental awareness plays a crucial role in protecting our environment by igniting interest in the environment among environmentalists, regulatory bodies, government and non-government organizations, academics, researchers, and students. Environmental protection results from environmental awareness.

#### 2.1 Global perspective

Gore (2006) argues that although environmental challenges have a global scope, they will require concerted local initiatives to be resolved. According to scientific studies, ecosystems are under unprecedented stress, jeopardizing the prospect of sustainable growth. Welford (1998) demonstrates that people utilize more than 67% of the world's surface for primary productivity. Samalisto claims that human activity is causing the earth's resources to be used up faster than they can be replaced. (Christensen *et al.*, 2009) goes on to say that in addition to these problems and their detrimental effects, there is also the greenhouse effect, global warming, and global climate change, which are currently capturing the attention of everyone in the world. Burgess (1990) asserts that over periods of hundreds of years, the accumulation

of greenhouse gases, particularly carbon dioxide, is irreversible. He also emphasizes the fact that environmental problems on a global scale, such as deforestation, climate change, and water pollution, are social ills with a negative effect on the world economy and a variety of expenses. Notwithstanding how challenging these challenges may appear to be, Clark (2007) emphasizes that they also offer opportunities for enterprises, governments, and local communities to innovate for the benefit of local communities, national economies, and the environment as a whole.

The majority of the population in less developed countries depends on natural resources, which also serve as the cornerstone of their economies. These nations have a majority of people that directly depend on the environment for their survival, making them especially susceptible to the consequences of environmental change. Over the past three decades, the environment has gotten worse in many countries around the world. The environment has continued to deteriorate, and poverty has worsened in many nations around the world, despite attempts by governments to try and stop and reverse degradation over the past three decades (Ajeyalemi, 1998). For the next three decades, these problems are anticipated to get worse as the population keeps growing and the environment changes (Osinubi, 2003).

In an effort to halt the growth of these environmental challenges, numerous worldwide conferences on the environment have been convened to examine the necessity of increasing public awareness through media and education as a means of ensuring sustainable development over the long term. Ekaete (2001) notes that centuries of environmental deterioration concerns in western nations and current lifestyles have been foreseen by the global diversion of warning from other cultures, particularly indigenous civilizations.

International organizations must now promote sustainability as crucial to societal and cultural transformation at all levels, including local, regional, and national levels as a result of these

warnings (Rössler, 2006). Concerns about the state of the environment have grown. These days, it is common to talk of the world, the globe, and the global environment, and the media is rife with news and commentary that broadly refers to global environmental change (Ingold, 2000). This growth is encouraging and demonstrates a considerable change in the general public's degree of environmental awareness and concern.

According to Sullivan (2007), media have the power to drastically alter people's lives by raising educational standards, educating the public about health risks and effective ways to prevent them, serving local communities by drawing attention to their needs, and, in times of disaster, providing information and resources to those who have been forced to flee their homes. Thus, the following. According to Mcmillan (1996)), various informational mediums like radio, television, the internet, and newspapers increase public knowledge of climate change and environmental protection more quickly than face-to-face interactions. According to Bawuah (2013), effective media coverage of climate change may educate vulnerable populations about potential effects and how to adapt to them, as well as encourage mitigation efforts that reduce the amount of heat the globe experiences. That the media may be a powerful instrument for bringing attention to environmental issues.

## **2.2 Role of the media on creation of awareness with regards to environmental issues**

During the previous decades, journalists have been writing on environmental issues to serve as a crucial communication channel between field workers, decision-makers, and the general public. Undoubtedly, the media has contributed significantly to raising public awareness of different environmental challenges (Jana, 2016; Sovacool, 2014; Boykoff & Boykoff, 2007).

According to Poornananda (2008), the media has played a significant part in raising public awareness of environmental issues. By media stories, which naturally explain their life, a layperson might experience its surroundings (Boycoff, 2009).

According to Saneh (2018), there are a number of environmental problems connected to altered land use patterns, air pollution, climate change, water availability, and water quality. Through raising environmental awareness, we may prevent these problems and preserve sustainable development. Jharotia (2018) outlined the various media forms, including (1) print media, which disseminated news through newspapers, magazines, and advertisements; (2) broadcast media, which included radio and television; and (3) social media, which provided internet-based reporting.

In the case of offline media, numerous newspapers serve as the main form of communication that influence people of all ages and can have a stronger impact on environmental consciousness as well as environmental preservation (Boycoff, 2009; Kushwaha, 2015; Khan, 2016; Jharotia, 2018; Bawuah, 2013). Newspapers do, however, cover environmental topics that aren't always reported on a daily basis. Every human person has a fundamental right to an environment document since the environment plays a crucial role in everything they need at any given time. It is essential to be environmentally conscious and to conserve the environment, otherwise, life on Earth would not be sustainable (Saneh, 2018). According to Ward (2002), there is a link between environmental reporting and serious environmental problems. For instance, a broad gauge rail line in north Bengal caused the annual deaths of wild animals. As a result, the media must play the function of a "watchdog" and inform the public about these problems. In order to improve the public forum for environmental discussion, environmental journalism should be established as a separate course.

According to Friedman (2004), few mainstream media outlets have the space to cover less serious issues like biodiversity loss or the effects of new synthetic chemicals. Moreover, environmental concerns could be significant, and print media is forced to either underreport environmental issues or over exaggerate their coverage of them.

According to a survey, Meisner (2004) found that the most common portrayals of nature in Canadian media, including newspapers, magazines, and prime-time television programs, could be categorized into four main categories: (i) nature as a victim, (ii) nature as a sick patient, (iii) nature as a problem (threat, annoyance, etc.), and (iv) nature as a resource.

Milless and Larouz (2020) conducted research on how *As-Sabah*, *Al-Akhbar*, and *Al-Massae*, three Moroccan newspapers, covered environmental issues. This project looked towards learning the Eco-linguistics' agenda for classifying and analyzing all environmental news that spanned the period from March to July 2020 examined the frequency of stories that covered environmental issues and the newspaper's professionalism in reporting on man-made environmental infractions. They identified topics related to the environment, including the forest, wildlife, water, air pollution, irrigation, deforestation, and overgrazing. . Their research showed that out of 4922 articles released by 73 different sorts of issues, the total number of environmental articles published by the three newspapers during the SARS-COV-2 period was roughly 92 articles (1.8%). They contend that the print media's function is crucial in influencing how environmental issues are covered in the context of the SARS-COV-2 pandemic in order to protect environmental resources.

Social media generally helps raise awareness of environmental issues, especially among the target audience. This is significant because it has a bigger impact on the development of a sustainable environment (Saneh, 2018). Four well-documented parts of the online media platform include documentaries and amateur movies, blogs, wikis, forums, and educational portals, virtual environments, e-museums, and e-learning modes (Saneh, 2018). This is a web-based platform where users may upload films, photographs, and comments on social networking sites at an amazing internet speed. The concept offered by Ottino in 2003 is that "understanding is intrinsically tied to seeing and representing," among others. It was also known that users may instantly, without cost, and indefinitely access a large selection of

environmental documentaries online. The following are studies of related articles on the relationship between internet media and environmental awareness:

### **2.3 Impact of Media on Environmental Sustainability Campaigns**

The majority of environmental conservation efforts are ineffectual in underdeveloped countries due to specific sociocultural and economic issues. These issues range from desertification and habitat loss to poverty, oil spills, ignorance, illiteracy, and other issues. The Exxon Valdez oil spill in 1989 in Alaska was one of the worst in recorded history. Lusagalika (2020) notes that the socioeconomic activities of man have a significant detrimental impact on the state of the environment. According to Jharotia (2018), communication can help raise awareness, mobilize a community, and encourage positive individual conduct. He makes the point that the media has been effective in bringing attention to environmental issues in Kenya and in raising awareness about them in the developed world. That nation has published a children's newspaper with an environmental focus. Recognizing that everyone will strive for a safe and clean environment, regardless of socioeconomic level, is a crucial first step towards altering the situation. Welford (1998) contend that other behavioral changes are doable and easy when the limits are thought to be not severe and the change is perceived as meaningful. To promote environmental consciousness in a developing country, traditional and modern media must work together. This tactic has been successfully employed in various nations. Due to limited resources and the knowledge that the people they are speaking with are villagers, the majority of whom are illiterate, voluntary organizations in India employ traditional media to garner support and convey the message of conservation. It has been observed that face-to-face communication is more efficient. Local fairs and weekly markets serve as communication hubs, and community authorities and opinion leaders such as school teachers are initially won over (Burgess,1990: 15 and Apuke, 2017).

With a social media campaign, Scholtz *et al.* (2016) investigated the staff members' environmental awareness in an African higher education institution (HEI). An HEI in South Africa was used as a case study for the campaign, which was built using a theoretical model. A centralized website and a few carefully chosen social media platforms served as the campaign's technological backbone. In the case study, the campaign material regarding environmental management was effectively distributed to chosen staff members using various technologies. According to their findings, the campaign had a lot of advantages, especially for raising awareness of environmental issues. For instance, TV networks like TV3 have recently begun covering topics like bad roads, run-down hospitals and clinics, and inadequately resourced schools in rural areas that are thought to be detrimental to the wellness of the poor and vulnerable in society. The #CleanGhana movement and abandoned government projects including hospitals, markets, and schools that may be better utilized if finished have been the subject of other media coverage. Also growing is investigative journalism, which has produced exposés on political power abuse and corruption (see, for example, Anas Aremeyaw Anas and Manasseh Azuri Awuni). One of the most recent cooperative attempts by the media to influence public opinion and policy is Citi FM's #StopGalamsey, which represents the strong rise of the media as the fourth estate.

