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Environmental journalism in Indian Hindi public sphere: Framing analysis of Hindi newspaper editorials

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ABSTRACT

Newspaper editorials serve as a crucial medium in shaping public opinion discourse. This study examines the editorial discourse on environmental journalism in Hindi public sphere, with a specific focus on measuring the framing of environmental issues in editorials over a one-year period. In the context of escalating ecological crises such as climate change, air pollution, water scarcity and biodiversity loss, the role of the media particularly editorial writing becomes crucial in shaping public opinion and influencing policy debates. Despite this significance, limited attention has been paid to how Hindi print media engages with environmental concerns at the level of editorial discourse.

The primary objectives of this research are to assess the framing of environmental issues represented in editorials, to identify dominant themes and to analyze how these issues are framed. The study employs a mixed-method approach combining quantitative content analysis with qualitative framing analysis. According to the Audit Bureau of Circulation, five Indian Hindi Newspapers Dainik Jagran, Dainik Bhaskar, Amar Ujala, Hindustan and Rajasthan Patrika, selected in the basis of the highest circulated newspapers in India. Editorials selected from 1 January 2025 to 31 December 2025 from National Edition.

These theoretical frameworks enable researchers to examine which key issues are accorded prominence in editorials (agenda-setting) (McCombs & Shaw, 1972), how such issues are represented or framed (Entman, 1993). The findings demonstrate a pronounced underrepresentation of environmental issues within editorial spaces, thereby indicating that environmental journalism occupies a distinctly marginal position in Hindi print media. the study makes a substantive contribution to the broader discourse on media responsibility, environmental communication and sustainable development within the Indian context.

Keywords: Environmental Journalism, Hindi Public Sphere, Framing theory, Agenda Setting Theory

Introduction

Editorials represent a key site where the ideological and normative functions of newspapers become visible. Editorials occupy a central position in the structure of newspapers because they represent the institutional viewpoints and ideological stance of the newspaper (Ho *et al.*, 2008) [1]. Within the field of communication studies, the democratic significance of editorials is widely acknowledged. Newspapers do not merely report events; they actively participate in the social construction of reality by determining which contemporary issues deserve public attention and how these issues should be interpreted (Segal & Schmidt, 2010). Despite the growing diversity and abundance of information, increasing political polarization and the comparatively limited readership of editorial pages, editorials continue to retain their relevance within the contemporary public sphere (Van Aalst *et al.*, 2017) [2]. They provide an interpretative and analytical framework through which complex social, political, economic, and cultural issues are explained and contextualized (Caffarel *et al.*, 2009) [3].

This role becomes particularly significant within India's multilingual and developmental media environment, where regional-language newspapers play a crucial part in shaping consciousness, democratic participation and public discourse. Within the Indian media landscape, Hindi journalism occupies a unique and influential position. Owing to its extensive circulation and deep penetration into rural and semi-urban regions, Hindi newspapers have emerged as powerful instruments of agenda building and political communication (Friedlander *et al.*, 2001) [4]. According to the Audit Bureau of Circulations, *Dainik Bhaskar*, *Amar Ujala*, *Hindustan*, *Rajasthan Patrika* and *Dainik Jagran* are the most widely circulated Hindi newspaper in India and possesses considerable agenda-setting capacity. Consequently, its editorials provide an important site for examining media framing, political interpretation, and the broader dynamics of public discourse.

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Although previous scholarship has extensively investigated news framing and agenda-setting processes, comparatively little academic attention has been devoted to editorial content itself, within the context of Hindi journalism, empirical research examining the interrelationships among framing variables such as issue severity, blame attribution, urgency, moral evaluation and editorial direction is extremely limited.

The present study seeks to address this gap in the existing literature. It undertakes a comprehensive quantitative and qualitative content analysis of 300 editorials published in *Dainik Bhaskar*, *Amar Ujala*, *Hindustan*, *Rajasthan Patrika* and *Dainik Jagran* during the year 2025. Grounded in Agenda-Setting Theory and Entman's Framing Model, the study investigates how editorial narratives are constructed and how multiple framing dimensions interact in shaping public sphere. Specifically, it examines the relationships between issue severity and editorial tone, linguistic intensity, blame attribution, decisional assertiveness, moral evaluation, urgency, tonal intensity, power orientation and editorial direction.

Literature review

To their primary role of being news providers, some media outlets also add the role of news commentators (Le, 2010) [5]. Their efficiency as watchdogs depends partly on a combination of their independence and a plurality (Hamilton 2003). A substantial body of communication scholarship demonstrates that media influence extends well beyond determining the visibility of public issues. Early agenda-setting research established that media organizations shape public perceptions of issue importance by allocating differential levels of attention to competing topics (McCombs et al., 1972) [6]. Building upon this proposition, Jasperson et al. (1998) [7] demonstrated that public opinion is influenced not only by the quantity of media coverage but also by the manner in which issues are presented.

Editorial discourse represents one of the most sophisticated manifestations of framing. According to Alsina Cuello (2015) [8], editorials are interpretative, analytical, logical and evidence-based texts that not only identify public problems but also diagnose their underlying causes and propose possible solutions. Zhou (2022) likewise demonstrated that editorial discourse shape's public opinion through explicit processes of moral evaluation, suggesting that editorials function simultaneously as analytical and persuasive forms of political communication.

