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Representation of Environmental Discourse: A Thematic and Quantitative Content Analysis of Headlines in Leading Bangladeshi National Dailies

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Abstract

This study investigates the complex representation of environmental issues within the national media landscape of Bangladesh through a systematic analysis of headlines from four prominent dailies: The Daily Prothom Alo, The Daily Samakal, The Daily Star, and The Business Standard. A total of 399 environment-specific headlines taken out of 168 issues published in the July 2023 through June 2024 were analyzed using a mixed-methods research design. A composite-week sampling plan was used to guarantee that the samples were not biased towards seasonal variation and media cycles. The data were systematically coded using QDA Miner Lite in order to determine the overall patterns of the themes and language structures. The results suggest that the media tends to be overwhelmed with episodic events, in particular, natural catastrophes, which are the most frequent ones, as well as crises with acute pollution. On the contrary, it gives relatively little consideration to longitudinal structural issues, including environmental policy development, promoted climate activism, and biodiversity loss. The paper identifies a uniqueness of differences in English and Bengali journalism: English dailies reveal more showing of environmental reporting and more focus on global governance and climate activism, and Bangla dailies focus on local disasters and more on immediate societal concerns. The study advances in the area of environmental communication through clarifying the impact of editorial priorities and linguistic framing on the national agenda and how they influence the perception of the population division in one of the most climate-sensitive countries in the world.

Keywords: *Environmental Journalism, Headlines, Media Framing, Bangladesh, Agenda Setting.*

Introduction

In the modern context of journalism, the headline is the major information distributor. It is a small linguistic unit, often containing only several carefully selected lexical units, created to capture the epitome of a complex story, at the same time, the first point of encounter between the reader. What makes headlines not just a summary is the fact that as Bunyarat (2020) notes, they are strategic tools that are used to draw immediate attention in an attention-saturated information economy. Regardless of print or digital publication, typographical hierarchy (via the increased use of larger types and bold locations) provides a hint of editorial importance given to a specific occurrence.

The headlines are strategic gatekeepers which maximize relevance to the reader at the same time controlling cognitive effort (Ifantidou, 2009). These linguistic frames are not neutral in their relation to the environment, though, as they are selective to scientific reality in terms of institutional and economic imperatives that eventually constitute the limits of environmental governance by people (Boykoff, 2009). Theoretically, the headlines are the most powerful tool of the agenda setting. In choosing the environmental stories that should appear on the front page as a headline or on a column spread, the editors inform the people that which issues should have national relevance. The language of a headline, by this way, represents a framing mechanism. The framing theory allows assuming that the information processing of the audience depends on a mode of presentation, i.e. the frame. In environmental reporting, a headline can put a flood in its perspective as a natural act of God or the other way around as an outcome of poor urban planning and climate policy. The end result of these contrastive framings is a shift in the public accountability and collective recognition.

The technological development has created a paradigm shift in the way news is being consumed. People are slowly abandoning the physical newspapers in favor of e-papers, mobile apps, and social services newsfeeds (Kuiken et al., 2017). This digital world means that the clickability of a headline is a determining factor on whether one reads the story or not. This has contributed to emergence of so-called headlines a certain type of writing that has maximum impact using minimum possible words.

To the contemporary reader, a headline can be the totality of how they view news on particular subject. The headline in itself is even more critical in terms of the accuracy and thematic depth. This phenomenon can be discussed in terms of Relevance Theory

that can be applied in the case of linguistics and which assumes that the headlines are desired to be as informative as possible and as low in processing as possible (Dor, 2003).

The journalism of the environment in Bangladesh has developed as a niche of specialization to be the key element of the national discourse. With the issues relating to scientific, political, and sociocultural realms of concern on the topic of ecological health evolving into acute levels, the role of the press in mediating such complex issues on the common people becomes invaluable (Boykoff, 2009). Nevertheless, the environmental coverage is quite often challenged by the allure of high-octane political and economic news. As a result, environmental headlines must capture emotionally evocative language or curiosity-provoking constructions (Suryahadi and Solo, 2024).

The headline writing without the art of encapsulating the headline within the environmental field requires a fine balance. Conventionally, journalism standards dictate conciseness, succinctness, and aptness of language use (Ifantidou, 2009). But what is most artistic is the ability to achieve a trifecta of demands; relevancy, impact, and clarity, then reader is presented with an immediate understanding of the material of the subject matter as well as a depth of content (Dor, 2003).

This paper draws its urgency on the fragile environmental situation of Bangladesh. Both a recent World Bank (2024) evaluation states that Bangladesh is at serious risk due to the pollution in the country and environmental health risks. Such problems impact more particularly the most vulnerable groups of people such as women, children, elderly, and poor people. According to the reports by the Bangladesh Country Environmental Analysis (CEA), every year there are more than 272,000 premature deaths and 5.2 billion days of disease due to air pollution, contaminated water, and poor sanitation.

