



**RESEARCH PAPER**

**Impact of TV News Bulletins on the University Students of Lahore  
Regarding Clean Green Pakistan Movement**

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**ABSTRACT**

The aim of this study is to examine the role of electronic media regarding Clean Green Pakistan Movement. The objective of this study is to highlight the alarming issue of environmental change and examine the media coverage on CGPM. How the programs of GEO news, ARY news and City 42 news are spreading awareness to the university students of Lahore regarding CGPM. This study is quantitative by nature. How the government deals with this phenomenon. This study is quantitative by nature. The sample size of this study was 300 respondents from three private sector universities of Lahore. The results indicate that the null hypotheses are rejected and it is concluded that after watching programs related to the coverage of CGPM, the university students of Lahore practically took part in this movement and also took measures to act upon the guidelines.

**Keywords:** Air Pollution, CGPM (Clean Green Pakistan Movement), Climate Change, Electronic Media, Environment Change, Global Warming, Plantation

**Introduction**

Imran Khan, Pakistan's Prime Minister, inaugurated the Clean Green Pakistan movement on October 13th, 2018. This movement encourages people to take steps to enhance institutions and change their behavior. The CGPM aims to make essential services more accessible to citizens while also empowering them to share responsibility for a clean and green Pakistan. This movement will focus on climate change challenges, developing tactics to encourage renewable energy sources, and looking for solutions to keep the natural system alive. It would also work on global problems like access to clean water, sanitation facilities, solid waste, and liquid waste.

The government's commitment to save the environment is clearly seen by their efforts and consistency. In Khyber Pakhtunkhwa almost one billion trees have been planted as a result of this movement. The Prime Minister of Pakistan has been noticed saying that the PTI government will leave a Clean and Green Pakistan for future generations.

Pakistan has just covered 5% of forest area however UN (United Nations) has set 25% forest area globally. That is why the recent government included the plantation as a primary component of CGPM to extend the forest area of Pakistan.

Bhaskar (2012) urban green space is very important for urbanization. Green urban space is very helpful in the ecosystem. In spite of the importance of urban green space, vegetation is knocking down due to urbanization in the developed countries. This study focuses on the changes in urban land of Pune from 1999 to 2009. The finding of the study,

highlights the city highly on risk due to coverage of all vegetation, forestland and agriculture area due to gray infrastructure.

Solid waste is the second component of CGPM. This component has recycling options for materials that don't belong in the rubbish or trash. Waste management is concerned with how solid waste can be transformed and turned into a useful resource.

Waste management is one of the complexities. When there's no long-term planning and/or system for these fundamental needs in society, when the common sense is low and communication about the issues is close to none, environmental and health dangers end up clear. This reality is very clearly appearing in rapidly growing urban zones where water and sanitation management is not satisfactory (Jacobsen, 2021)

In modern society, liquid waste is a major issue. This component entails creating a strategy for collecting, processing, and transporting sewage. Liquid waste management plan (LWMP) was also introduced to guide such activities to reuse water to make it safer for drinking and agriculture use.

Sanitation is a basic necessity for human health. Poor sanitation has harmful effects on human health and leads to multiple socio-economic and environmental concerns. This component focus on rural areas to educate people to improve sanitation facilities.

Hand hygiene is extremely important in the prevention of illnesses. This is the most effective way to improve your health. However, in recent years, there has been a significant improvement in hand hygiene habits. Results of this study showed that the proper amount of alcohol-based hand massager should be used to keep yourself away from illness (Boyce, 2019).

Water is a basic need for all living things. Drinking contaminated water can lead to serious diseases like cholera, typhoid, dysentery, hepatitis, giardiasis, et cetera. Water services are well managed and the locals use safe water in their respective areas, non-contaminated water is always available when needed.

Diarrhea is a life-threatening disease in underdeveloped countries. In kids the main reason for this disease is contaminated water. However, it is compulsory to boil their household water to prevent bacteria as piped water is sufficiently associated with many diseases (Komarulzaman et al., 2017).