Communication about the environment according to Richard *et al.* (2010), environmental communicators use comprehension communication planning to assist people in becoming environmentally literate. They contend that communication planning is a tactic that improves the effectiveness of environmental communication. The term "environmental education" refers to concerted initiatives to impart knowledge about how natural environments work, specifically the behavior and ecosystem required to live sustainably. The purpose of communication is to inform, justify, spread awareness about, and report on the objective and operations (Decker, 1989: 2) Also, when the change is straightforward, "susceptible to research, description, and



subsequently prescription," communication can support individual behavior change. According to Laflin, communication techniques must keep in mind that choices made today will have long-term effects because many generations will repeat the same or similar choices in the years to come. As a result of all of these factors, communicators need to consider more carefully which education and communication tactics are appropriate for the development sectors (Ibid). In a survey of the literature on communication and the shaping of attitudes in America, Lusagalika (2020) discovers evidence linking media coverage to public concern for the environment. Also, there is a direct correlation between concern for and awareness of environmental issues. The media or newspapers are where most people learn about environmental issues (like pollution). A person presenting environmental information must be able to evaluate correct and pertinent scientific data and information and transmit it in a credible manner to other individuals, who are typically non-science audiences. Similarly, to assess which human activities are sustainable, the communicator must be knowledgeable about how the environment works and sensitive to it.

Media's contribution to environmental awareness and national development is inevitable. The effect of media coverage of environmental issues is described by - Piekos, & Einsiedel (1990: 8) in terms of its accountability. She argues that it is crucial to develop an issue's prominence in the public's awareness because of the issues that (the media) choose to highlight or downplay. Second, by framing these topics, the media contribute to creating the backdrop for the general public's understanding of these challenges. Thirdly, they contribute significantly to the perceptions that have been formed over time. It is important to characterize the nature of the mass media as a tool for understanding the roles that individuals are playing or may be playing in social circumstances. Urban areas are the focus of Ghana mass media. The only commonly available form of communication that provides direct access to the rural population is radio. According to Hoynes (2005), there should be contact between the sender and the

recipient of a message as well as in the middle of them. According to Biney(2019), the divide between those who know and those who do not know about the world's haves and have-nots is widening. This gap needs to be filled immediately if we're going to convert information into knowledge and provide our people the opportunity to take a fast track to wealth, environmental security, and progress.

In 2017, an Inter-Ministerial Taskforce – the Operation Vanguard, was launched in response to the popular #StopGalamsey campaign by Citi FM – a key media house in Ghana. Other influential media organizations and institutions signed up to the campaign which led to the formation of the Media Coalition Against Galamsey (MCAG). The MCAG stepped-up pressure on stakeholders in the extractive industry to act on eliminating illegal mining. The coalition comprised media outlets (such as the Omni media (Citi FM), New Times Corporation, Graphic Communications Group Limited, Ghana Broadcasting Corporation, Multimedia Group Limited and Media General Limited (TV3)); and public and private institutions (like the National Commission for Civic Education (NCCE), the Ghana Journalists Association, the Private Newspaper Publishers Association, the Ghana Independent Broadcasters Association, and the Ghana Community Radio Network), as well as religious organizations (including the Christian Council of Ghana, the Ghana Baptist Convention and the Ghana Catholic Bishops Conference) (Lusagalika, 2020).

#### **2.4 Importance of Collaborating with the Media for Environmental Sustainability Campaigns**

According to Jharotia (2018), there are a few factors that need to be taken into account in order to assure the media's pedagogic capacity for environmental information. Accuracy, timeliness, and diversity of information are a few of these factors. The national media commission of Ghana must look for ways to employ mass communication institutions and channels to further the development and change of society at various levels. According to Fraser & Estrade (1998),

cited by Bawuah (2013), one of the most important factors in promoting change for development is the planned and systematic use of communication to assist people, groups, and societies in introducing and accepting changes. According to Ajeyalemi (1998), the communication policy emphasizes the numerous communication mediums and their functions in the nation. It also covers the growth of the media (both print and electronic), culture, the arts, cinema, and video, government communications, media laws and regulations, resource mobilization and allocation for communication, and the development of human resources. He claims that the approach supports the growth of local broadcasting. It encourages community-based media to focus 80% of its programming to its immediate neighborhood, while all radio and television stations should devote at least 20% of their programming to rural programming. Yet, some academics contend that the battle for preservation and development has numerous obstacles despite the media's involvement in development communication by raising environmental consciousness.

According to Mcmillan (1996), we require specialized science journalists who are knowledgeable in biodiversity and greenhouse gases. This demonstrates the need for journalists to specialize in environmental reporting by comprehending the concepts and issues for effectively informing the public, otherwise the entire coverage may be corrupted. Environmental issues as they are portrayed in the media, is believed that the media has a significant impact on how society conceptualizes environmental issues and how they participate in environmental dialogue. Understanding environmental issues is complicated because how the audience interprets media content depends on the texts that have been produced and broadcast. According to Ball-Rokeach and DeFeur's (1976) as cited by Boykoff & Boykoff (2007) Dependency Theory, the accessibility of meaning-relevant experiences in daily life determines how influential the media is in the construction of meaning. As the majority of people have no personal experience with global warming, the media is crucial in

spreading information that is understood. Good reports can help the society by accurately informing it and at the same time raising awareness of what's vital the public's perspective and attitude toward nature and environmental concerns, according to Boykof & Boykoff (2007), are influenced by a variety of sources, including popular culture, news programs, scientific reports, movies, political discourse, and education. After all, the most significant and influential sources of knowledge on the environment are found in commercial movies, widely read newspapers and magazines, advertising, radio talk shows, and mainstream news and entertainment programming. Alternative media, however, including blogs, independent journalists, web TV, internet news services, and environmental organizations have also helped spread information about environmental news. For the general people to receive information and knowledge regarding environmental issues, a variety of mass media types are crucial. Decker & Moussa (1989) go on to say that society's values and notions about how citizens should understand environmental issues are significantly influenced by the media. Students can learn about the environment, according to Geok et al. (1998), via reading magazines and newspapers as well as electronic media like radio and television. Muhammad Zurek et al. (2018) point out the significance of the media's contribution to environmental literacy in Malaysia through radio, television, and documentaries. Biney (2019), whose argument demonstrates the necessity to raise awareness of environmental issues through media and seminars in Malaysia, concurs with this. Due to lack of exposure to environmental concerns in the local context, Malaysians' comprehension of environmental issues is currently at a low level (Hoynes, 2005). In this regard, Utusan Malaysia writes on December 23, 2008, that the media has been identified as playing a significant effect in how the general population perceives environmental issues. Also, the media has been seen as offering a two-way communication paradigm with excellent reports that provide individuals with accurate and transparent news in order to help them comprehend environmental issues. As Apuke (2017) found that Malaysians

with higher levels of education are more likely to be sensitive and aware of environmental issues than those with lower levels of education, education is a factor in understanding the environmental issues that are covered by the media in Malaysia. Similar to the previous study, Mukhaji's (2004) research underlines the importance of audiences in various social contexts having a greater understanding of environmental issues.

Campaign seemingly enjoys support from actors across the political landscape in Ghana, has public support and enjoys dispassionate media reportage (Biney, 2019). There are precedents of the media collaborating with other agencies and organizations to deal with environmental problems such as illegal lumbering and illegal mining in Ghana. For instance, to improve the knowledge of media practitioners and other stakeholders in the mining sector, the Natural Resources Governance Institute (NGRI) has sponsored journalists in Ghana to take part in the “Reversing the Resource Curse: Theory and Practice” courses to build the capacity of journalists to more constructively contribute to monitoring, and/or evaluating the mining and petroleum sectors through their reporting. Such collaborations between journalists, nongovernmental organizations (NGOs) and civil society organizations (CSOs) in other contexts have helped to set the agenda for sustainable use of environmental resources (Boycoff, 2009; NCA, 2018).

## **2.5 Summary**

The literature reviews on the study were a major focus of the theoretical reviews on the awareness level that the media space create in terms of environmental issues in Ghana and the whole world. This provided a broad perspective of the literature on the subject while providing justification for carrying out an appropriate analysis in relation to the literature review. The approach and relevant techniques utilized in data collection for the study's goals are outlined in the following chapter.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter focuses on the details of the methods that will be adopted in carrying out this study. It highlights the study design, Study setting, study population, Sample size calculation sampling procedure, data collection procedure, data analysis, inclusion and exclusion criteria, then ethical considerations of the study as well and how the findings will be disseminated.

