

Original Article

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How to Publish Research Results Relating to the Pollution of the Caspian Sea Through Mass-Circulation Newspapers

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ABSTRACT: In today's world, mass media plays a great role to convey information, new knowledge and exchanging thoughts and ideas on the development of human culture and civilization. Nowadays the mass-circulation newspapers have a great importance in increasing awareness and understanding of societies due to the wide distribution at the national level, reasonable price, quick and being up- to-date compared to other media. This study has attempted to evaluate the quantitative and qualitative comparison of the published results of research related to the pollution of the Caspian Sea through Iran and jam-e-jam newspapers in the 2010 to 2012. Caspian Sea is a sea of opportunities and challenges, and its role in shaping the ecological landscape of its surrounding lands for several decades has been identified due to human environmental hazards that threaten the planet. In this research data have been analyzed qualitatively (commentary) and on the basis of available documents in mass-circulation newspapers like jam and Iran. The results indicate that emissions related to the Caspian Sea during the coverage of the two mentioned papers were different, the reported style is also different as the highest frequency in the Iran and Jam newspaper related to pollution in the Caspian Sea in the news was 65/07% and 91/37% and the lowest frequency in an interview part was 7/09% and 3/44%. This indicates that the Iran newspaper has better performance than Jam-e-Jam, especially in its news about showing Pollution in the Caspian Sea.

KEYWORDS: Mass Media, The Iran Newspaper Jam, Pollution of the Caspian Sea.

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1. INTRODUCTION

The Caspian Sea is a sea of opportunities and challenges, and its role has been identified and investigated in shaping ecological appearance of its surrounding landscape, in the last few decades considering hazards which have threaten the environment of the planet. Although all waters and other areas of the world are one ecological unit but due to historical circumstances and geographical location, Caspian Sea is an ecological unit in addition to the two above-mentioned functions (Fazeli, 2011).

A new theory of international law in the international community is emerging about the environment that it is the concept of "shared environment", that shows earth is the inseparable environment that all the elements are correlated and damages to the environment and the responsibility of government are not exclusively confined to the national borders and territorial sovereignty. Collapse of the Soviet Union and the emergence of new littoral states on the Caspian Sea caused the pollution of Caspian Sea by various pollutants. Susceptibility of the Caspian environment, depending on the enclosed environment and accumulation of various pollutants, faced the Caspian Sea with ecological crisis. After the collapse of the Soviet Union, as evidence showed the distant future, Acceleration of some coastal states to stop the economic exploitation of the sea caused variety of marine life and migratory birds will be threatened with extinction and the Caspian Sea will be destroyed. Deterioration and extinction of aquatic animals were found in the Caspian Sea since 1990, which Has attracted the international attention the environmental protection and the prevention of these problems and damages to coastal ecosystems (Arpanahi, 2007). Recognition of emission factors affecting the marine environment is the valuable and essential first step towards improving and restoring the ecosystem. External factors affecting marine environment, are including human sewage, industrial effluents, fertilizers and pesticides .The affecting factors about marine environment are including exploration and exploitation of oil resources in the Caspian Sea, maritime transport and fishing activities. Due to the value of the marine environment and its associated problems some opportunities can be created and improved which are necessary to learn the values, attitudes and skills for protecting the marine environment to increase the public awareness and curiosity about the marine environment to provide their active participation in solving environmental problems in marine (Dhimaen,2003).

In today's world, with the advancement of technology people are being bombarded with messages every day, in general communication, communicating with any person particularly, it means sending message to a group of people is one of the most popular ways for communicating. today the media has some differences in terms of form and content and have created the appropriate ways to communicate this method, mass communication has been undergone by rapid transformation with the development of digital technology and the rapid transformation, but still the public communication media has a special place, due to the success of media relations directly affect the success of human relationships (Motamed nejat, 2013). Among the written mass media such as newspaper as one of the major institutions of society with the influence on The thinking and ideas and other aspects of human life and by creating social and political reality for the people, despite the development of electronic information and communications technologies, newspaper is one of the most important communication media in today's world that continue to raise the awareness of society. Newspapers are capable of covering a wide range of people from their information just because of some items such as cheapness, abundant, accurate quotes, news, brevity and simplicity, variety of content and language and because of the acceptance by the people, it can be a good activity for transferring the knowledge into the minds of the people and restoration and correction relations and available conditions in the community ,Informing people of the latest events inside and outside the country that caused to contributes to coordination, consultation and cooperation between the government and people about considerrring the common position is to protect national interests and beliefs. Raising the awareness of population in terms of political, social, economic, scientific, literary, theological, historical, and ecological relationships between people and set

the correct behavior can be the main tasks of media. The data from this media type is more stable visual media, such as radio and television audio. "Rahmani" believes that functions of the newspaper are providing informational, predicative and analytical needs of public which accelerates information flow in society and increase the awareness of the people about problems of our society and finally leads to the changes in social, cultural, political and social environment. Look deeper into what happened in the past decades in the field of environment; In particular Agenda 21 that was named "the twenty one century to protect the environment", reveals the Critical importance of media in education, and of course some of these opportunities (Ramezani, 2012).