Language itself constitutes a powerful framing resource within editorial discourse. Farid et al. (2025) [9] argue that ideological orientations are communicated through variations in linguistic intensity and editorial tone. Thus the existing literature demonstrates that editorials constitute powerful instruments of agenda setting, interpretative framing.

Bavadam (2010) [10] argues that environmental journalism is marginalized despite its societal importance. 'The wildlife crisis, asserting that media must represent species decimated by anthropogenic conflict. She critiques the failure of land-use policies to protect biodiversity. She urges journalists to scrutinize political decisions that ignore the ecological significance of tiger conservation' Shankar (2010) [11]. According to Singh (2010) [12] Media must address water and sanitation woes with the urgency of a war footing. Gunawardene et al. (2010) [13] investigate the "greenbelt effect," showing how mangroves protect communities during disasters. They stress that visual journalism must balance conservation with local economic needs. Viable greenbelts are inextricably linked to physical and economic survival.

Ogu (2020) [14] explores the critical role of environmental journalism in fostering sustainable development in Nigeria. Anchored on agenda-setting theory, the study posits that media can effectively communicate environmental issues to diverse audiences. It highlights that spe-

cialized training and dedicated beats are essential for improving coverage.

Siswantini et al. (2021) [15] explored how social media environmental journalism influences millennials. The study indicates that while social media effectively increases climate change awareness and participation intentions, frequent exposure alone is insufficient for behavioural change. Meaningful shifts necessitate individual environmental consciousness and the production of highly engaging content. Sanal et al. (2025) [16] examine how constructive journalism frames environmental news in India through platforms like *The Better India*. Analyzing 285 stories, they found that solution-oriented narratives, specifically "Exemplary Practice," significantly enhance audience engagement and consciousness. This approach offers a positive alternative to mainstream media's frequent negativity bias.

Newman et al. (2024) [17] examine how audiences in eight countries interpret climate change news. The findings reveal a significant shift toward digital and social platforms, alongside widespread news avoidance caused by the overwhelming nature of environmental coverage. The authors emphasize the necessity of creating more accessible and engaging narratives.

Theoretical framework

This study is theoretically grounded in Agenda-Setting Theory and Framing Theory. These complementary theoretical perspectives are employed to examine how newspaper editorials construct public discourse and shape political meanings.

According to McCombs et al. (1972) [6], the mass media influence public perceptions of issue importance by assigning greater prominence to particular topics. The media do not directly determine what people should think; rather, they influence what people think about (McCombs et al., 1972) [6]. Through this process, the media establish the agenda for public discourse by determining which issues receive sustained public attention and which remain comparatively marginalized.

While agenda setting explains which issues become socially important, Framing Theory explains how those issues are presented and interpreted. According to Entman (1993) [18], framing involves selecting certain aspects of perceived reality and making them more salient in communication so as to promote particular problem definitions, causal interpretations, moral evaluations, and treatment recommendations. Within editorial discourse, framing encompasses several inter-related dimensions, including editorial direction, evaluation of events, issue severity, urgency, blame attribution, language intensity, moral evaluation, and decisional assertiveness. Whereas agenda setting determines the visibility and importance of issues, framing provides the interpretative structure through which those issues acquire political meaning.

As Firmstone (2015) [19] argues, newspaper editorials provide a formal platform through which media institutions communicate their perspectives on governance, policy processes, and political legitimacy.

Research design

The present study adopts a Mixed Method Research Design, integrating quantitative content analysis and qualitative framing analysis. This design enables a comprehensive examination of the extent to which environmental issues are represented in Hindi newspaper editorials and how these issues are interpreted, constructed and communicated to readers. The quantitative component measures the frequency and distribution of environmental editorials, while the qualitative component analyzes the framing patterns employed by newspapers in presenting environmental concerns. The study is descriptive, analytical, and interpretative in nature.

Universe of the study

The universe comprises all editorials published in the national editions of leading Hindi newspapers in India during the study period.

Sample selection

The sample consists of editorials published in the following five highest circulated Hindi newspapers selected on the basis of Audit Bureau of Circulations (ABC) data:

1. Dainik Bhaskar
2. Amar Ujala
3. Hindustan
4. Rajasthan Patrika
5. Dainik Jagran

Study period

The study covers editorials published from: 1 January 2025 to 31 December 2025.

Sampling technique

Purposive Sampling - Only those editorials that primarily discuss environmental and ecological issues will be selected.

Inclusion criteria

Editorials dealing with:

- Climate change
- Global warming
- Air pollution
- Water pollution
- Water scarcity
- Biodiversity conservation
- Wildlife protection
- Deforestation
- Renewable energy
- Environmental policies
- Sustainable development
- Waste management
- Environmental disasters

Coding scheme and analytical framework

To ensure methodological rigour and consistency in the content analysis, a comprehensive and systematically designed coding scheme was developed. A comprehensive and systematically structured coding scheme was developed to facilitate the quantitative content analysis of the selected editorials. The coding instrument was designed to ensure consistency, reliability and theoretical alignment with the objectives of the study. The first set of variables captured the substantive characteristics of editorial content. Editorials were classified according to the environmental issue category. To examine the spatial orientation of editorial discourse, each editorial was coded according to its geographical focus as local, state, national and international. Furthermore, the editorial tone was coded as positive, negative or neutral to evaluate the newspaper's overall evaluative orientation toward environmental concerns. The coding framework also identified the primary solution or policy recommendation advanced within each editorial.