The environmental problem in Bangladesh is real not something far-fetched. The media representation is thus requisite to the thread of creating the consciousness of the populace and coercing environmental regulations. The print media is an authoritative resource that can shape the policies and facilitate funding of global climate change activities (Reza & Haque, 2011). This paper aims at knowing the ways in which the Bangladeshi press plays its agenda informing role in defining these life-and-death issues.

Literature Review

These technological changes where the print media becomes digitalized since the late nineteenth century have completely transformed the way environmental issues are communicated and perceived. In their masterpiece article, *Checking the Pulse of Print Media: Fifty Years of Newspaper and Magazine Advertising Research* (Nyilasy et al., 2011), they explained how newspapers have moved onto the frontier between local retail advertising services and advanced systems facilitating global communication through time and space. Text analysis has become a significant approach within the context of this historical direction. According to Al-Azzawi & Kadhim (2024), text analysis is an advanced activity requiring the arrangement and analysis of information in texts in order to reveal concealed ideological patterns. In the modern media environment, this dissection is becoming more headline-oriented as this is the major entry point through which the reader is free to interact.

Relevance and cognitive effort are usually used to analyse the theoretical role of headlines. Dor (2003) insists that the headlines are considered to be the relevance optimizers, which aim to give as much context as possible under the least processing load. Interestingly, a good headline does not necessarily have to be entirely clear, short and uncomplicated. They are often designed, instead, in order to tone down the effect of context and the mental effort required of the reader. A headline does not always attract attention because of being simple, it may achieve such attention creating a feeling of a curiosity or being hard to decode. Headlines that are either too small or over-processed are occasionally ineffective since they do not pass the story on to the reader at a deeper level (Dor, 2003). This is more so during the digital era where newspapers are fighting against traffic. As Kuiken et al. (2017) have noticed, headlines now assume much more significant functions than the summary of the news content. These are used more and more to attract attention by use of emotionally charged or mind-boggling phrases, sometimes masquerading as clickbait.

Thematic framing also depends on the linguistic structure. Krasina & Souadkia (2020) have observed two main word structures in the headings: nominal and verbal. Nominal headlines are more concentrated on the application of nouns but verbal headings concentrate on action and the usage of the verb. A combination of such linguistic decisions, cultural backgrounds, and media accounts, influences the consumption of

environmental news (Mumtaj et al., 2025). Moreover, the media shows environmental issues on the media based on the predetermined news values and some Environmental Non-Governmental Organizations (ENGOS) prefer to cover particular local or global ecological scales (Mohamad Saleh & Heinrichs, 2020). The media attention in the green sector can even affect investor sentiment, implying it will have a negative relationship between the media attention and financial action in presence of the mediator variable of public sentiment (Wang et al., 2022).

Sentiment analysis and text-mining are commonly used as methodological precedents in environmental communication. Hossain et al. (2021) have used packages that are based on R to pre-process data of headlines and visualize thematic clusters with the help of word clouds. Similar systematic sentiment analyses have also been done in the world including the one conducted by MacDonald et al. (2023) on the topic of forest biomass in news headlines published between 2010 and 2020 in Canada, which showed high consistency in patterns of news coverage. Recent computational studies on the Bangladeshi media have found that there was a great deal of negative reporting, in their tendency towards social fear-based illumination issues (Hossain et al., 2021). Additionally, the study of news-sharing of social media shows that the most common tendencies of headlines in Bangladesh are to focus more on sensational demographic information and judicial proceedings than on the responsibility of perpetrators (Al-Zaman, 2023). These trends reflect the larger society trends and emotional nuances, which are estimated by machine-learning sentiment analysis of daily English-language newspapers in a country (Mumtaj et al., 2025). Environmental journalism in Bangladesh has developed as an important sub-category of current social, political and economic facts (Das et al., 2009). Following initial foundational research, an extensive decade-long analysis of environmental articles in Bangladesh between 2010 and 2019 found the overwhelming use of the “consequence” and “responsibility” frames by the national media (Al-Zaman & Khan, 2021). The researchers’ analysis of 2,400 news stories showed a consistent media focus on the physical and social consequences of ecological disasters rather than the moral and human-interest aspects. Significantly, this 10-year study also revealed a high degree of framing convergence between the English and Bangla media, setting a historical precedent for environmental news reporting that is

consequence-focused and a critical foundation for the current episodic and disaster-oriented environmental headlines.