Considering the above, the purpose of this study is dissemination the results of research on the pollution of the Caspian Sea through numerous newspapers (Iran and Jam) in the 89 to 91 in three sections (news, interview, essay questions). Newspapers in various forms, particularly the cover and recurring theme through the headlines and photographs can highlight events and issues of interest including environmental issues related to pollution of the Caspian Sea and shape the knowledge and understanding of the people about the events of the world. By investigating Iran and Jam e Jam newspapers we attempted to answer the following questions:

- 1) How is the frequency of News of newspaper "Iran and Jam e Jam" about pollution in the Caspian Sea"?
- 2) Which one of the above papers reflected the event's environmental performance and greater role?
- 3) How were the notes and analysis of the main newspapers in three sections (news, articles and interviews)?
- 4) How was the direction of newspapers about subjects? (Positive and negative)

2. LITERATURE REVIEW

According to research and studies, Bigdelli and Farashbandi (2006) began to study the comparative quantitative comparison of the two main components involved in political information with using the method of content analysis and citation analysis in national newspaper Aftab-e Yazd and keyhan in July 2006. Results showed that both newspaper Aftab-e Yazd and kyhan have different types of coverage, scope and subject matter, sources cited, according to news persons, the quantity of political information and its distribution are different on weekdays. Aftab-e Yazd focuses more on domestic issues and criticizing the government's plan while keyhan focuses on the foreign policy of Iran, and other countries (Bigdeli, 2006).

Malek Afzali and colleagues (2009) began to assess the related health research findings published in widely circulated newspapers in 2005, In this study, 696 were evaluated health-related articles that A quarter of them were research articles. The average number of articles in per prescription was 8.3. Source of most of these articles are journalists and national news agencies. Most of these articles were in science and technology and more than 70% of the articles in the news and in more than 50% by presenting health information they have provided people's safeguard and enhance public health and 70% of research papers have been implemented in developed countries and population comprised most of the audience (Malek Afzali , 2009). Baraee (2010) has assessed the environmental challenges and solutions of Caspian Sea, the results showed that Caspian Seas because of being closed is located at greater risk than the other Seas. And Oil expanded activities has been enhanced after the collapse of the Soviet Union. Chemical and petroleum contaminants play an important role about the pollution of the sea. Various environmental factors have been threaten Caspian Sea region that somehow each of them can cause erosion that eventually exploit of the sea are taken away from everyone or make it expensive. Oil pollution in the Caspian Sea, pollution from land-based sources, and ... are major sources of marine pollution (Baraii, 2010).

Whitley (2001) in collaboration with the University of Essex analyzed the eight popular newspapers of Great Britain in the period May to June 2001, to examine changes in the electoral behavior of Great Britain. Their way was sectional and it was through direct referral to resources that were extracted and examined 2643 articles, editorials and notes relating to the election of Great Britain's newspapers, this survey showed that ecological factors, dependence upon society and minority groups living in areas related to Great Britain (including Scotland and Northern Ireland) were effective in electoral behavior and choices by individuals as well as publishing reviewed papers (Whiteley, 2001).

Aziz Abasi et al (2010) in research on oil pollution, studied the level of weathering, biodegradation of hydrocarbons in the sediments of Caspian Sea in the province of Golestan and Mazandaran, the results showed that concentrations of petroleum hydrocarbons condition and Aromatic hydrocarbons (n-Alkanes) normal alkanes, (TPH) indicate the contamination of surface sediments in the east and (PAHs) Polycyclic low-to-moderate infections of the central and western parts of the study's area. Developed Criteria investigation in the region in relation to the degradation of hydrocarbons indicates remnants of weathered oil existence, high bio-degradable and stale observed hydrocarbon, in the majority of studies this is evidence of the former and ancient sources of these pollutants in the above area (Abasi ,2010).

3. THEORETICAL FRAMEWORK

The Caspian Sea is the largest closed world's body of water. 126 species and subspecies of fish live in the Caspian Sea and Caspian seal is the only marine mammals in the region .The main source of pollution in the north Caspian is the industrial and urban waste streams that contain lots of Wolgast In addition, there are several natural springs in the South Caspian oil that are estimated one million tons of oil products accede to the sea which resulted in several districts severely sediments contaminated by petroleum hydrocarbons Phytoplankton diversity has declined in most parts of the Caspian Sea. Large patches of oil on the sea and thousands of hectares of soil contaminated by oil leaking from abandoned wells are the only part of the Caspian Sea, which must stand with contaminants. In addition there is large non-homebred Pollution from various industries; especially the chemical industry, mining, agriculture and household waste .These Pollution have the negative effects of oil pollution, serious impacts on human welfare and wildlife area. The type and severity of infection should be selected from the analysis of data acquired. These data provide evidence of accumulation of pollutants. According to the recent research, due to failure to comply with environmental standards each year about 150 to 200 tons of oil pours into the sea during the offshore exploration of oil reserves, the Caspian littoral states. According to experts, despite the fact that Iran has no role in oil contamination, turning of the Caspian Sea leads to contamination transfer to the Iran coast (Kazemi, 2007).