To investigate the interpretative construction of environmental discourse, Each editorial was analysed across multiple framing dimensions to identify the dominant interpretative patterns embedded within the discourse. The problem frame examined how environmental issues were defined and constructed as social, ecological or developmental problems. The responsibility frame identified the principal ac-

tors held accountable for environmental challenges. The economic frame assessed whether environmental issues were interpreted in terms of economic costs, benefits, growth or resource allocation. The human interest frame examined the extent to which editorials employed emotional narratives, personal experiences or accounts of human suffering to communicate environmental concerns. The conflict frame analysed the portrayal of environmental issues as conflicts among governments, industries, civil society organizations, local communities or other stakeholders. The solution frame evaluated the nature of the remedies proposed within the editorials, while the sustainability frame examined the extent to which editorials emphasized long-term ecological balance, environmental stewardship, sustainable development and intergenerational responsibility.

Research questions

RQ1: How frequently are environmental issues represented in editorials of major Hindi newspapers?

RQ2: Which environmental themes receive the greatest editorial attention?

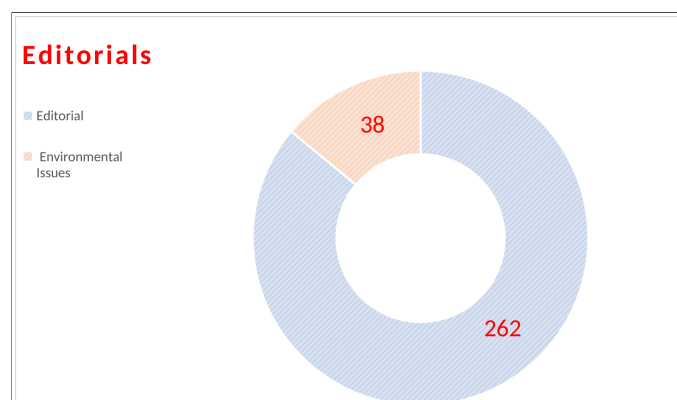
RQ3: What dominant frames are used in presenting environmental issues?

RQ4: What solutions and responsibilities are emphasized in editorial discourse?

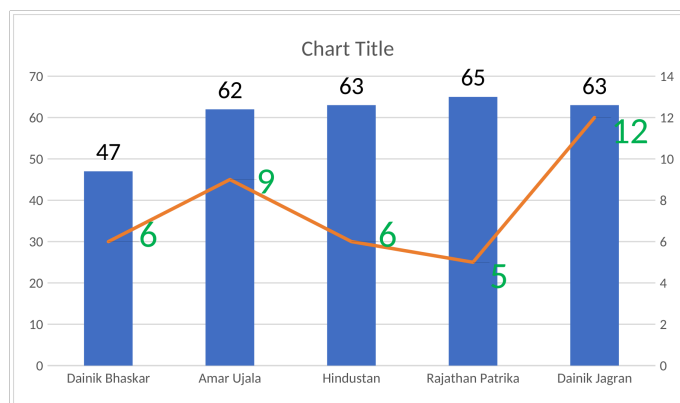
Objectives of the study

1. To measure the frequency of environmental issues in editorials of leading Hindi newspapers.
2. To identify dominant environmental themes covered in editorials.
3. To examine the framing patterns used in environmental discourse.
4. To compare editorial treatment of environmental issues across newspapers.
5. To assess the role of Hindi editorial journalism in promoting environmental awareness and sustainable development.

Data analysis



The donut chart shows that, out of 300 editorials, 38 focus on environmental issues, while 262 address other topics. In percentage terms, environmental editorials constitute approximately 12.7 percent of the total corpus, whereas non-environmental editorials account for about 87.3 percent. This indicates that, although environmental concerns are present in the editorial agenda, they occupy a relatively small share compared to political, economic or social themes. The visual contrast between the small environmental segment and the large general editorial segment highlights the selective and exceptional nature of environmental coverage in the sampled Hindi newspapers.