The media is seen as a mirror, which plays a role in the creation of the mass cognition on ecological crises. Common trend of Asian media is the excessive focus on episodic environmental calamities, but media advocacy or NGOs have been focused on long-term sustainability (Saleh & Heinrichs, 2020). This clash between news value with a focus on entertainment and proper environmental communication is ruthlessly compounded by more often than not, word-image play wherein punning jokes are combined with serious ecological destruction, which can damage the gravity of the crisis that is reported (Bednarek & Caple, 2010). Nonetheless, the country overly relies on the government or governmental spokespersons in terms of environmental reporting especially on the issues of the policy. Although these sources present authoritative data, this reliance sometimes leaves the reportages in an inadequate situation to take a fractious stance.

Environmental news can be placed ideologically in vastly different ways, which is dependent on the organizational tilt of the news outlet. Karim et al. (2021) observed that the same story can be displayed by two newspapers in two different perspectives because of their editorial stands. This deviation is more pronounced among the Bengali and the English-language newspapers in Bangladesh. Language is also important as it affects the framing, tone, and particular direction of environmental coverage (Ferdous and Khatun, 2020). As an example, English daily newspapers might address global climate governance issues, whereas the prosecutions of the local population usually dominate in Bangla newspapers.

The overlapping of media coverage and the protection of the environment is demonstrated by such particular environmental hazards as cutting the hills and illegal deforestation. Hassan et al. (2015) found out that hill cutting was a major contributor to environmental degradation in such districts as Chittagong, and it contributed to a predisposition to landslides. The prevention efforts in these activities covered by the media are significant to long term ecological control. Although the digitalization process has changed the prevailing pattern, newspapers continue to be highly viewed as a credential and reliable source of both local and global views (Nyilasy et al., 2011). Finally, the art of headline writing consists of developing a linguistic construct, which

meets the most criteria in terms of brevity, clarity, and impact to keep the public interested in the continuing environmental crisis (Dor, 2003; Ifantidou, 2009). These patterns will only be deciphered by understanding them through thematic analysis to determine the role played by the press in the future of the environment in Bangladesh.

Objectives of the research

This study delves into two main objectives, these are:

1. To explore the dominant environmental themes presented in Bangladeshi national dailies through systematic headline analysis.
2. To identify the frequency and patterns of environmental issues covered in newspaper headlines.

Methodology

The present research makes the use of the mixed-method research design in terms of the methodological choices as it would be logical to employ both qualitative thematic analysis and quantitative content analysis as the strategic method to represent the overall picture of the Bangladeshi media arena. The justification of such a twofold strategy is associated with the intricacy of environmental discourse. A purely quantitative method, even though handy to monitor the ratio of the search frequency of particular keywords, would inevitably miss the finer points of framing, linguistic coloring and editorial purpose. On the other hand, a strictly qualitative study may not be sufficiently statistical to point to larger, long-term patterns in various media houses. Combining these two paradigms, this study can identify not only how often the environmental issues are reported but also how these issues are perceived, emphasized and organized by the commonly used discourse. This makes the data statistically basis as well as interpretively rich which gives more insight into the way the press influences ecological narratives.

The research utilized composite week sampling technique in order to obtain a representative sample of a complete news cycle of the year without a logistical impossibility of carrying out an analysis of 365 days of news content. This approach is regarded as a norm in communication and media studies in that it can well explain the natural cycles of news production e.g. the qualitative variations between high volume Sunday issues and regular weekday reporting. Additionally, it enables the researcher to

obtain seasonality variations that are especially notable in a climate susceptible nation such as Bangladesh whereby climatic occurrences differ radically between the wet monsoon and the dry winter seasons.

The analysis has been conducted on a twelve-month time frame, i.e. July 01, 2023, to June 30, 2024. Each two-month block in this year was then constructed with one composite week. Each block had a Sunday, Monday, Tuesday, Wednesday, Thursday, Friday and a Saturday chosen randomly, to represent that time. The product of this systematic scheme was a final sample size consisting of 168 issues of four different publications in the newspapers. Out of this sample, 399 individual environmental headlines were carefully identified, extracted, and organized to be analyzed further, having both a manageable and highly representative dataset of the annual news cycle.

The sample is four national dailies, the Daily Prothom Alo, The Daily Samakal, The Daily Star and The Business Standard, which covers a wide range of cross section of the media ecosystem in Bangladesh. These are outlets that were selected because of their great circulation rates, national impact, and demographic target customers. The main audience of The Daily Star and The Business Standard is the English-speaking elite and the policymakers, as well as the international diplomatic community, which tends to be more global or economic in its view of the local problems. The Daily Prothom Alo and The Daily Samakal, in turn, are able to speak to the group of persons that speaks the Bengali language and, as the mass-media, is more inclined towards the concerns of the grassroots and national identity. The comparison of these two different groups offers a rich testing run ground on the effects of language barriers and different audience expectations on the framing and prioritization of environmental narratives.