3.1. Definition and Classification of Pollutants

Pollution means transferring of substances or energy into the environment by humans directly or indirectly that bring harmful effects for marine environment by creating a risk to biological resources, human health risk, barriers related to marine activities including fishing, sea water and reduce the damage caused by the use of recreational resources (Khayat,2013).

Focus of infection can be categorized in two groups:

- 1) Infection with a specific source is a kind of pollution which its origin is traceable and preventable, such as disposal materials from factories (industrial effluents).
- 2) Another form of contamination is unknown contamination source that the origin of it is being scattered and tracking and controlling this type of pollution is difficult, such as agricultural runoff.

3) Pollution from land-based sources

This kind of pollution is because of urban, agricultural and industrial resources which are fixed or mobile and their waste reaches the marine environment through groundwater and surface water or air, and offshore resources including fixed or mobile installations that their activities are causing marine pollution. There are many coastal urban centers that untreated wastewater discharged into the sea and it is causing various infections, these centers have often identified contamination. Pollution from land-based sources are including wastewater treatment plants, industrial wastewater rich mines of lead, barium, lead zinc beneficiation plant, as well; Elite barite factories, water and waste heat power plants, desalinization plant waste, agricultural waste and pesticides which have entered the sea via rivers, livestock waste, Urban and domestic effluents (Maderfaresh, 2007).

Knowing the emissions factors affecting the marine environment is essential and valuable in the first step toward recovery of an ecosystem. External factors affecting the offshore marine environment are including human sewage, industrial effluents, fertilizers and pesticides. The most important factors are exploration and exploitation of oil resources in the Caspian Sea, maritime transport and fishing activities on the marine environment. Environmental protection, protection of the environment, both natural and human emissions is required to detect and identify contaminants and sources that can be harnessed impacts and solutions. So The August 12 called on the Caspian Sea world. Although the convention on the conservation of the environment of the Caspian Sea (Tehran convention) was adopted by five neighboring and they are obliged to comply with its provisions but the spread of contamination determined that states parties do not perform this convention. In areas such as the Caspian Sea, in which the economic benefits are achieved through natural and mineral resources, environmental protection process has a low priority and we should prevent the loss of this great source of divine and animal species by expansion of research on the sea and its biological and ecological issues (Nazari, 2009).

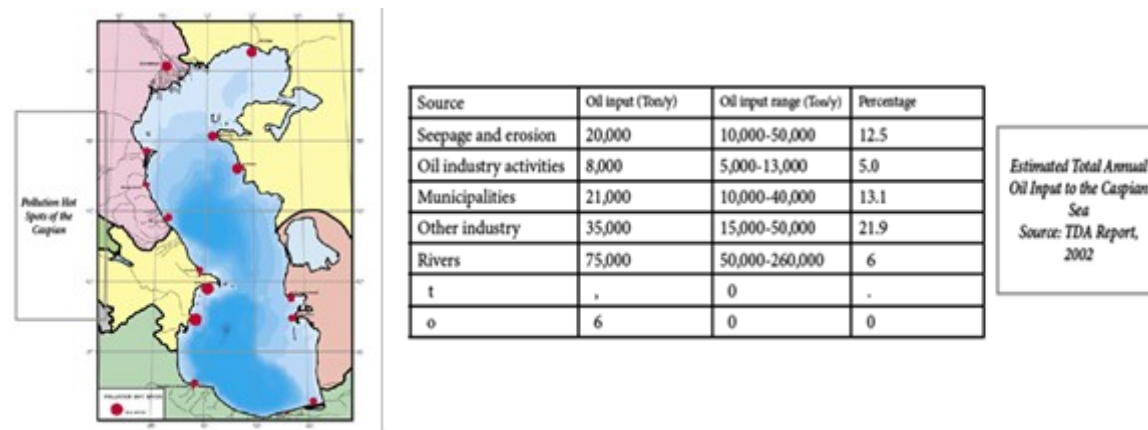


Figure 1. Contaminated parts of the Caspian Sea

certainly Pollution control measures are not always base on a rational basis, sometimes the corrective action has been done before knowing it is harmful or beneficial and now public attention is aroused and may persist on the issue that should be done to reform, and industry or government had to accept it, unless the activities are seen just as active, such activities may be safe, but they are expensive and it is the waste of resources that could be used for other purposes. Otherwise irrational pollution control efforts may be counterproductive awareness of the risk of marine pollution creates this insight that nothing should be discharged into the sea. But this is not the only solution and just transfers the problem of waste disposal. Great care