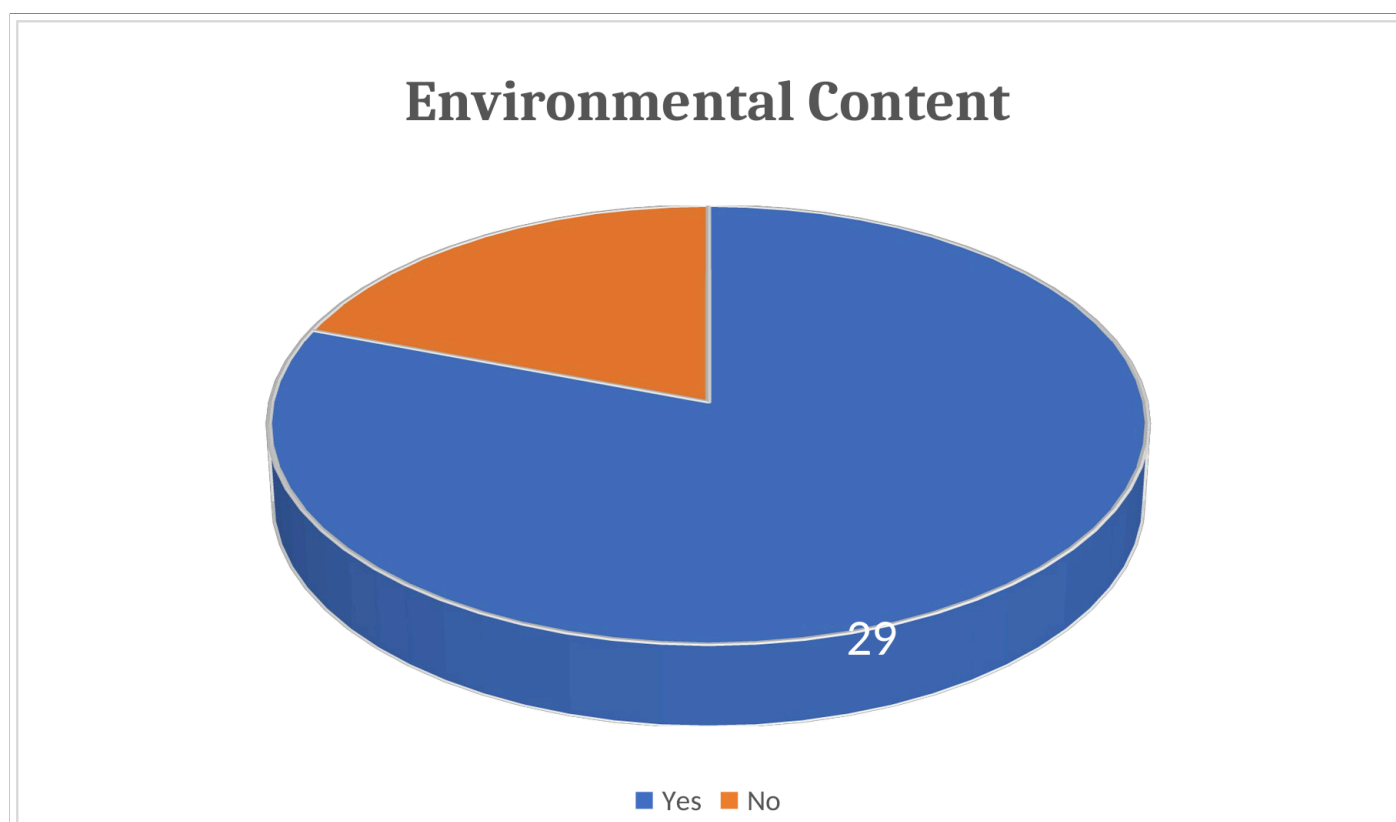


The combined bar line chart compares total editorials and environmental editorials across five leading Hindi newspapers. The blue bars show overall editorials: Dainik Bhaskar (47), Amar Ujala (62),

Hindustan (63), Rajasthan Patrika (65) and Dainik Jagran (63). The orange line with green labels represents editorials on environmental issues: 6 in Dainik Bhaskar, 9 in Amar Ujala, 6 in Hindustan, 5 in Rajasthan Patrika and 12 in Dainik Jagran. Visually, Rajasthan Patrika publishes the highest total number of editorials, but Dainik Jagran carries the largest number of environmental editorials, indicating stronger relative environmental emphasis.

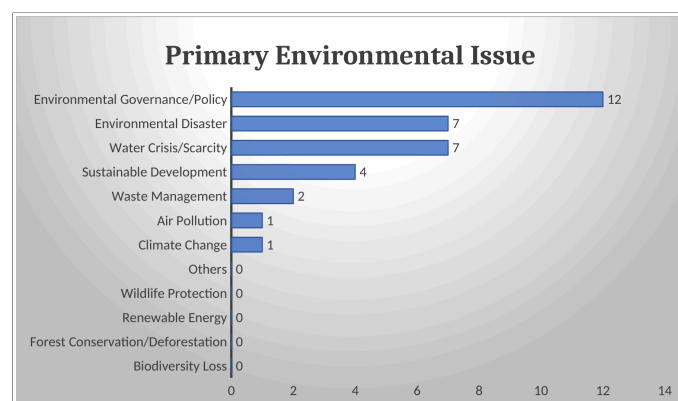
Environmental content

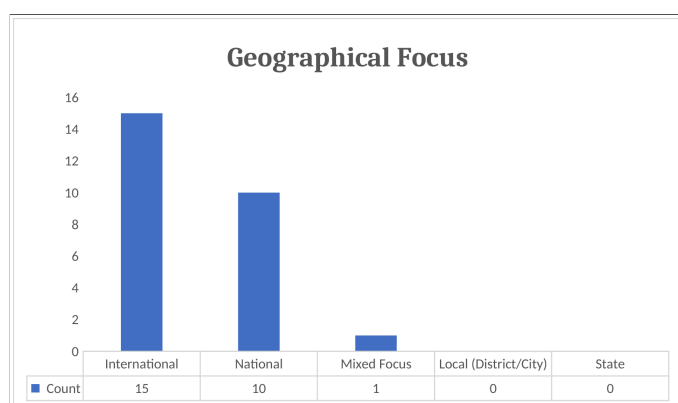
The data show that the majority of the sampled editorials (29 out of 38) explicitly focus on environmental issues, indicating that the newspapers devote substantial attention to ecological and sustainability-related concerns within the subset of environment-related editorials. Only seven editorials fall outside the environmental frame, which suggests that when environmental topics appear in the opinion pages, they are usually treated as central rather than marginal.