## **Literature Review**

Clean Green Pakistan (n.d.) The Prime Minister of Pakistan, Imran Khan, started the Clean Green Pakistan movement on October 13th, 2018. This program encourages people to take steps to enhance institutions and change their behavior. The CGPM aims to make vital services more accessible to citizens while also empowering them to share responsibility for a clean and green Pakistan. This movement will focus on climate change challenges, developing tactics to encourage renewable energy sources, and looking for solutions to keep the natural system alive. It will also work on societal challenges like clean drinking water, sanitization, solid waste, and liquid disposal.

Iftikhar *et al* (2020) Clean Green Pakistan was launched by Pakistan's federal government. This is an excellent beginning step because it is everyone's responsibility, and

it promotes behavioral change as a means of forming the need for improved environmental changes. The government is raising awareness about the importance of natural resources by taking this movement. Researchers have explored the role of print media in creating awareness to solve these environmental challenges.

The Ministry of Climate Change Government of Pakistan (n.d) Pakistan's current government is taking a variety of measures to mitigate the effects of climate change and tackle the country's environmental issues. In this alarming issue on October 8, 2018, Prime Minister Imran Khan announced the Clean and Green Pakistan movement to solve the environmental and climate change-related problems.

Ali and Sara (2021) Pakistan is a developing country with a history of dealing with plastic trash issues. The issue has been increased by high rates of urbanization and rising population. Plastic garbage has been mostly found in plastic bags, which are commonly used for everyday activities like grocery shopping and in wrapping for industrial raw materials and products. Pakistan consumes about 55 billion disposable plastic bags each year, according to the (EPA) Environmental Protection Agency. The government was forced to enact a ban because of the increasingly rising consumption of plastic and the difficulty in dealing with its disposal.

Bhatt (2019) explains that the dustbin is a most effective use to tackle waste management in the proper way in public places. In this research paper researcher proposed the model of public sector dustbins. Researcher proposed that dustbins should be censored to check the level of garbage to avoid spill out. Automatic open lid should be used, when any person comes to throw out something in a dustbin on public areas. The dustbin should be placed in proper distance and workers come to collect the waste on time to clean and hygiene the environment.

Chawla and Rajaram (2016) explain the process of reduce, reuse and recycle of our energy, water and other products which we use and consume in our daily life. Reduce means how we preserving our natural assets like preserve our flood water to make energy. Researcher use the reuse word to recycle the natural source to produce new things like gray water used for irrigation. Recycles interpret the activity that changes the old product into new, like toilet water recycling it to drinking water to treat it for safety and health.

### **Hypotheses**

H<sub>0</sub>: the news builietien of GEO, ARY and City 24 are not creating awarenes on CGP

H<sub>o</sub>: It is more likely that after watching the coverage of Clean Green Pakistan whether the university students practically did not take any measures to act upon the guideline

### **Material and Methods**

To know the impact of TV news bulletins on the university students of Lahore, a quantitative research methodology was used in this research article. A survey of the target population was carried out in this regard. . Questionnaire was consisted of close ended questions and one open ended question at the end. The aim was to conduct the survey with 300 participants from university students of Lahore. 100 students have taken from each university. For this study, researcher chose, University of Management and Technology, Lahore (UMT), University of Central Punjab, Lahore (UCP) and Minhaj University, Lahore

(MUL). Researcher has taken these three universities of the private sector due to there being diversity in the student and academicians. Students belong to different environments e.g., locality, financial status and different backgrounds. The sample has been selected from all disciplines. Both male and female students have been chosen. The response rate of returning questionnaires was 288 out of a total 300 respondents. The percentage of the respondents remains 96%. The collected data analyzed and discussed by using SPSS software (statistical package for social sciences). One sample t test was done to check the responses of this research.