should be taken for ensuring about solving a problem that it does not create other worse environmental problems. If waste disposal is done in accordance with the consideration of environmental significance, it is necessary to determine the proper discharge of waste that is resulting in minimal environmental damage; some of these methods include efforts to control the pollution of the sea. The most obvious effective method to control the pollution and conservation of the marine environment in seas is media. Since most of the people pay attention to mass media public and they spent some of their time to read, see or hear the reflected news and information; so, media and mass communication is the fastest, safest, best available and most influential tool for environmental protection, culture, education and enlightening the public. Media can be one of the most important strategies for environmental protection and it plays an important role in culture and institutionalizing a culture of preservation of the marine environment act. Due to communication devices and enhanced communications more and more importance of mass media has been seen in human life every day. More information means more power especially in the field of ecology problems, so people need to survive more information. Mass media as the pervasive media can have effective function in teaching and conveying information, behavior patterns and environmental preservation. These results support the theory of "Charles Vlasvl 1" they believed that the media can have a function of 1) environmental monitoring which refers to collecting and distributing information about the events surrounding environment, both inside and outside a particular community. This is somewhat like what is generally considered as the management and conducting the news. 2) Environmental correlation here involves interpreting information and advice on how to behave in response to these events. To some extent this activity is known as editing or political advertising and also a social heritage transmitted from generation to generation: Lasswell says "culture transmission depends on transferring of knowledge, values and social norms from one generation to another or from one group to the newcomers". This is generally known as an educational activity. Wright added entertainment to these three functional categories which refers to communicative acts performed for entertainment and recreation (Severin, 2003). About the impact of media Mac Kvayl (2009) believed that deliberately or inadvertently media may causes the changes, cause the formal change, facilitate change and does not change or change the barrier (MAC Kvayl, 2009).

Media has the ability to understand the movement of people and society to society. Media will help to create a social consensus with reducing the complexity of communication between people, Authorities and people to people. As Luhmann says, creating social consensus requires reduction of complexity and diversity restriction (Lazar, 2001).

When we speak about media communication it means that any relationship with organizations and individuals that are acting as that agency and tools that are needed to inform. For someone who works in the field of human relations any relationship that is created by the media is an ideal opportunity. So now newspapers and other publications are positive way to communicate the media than other people if we look at this issue in reverse any mistake in the relationship with the press will cause irreparable harm. Press is a media that print every day and it is available to the audience. Newspapers have devoted more than any other media the time of people to themselves and have an extraordinary ability to maintain the stability or otherwise of changes dominant values of society, and therefore, individuals and groups choose the written media for promoting the intellectual and social thought, their personal and collective ideas and values, to achieve their goal; press know that whatever comes to writing and the audience have them in the high number, become more sustainable. Newspapers are capable just because of cheapness, abundant, accurate quotes, news, brevity and simplicity, variety of content and language. It covers a wide range of information society and because of acceptance by people can be a good method for knowledge transfer and restoration of the mind and can correct existing customer relationships in society. However, this popularity was due initially to two causes: first, newspapers in those days were the only mass media in the country, which transfer the accurate news of the interior and foreign affairs. Although due to the poor condition of transport, these papers in some areas have a delay with several days and sometimes several

weeks to reach readers, yet led to a major advance in speed and accuracy of broadcasting. The other reason for acceptance of the newspapers were simple psychological literature that understanding its contents may be made easy by those less educated or even illiterate. Illiterates who were the majority of our people were informed in this way newspapers' information that literate people gathered in the center of the coffee shops and they read the news thus, both literate and illiterate understood the provisions of newspaper. The role of the press was fixed as a useful medium, abundant and cheap, with the rise of social and political consciousness of the people, and increase the willingness of people to read newspapers institution. If you know the coordinated and unified presence in the political and social scene as a sign of high culture and national consciousness and political awareness, then we can say that this particular press has the direct relation to freedom, diversity, number and even circulation of the newspapers. Newspapers since the beginning have the important and effective role in the occurrence of major developments and public.

4. METHODOLOGY

The study was a cross-sectional study and the library method has been used. Data collection was carried out with using direct reference sources.

4.1. Statistical Methods

In this study statistical methods have been used (for abundance and distribution).

4.2. The Study Population

The population of the study of Jam-e Jam and Iran newspapers was selected for distribution in the country and the number of readers. These newspapers were examined 286 numbers of Jam-e Jam newspapers and 284 numbers of Iran newspapers in the years 2010 to 2012.

First of all notes were taken from the information contained in the surveyed papers. The results were analyzed using SPSS software. For this study, information like release date, report style (such as news reports, interviews and articles), content insertion page have been inserted.