Primary environmental issue

Environmental governance and policy emerge as the most frequent primary issue (12 editorials), followed by water crisis/scarcity and environmental disasters (7 editorials each), indicating a strong focus on structural and crisis-oriented concerns. In contrast, climate change, air pollution, waste management and sustainable development appear less often as core themes, while biodiversity loss, forest conservation, renewable energy and wildlife protection do not appear at all as primary categories, suggesting that long-term ecological diversity and transition-related topics are under-represented in Hindi editorial discourse.

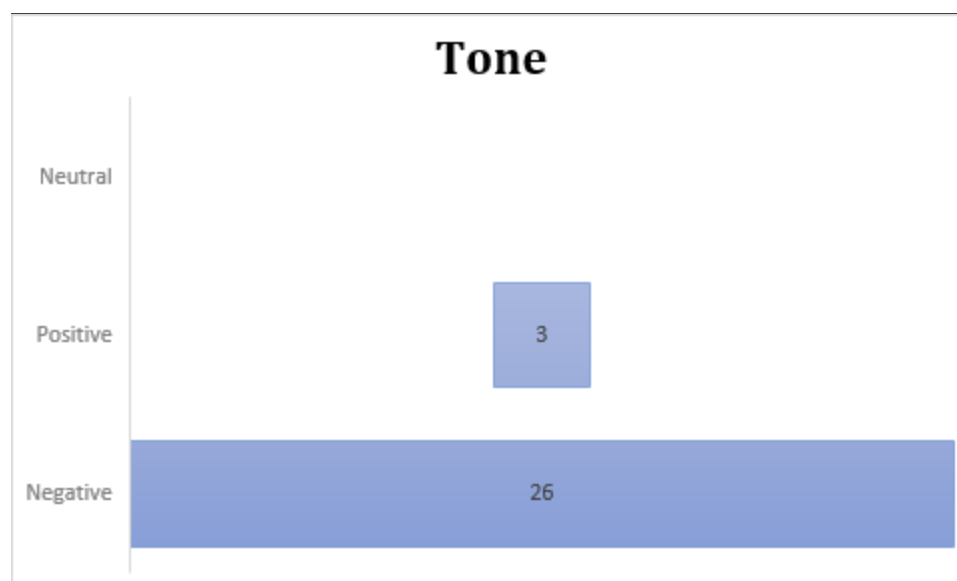
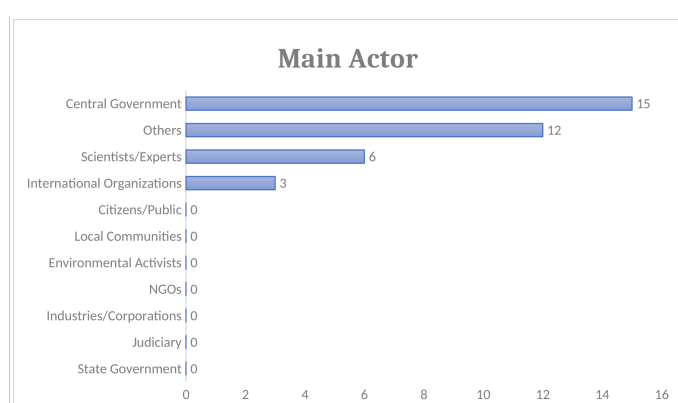


Geographical focus

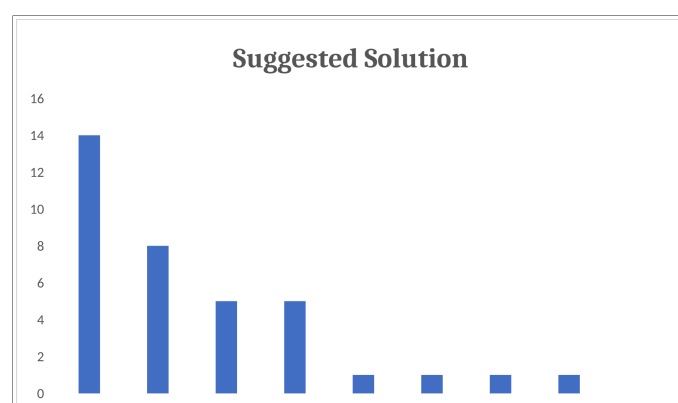
The geographical focus is predominantly national (10 editorials) and international (15 editorials), while there are no editorials centred on purely local or state-level environmental issues and only one with mixed focus. This pattern suggests that environmental problems are framed primarily as matters of national and global governance, rather than as everyday local ecological events, reinforcing the idea that environmental questions are treated as structural and wide-ranging.

Tone

The tonal distribution is overwhelmingly negative: 26 editorials adopt a negative tone, only three are positive and none are neutral. This indicates that environmental issues are largely presented through critical, alarmist or warning-oriented language, which heightens the sense of urgency and emphasises the severity of environmental problems.