The 399 headlines were approached to processing through a strict protocol to create depth and consistency in the analysis under thematic analysis which is a six-phase proposed approach by Braun and Clarke (2006). The initial phase, which was Familiarization and Immersion, consisted of rehearsing all the extracted headlines to employ repetitive patterns, languages, and conceptual patternisms. This was succeeded by the process of the initial coding whereby initial labels were generated on certain recurring problems, e.g. Air Pollution, Flash Floods, COP28 Summit or illegal hill cutting.

These single codes were categorized in the third step, which was Thematic Categorization (Axial Coding), in which these single codes were grouped into seven themes: Climate and Natural Hazards, Environmental Protection and Conservation, Environmental Governance and Politics, Urban and Infrastructural Environment, Environmental Pollution, Aquatic and Agricultural Environment, and Environment and Public Health. Lastly, the paper employed QDA Miner Lite software to do systematic implementation of the software. This QDA Miner Lite and Word-Cloud analysis is a validated technique of handling qualitative data and determining thematic predominance in a wide range of datasets (Salahuddin, 2024). It made sure that the coding process was transparent and consistent and that the researcher would classify the segments in a systematic manner and conduct a systematic comparison between the thematic changes between the English and Bangla dailies.

In order to cement the reliability and validity of the results, the coding scheme was streamlined by conducting numerous iterations and repetitive reviews in order to remove subjective bias. Internal consistency was also enhanced using the visual triangulation tools. As proposed by Heimerl et al. (2014), word clouds were applied not only to the aesthetic representation but to the second verification of the identified themes in terms of frequency and comparative importance. Moreover, word clouds are an example of a diagnostic heuristic, and the researcher can find structural dissonances and thematic cohesion solely by glancing at the word clouds followed by a more in-depth analysis of the text (Illich, 2015). The comparison of the visual density of the word clouds and the statistical output of the thematic coding makes the study sure that the findings are actually representative of the biggest concerns about the Bangladeshi population that are provided by the environment. This process of validation in layers guarantees that the research is highly academic when it comes to content analysis.

Results and Data Analysis

The findings of this paper represent a detailed and sophisticated mapping of how the issue of environmental problems are constructed, emphasized, and prioritized in the headlines of major national daily newspapers of Bangladesh. Through studying the linguistic patterns, the topic focus in these headlines, and the content areas of concern in these headlines the research establishes the pervading patterns that define the media reporting of the State of the ecological condition in the country. Not only can the

findings be listed, but they can be systematically ranked in order of perceived significance of the environmental issues as they are deemed urgent, who bears responsibility, their physical and social impact as well as the level of interest they are likely to cause to the people.

In order to come up with these findings, systematical coding was made on 399 headlines under predetermined thematic classes. Each single headline became the main unit of analysis, that was carefully researched in order to find the topic of its central interest and editorial goal. Such headlines have been grouped into different thematic forms through a systematic coding and repetitive reading that includes climate change, pollution, natural disasters, biodiversity, environmental governance, urban challenges and deforestation. This strict framework made it possible to adequately define trends and patterns among the four chosen newspapers and be able to contrast the prevalence of the themes in a solid manner.

The discussion had a clear and systematic course. To start with, headlines were classified according to the strongest themes. Second, the themes were measured in terms of their distribution to determine the most common issues related to the environment brought to the attention of the people. Third, these themes, in terms of their propensity to frame, were assessed to reveal in what ways the environment is posed to the reader as a short-term crisis, policy breakdown or as a long-term danger. Such stratified approach enabled the study to go beyond a simple numerical process of counting and have a richer and more significant understanding of Bangladeshi media discourse.

These findings are presented in the following sections by way of theme coding, statistical distribution and graphic representation.