#### **3.1 Research Design**

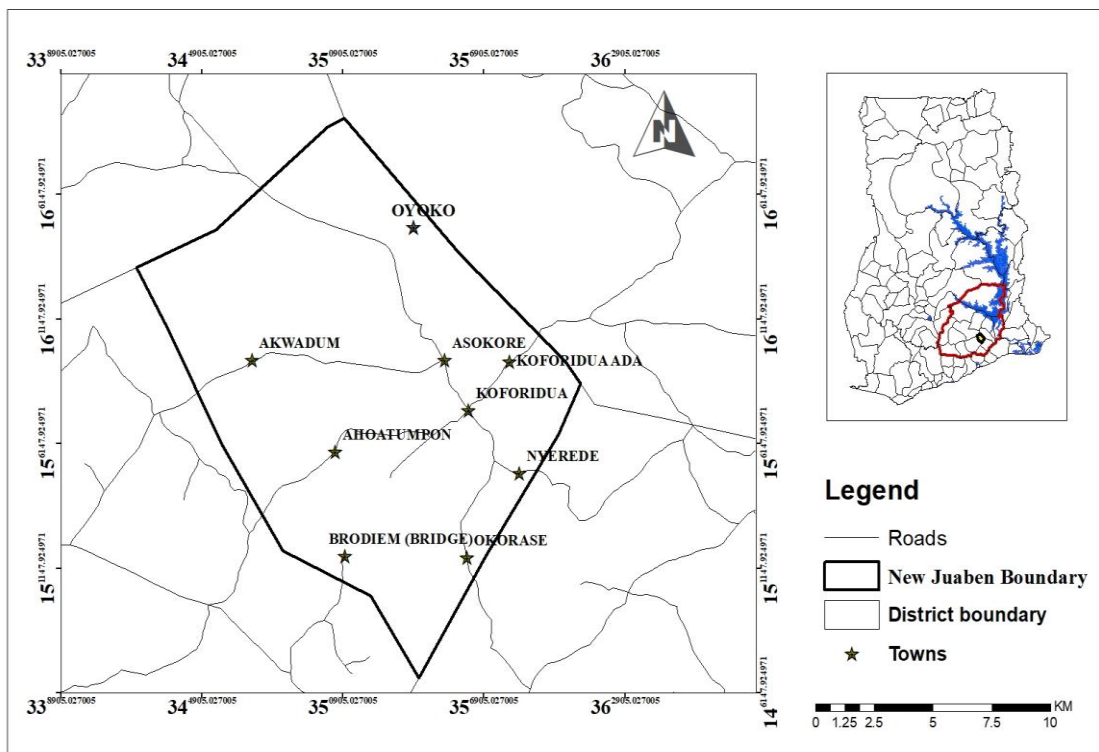
A quantitative research approach was adopted for this study. The purpose of quantitative research is to generate knowledge and create an understanding about the social world (Apuke, 2017). Quantitative research is used by social scientists, including communication researchers, to observe phenomena or occurrences affecting individuals. Social scientists are concerned with the study of people. Quantitative research is a way to learn about a particular group of people, known as a sample population (Apuke, 2017)

#### **3.2 Study Setting**

The New Juaben South Municipality is one of the 261 Metropolitan, Municipal, District Assemblies in Ghana and forms part of the 33 (thirty-three) Municipalities and Districts in the Eastern Region and was established in 1988 by the Legislative Instrument (LI) 1426 (Budu, 2015). The Municipality was established in 1988 by the Legislative Instrument (LI) 1426 and lies between longitudes 1030' West and 0030 East and latitudes 60 and 70 North with Koforidua as its capital.

The Municipality shares common boundaries with East-Akim Municipal to the north-east, Akwapim North Municipal to the east and south and Suhum Municipal to the east. It covers a land area of 43 square kilometers representing approximately 0.6 percent of the total surface area of the Eastern Region (Budu, 2015). The population of the Municipality according to 2021

population and housing census stands at 125,256 with 60,567 males and 64,689 females (Statistica, 2021). Agricultural households constitute 19.7 percent of the total households in the Municipality, with majority of the households engaged in crop farming (87.6 %). Rural households tend to be more involved in agriculture (53.2%) as compared to their urban counterparts (17.6%).



### 3.3 Study Population

Population according to McMillan (1996, p. 85) is a group of elements or case, whether individuals, objects or event, that conform to specific criteria and to which we intend to generalize the results of the research. Hence the population for this survey would be mainly all the employees in radio station in New Juabeng Municipality of the eastern region of Ghana the Municipality. There are seven radio station in the New Juabeng Municipality and the total number of employees is approximaly fifty (50). This research sampled the views of all fifty

employees. With respect to objective three, this research sampled the views of 107 communities members. The communities members were selected based on close proximity to the radio station and their level of education.

### **3.4 Sample/ Sampling Technique**

Census sampling was adopted to investigate the role of the media in promoting environmental sustainability in the municipality (Singh & Masuku, 2014). Census sampling is appropriate because all the employees in the radio stations were targeted. A total of fifty (50) employees were chosen to participate in the research. This technique also made it possible to capture respondents within the specified sample frame. Marshall (1996) acknowledges that a larger sample size has a greater ability to reduce sampling errors. In order to mitigate research errors, studying larger sample size is appropriate. To answer objective three convenience sampling techniques (Stratton, 2021) to sort the views of the community with respect to their collaboration with the media. The criteria used was community members living within 2 miles of the radio stations.

### **3.5 Data Collection Instrument**

Primary data through survey questionnaire was the main data collection instrument. The researcher set a qualitative research design questionnaire and distributed to the respondent. See appendix A for the questionnaire. Woods (2006) suggested that, the use of questionnaire as a data collection tool is not one of the appealing method in qualitative research because, questionnaire do not allow the respondents to act naturally. However, Woods (2006) also acknowledge that questionnaire can be useful when collecting data from a large sample. This research has a large size of 50 radio station employees and 107 community memebrs. Hence, the use of questionnaire is useful in the data collection in this area.



The questionnaire afforded the researcher the opportunity to obtain frank answers to sensitive and relevant questions as the respondents felt at ease when providing answers to them. This also affords the respondent to answer more willingly and accurately and also avoid the tendency of personal invasion of privacy and loss of confidentiality that is associated personal interview.

### **3.5.1 Self-Administered Questionnaire**

The questionnaire was design in such a way that names of respondents were not required. It only expected them to provide their demographic information such as their age, gender, educational background, and their role in the station. The questionnaire then requires respondents to provide information of their candid opinion on the issue raised to make informed judgments.

Answers were provided for by the closed ended questions for the respondents to choose. The questionnaire was divided into two sections that is section A and B. Section A covered questions on the demographic information of the respondents. The section B also covered the remaining questions relating to the objective of the study required by the researcher to solve the statement of the problem.

### **Validity and Reliability**

The validity of any research instrument is its ability to measure what it is intended to measure. The validity of the questionnaire was determined by incorporating my supervisor's suggestions. Reliability of any research instrument is its ability to yield consistent results upon repeated trials. The questionnaire was piloted in Poly FM and the reliability coefficient was determined using cronback alpha. Cronback alpha is a (classical test theory) which is used as (lower bound) estimate of the reliability of a psychometric test. Reliability coefficient of 0.57 was reliable for social science study.

### **3.6 Data Analysis**

Data collected from the field were analyzed using descriptive statistics, with the help of (SPSS) that is statistical package of social sciences. Bar graphs, pie charts and frequency tables were used for pictorial representation. Data collected were quantified and analyzed thematically in relation to the objectives of the study. After the bar graphs, pie charts and the frequency tables were derived and presented, they were interpreted with reference to the literature that was reviewed. Attempts were made to draw relations as to whether a particular finding is supported or not by the reviewed literature.

## **CHAPTER FOUR**

### **RESULTS AND DISCUSSION**

#### **4.1 Introduction**

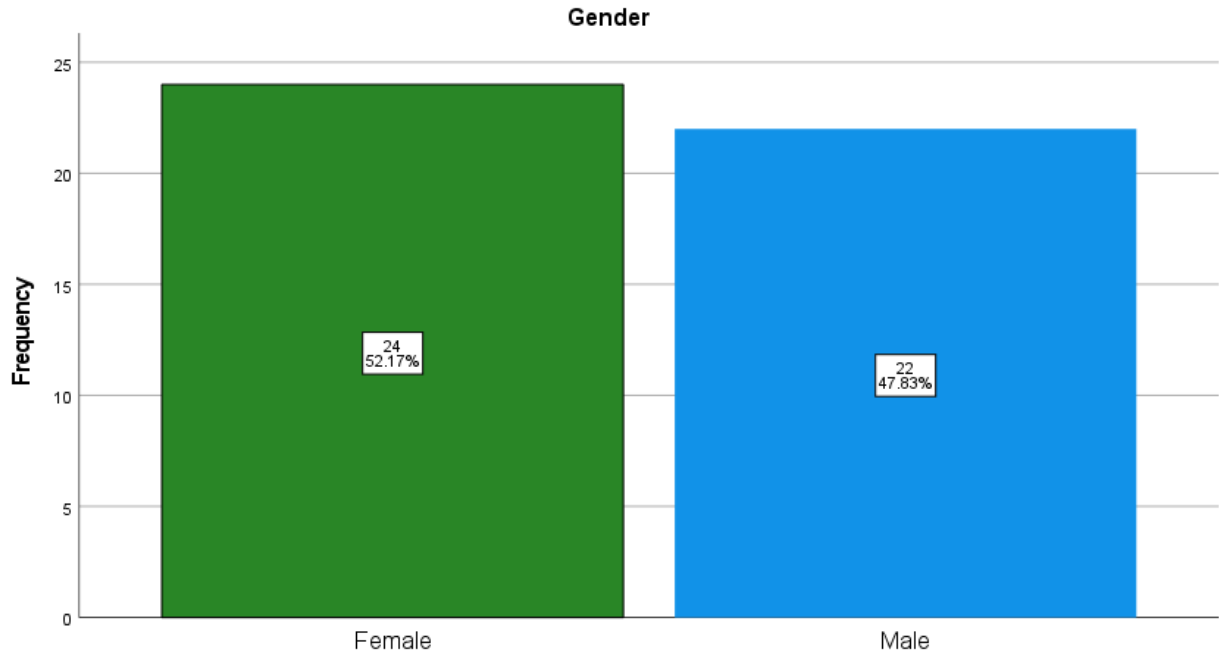
This chapter analyzes data from 46 media personalities and 107 community members using SPSS 27 to understand the media's role in promoting environmental awareness. The study examines the dynamics of media's influence on environmental sustainability campaigns in the New Juaben South Municipality. The findings examine the perceptions, behaviours, and opinions of both groups, and provide a contextualization of the results within the broader framework of environmental communication and advocacy. The chapter explores the significant contributions and challenges faced by media personalities and community members in advancing environmental sustainability through media-driven campaigns.