**Main actor**

The central government is the most frequently coded main actor (15 editorials), indicating that environmental responsibility is strongly associated with the national state. Scientists/experts (6) and international organisations (3) also appear as key actors, while state governments, industries, NGOs, activists, communities and citizens are rarely foregrounded, and 12 editorials attribute agency to broad or unspecified “other” actors. This pattern suggests that environmental governance is imagined primarily as a state-centred and institution-driven domain, supported by expert and international input.

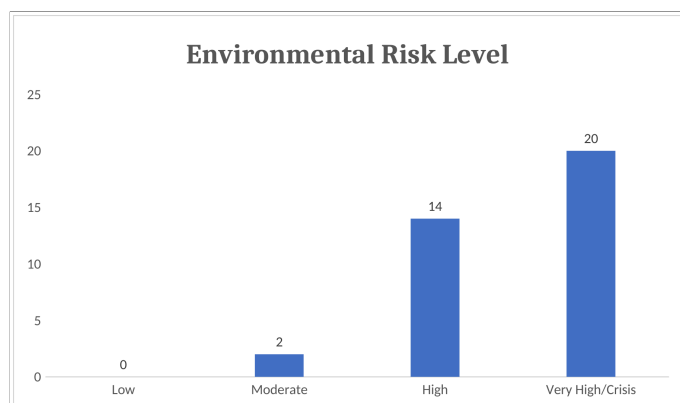
Suggested solution

Government intervention is the most common solution category (14 editorials), followed by policy reform and international cooperation (5 editorials each), reflecting a strong preference for structural, top-down remedies. Public participation, technological innovation, corporate responsibility, education and awareness appear only sporadically, and eight editorials offer no solution at all, indicating that grassroots, behavioural and market-oriented approaches are marginal within the solution discourse.

Environmental risk level

Risk is predominantly coded as high or very high/crisis: 14 editorials are classified as high risk and 20 as very high or crisis, while no editorial is coded as low risk and only two as moderate. This distribution shows that environmental issues are almost always framed as serious

threats demanding urgent attention, rather than as minor or routine problems, reinforcing the crisis-oriented nature of the discourse.

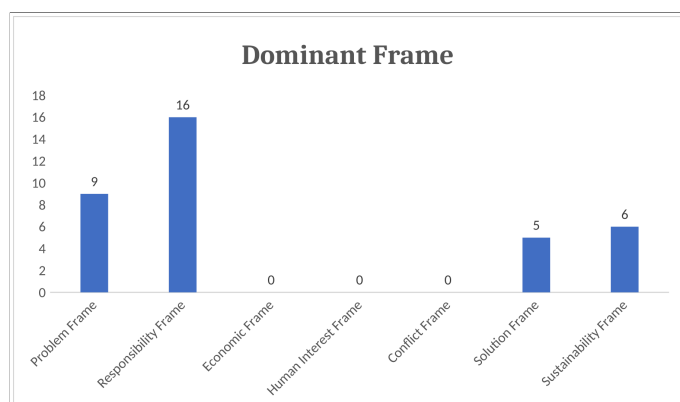


Sustainable development mentioned

Category	Count
Mentioned	17
Not Mentioned	19

Sustainable development is explicitly mentioned in 17 editorials, indicating that long-term ecological balance, social welfare and developmental planning form an important reference point in nearly half of the corpus. However, 19 editorials do not use sustainable development language, suggesting that while future-oriented development concerns are present, they coexist with a substantial number of texts focused mainly on immediate crisis and governance failures.

Dominant frame

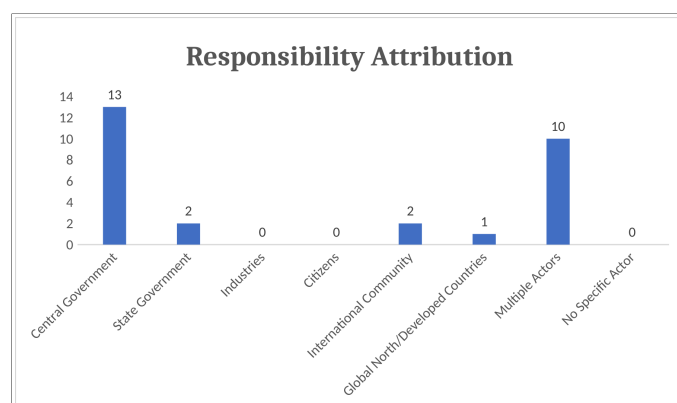


Responsibility framing is dominant (16 editorials), followed by problem framing (9), showing that the editorials frequently ask who is accountable for environmental harm and emphasise the identification of problems. Economic, human-interest and conflict frames are absent, while solution (5) and sustainability frames (6) appear but remain secondary, indicating a discourse that centres on institutional blame and crisis description more than on livelihoods, market trade-offs or social conflict.

Responsibility attribution

Responsibility is most frequently attributed to the central government (13 editorials), followed by multiple actors (10), with occasional references to state governments, the international community and the Global North. Industries and citizens are never singled out, and no ed-

itorial is coded as having no specific actor, suggesting that environmental problems are consistently framed as failures of identifiable institutions or systems, with a strong emphasis on state responsibility and shared institutional blame.