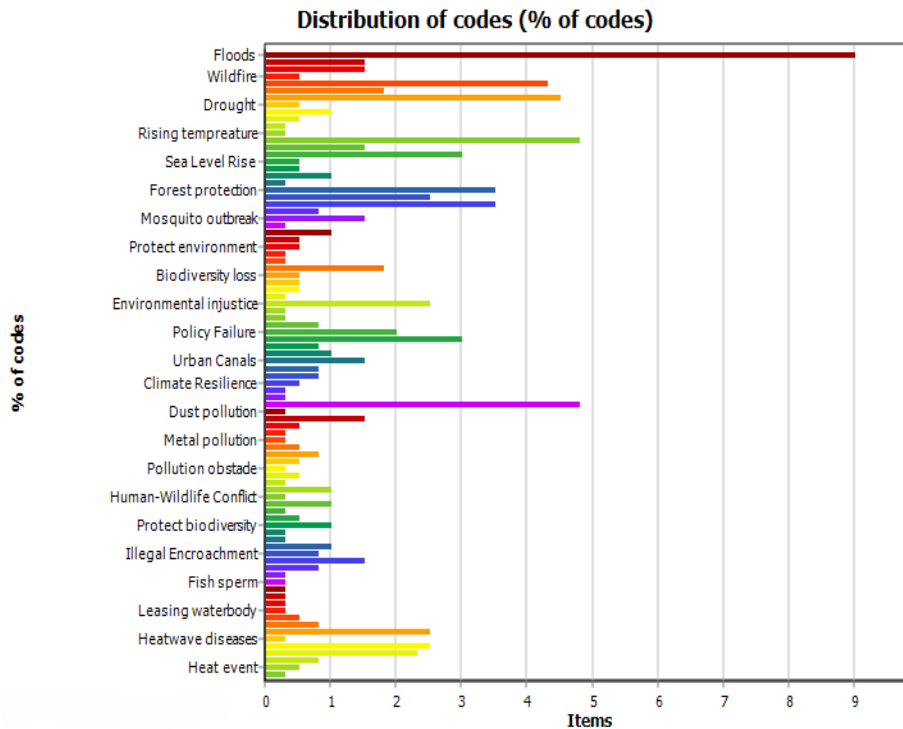


Figure 1: Chart for Identified the Coding of Environmental Issues.

Taxonomic Analysis of Coding Categories

The study coded the 399 headlines into a vast number of specific codes as shown in Figure 1. They are but are not limited to Floods, Landslides, Erosion, Wildfire, Heatwave, Heavy rain, Extreme weather, Drought, Water rising, Earthquake, Lightning, Rising temperature, Rain, Climate Change Advocacy, Cold wave, Sea Level Rise, Drop temperature, Low pressure, Forest protection, Policy and Law Enforcement, Waste. Moreover, the data reflected certain urban and industrial issues like garbage issues, light pollution, air, dust, and water pollution, sound and metal pollution, plastic pollution, and river conservation. There were also ecological and health-related codes such as human-wildlife conflict, cattle diseases, unsustainable fishing, illegal encroachment and the effects of heatwaves on the population. Important global events, including the COP28 Climate Summit and global collaborations were also depicted.

All the above codes were eventually condensed into more general environmental themes: Natural Disasters, Climate Change, Environmental Education and Protection, Environmental Politics, Deforestation, Environmental Degradation, Environmental Governance, Urban Development, Disaster Management, Pollution, Urban

One of the main conclusions made during this coding process is an excessive preponderance of the Natural Disasters. In particular, the Floods code was repeated 36 times which was 9% of the overall headlines on the environment. Comparatively, other codes in the disaster category were represented in a significantly lesser fraction. There were 19 headlines in the category of climate change that had to deal with rain, which constitute 4.8 percent of the sample. These statistics indicate that the media employs the high rate of disaster news coverage to develop instant reader consciousness with an emphasis on those occurrences which have the most squash and seeable effect on the community.

Word cloud analyses were carried out to give a visual overview of the data and to indicate the relative significance and frequency of certain words. The visualizations can be used as an additional method of measuring the thematic salience of environmental concerns.



structures that will feature the whole story in the headline itself. Such transparency and information saturation are the features of Bangladeshi environmental reporting.

These visual representations are supported by the thematic results. Although the word clouds are not intended to substitute the qualitative interpretation, they reinforce the general analysis physically showing the patterns, which have been identified in the process of manual coding.

Thematic Concentration: Disasters, Climate, and Pollution

The study also downsized its exposure to the high-impact categories in order to comprehend the media perspective in depicting the most alarming environmental risk issues.



Figure 4: Word Cloud for Identified Natural Disaster.

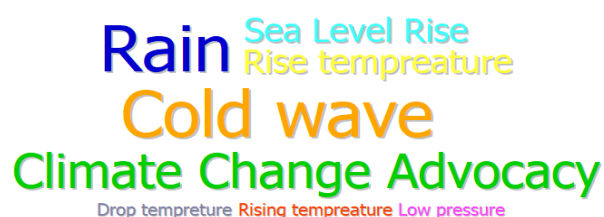


Figure 5: Word Cloud for Identified Climate Change.

Figure 4 and 5 concentrate on the coded distribution in natural disasters and climate change. The statistics indicate that the prevailing laws in Bangladesh concerning environmental reporting include excessive rain, floods, landslides, and cold waves. A

considerably huge number of the 399 examined headlines falls under disaster category. These headlines appear so often that it proves that the media reporting is concentrated on the occurrences that have direct physical and social implications. Although it is there, climate change promotion and advocacy takes a back seat when it comes to reporting the immediate aftermath of extreme weather.