#### **4.2 Demographic Characteristics of Media Personalities**

The section presents the results of an assessment on the role of the media in promoting environmental sustainability campaigns in the New Juaben South Municipality, categorized by gender and age groups.

##### **4.2.1 Gender**

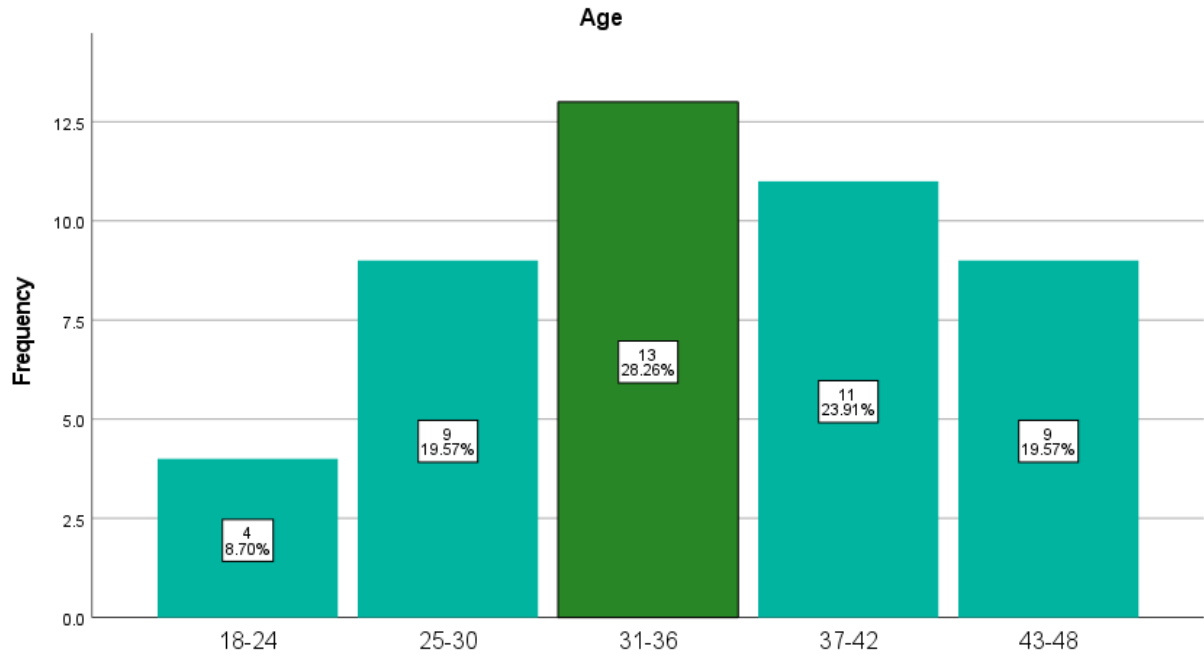
The gender distribution among the respondents shows that 52.2% of the participants identified as female, while 47.8% identified as male. This suggests a relatively balanced participation of both genders in the study, allowing for a more comprehensive understanding of the role of the media in promoting environmental sustainability campaigns within the New Juaben South Municipality.



**Figure 4.1 Gender of Respondents**

#### **4.2.2 Age of Respondents**

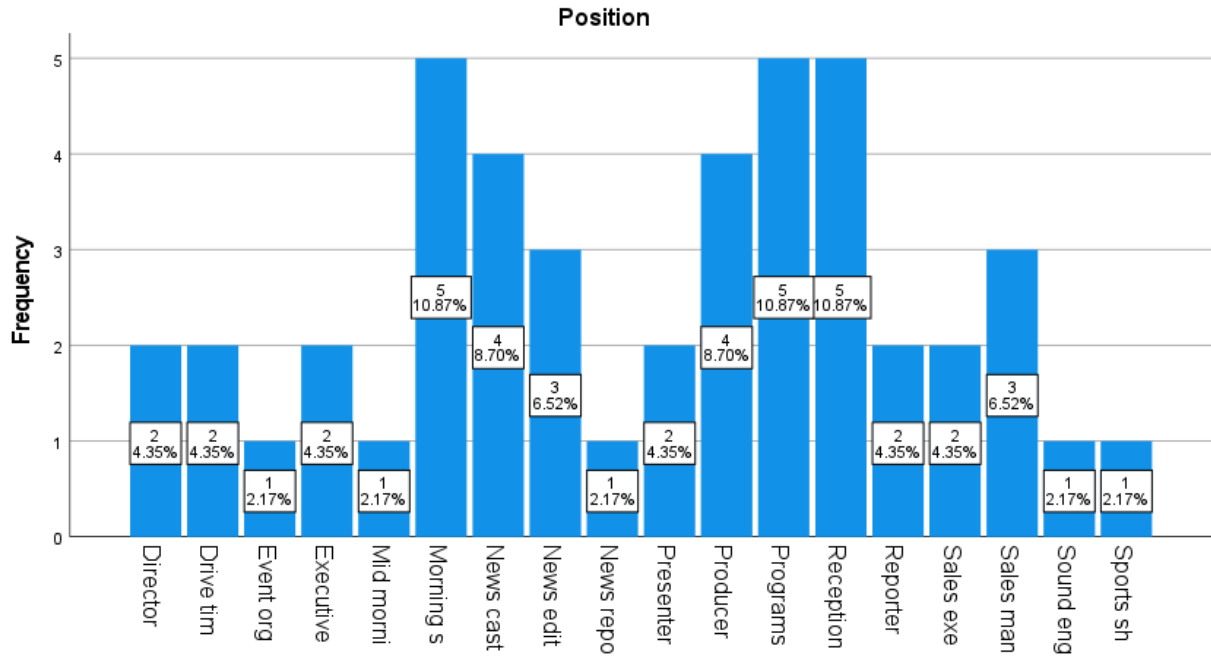
The assessment of respondents' age groups reveals the following distribution: 8.7% of participants are in the age range of 18-24, 19.6% fall within the age range of 25-30, 28.3% belong to the 31-36 age group, 23.9% are in the 37-42 age range, and another 19.6% are between 43-48 years old. This age distribution highlights the participation of individuals across a broad range of ages, enabling insights from various perspectives and experiences regarding the media's role in promoting environmental sustainability campaigns.



**Figure 4.2 Age of respondents**

#### **4.2.3 Position of the Respondent**

The data offers insight into the diverse range of positions occupied by participants within the media landscape of the New Juaben South Municipality. Among the respondents, a multitude of roles are represented, each contributing to the promotion of environmental sustainability campaigns. The distribution indicates that roles such as morning show hosts (10.9%), programs hosts (10.9%), and receptionists (10.9%) are prominently featured. Other roles, including news casters (8.7%), producers (8.7%), and sales managers (6.5%), also play significant roles in advocating for environmental awareness. This array of positions, encompassing directors (4.3%) to sound engineers (2.2%), underscores the collaborative effort across the media spectrum in driving sustainability initiatives.



**Figure 4.3 Position of Media Person**

#### 4.2.4 Marital Status

The distribution of respondents' marital status indicates that 50.0% of participants are married, while another 50.0% are not married. This balanced representation of marital status allows for a comprehensive analysis of how different marital statuses might influence perceptions and engagement with environmental sustainability campaigns promoted by the media.

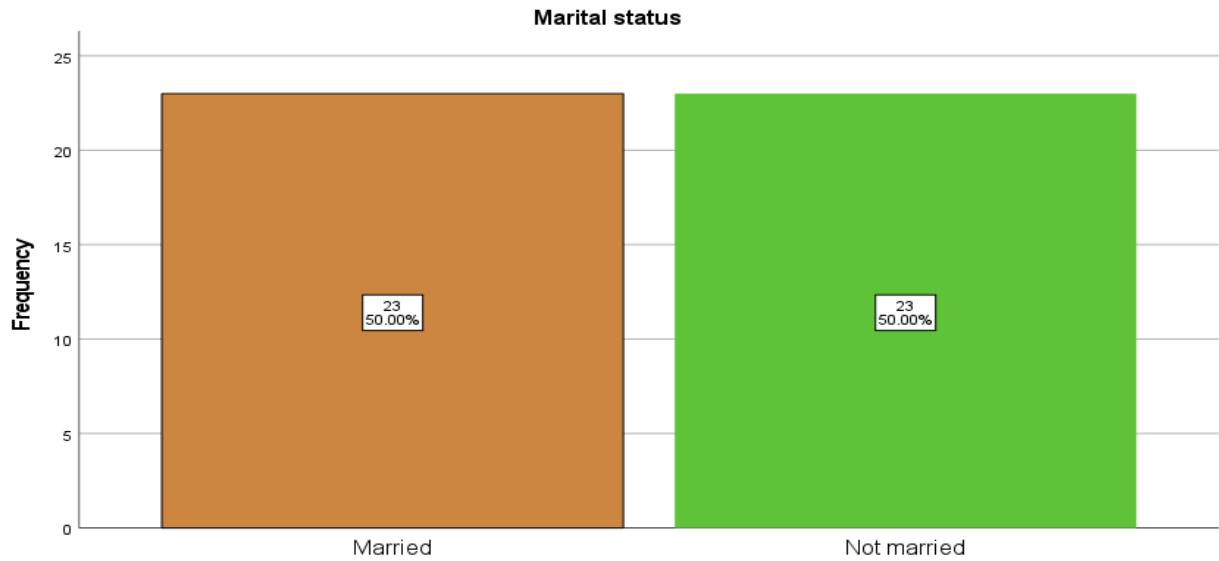


Figure 4.4 Marrital status

**Figure 4.4 Marital Status**

**4.2.5 Religious Affiliation**

The data shows that 82.6% of respondents identify as Christian, and 17.4% identify as Muslim. This distribution highlights a higher proportion of Christians among the respondents. These religious affiliations can potentially influence how individuals perceive and engage with environmental sustainability campaigns, as different religious beliefs may shape attitudes toward environmental issues.