The independent variables consist of Iran newspaper and Jam-e Jam newspaper and dependent variable is the content associated with pollution in the Caspian Sea. News reporting and news mean a report on current events which is adjusted according to the conventional manner. Interviews and report mean various content that are set free from the form of news and are followed with descriptions and dialogue.

The article is a note based on the analysis and interpretation of a particular subject and express the opinion of the author.

5. RESULTS

The results are presented in tables and graphs, to compare the dissemination of research results related to the pollution of the Caspian Sea through numerous newspapers (Iran- Jam-e Jam) in 2010 to 2012 over three years. Results indicate that Jam-e Jam newspaper 63 article and Iran newspapers 58 article have been published about pollution in the Caspian Sea. In 2012 both of the newspapers presented the same data about pollution in the Caspian Sea (see above). Pollution in the Caspian Sea have reflected more news in 2011 the proportion of daily Jam-e Jam newspaper. In 2010, the Jam-e Jam newspaper had further reflection than Iran newspaper about the Caspian Sea pollution. The following tables show the available research on pollution in the Caspian Sea through numerous newspapers (Iran and Jam-e Jam) in years 2010 to 2012.

Table 1: Performance of Jam-e Jam newspaper in 2010 in three categories of newspaper article and interviews

The Jam-e Jam newspaper in the news in 2010													
Total	Mar	Feb	Jan	Des	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	month
14	1	0	2	1	0	2	1	3	2	1	1	0	Caspian Sea
The Jam-e Jam newspaper in the article 2010													
Total	Mar	Feb	Jan	Des	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	month
6	0	1	1	1	0	1	1	0	0	0	0	1	Caspian Sea
The Jam-e Jam newspaper in the interview in 2010													
Total	Mar	Feb	Jan	Des	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	month
1	0	0	0	0	0	0	1	0	0	0	0	0	Caspian Sea

Most articles published in Jam-e Jam newspaper in the news in 2010 were in August, and about article were in April, September, October, November, January, February and about interview were in September, Figure 1 shows the maximum and minimum daily performance of Jam-e Jam newspaper in three sections (news, article and interviews) in the Caspian Sea pollution in 2010.

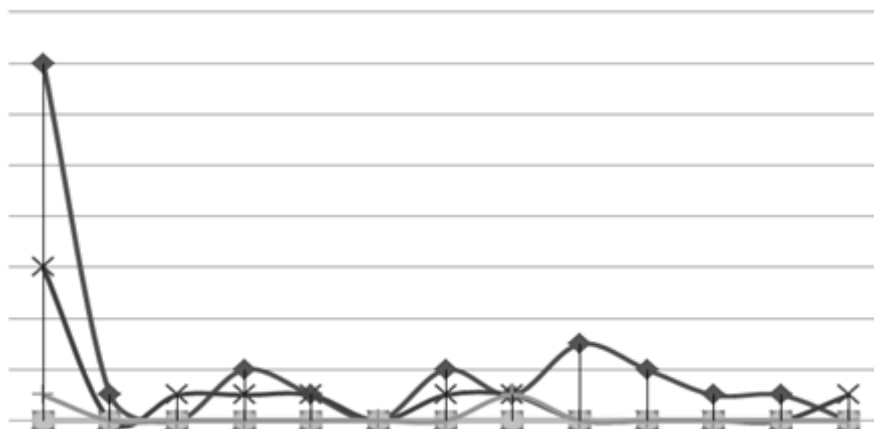


Figure 1: shows the maximum and minimum daily performance of jam-e-jam in 2010 in three sections (news, articles and interviews)

Table 2: Performance of Jam-e Jam newspaper in 2011

The Jam-e Jam newspaper in the news in 2011													
Total	Mar	Feb	Jan	Des	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	month
11	0	0	0	0	1	1	1	0	1	1	4	2	Caspian Sea
The Jam-e Jam newspaper in the article 2011													
Total	Mar	Feb	Jan	Des	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	month
3	0	0	0	0	0	0	0	1	0	0	1	1	Caspian Sea
The Jam-e Jam newspaper in the interview in 2011													
Total	Mar	Feb	Jan	Des	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	month
1	0	0	0	0	1	0	0	0	0	0	0	0	Caspian Sea

Most articles published in Jam-e Jam newspaper in the news in 2011 were in May, and about article were in April, May and August and about interview were in November. Figure 2 shows the maximum and minimum daily performance of Jam-e Jam newspaper in three sections (news, article and interviews) in the Caspian Sea pollution in 2011.