Figure 6: Word Cloud for Identified Pollution.

In changing to Figure 6 we observe the scenery of pollution reporting. Such words as, Air Pollution, Water Pollution, River Pollution, Plastic Pollution and Noise Pollution are often featured in the headlines. The common occurrence of these words emphasizes the degrading ecological condition of the cities in Bangladesh. It is a kind of media that is more anxious about the fact that environmental risks, especially those involving the living standards of crowded places such as Dhaka and Chattogram, are growing by the day.

Final Thematic Categorization

Clustering All codes into a coherent thematic framework which conveys the big picture of environmental discourse in the country was the last step of the analysis.

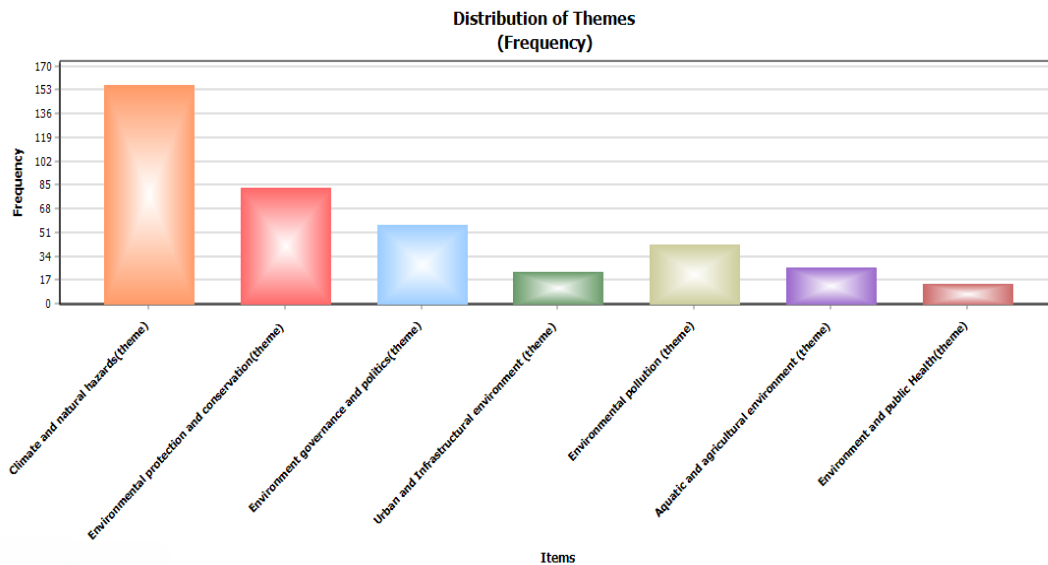


Figure 7: Chart for Identified the Environmental Themes.

The seven general environmental themes as derived in the first codes are described in Figure 7. These are:

- Climate and Natural Hazards
- Environmental Protection and Conservation
- Environmental Governance and Politics
- Urban and Infrastructural Environment
- Environmental Pollution
- Aquatic and Agricultural Environment
- Environment and Public Health

These seven themes that the data are broken down into through segmentation allows the study to shed light on how certain news events can be connected with larger categories of the environment as a whole. This thematic mapping is a direct reaction to the research goals of the study and demonstrates the top priorities of environmental reporting, as well as the role of the national dailies in forming the opinion of people about the environmental crisis. As can be seen in the results, the media are doing a good job in reporting on the episode-like events such as floods and pollution spikes, but that the media are also crucial in bridging this gap between these events and governance, health of the populace and agricultural sustainability. This themed report is well arranged, hence a complete narration of the construction of environmental realities in the headlines of the major newspapers in Bangladesh.

Discussion

It is on the basis of the findings of this study that we could gain a critical lens through which we could understand environment construction in Bangladesh. At least, according to the metaphor, the media is the mirror of society, and based on this, the image that reflects through the lenses of Bangladeshi national dailies can be characterized as the one of the immediate crisis, visible decline, and the editorial siege position. Although human happiness and sustainable development would not be possible without a healthy environment as a requirement, our analysis shows that the media would only capture the environment when it is failing. This presentation examines the implications of these results in terms of episodic framing, linguistic divide, health-environment nexus, and explaining the methodology change which seems to be a transition to sentiment analysis to thematic mapping.