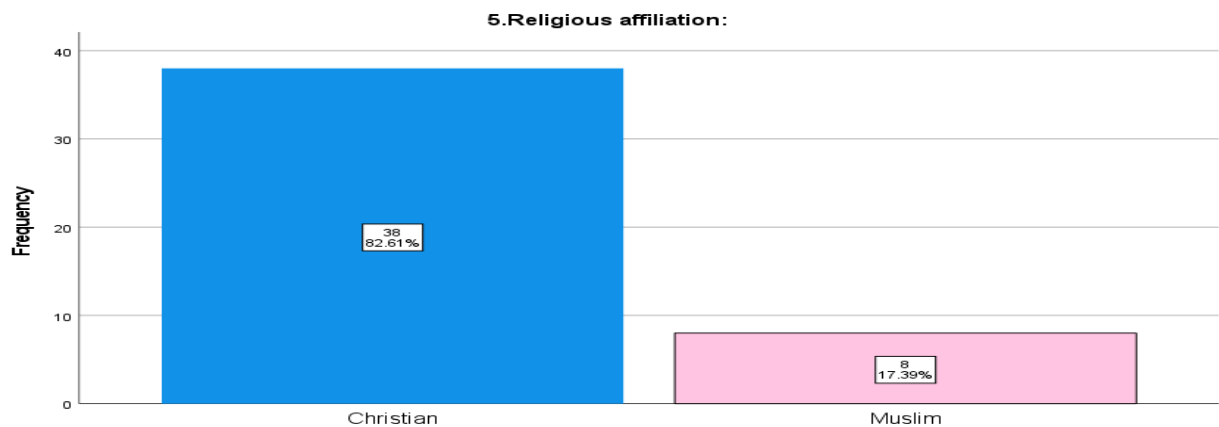


Figure 4.5 Religious affiliation

**Figure 4.5 Religious Affiliation**

#### 4.2.6 Educational Background

The assessment of respondents' educational background reveals that 87.0% have a tertiary education, while 13.0% have education up to the secondary level. The majority of respondents having a tertiary education suggests that the study predominantly includes individuals with higher educational attainment. This educational distribution provides insights into how individuals with varying levels of education perceive and respond to media-driven environmental sustainability campaigns.

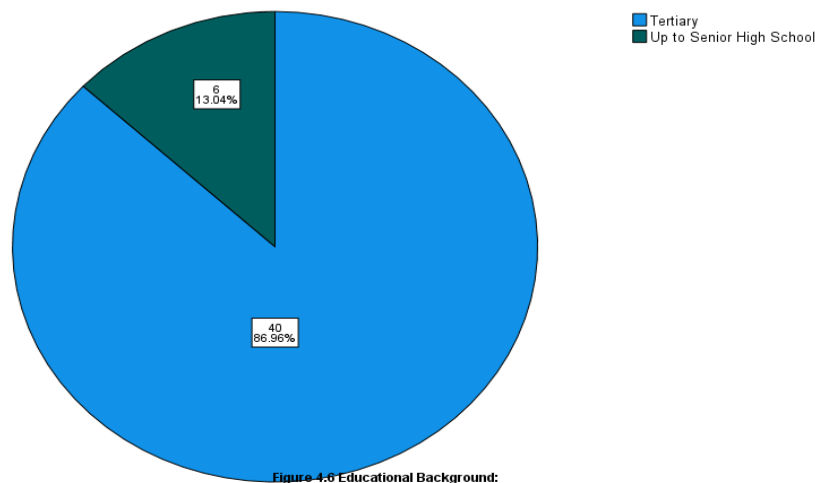


Figure 4.6 Educational Background

#### 4.3 The Role of the Media on Creation of Awareness with Regards to Environmental Issues

The survey conducted in the New Juaben South Municipality sheds light on the dynamics between media and environmental sustainability campaigns. A unanimous 100% of respondents have actively engaged in such campaigns, reflecting a collective commitment to the cause. Media coverage of these issues is perceived as moderately substantial, with 76.1% indicating moderate coverage and 23.9% observing limited coverage. The primary role of the media in promoting environmental sustainability is identified as educating the public (43.5%), raising awareness (50%), and inspiring behavior change (6.5%). Campaign selection is influenced by factors such as audience interest, local relevance, urgency, and partnerships, with



potential impact on the local environment (56.5%) and public interest (30.4%) being key considerations. Media coverage's impact on raising awareness is widely acknowledged, with 95.7% affirming its significance.

Media organizations are actively engaging with the community through collaborations (2.2%), showcasing success stories (15.2%), organizing events (56.5%), and providing educational resources (26.1%) to encourage participation in sustainability initiatives. Challenges faced include measuring impact and effectiveness (15.2%), lack of public interest or engagement (58.7%), and limited resources (26.1%). Collaborations with stakeholders, including government and NGOs, are prevalent (100%), and their impact on promoting sustainability varies from low to moderate (21.7% and 76.1% respectively). The effectiveness of media organizations in promoting environmental sustainability campaigns is perceived as somewhat effective (58.7%) and moderately effective (41.3%). These findings collectively underscore the significant role of media in driving awareness and action towards environmental sustainability within the New Juaben South Municipality.

**Table 4.1 The Media on Creation of Awareness with Regards to Environmental Issues**

<b>Characteristics</b>	<b>Frequency</b>	<b>Percent</b>
Have you actively participated in environmental sustainability campaigns in the New Juaben South Municipality?		
Yes	46	100
How would you describe the level of media coverage on environmental sustainability issues in the New Juaben South Municipality		
Limited coverage	11	23.9
Moderate coverage	35	76.1
What is the primary role of the media in promoting environmental sustainability campaigns?		
Educating the public	20	43.5
Inspiring behavior change	3	6.5
Raising awareness	23	50
How do you determine which environmental sustainability campaigns to cover in your media organization?		
Based on audience interest and engagement	3	6.5
Based on partnerships and collaborations	1	2.2
Based on relevance to the local community	16	34.8
Based on urgency and significance of the issue	26	56.5
What factors influence your decision to prioritize certain environmental sustainability campaigns over others		
Alignment with organizational goals and values	6	13
Potential impact on the local environment	26	56.5
Public interest and demand	14	30.4
Total	46	100
Do you think media coverage has a significant impact on raising awareness about environmental sustainability issues among the residents of the New Juaben South Municipality		
Maybe	2	4.3
Yes	44	95.7
Total	46	100
How does your media organization engage with the community to encourage their participation in environmental sustainability initiatives?		
Collaborating with local organizations and stakeholders	1	2.2
Featuring success stories and local initiatives	7	15.2
Organizing community events and campaigns	26	56.5
Providing educational resources and information	12	26.1
What challenges do you face in promoting environmental sustainability campaigns through your media organization?		
Difficulty in measuring impact and effectiveness	7	15.2
Lack of public interest or engagement	27	58.7
Limited resources and funding	12	26.1
Have you collaborated with other stakeholders (e.g., government, NGOs, community organizations) to promote environmental sustainability campaigns?		
Yes	46	100
If yes, please rate the impact of these collaborations on promoting environmental sustainability		
High Impact	1	2.2
Low Impact	10	21.7
Moderate Impact	35	76.1
On a scale of 1 to 5, please rate the overall effectiveness of your media organization in promoting environmental sustainability campaigns:		
Somewhat effective	27	58.7
Moderately effective	19	41.3
Total	46	100

#### **4.4 Demographic Information community members**

The provided demographic information offers valuable insights into the characteristics of the community members. In terms of age distribution, the largest segments fall within the 25-30 and 31-36 age groups, constituting 21.5% and 20.6% of the community, respectively. The gender distribution indicates a higher representation of females at 66.4% compared to males at 33.6%. Regarding employment status, individuals working as employees and in business comprise the majority, making up 42.1% and 37.4% of the community, respectively. Notably, students represent 15.9%, while the unemployed constitute 4.7%. Marital status reveals a relatively balanced distribution between married (56.1%) and not married (40.2%) individuals, with a small percentage (3.7%) identifying as divorced. Religious affiliation leans toward Christianity, encompassing 79.4% of the community, while Muslims make up the remaining 20.6%. In terms of educational background, most community members have achieved education up to the secondary level (48.6%), followed by tertiary education (43.9%). A smaller proportion has education only up to the primary level (6.5%), and very few have no education (0.9%). This comprehensive analysis of demographic data provides a clear picture of the community's age, gender, employment, marital, religious, and educational characteristics, which can be instrumental for targeted community engagement and decision-making processes.