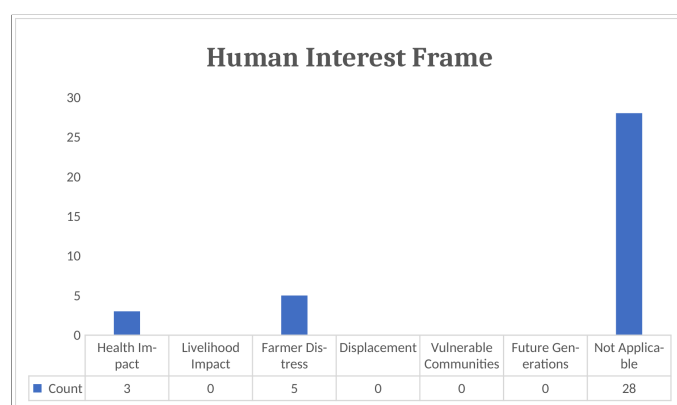


Economic frame

Category	Count
Economic Loss	0
Development Cost	0
Employment Impact	0
Green Economy Opportunity	0
Sustainable Growth	0
Not Applicable	38

All 38 editorials are coded as “not applicable” under the economic frame, indicating that environmental issues are rarely discussed in terms of economic loss, development costs, employment, green-economy opportunities or sustainable growth. This absence suggests that the corpus focuses more on governance, responsibility and crisis than on economic reasoning and cost-benefit perspectives in environmental policy debates.

Human interest frame



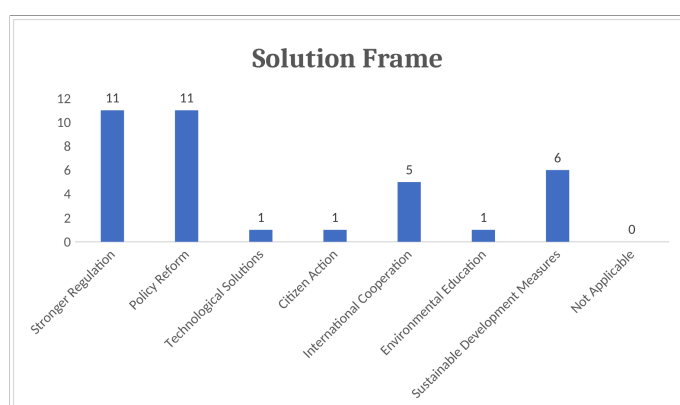
Human-interest framing is used only in a minority of editorials: health impacts (3) and farmer distress (5) appear as specific concerns, while most other human-interest categories are absent and 28 editorials are coded as “not applicable”. This demonstrates that although human suffering and agrarian distress are acknowledged, they are not the dominant interpretive lens; the discourse remains primarily focused on institutional governance and policy rather than on everyday lived experiences.

Conflict frame

Category	Count
Government vs Citizens	0
Government vs Industry	0
Industry vs Environment	0
Development vs Conservation	0
Local vs National Interests	0
Global vs Local Interests	0
Not Applicable	38

No editorial in the corpus is coded under any conflict frame; all 38 are marked as “not applicable”, indicating that environmental issues are not portrayed as overt confrontations between social groups, such as state versus citizens or development versus conservation. Instead, the discourse tends to stress problem identification, responsibility and policy correction without foregrounding explicit social or political conflict.

Solution frame



Solution framing is present in all editorials in some form, with stronger regulation and policy reform each appearing in 11 cases, highlighting a strong orientation towards institutional and legal remedies. Technological solutions, citizen action, international cooperation, environmental education and sustainable development measures appear less frequently, but their presence indicates that a subset of editorials moves beyond diagnosis to recommend specific reformist and sustainability-oriented strategies.

Sustainability frame

Category	Count
Ecological Sustainability	11
Economic Sustainability	0
Social Sustainability	3
Integrated Sustainability	11
Not Applicable	11

Ecological sustainability (11 editorials) and integrated sustainability (11 editorials) are the most prominent sustainability frames, indicating that many texts link environmental protection to long-term ecological balance and to combined ecological–social–developmental considerations. Economic sustainability is absent, and social sustainability appears in only three editorials, while 11 editorials are coded as “not applicable”, which suggests that although sustainability language is significant, it does not yet fully permeate all environmental commentary and remains skewed towards ecological and integrated rather than explicitly economic or social dimensions.

Discussion

The analysis of 300 editorials from leading Hindi newspapers reveals a selective yet intensive engagement with environmental issues, offering important insights into how Hindi editorial constructs the environment as a public concern. Although only 38 editorials explicitly address environmental topics and 29 are substantively focused on environmental content, the detailed coding of these texts indicates a dense concentration of environmental discourse around governance, crisis and institutional responsibility. This discussion synthesises the findings in relation to the research questions and objectives and situates them within wider debates on media, environment and sustainable development.

Frequency and positioning of environmental discourse

In line with the first research objective to measure the frequency of environmental issues in editorials, the data show that environment related editorials constitute a relatively small fraction of the total corpus (38 out of 300), signalling that environmental topics are not yet mainstreamed in everyday Hindi editorial agendas. However, within this subset, the majority of texts (29) are coded as clearly environmental, while only seven mention environmental matters tangentially or as background. This dual pattern low overall frequency but high thematic density suggests that environmental issues are treated as exceptional, high-stakes concerns that demand focused commentary, rather than as routine dimensions of governance and development. In terms of RQ1, the findings indicate that environmental issues are present but structurally under-represented when compared with other editorial themes and they tend to enter the editorial space primarily in moments of crisis or policy failure.