The Episodic Nature of Environmental Journalism

One of the key conclusions of this work is the huge preponderance of episodic framing over thematic framing. The episodic framing in media scholarship can be defined as a report mileage of covering issues as a singular event or episode (Boykoff, 2009). Attention to Natural Disasters was so intensive that the media of Bangladesh serves in a manner that it can be viewed as an early-warning/response system given the frequency of the top flooding headlines with the highest proportion of 9%. This is certainly necessary to the safety of the people in a nation where natural disasters which are climate-enhanced are a common occurrence. The statistical prevalence of episodic disaster coverage in this study is consistent with prevailing literatures of the Malaysian media, where an interest in the short term in regard to the long-term sustainability was also reported (Saleh and Heinrichs, 2020). Additionally, the tension that can be discerned between the top-down governance and localized disaster perspective of the English dailies and the local ecological perspective of the Bangla dailies is reflective of the sentiment shifts present in the Western context, wherein in certain instances, the top-down climatic coverage can take the form of both climate optimism and the localized ecological concern in the form of headlines (MacDonald et al., 2023). Nevertheless, there is a great disadvantage to this episodic approach, namely, that it tends to deprive the event of its generic political and systems context.

When a headline news presents a flood as a local disaster, it portrays the act as a disability of God or a natural disaster that was bound to happen. We seldom encounter headlines which relate these events to trends of climate over time or to the particular policy failures in city planning and water policy which precondition such floods. This situationist response makes the public discourse constantly at a stage of crisis which may make the audience think of environmental degradation as a chain of accidents but not as a systemic problem which may be tackled through strict regulation and active policymaking.

Tonal Analysis and the Lexicon of Crisis

We conclude that in Bangladesh environmental headlines follow a negative comprehensive character. This is in line with other existing literature, including the sentiment analysis done by Hossain et al. (2021), who coded by use of R-packages to detect tonal shifts clusters within news. Nevertheless, whereas Hossain et al. (2021) applied their quantitative method to extracting the sentiment, our thematic one will provide us with the opportunity to understand why the tone is so highly negative most of the time. The vocabulary of the Bangladeshi environmental title is predated with the words of such nature as destruction, threat, violation, crisis.

Although this negativity is true to the point of the seriousness of the ecological situation in the country, there is a threat of climate fatigue or indifference of the readership. Should all the titles about the environment resolve to ominous news, the reader might unconsciously check out to save their psycho. The dilemma of Bangladeshi journalists, then, involves a way to strike this balance between this required coverage of menace and constructive journalism - headlines that underscore resiliency, community-based conservation, or exemplary policy initiatives. As it stands, the protection and conservation groups are vastly underreported relative to the disaster and pollution groups, which has been an indication of editorial bias in favor of shock over solutions in their reporting.

The Linguistic Divide: Two Environmental Realities

Another far-reaching discovery of this research is the difference between English and Bangla dailies. The statistics indicate that English language newspapers, including The Daily Star and The Business Standard had more amount of environmental coverage

(overall 52.9%) than Bengali language counterparts. More to the point, this coverage is different along language spectrums. English dailies reflected an argument of so-called global or policy reality, emphasizing global climate conferences, such as COP28, and general governance schemes.

However, the Bangla dailies such as The Daily Prothom Alo and The Daily Samakal showed a local or crisis reality and produced a lot of localized disaster and how the utter weather is affecting the immediate population. This validates the comment of Ferdous and Khatun (2020) that language contributes powerfully to media framing and attention. The national climate strategy has a severe concern with this Information Gap. The Bengali speaking mass market populace who is most at risk since they are the immediate victims of environmental hazards is being subjected to the environmental hazard crises themselves but less often to global policy discourses that determine the long-run resolution to the problem. The gap between these two languages needs to be closed in order to develop a national consciousness on climate resiliency.

The Pollution-Health Nexus and the Invisible Issues

The paper indicates that journalism on the environment in Bangladesh is gradually emerging as a branch of health reporting to the masses. The abundance of the headlines that concerned the number of cases of mosquito outbreaks, dengue, and heatwave-related diseases shows that editors are most inclined to publish the environmental stories with a direct and immediate influence on the human health. This nexus of Health-Environment is good in its prospect of bringing environmental news to the individual reader.

Nevertheless, there still is an agenda setting gap on the topic of invisible or slow-moving environmental problems. Whereas air and river pollution are discussed intensively because of their visual effects and health effects, other important long-term issues like soil erosion, sustainable urban planning, and nuclear wastewater are almost off the radar of mainstream media, typically carving no more than 1 per cent of all headlines. Unless the media as an agenda-setter focuses on such slow-burning threats, they will tend not to be priorities of discussion and even change of direction by the government, until they are at a stage of acute crisis.