**Table 4.2 Demographic Information community members**

<b>Characteristics</b>	<b>Categories</b>	<b>Frequency</b>	<b>Percent</b>
Age	18-24	20	18.7
	25-30	23	21.5
	31-36	22	20.6
	37-42	20	18.7
	43-48	16	15
	49+	6	5.6
Gender	Female	71	66.4
	Male	36	33.6
Employment status	Business	40	37.4
	Employee	45	42.1
	Student	17	15.9
	Unemployment	5	4.7
	Total	107	100
Marital status	Divorced	4	3.7
	Married	60	56.1
	Not married	43	40.2
Religious affiliation	Christian	85	79.4
	Muslim	22	20.6
Educational Background	No education	1	0.9
	Tertiary	47	43.9
	Up to pr	7	6.5
	Up to Se	52	48.6
	Total	107	100

#### **4.5 The Impact of Media on Environmental Sustainability Campaigns in New Juabeng South Municipality**

The provided data delves into the impact of media on environmental sustainability campaigns within the New Juabeng South Municipality. The frequency of engagement with media on environmental sustainability reveals that a significant majority (64.5%) engage daily, while a small fraction either never (0.9%) or rarely (3.7%) engage. In terms of preferred media platforms for environmental sustainability information, radio holds a prominent position (57%), followed by television (33.6%) and social media (8.4%).

Participants view media as highly influential (60.7%) and moderately influential (29%) in shaping public opinion on environmental sustainability, with a minor percentage considering it slightly influential (8.4%) or not influential (1.9%). An overwhelming majority (99.1%) have

encountered environmental sustainability campaigns in the past year, most notably through radio (55.1%), television (34.6%), and social media (10.3%). Perceptions of the media's effectiveness in raising awareness about environmental sustainability are varied, with the majority finding it moderately effective (58.9%) or highly effective (27.1%).

Participants hold multifaceted opinions on the media's role in promoting environmental sustainability campaigns. The most common view is that the media should primarily raise awareness (63.6%) and inspire behavior change (68%). When it comes to willingness to participate in media-promoted sustainability initiatives, participants are distributed across neutral (39.3%), somewhat likely (33.6%), very likely (22.4%), and very unlikely (4.7%) categories.

The data indicates that media, particularly radio and television, play a crucial role in raising awareness, shaping opinions, and influencing behaviors related to environmental sustainability in the New Juabeng South Municipality. The majority of participants have encountered such campaigns and acknowledge the media's effectiveness in this regard, highlighting the media's potential to drive positive change in environmental attitudes and behaviors within the community.

**Table 4.3 Media on Environmental Sustainability Campaigns**

<b>Characteristics</b>	<b>Frequency</b>	<b>Percent</b>
How frequently do you engage with media platforms (e.g., television, radio, newspapers, social media) on environmental sustainability issues?		
Daily	69	64.5
Never	1	0.9
Once	2	1.9
Rarely	4	3.7
Sever	31	29
Which media platforms do you primarily rely on for information related to environmental sustainability?		
Newspaper	1	0.9
Radio	61	57
Social	9	8.4
Television	36	33.6
How influential do you consider the media in shaping public opinion on environmental sustainability?		
Highly influential	65	60.7
Moderately influential	31	29
Not influential at a	2	1.9
Slightly influential	9	8.4
Have you come across any environmental sustainability campaigns in the media in the past year?		
No	1	0.9
Yes	106	99.1
If yes, please specify the media platform(s) where you encountered these campaigns (e.g., television, radio, social media)		
Valid		
Radio	59	55.1
Social	11	10.3
Television	37	34.6
How effective do you think the media has been in raising awareness about environmental sustainability issues?		
Extremely effective	1	0.9
Highly effective	29	27.1
Moderately effective	63	58.9
Not effective at all	1	0.9
Slightly effective	13	12.1
In your opinion, what role should the media play in promoting environmental sustainability campaigns? (Choose all that apply)		
Educating the public	2	1.9
Educating the public; Advocating for policy changes	1	0.9
Educating the public; Inspiring behavior change	1	0.9
Educating the public; Inspiring behavior change;		
Holding businesses and government accountable	1	0.9
Raising awareness	1	0.9

Raising awareness; Advocating for policy changes; Inspiring behavior change	1	0.9
Raising awareness; Educating the public	13	12.1
Raising awareness; Educating the public; Advocating for policy changes	9	8.4
Raising awareness; Educating the public; Advocating for policy changes; Inspiring behavior change	8	7.5
Raising awareness; Educating the public; Holding businesses and government accountable	1	0.9
Raising awareness; Educating the public; Inspiring behavior change	68	63.6
Raising awareness; Inspiring behavior change	1	0.9
<hr/>		
How likely are you to participate in environmental sustainability initiatives or campaigns promoted by the media?		
Neutral	42	39.3
Somewhat	36	33.6
Very li	24	22.4
Very un	5	4.7
<hr/>		
Total	107	100

#### **4.6 The Importance of Collaborating with the Media for Environmental Sustainability**

##### **Campaigns**

The data highlights the significance of collaborating with the media for environmental sustainability campaigns. When asked about previous collaborations with local media outlets or organizations, a vast majority (73.8%) have not engaged in such collaborations, while a notable proportion (25.2%) has done so occasionally, and a very small portion (0.9%) has collaborated frequently. Community members identify several potential benefits of collaborating with the media to promote environmental sustainability. The majority believe that collaboration can lead to increased awareness and knowledge among community members (64.5%), with additional benefits including encouraging government and policymakers to prioritize environmental concerns (6.5%) and mobilizing public support for environmental initiatives (29%).

Various ways for community members to collaborate with the media in promoting environmental sustainability are acknowledged. Most notably, participating in interviews or

panel discussions on environmental topics (59.8%) is seen as a valuable approach. Additionally, sharing personal stories and experiences related to environmental issues (20.6%), providing expert opinions or knowledge (8.4%), and sharing information about local initiatives, events, or campaigns (11.2%) are recognized as effective means of collaboration. Regarding the potential impact of collaboration, the community is divided, with 41.1% believing that collaboration can definitely lead to positive changes and 58.9% expressing a more cautious "maybe, to some" perspective.

The current level of collaboration between community members and the media is viewed positively, with 64.5% rating it as "good" and 32.7% as "fair." Only a small fraction (2.8%) perceives it as "poor." Suggestions for improving collaboration between the community and the media center around creating dedicated platforms or channels for community voices to be heard (37.4%), increasing communication and coordination between community organizations and the media (24.3%), and providing training and workshops for community members on effective media engagement (38.3%).

The results underscore the potential of media collaboration in advancing environmental sustainability efforts in New Juaben. While there is recognition of its benefits and effectiveness, there's also room for improvement, particularly through enhanced communication, education, and targeted platforms that amplify community voices



**Table 4.4 Importance of Collaborating with the Media for Environmental Sustainability Campaigns**

<b>Characteristics</b>	<b>Frequency</b>	<b>Percent</b>
Have you ever collaborated with local media outlets or organizations to promote environmental sustainability in your community?		
Yes, frequently	1	0.9
No, never	79	73.8
Yes, occasionally	27	25.2
In your view, what are the potential benefits of community members collaborating with the media to promote environmental sustainability?		
Encouraging government and policymakers to prioritize env	7	6.5
Increased awareness and knowledge among community members	69	64.5
Mobilizing public support for environmental initiatives	31	29
What are some specific ways community members can collaborate with the media to promote environmental sustainability in New Juaben?		
Participating in interviews or panel discussions on environmental topics	64	59.8
Providing expert opinions or knowledge on specific environmental concern	9	8.4
Sharing information about local initiatives, events, or campaigns relate	12	11.2
Sharing personal stories and experiences related to environmental issues	22	20.6
Do you believe that collaboration between community members and the media can lead to tangible positive changes in promoting environmental sustainability?		
Maybe, to some	63	58.9
Yes, definitely	44	41.1
How would you rate the current level of collaboration between community members and the media in promoting environmental sustainability in New Juaben?		
Fair	35	32.7
Good	69	64.5
Poor	3	2.8
What do you think could be done to improve the collaboration between community members and the media in promoting environmental sustainability?		
Creating dedicated platforms or channels for community voices to be heard	40	37.4
Increased communication and coordination between community organizations a	26	24.3
Training and workshops for community members on effective media engagement	41	38.3
<b>Total</b>	<b>107</b>	<b>100</b>

## **4.7 Discussion**

### **4.7.1 Community Members Demographic Characteristics and Media Personalities**

The analysis of demographic data about community members provides valuable insights into the composition of the population. Age distribution reveals that the largest segments fall within the 25-30 and 31-36 age groups, reflecting a relatively youthful community. Gender distribution shows a higher representation of females (66.4%), indicating a gender-balanced but slightly female-dominant population. In terms of employment status, employees and business owners constitute the majority, with students and the unemployed making up notable proportions. Marital status is relatively balanced, with a slight majority being married individuals. Religious affiliation leans toward Christianity (79.4%), with a minority identifying as Muslim (20.6%). Educational background highlights a significant portion with education up to the secondary level (48.6%) and tertiary education (43.9%), indicating a well-educated community. These demographics collectively offer valuable insights for tailoring engagement strategies and policy decisions related to environmental sustainability campaigns.