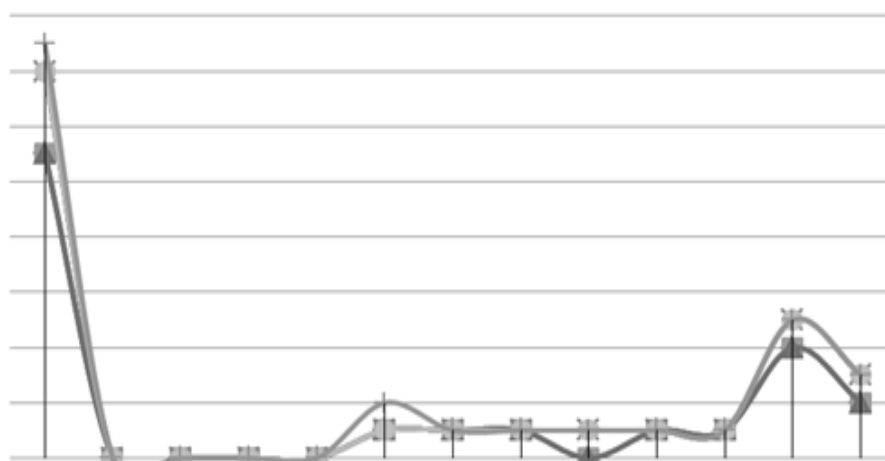


Figure2: shows the maximum and minimum daily performance of jam-e-jam in 2011 in three sections (news, articles and interviews)

Table 3: Performance of Jam-e Jam newspaper in 2012

The Jam-e Jam newspaper in the news in 2012													
Total	Mar	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	month
16	1	1	3	1	0	1	1	1	1	2	0	1	Caspian Sea
The Jam-e Jam newspaper in the article 2012													
Total	Mar	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	month
8	0	0	0	0	0	1	0	1	0	0	6	1	Caspian Sea
The Jam-e Jam newspaper in the interview in 2012													
Total	Mar	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	month
3	0	0	0	1	0	0	0	0	0	0	0	1	Caspian Sea

Most articles published in Jam-e Jam newspaper in the news in 2012 were in January and about article were in May and about interview were in April and December. Figure 3 shows the maximum and minimum daily performance of Jam-e Jam newspaper in three sections (news, article and interviews) in the Caspian Sea pollution in 2012.

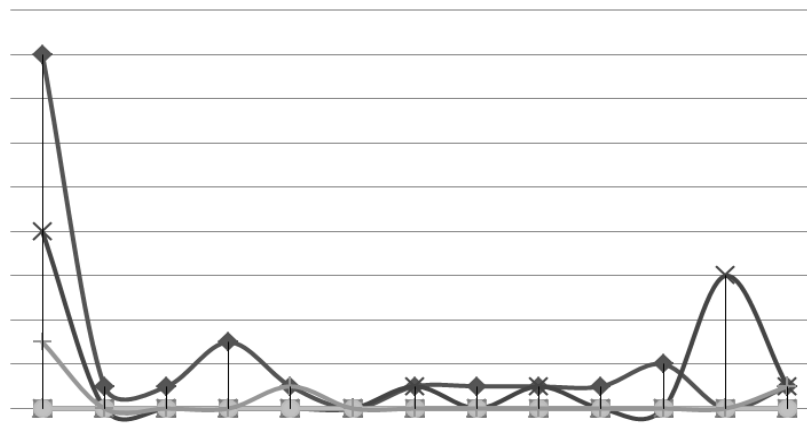


Figure3: shows the maximum and minimum daily performance in jam-e-jam in 2012 in three sections (news, articles and interviews)

Table 4: Performance of Iran newspaper in 2010

The Iran newspaper in the news in 2010													
Total	Mar	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	month
12	1	1	1	0	0	1	1	3	1	3	0	0	Caspian Sea
The Iran newspaper in the article 2010													
Total	Mar	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	month
1	0	0	0	0	0	0	0	0	0	0	0	1	Caspian Sea
The Iran newspaper in the interview in 2010													
Total	Mar	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	month
1	0	0	0	0	0	0	0	0	0	0	0	1	Caspian Sea

Most articles published in Iran newspaper in the news in 2010 were in June and August and about article were in April and about interview were in April. Figure 4 shows the maximum and minimum daily performance of Iran newspaper in three sections (news, article and interviews) in the Caspian Sea pollution in 2010.