Methodological Contribution: Beyond Sentiment Analysis

This study contributes to the field of methodology by going beyond sentiment analysis that is used in earlier studies. Although Hossain et al. (2021) were able to identify the tone of the headlines and conduct the analysis with the help of text-mining approaches, our research relied on the qualitative thematic analysis to reveal the content of the discussion. With such secondary validation tool as word clouds instead of using it as a measure, we managed to compare the popularity of themes in various media types.

The findings of our research support the presence of headlines about the Policy and Law Enforcement and Government Policy in a significant amount. This implies that environmental reporting is highly institutionalized. Even though they offer authoritative insights, overdependence on the official accounts can occasionally restrict the possibilities of critical investigative journalism. The second challenge that environmental journalism must jump in Bangladesh is to move beyond a purely descriptive coverage of the activities of governments because in that way, he/she would be able to dig deeper into the systemic factors that underpin the ecological issues and not merely the way the government is responding to them.

Limitation of the Research

Although the given study presents important information on how headlines determine the agenda, it also has its constraints. The study was only limited to gatekeeping stage of journalism- the headline. Future scholars can further develop the findings by an analysis of full-text articles to establish whether the depth of themes and tonal undertones found in this context is always supported within the news material. Since the headlines are rewritten to appeal to digital solutions with built-in features of clickbait to stimulate interaction (Kuiken et al., 2017), future studies need to determine the ways in which these digital pressures do precisely influence the thematic depth of environmental activism in Bangladesh.

Moreover, a ten-year longitudinal research study would be invaluable towards determining the changing nature of environmental priorities with the increasing rate of climate crisis in Bangladesh. With news consumption moving more and more to digital mediums, social media metrics and data on user-engagement would include necessary data related to how the population views and uses environmental news in the digital age. This kind of multi-dimensional research will be essential in the development of

communication approaches that can manage the complicated ecological future of Bangladesh.

Conclusion

This work presents a scientific analysis of environmental discourses formation in the national press of Bangladesh. The research investigated a wide, yet remarkably stratified, thematic space in 399 headlines out of 168 issues of *The Daily Prothom Alo*, *The Daily Samakal*, *The Daily Star*, and *The Business Standard* in a representative sample size of 399 headlines. The review was effective in discovering seven central themes of the environment, such as climate and natural hazards to aquatic and agricultural environment. Nevertheless, the data tells that the Bangladeshi media ecosystem is mostly reactive, with a skewed focus on cat-and-mouse stories (e.g. natural disasters and short-term pollution crises). Although these issues are of crucial importance in the context of public safety and awareness, the response is highly lacking in the area of long-term structural coverage, such as the overall climate policy, systematic deforestation, and environmental education.

One of the crucial conclusions of this study is the high difference in the volume of coverage and thematic emphasis of the English and Bengali newspaper. The paper found a much larger amount of environmental news being published in English dailies, i.e. *The Daily Star* (122 headlines) and *The Business Standard* (89 headlines) than in Bangla ones, including *The Daily Prothom Alo* (108 headlines) and *The Daily Samakal* (80 headlines). In addition to amount, the qualitative emphasis was also not the same, since the number of English newspapers was characterized by more emphasis on global climate management and international conferences, whereas the Bangla newspapers continued to concentrate on disaster matters, localized issues, and the day-to-day issues. This implies that editorial agendas are grossly predisposed to the perceived interests of their target audiences, which may lead to a gap in information disseminated by the English-speaking elite and the general population in Bengali.

In order to increase the effectiveness of environmental journalism practice in Bangladesh and create a more educated popular debate, a few strategic changes can be suggested. Editors can urge journalists to quit covering single occurrences. An account of a particular flood, say one, ought to be connected to more general themes like city oversight or natural climatic forecasts. This strategy will make the audience realize

environmental degradation not as a sequence of accidents, but as a structural problem which must be addressed at the institutional level.

It is necessary to fill the linguistic and informational gap where the Bangla-language dailies report more on the global climate advocacy and implementation of government policy. On the other hand, English dailies ought to make an effort to base their policy-intensive discourses in the lived-in experiences and localized plights of most victims of catastrophes. The only way to have a unified national response to climate change is to have a common environmental reality among all language groups.

Although such a negative news coverage should be as widely used as it is presently with regard to environmental headlines, it can make people develop climate fatigue or apathy towards what they are being told. Media houses must actively use constructive or solution-based journalism by reporting on how the community has succeeded in conserving itself, or highlighting the effective implementation of policies to demonstrate that the environmental recovery can be achieved.

It should not be the by-product of having general news reporters do environmental reporting. The media houses ought to invest in specialized environmental units and beats of investigation. This would enable a more critical evaluation of how the environmental laws are being enforced and ensure that both the corporate as well as the government organizations are accountable to ecological crimes.

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