The demographic breakdown of media personalities provides insights into their roles and perspectives. Gender distribution among media personalities is relatively balanced, enabling a comprehensive understanding of their viewpoints on environmental sustainability campaigns. Age distribution spans across various age groups, with representation from 18 to 48 years old, reflecting diverse perspectives and experiences in the media landscape. The distribution of roles held by media personalities is diverse, encompassing morning show hosts, program hosts, news casters, producers, and more. This diversity of roles highlights the collaborative effort of various media professionals in promoting environmental awareness. Marital status distribution indicates an even split between married and unmarried media personalities, allowing for an analysis of how marital status might influence perceptions and engagement in environmental sustainability campaigns. The religious affiliation distribution demonstrates a higher

proportion of Christians among media personalities, potentially influencing how they approach and communicate environmental issues. Finally, the educational background distribution shows a significant majority with tertiary education, indicating a well-educated media workforce equipped to effectively engage with and communicate environmental sustainability campaigns.

In conclusion, both the community members and media personalities exhibit diverse demographic characteristics that contribute to the discourse surrounding environmental sustainability campaigns. The analysis provides a holistic view of how different age groups, gender ratios, employment statuses, marital statuses, religious affiliations, and educational backgrounds may shape perceptions, engagement, and communication strategies related to environmental sustainability initiatives. These insights can guide the development of targeted and effective campaigns that resonate with the unique characteristics of the New Juaben South Municipality's population

#### **4.7.2 The Role of the Media on Creation of Awareness with Regards to Environmental Issues**

The survey conducted in the New Juaben South Municipality indicates a high level of engagement (100%) in environmental sustainability campaigns among respondents, indicating a strong commitment to the cause. The media's coverage of environmental issues is perceived as moderate by 76.1% of respondents, with 23.9% perceiving it as limited. The primary roles of the media in promoting environmental sustainability are recognized as educating the public (43.5%), raising awareness (50%), and inspiring behavior change (6.5%). Undoubtedly, the media has contributed significantly to raising public awareness of different environmental challenges (Jana, 2016; Bhattacharyya & Jana, 2015; Bavadam, 2010). Campaign selection is influenced by factors such as audience interest, local relevance, urgency, and partnerships, with the potential impact on the local environment (56.5%) and public interest (30.4%) being

important considerations. The impact of media coverage on raising awareness is widely acknowledged, with 95.7% of respondents recognizing its significance. According to Poornananda (2008), the media has played a significant part in raising public awareness of environmental issues. By media stories, which naturally explain their life, a layperson might experience its surroundings (Boycoff, 2009). Media organizations engage with the community through collaborations (2.2%), showcasing success stories (15.2%), organizing events (56.5%), and providing educational resources (26.1%) to encourage participation in sustainability initiatives. Challenges include measuring impact (15.2%), lack of public interest or engagement (58.7%), and limited resources (26.1%). Collaborations with stakeholders, including government and NGOs, are prevalent (100%), and their impact on promoting sustainability varies from low to moderate (21.7% and 76.1% respectively). The perceived effectiveness of media organizations in promoting environmental sustainability campaigns ranges from somewhat effective (58.7%) to moderately effective (41.3%). These findings collectively emphasize the significant role of media in driving awareness and action toward environmental sustainability within the New Juabeng South Municipality. In the case of offline media, numerous newspapers serve as the main form of communication that influence people of all ages and can have a stronger impact on environmental consciousness as well as environmental preservation (Boycoff, 2009; Kushwaha, 2015; Khan, 2016; Jharotia, 2018; Saneh, 2018).

#### **4.7.3 The Impact of Media on Environmental Sustainability Campaigns in New Juabeng South Municipality**

The findings indicates that media, particularly radio, television, and social media, plays a crucial role in raising awareness, shaping opinions, and influencing behaviors related to environmental sustainability in the New Juabeng South Municipality. Most participants (99.1%) have encountered environmental sustainability campaigns in the past year, with radio

(55.1%), television (34.6%), and social media (10.3%) being the primary platforms. Communication about the environment According to Richard et al. (2010), environmental communicators use comprehension communication planning to assist people in becoming environmentally literate. The media is perceived as highly influential (60.7%) and moderately influential (29%) in shaping public opinion on environmental sustainability. Offline media, such as newspapers, impact people of all ages and contribute to environmental awareness and preservation through communication, potentially influencing people's behavior and choices (Boycoff, 2009; Kushwaha, 2015; Khan, 2016; Jharotia, 2018; Saneh, 2018). Participants hold multifaceted opinions on the media's role in promoting environmental sustainability campaigns, with raising awareness (63.6%) and inspiring behavior change (68%) being the most common views. There is also a willingness to participate in media-promoted sustainability initiatives, with varying degrees of likelihood. According to Laflin (1989:19), communication can help raise awareness, mobilize a community, and encourage positive individual conduct. He makes the point that the media has been effective in bringing attention to environmental issues in Kenya and in raising awareness about them in the developed world.

#### **4.7.3 The Importance of Collaborating with the Media for Environmental Sustainability Campaigns**

This passage emphasizes the significance of collaborating with the media for environmental sustainability campaigns. While a majority (73.8%) of respondents have not engaged in such collaborations, a substantial proportion (25.2%) has done so occasionally. The benefits of collaboration include increased awareness and knowledge among community members (64.5%), encouraging government and policymakers to prioritize environmental concerns (6.5%), and mobilizing public support for environmental initiatives (29%). According to Fraser and Estrade (1998), cited by Akinfeleye (2003: 65), one of the most important factors in promoting change for development is the planned and systematic use of communication to

assist people, groups, and societies in introducing and accepting changes. According to Aneto et al. (2010), the communication policy emphasizes the numerous communication mediums and their functions in the nation. Effective collaboration methods include participating in interviews or discussions (59.8%), sharing personal stories (20.6%), and providing expert opinions (8.4%). There is divided opinion on the potential impact of collaboration, with 41.1% believing it can lead to positive changes. The current level of collaboration between community members and the media is viewed positively (64.5% as "good" and 32.7% as "fair"). Suggestions for improvement include creating dedicated platforms (37.4%), increasing communication (24.3%), and offering training (38.3%). Understanding environmental issues is complicated because how the audience interprets media content depends on the texts that have been produced and broadcast.

In summary, the findings collectively underline the pivotal role of media in driving awareness and action for environmental sustainability within the New Juabeng South Municipality. While challenges and opportunities exist, the findings highlight the potential for media collaboration to create positive changes in environmental attitudes and behaviors, thereby fostering a more sustainable community.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### 5.1 Introduction

This chapter presents a synthesis of the study's findings, analyses, and discussions, highlighting the significance of media in promoting environmental sustainability campaigns in New Juaben South Municipality. The summary section summarizes key insights and frames the outcomes within the context of environmental awareness and action. Actionable recommendations are proposed to enhance media-driven initiatives and foster a more sustainable and engaged community. The chapter emphasizes the importance of collaboration, tailored communication strategies, and the potential for media to amplify collective efforts towards a greener and more resilient future.

#### 5.2 Summary of findings

The demographic information presented offers key insights into both the community members and media personalities involved in promoting environmental sustainability campaigns in the New Juaben South Municipality.

For the community members, age distribution highlights a significant presence in the 25-30 and 31-36 age groups. Gender representation leans towards females, with a strong majority at 66.4%. Employment status reveals a balanced mix, with employees and business owners as the majority. Marital status shows a relatively even split between married and unmarried individuals. Christianity is the dominant religious affiliation at 79.4%, and educational background is diverse, with a significant portion having secondary and tertiary education.

Among media personalities, both genders are well-represented, allowing for comprehensive viewpoints. Various age groups contribute diverse perspectives, spanning from 18 to 48 years old. Their roles encompass a wide range, from morning show hosts to producers, indicating a

collaborative effort in promoting environmental awareness. Marital status is evenly distributed, and Christianity is prevalent among them. Tertiary education is common, indicating a well-educated media workforce.

The results delve into the role of media in creating awareness about environmental issues in the New Juaben South Municipality. The survey reflects a high level of engagement (100%) in environmental sustainability campaigns, demonstrating a strong commitment from respondents. Media coverage is perceived as moderate by 76.1%, while 23.9% perceive it as limited. The primary media roles in promoting environmental sustainability include educating the public (43.5%), raising awareness (50%), and inspiring behavior change (6.5%). Campaign selection is influenced by audience interest, local relevance, urgency, and partnerships, with consideration for potential impact on the environment (56.5%) and public interest (30.4%). Media organizations engage the community through collaborations, showcasing success stories, events, and educational resources. Challenges include measuring impact (15.2%), low public interest (58.7%), and limited resources (26.1%). Collaborations with stakeholders are prevalent (100%), with varying impacts on sustainability. Media effectiveness ranges from somewhat effective (58.7%) to moderately effective (41.3%). The impact of media in raising awareness and driving action for environmental sustainability is highlighted.

The impact of media on environmental sustainability campaigns within the municipality is explored. Most participants (99.1%) encountered such campaigns, primarily through radio (55.1%), television (34.6%), and social media (10.3%). Media is perceived as highly (60.7%) and moderately (29%) influential in shaping public opinion. Participants' opinions vary on media's role, with raising awareness (63.6%) and inspiring behavior change (68%) being common views. Participants are willing to engage in media-driven sustainability initiatives.