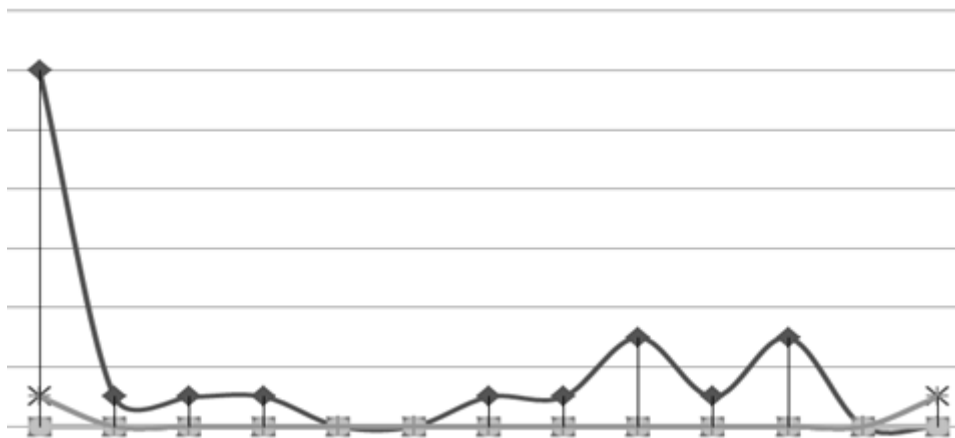


Figure4: shows the maximum and minimum daily yield of 2012 in the three sections (news, articles and interviews)

Table 5: Performance of Iran newspaper in 2011

The Iran newspaper in the news in 2011													
Total	Mar	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	month
14	1	0	0	1	2	0	2	5	0	1	1	1	Caspian Sea
The Iran newspaper in the article 2011													
Total	Mar	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	month
2	1	0	0	0	0	0	0	1	0	0	0	0	Caspian Sea
The Iran newspaper in the interview in 2011													
Total	Mar	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	month
1	0	1	0	0	0	0	0	0	0	0	0	0	Caspian Sea

Most articles published in Iran newspaper in the news in 2011 were in August and about article were in August and March and about interview were in February. Figure 5 shows the maximum and minimum daily performance of Iran newspaper in three sections (news, article and interviews) in the Caspian Sea pollution in 2011.

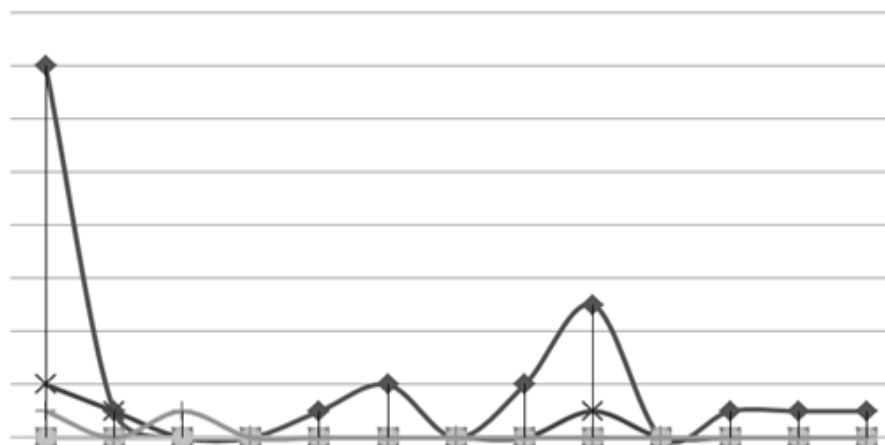


Figure5: shows the maximum and minimum daily yield of 2011 in the three sections (news, articles and interview)

Table 6: Performance of Iran newspaper in 2011



The Iran newspaper in the news in 2012													
Total	Mar	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	month
27	2	2	2	2	0	2	6	3	0	2	1	5	Caspian Sea
The Iran newspaper in the article 2012													
Total	Mar	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	month
0	0	0	0	0	0	0	0	0	0	0	0	0	Caspian Sea
The Iran newspaper in the interview in 2012													
Total	Mar	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	month
0	0	0	0	0	0	0	0	0	0	0	0	0	Caspian Sea

Most articles published in Iran newspaper in the news in 2011 were in September and about article and interview we do not have any information. . Figure 6 shows the maximum and minimum daily performance of Iran newspaper in three sections (news, article and interviews) in the Caspian Sea pollution in 2011.

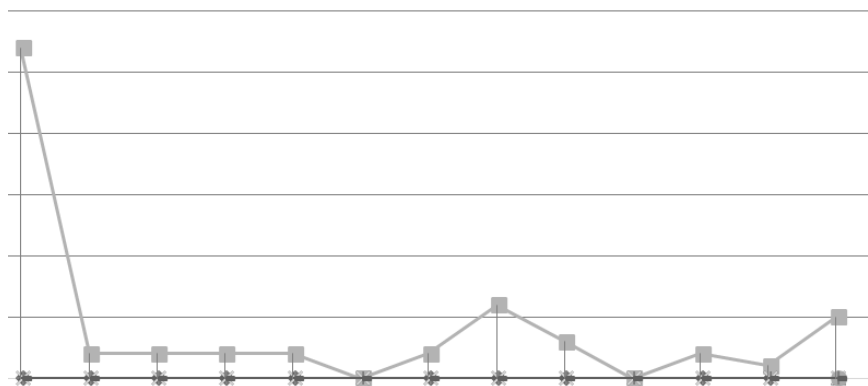


Figure6: shows the performance of daily maximum and minimum of 2011 in three sections (news, articles and interviews)