## Results and Discussion

**Table 1**  
**One-Sample Test for the news bulletin of GEO, ARY and City 24 are not Creating Awareness on Clean Green Pakistan**

|   | Test Value = 0 |         |                 |                 |  |
|---|----------------|---------|-----------------|-----------------|--|
|   | t              | df      | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference<br>Lower Upper |
| How often do you watch T.V news bulletins?  | 32.062         | 286.000 | .000            | 2.740           | 2.57 2.91  |
| Have you ever seen any news about the Clean Green Pakistan Movement on these channels?                    | 40.149         | 286.000 | .000            | 3.132           | 2.98 3.29  |
| Which kind of news do you mostly watch in T.V news bulletins regarding the Clean Green Pakistan movement? | 40.472         | 286.000 | .000            | 2.976           | 2.83 3.12  |
| How much information do you gain from Geo, ARY and City 42 regarding CGPM?                                | 39.851         | 286.000 | .000            | 2.972           | 2.83 3.12  |
| Do you think that electronic media plays a significant role to promote the Clean Green Pakistan Movement? | 38.445         | 286.000 | .000            | 2.899           | 2.75 3.05  |
| Which channel do you watch most frequently?   | 36.066         | 286.000 | .000            | 2.896           | 2.74 3.05  |
| What do you think about which one of the following components plays a vital role in human life?           | 38.755         | 286.000 | .000            | 2.934           | 2.79 3.08  |

Table 1 shows the one sample T test to check the hypothesis "it is more likely that news bulletins of ARY, Geo and City 42 are not creating awareness on Clean Green Pakistan among the university students in Lahore." The first variable is "How often do you watch T.V news bulletins?" the t statistics is 32.062 with p value less than 0.05 which shows the significant effect on hypothesis, mean difference is 2.740 which lies between 95% C.I [ 2.57 to 2.91], the second variable is " Have you ever seen any news about the Clean Green Pakistan Movement on these channels?" with t statistics is 40.149 with p value less than 0.05 which shows the significant effect on hypothesis, with mean difference value is 3.1322 which lies between 95% C.I [2.98, 3.29]. The T Statistics of "Which kind of news do you mostly watch in T.V news bulletins regarding the Clean Green Pakistan movement?" is 40.472 with p value less than 0.05 which shows the significant effect on hypothesis, mean difference is 2.976 with 95% C.I [2.83, 3.12]. The t statistics for "How much information do you gain from

Geo, ARY and City42 regarding CGPM?” is 39.581 with P value less than 0.05 which shows the significant effect on hypothesis, the mean difference value is 2.972 which lies between the 95% C.I [ 2.83, 3.12]. The T statistics for “Do you think that electronic media plays a significant role to promote the Clean Green Pakistan Movement?” is 38.445 with P value less than 0.05 which shows the significant effect on hypothesis, the mean difference value is 2.899 which lies between the 95% C.I [ 2.75, 3.05]. The test statistics for “Which channel do you watch most frequently? “Is 36.066 with P value less than 0.05 which shows the significant effect on hypothesis, the mean difference value is 2.896 which lies between the 95% C.I [ 2.74, 3.05]. lastly the “What do you think about which one of the following components plays a vital role in human life?” the t statistic is 38.755 with p value is less than 0.05 which shows the significant effect on the research hypothesis with mean difference value is 2.934 which lies between the 95% C.I [ 2.79 , 3.08].

**Table 2**  
**One-Sample t Test It is more likely that after watching the coverage of Clean Green Pakistan whether the university students practically did not take any measures to act upon the guideline.**