Dominant environmental themes

The second objective sought to identify which environmental themes receive the greatest editorial attention, and RQ2 examined the distribution of specific issues. The coding shows that environmental governance and policy constitute the most frequent primary theme (12 editorials), followed by water crisis/scarcity and environmental disasters (7 each). In contrast, climate change, air pollution, waste management and sustainable development appear less often as primary issues and categories such as biodiversity loss, forest conservation, renewable energy and wildlife protection are entirely absent as dominant concerns. This thematic pattern indicates a marked gravitation towards structural and crisis-oriented questions policy failures, governance debates, and acute resource or disaster situations rather than towards long-term ecological diversity or proactive mitigation and adaptation strategies. Thus, Hindi editorials predominantly construct the environment as a site of institutional responsibility and emergency management, with relatively limited engagement with preventive, restorative, or transition-focused narratives.

Framing patterns and tone

The third objective - to examine framing patterns in environmental discourse is addressed through the analysis of tone, risk and interpretive frames. The results show an overwhelming dominance of negative tone: 26 of the 38 environment-related editorials are coded as negative, three as positive and none as neutral. Risk is similarly heightened, with 14 editorials coded as high risk and 20 as “very high/crisis”, while no items present environmental problems as low-risk or routine. This combination of negative tone and crisis risk underscores that environmental issues are framed as urgent threats rather than manageable challenges.

At the level of frames, responsibility framing is most frequent (16 editorials), followed by problem framing (9), while solution and sustainability frames appear but are less central (5 and 6 respectively). Economic, conflict and human interest frames are largely absent, with most editorials coded as “not applicable” in these categories, indicating that livelihoods, market trade-offs and overt social confrontation rarely structure the narrative. The limited presence of human-interest sub-codes such as health impact and farmer distress further suggests

that, although human suffering is acknowledged, it does not constitute the primary interpretive lens. In relation to RQ3, the findings demonstrate that Hindi editorials predominantly frame environmental issues as institutional failures and accountability problems, emphasising blame and responsibility over everyday experiences, distributive conflicts, or economic debates around environmental policy.

Geographical scale and actor responsibility

Although the fourth objective aimed to compare editorial treatment across newspapers, the present dataset is aggregated rather than disaggregated by individual titles, which constrains detailed inter-newspaper comparisons. Nevertheless, the geographical and actor-based coding points to structural similarities in the way leading Hindi newspapers position environmental issues. The geographical focus is mainly national (10 editorials) and international (15), with almost no editorials centred on local or state-level issues and only a single item coded as having mixed focus. This suggests that environmental problems are largely interpreted through national and global scales of governance rather than through local ecosystems and community-level experiences.

Responsibility attribution reinforces this macro-structural orientation. The central government is the most frequently identified responsible actor (13 editorials), followed by multiple actors and, to a lesser extent, the international community, while industries, citizens, and community actors are rarely foregrounded. When combined with the dominance of responsibility frames, this pattern indicates that Hindi editorial discourse situates environmental harm primarily within the domain of state failure and global governance, rather than within market dynamics or everyday practices. Even in the absence of disaggregated newspaper-wise analysis, the consistency of these patterns suggests a shared editorial culture that privileges state-centred accountability in environmental matters.

Solutions and the role of editorial journalism

The fourth research question examined what solutions and responsibilities are emphasised in editorial discourse, directly linked to the objective of assessing the role of Hindi editorial journalism in promoting environmental awareness and sustainable development. The solution codes show a strong preference for structural and top-down measures: government intervention appears in 14 editorials, policy reform in 5, and international cooperation in 5, whereas public participation, technological innovation, corporate responsibility, education and awareness, and community action occur only sporadically. Eight editorials offer no solution at all, reinforcing the impression that some texts remain primarily diagnostic or critical without moving towards prescriptive agendas.

This solution profile, combined with the dominance of state-centred responsibility attribution and negative crisis framing, suggests that environmental improvement is imagined largely as a function of institutional reform and regulatory strength. Hindi editorials clearly contribute to environmental awareness by foregrounding policy failure, governance deficits, and the need for stronger regulation, and by linking environmental issues to national and international responsibilities. At the same time, the limited emphasis on citizen participation, local community action, and market-based transitions highlights a gap in how sustainable development is conceptualised: the discourse recognises the importance of long-term ecological and social balance evident in 17 editorials mentioning sustainable development and multiple sustainability frames but does not equally foreground bottom-up or participatory pathways to achieve it.

Conclusion

This study shows that environmental issues occupy a small but thematically dense segment of Hindi editorials: only 38 of 300 editorials engage with the environment and 29 do so substantively. Within this subset, coverage concentrates on environmental governance, water crises and disasters, framed largely through negative tone, high or crisis risk, and strong responsibility attribution to the central govern-

ment. Economic, conflict and human-interest frames remain marginal, while solutions emphasise regulation, policy reform and international cooperation over citizen or market-based action. Overall, Hindi editorial journalism constructs environmental problems primarily as governance failures requiring institutional reform and long-term sustainability planning.

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