The importance of collaborating with the media for environmental sustainability campaigns is emphasized. While most respondents (73.8%) haven't engaged in collaborations, a significant proportion (25.2%) has done so occasionally. Benefits include increased awareness (64.5%), encouraging prioritization of environmental concerns (6.5%), and mobilizing public support (29%). Collaboration methods include interviews, personal stories, and expert opinions. Opinions on potential impact are divided (41.1% positive). The current level of collaboration is viewed positively (64.5% "good," 32.7% "fair"). Recommendations include dedicated platforms (37.4%), improved communication (24.3%), and training (38.3%).

### **5.3 Conclusion**

This research answered three objectives. Objective 1 analysed the role of the media in raising awareness of environmental issues. The study found that, the media has a positive influence on raising environmental awareness, as 60.7% of respondents agreed. The second objective was to assess the impact of the media on environmental sustainability campaign. 99.1% of community members have had encounter with sustainability campaign through the media. This indicate a greater impact of the media on community members in promoting environmental sustainability. Finally, objective three assessed the level of collaboration between the media and communities. This research found a low level of collaboration between the media and community members as 73.8% has not had any sort of collaboration between the media and community members.

In conclusion, the study showcases the substantial impact of media in raising awareness, shaping opinions, and driving action for environmental sustainability in the New Juaben South Municipality. The strong engagement in campaigns demonstrates a community committed to the cause. While challenges exist, collaboration with the media is recognized as crucial for maximizing the impact of sustainability efforts. The findings highlight the media's potential to

foster positive change and inspire collective action towards a more environmentally conscious community.

#### **5.4 Recommendations**

Media organizations should focus on improving environmental coverage, fostering stronger collaboration between community members and the media, adopting tailored communication approaches, and measuring impact through comprehensive metrics. Inclusivity should be prioritized, encouraging wider participation in media-community collaborations and acknowledging the richness of diverse roles and experiences in advancing sustainability endeavors. Training workshops for media professionals and community members can enhance their communication strategies and ensure clarity and compelling messaging. Establishing dedicated platforms to amplify community voices is crucial for open dialogue and greater engagement in discussions surrounding environmental sustainability.

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## APPENDIX I

"Hello! My name is Peter Kwabla Sedenkor, a student of Koforidua Technical University, and I am conducting a study to ascertain the Role of the Media in Promoting Environmental Sustainability Campaigns within the New Juaben Municipality. Your valuable input will help us better understand the role of media engagement in creating a sustainable environment.

Thank you for taking time to participate in this survey!"

*(This questionnaire is designed to be answered by the public).*

### **Demographic Information community members:**

1. Age: 18-24  25-30  31-36  37-42  43-48  49+
2. Gender: Male  Female
3. Employment status: Employee  Businessman/woman  Unemployed  Student
4. What is your marital status? Married  Divorced  Not married
5. Religious affiliation: Christian  Muslim  Traditionalist  Others (specify)
6. Educational Background: No education  Up to primary  Up to Senior High School  Tertiary

### **The Media's Role in Promoting Environmental Sustainability**

7. How frequently do you engage with media platforms (e.g., television, radio, newspapers, social media) on environmental sustainability issues?  
a) Daily      b) Several times a week c) Once a week d) Rarely e) Never
8. Which media platforms do you primarily rely on for information related to environmental sustainability?  
a) Television   b) Radio      c) Newspapers/magazines      d) Social media  
e) Other (please specify): \_\_\_\_\_
9. How influential do you consider the media in shaping public opinion on environmental sustainability?  
a) Not influential at all      b) Slightly influential      c) Moderately influential  
d) Highly influential e) Extremely influential
10. Have you come across any environmental sustainability campaigns in the media in the past year?  
a) Yes      b) No

11. If yes, please specify the media platform(s) where you encountered these campaigns (e.g., television, radio, social media): a) Television b) Radio c) Social media
12. How effective do you think the media has been in raising awareness about environmental sustainability issues?  
 a) Not effective at all b) Slightly effective c) Moderately effective d) Highly effective  
 e) Extremely effective
13. In your opinion, what role should the media play in promoting environmental sustainability campaigns? (Choose all that apply)  
 a) Raising awareness b) Educating the public c) Advocating for policy changes  
 d) Inspiring behavior change e) Holding businesses and government accountable  
 f) Other (please specify): \_\_\_\_\_
14. How likely are you to participate in environmental sustainability initiatives or campaigns promoted by the media? a) Very likely b) Somewhat likely c) Neutral d) Somewhat unlikely e) Very unlikely

**What are the importance of Collaborating with the Media to promote Environmental Sustainability?**

15. Have you ever collaborated with local media outlets or organizations to promote environmental sustainability in your community?  
 a. Yes, frequently  
 b. Yes, occasionally  
 c. No, never
16. In your view, what are the potential benefits of community members collaborating with the media to promote environmental sustainability?  
 a. Increased awareness and knowledge among community members  
 b. Mobilizing public support for environmental initiatives  
 c. Encouraging government and policymakers to prioritize environmental sustainability  
 d. Other (please specify)
17. What are some specific ways community members can collaborate with the media to promote environmental sustainability in New Juaben?  
 a. Sharing personal stories and experiences related to environmental issues

- b. Participating in interviews or panel discussions on environmental topics
  - c. Providing expert opinions or knowledge on specific environmental concerns
  - d. Sharing information about local initiatives, events, or campaigns related to environmental sustainability
  - e. Other (please specify)
18. Do you believe that collaboration between community members and the media can lead to tangible positive changes in promoting environmental sustainability?
- a. Yes, definitely
  - b. Maybe, to some extent
  - c. No, not at all
19. How would you rate the current level of collaboration between community members and the media in promoting environmental sustainability in New Juaben?
- a. Excellent
  - b. Good
  - c. Fair
  - d. Poor
20. What do you think could be done to improve the collaboration between community members and the media in promoting environmental sustainability?
- a. Increased communication and coordination between community organizations and media outlets
  - b. Training and workshops for community members on effective media engagement
  - c. Creating dedicated platforms or channels for community voices to be heard on environmental issues
  - d. Other (please specify)

Thank you for your participation! Your feedback is valuable in understanding the role of the media in promoting environmental sustainability campaigns in the New Juaben South Municipality.



## APPENDIX II

"Hello! My name is Peter Kwabla. Sedenkor, a student of Koforidua Technical University, and I am conducting a study to ascertain the Role of the Media in Promoting Environmental Sustainability Campaigns within the New Juaben Municipality. Your valuable input will help us better understand the role of media engagement in creating a sustainable environment.

Thank you for taking time to participate in this survey!"

*(This questionnaire is designed to be answered by media practitioners).*

### **Demographic characteristics of Media personalities**

1. Age: a) 18-24 b) 25-30 c) 31-36 d).37-42 d).43-48 e). 49+ []
2. Gender: a). Male b). Female
3. Position .....
4. What is your marital status?  
a) Married b) Divorced c) Not married
5. Religious affiliation:  
a) Christian b) Muslim c) Traditionalist d) Others (specify)
6. Educational Background:  
a) No education b) Up to primary c) Up to Senior High School d) Tertiary
7. How long has your media organization been operating in the New Juaben Municipality?  
a) Less than 1 year b) 1-2 years c) 3-5 years d) 6 years and above

### **What impact does the Media have on Environmental Sustainability Campaigns in New Juaben Municipality?**

8. Have you actively participated in environmental sustainability campaigns in the New Juaben South Municipality?  
a) Yes  
b) No
9. If yes, please provide examples of environmental sustainability campaigns your media organization has been involved in.....
10. How would you describe the level of media coverage on environmental sustainability issues in the New Juaben South Municipality?

- a) Extensive coverage
  - b) Moderate coverage
  - c) Limited coverage
  - d) No coverage
6. What is the primary role of the media in promoting environmental sustainability campaigns?
- a) Raising awareness
  - b) Educating the public
  - c) Advocating for policy changes
  - d) Inspiring behavior change
7. How do you determine which environmental sustainability campaigns to cover in your media organization?
- a) Based on relevance to the local community
  - b) Based on urgency and significance of the issue
  - c) Based on audience interest and engagement
  - d) Based on partnerships and collaborations
8. What factors influence your decision to prioritize certain environmental sustainability campaigns over others?
- a) Public interest and demand
  - b) Potential impact on the local environment
  - c) Alignment with organizational goals and values
  - d) Availability of resources and support

9. Do you think media coverage has a significant impact on raising awareness about environmental sustainability issues among the residents of the New Juaben South Municipality?
- Yes
  - No
  - Unsure
10. How does your media organization engage with the community to encourage their participation in environmental sustainability initiatives?
- Organizing community events and campaigns
  - Featuring success stories and local initiatives
  - Providing educational resources and information
  - Collaborating with local organizations and stakeholders
11. What challenges do you face in promoting environmental sustainability campaigns through your media organization?
- Limited resources and funding
  - Lack of public interest or engagement
  - Difficulty in measuring impact and effectiveness
  - Resistance or opposition from certain groups
12. Have you collaborated with other stakeholders (e.g., government, NGOs, community organizations) to promote environmental sustainability campaigns?
- Yes
  - No
13. If yes, please rate the impact of these collaborations on promoting environmental sustainability:
- Very High Impact
  - High Impact

c) Moderate Impact

d) Low Impact

e) No Impact

14. On a scale of 1 to 5, please rate the overall effectiveness of your media organization in promoting environmental sustainability campaigns:

a) 1: Not effective at all

b) 2: Somewhat effective

c) 3: Moderately effective

d) 4: Very effective

e) 5: Extremely effective

Thank you for your participation in this questionnaire! Your responses will contribute to our understanding of the importance of collaboration between community members and the media in promoting environmental sustainability in New Juaben.