|  | Test Value = 0 |         |                         |   |                                    |
|--|----------------|---------|-------------------------|---|------------------------------------|
|  | t              | df      | Sig. (2-Mean<br>tailed) | 95%<br>Interval<br>of the<br>Difference | Confidence<br>of the<br>Difference |
|  |                |         |                         | Lower                                   | Upper                              |
| Have you ever participated in any activity of the Clean Green Pakistan movement?                   | 43.755         | 286.000 | 3.059                   | 2.92                                    | 3.20                               |
| If you practically took part in the CGPM at which level?   | 37.731         | 286.000 | 2.896                   | 2.74                                    | 3.05                               |
| Have you ever planted a tree or taken part in a plantation campaign?                               | 35.364         | 286.000 | 3.010                   | 2.84                                    | 3.18                               |
| Which department do you think can work more impressively to overcome the environmental challenges? | 33.552         | 286.000 | 2.729                   | 2.57                                    | 2.89                               |
| Which sector do you think is more responsible for liquid waste and solid waste management?         | 30.086         | 286.000 | 2.615                   | 2.44                                    | 2.79                               |
| Do you think that is there any role of NGOs in CGPM?   | 31.746         | 286.000 | 2.719                   | 2.55                                    | 2.89                               |
| Do you think that clean drinking water is basic need to every citizen?                             | 26.262         | 286.000 | 2.358                   | 2.18                                    | 2.53                               |
| Are you adopting total sanitation practices in your daily domestic and non-domestic affairs?       | 33.174         | 286.000 | 2.802                   | 2.64                                    | 2.97                               |

Table.2 The t statistics for “Have you ever participated in any activity of the Clean Green Pakistan movement? “Is 43.755 with p value is less than 0.05 so it shows the significant effect on mean with mean difference 3.059 which lies b between the 95% C.I [2.92,3.20]. T statistics of “If you practically took part in the CGPM at which level” is 37.731 with p value is less than 0.05 so it shows the significant effect on mean with mean difference is 2.896 which lies between the 95% C.I [2.74,3.05]. The T value of “Have you ever planted a

tree or taken part in a plantation campaign?" is 33.5 with p value is less than 0.05 so it shows the significant effect on mean with mean difference is 2.2789 which lies between the 95% C.I [2.57,2.89]. the next variable is "Which sector do you think is more responsible for liquid waste and solid waste management?" t statistics for this variable is 30.086 with mean difference value is 2.615 which lies between 95% C.I [ 2.44, 2.79]. T statistics for "Do you think that is there any role of NGOs in CGPM?" is 31.746 with p value less than 0.05 which shows the significant effect on the hypothesis with mean difference value is 2.719 with 95% C.I [ 2.55, 2.89]. T statistics for "Do you think that clean drinking water is basic need to every citizen?" is 26.262 which is less than 0.05 which is significant with mean difference 2.385 which lies between 95% C.I [2.18, 2.53]. Lastly "Are you adopting total sanitation practices in your daily domestic and non-domestic affairs?" t statistics is 33.174 with p value is less than 0.05 which shows the significant effect on research hypothesis with mean difference value is 2.802 which lies between the 95% C.I [2.64, 2.97].

## **Conclusion**

In the current study, researcher has tried to find out the effects of T.V news bulletins on the very high voltage issue of Clean Green Pakistan. The researcher has taken the three news channels Geo news, ARY news and City 42 to examine the information and awareness function of mass media in Pakistan, regarding the phenomena of Clean Green Pakistan. How the mass media is successful in implementing its policies and brought changes in thinking of the people, regarding this crucial and terrifying issue of environmental pollution. In the current study, researcher has taken a sample of 300 students from which 287 respondents recorded their responses, out of which 161 respondents were male and 126 were females from Minhaj University, Lahore. University of Central Punjab, Lahore and University of Management and Technology, Lahore.

The research was quantitative in nature. The objective of this research was to find out the role of mass media to create awareness regarding environmental pollution and changes. Researcher herself constructed a questionnaire to collect data. The demographic analysis showed that the sample of the females was more than the male students. Majority of the sample fell under the category of 18 to 24 years" age. According to the data analysis, the media plays a vital role in coping with the environment changes and responses shows that the government is working more impressively to tackle this alarming situation in Pakistan. Media successfully spread awareness among the university students of Lahore. Most of the respondents multiple times took part in plantation campaigns. The findings of the study indicate that components of plantation got more attention in the media. All the variables show a significant effect. So, the results indicate that the null hypotheses are rejected and it is concluded that after watching programs related to the coverage of CGPM, the university students of Lahore particularly took part in this movement and also took measures to act upon the guidelines.

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