Table 7: The number and frequency content of the Iran and Jam-e Jam newspaper

Jam-e Jam newspaper		Iran newspaper		Title
Caspian Sea		Caspian Sea		
Abundance	Number	Abundance	Number	
65.07%	41	91.37%	54	News
07.9%	5	3.44%	2	interview
26.9%	17	5.17%	2	article
100%	63	100%	58	total

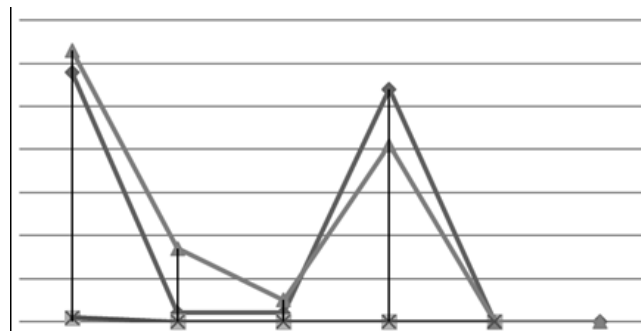


Figure7: contents range and frequency of the jam-e-jam and Iran newspapers

Contamination of the Caspian Sea was contained in the pages such as society, country, community, conversation and last page of Jam-e Jam newspaper and in Iran newspaper is contained in the pages such as the social pages, Persia, Home, biosphere, community, and social events. In Jam-e Jam newspaper 5/61% of the contents were in the Iran page and in Iran newspaper 38% of the contents were in social page and 23/8% of the contents were in Biosphere page.

Table 8: the way of inclusion of pollution in the Caspian Sea in Jam-e Jam newspaper pages

Front Page	Event	Political	Social	International	Economy	Arts and Culture	Iran	Thought	History	Report	Stability	Society	shock	Events today	IT	sport	Economy	Political	Biosphere	Last page
1	1	0	8	0	0	0	3	0	0	0	0	3	0	0	0	0	0	0	5	0

Table 9: the way of inclusion of pollution in the Caspian Sea in Iran newspaper pages

Front	Political	Radio and	Economy	Arts and Culture	Universe	Discussio	Thought	Knowledge	sport	Society	Health	Iran	Events	Last page
0	0	0	0	0	0	1	0	0	0	7	0	16	0	2

5.

CONCLUSIONS

Several environmental factors have been targeted Caspian Sea, each of them could cause erosion that the utilization of marine resources will be taken away from all or make them so expensive. Some of these factors are related and lead to some steps that finally, it can interfere to the purposes and interests of the countries in this field and prevent their realization.

Humans have constituted a small part of world history, but it has the great and immediate threat to the Caspian ecosystem. Nature can defend itself against a certain level of contamination. But environmental disaster begins when human activity increases the rate of infection and at the same time prevents the natural cleansing processes. The positive reaction was shown with Reflection in the 60s with the news media and the public on environmental degradation, and the environmental movement was established. On the other hand, the relationship between law and the media is not hidden from anyone. Environmental experts pay attention to the positive and negative effects of these policies either in long or short term because the environment is important and related to the today's society's modern activities and so because of this, they are discussed and considered. Modern democracies law and the media significantly act as two important structural elements in the past thirty years, Environmental analysis has become essential to form domestic policies and international states and environmental analysts are analysing complexities and changes of the world. They are trying to achieve environmental sustainability with the media to discuss the law and its long-term goal. In any case, the sensitivity of public opinion may be raised by the media. Due to the huge impact that the media has in the information age and direct effect on public opinion, environmental experts are trying to focus the attention of the media, especially the newspapers to the environment. It seems that media's analysis of environment plays a vital role in environmental governance; therefore, the most rational thing to do is that for the maintenance of national resources more attention should be paid to the media. Undoubtedly, due to several limitations of governments to safeguard the various components of the environment (soil, water, air, forests, grasslands, wildlife flora, fauna, wildlife, aquatic) and in last years, various media and NGO, helped the government in order to keep their resources and prevent further damage. The Caspian Sea is a sea of opportunities and challenges. Knowing emission factors affecting the marine environment is the first essential and valuable step toward recovery of an ecosystem. 130 rivers water is poured into the Caspian Sea and pollutes water of the Caspian Sea, which are the largest source of pollution. Uncontrolled sand harvesting and pollution from domestic, urban and industrial sewage are two important factors in degrading river basin of the Caspian Sea. Annually, 122,350 tons of oil pollution, 304 tons of cadmium and 34 tons of tons plumb enter into the Caspian Sea. Most oil pollution of the sea creates by northern neighbours that due to slope of the Caspian pollution comes towards Iran. Consumption management of toxins and use of biological control methods and consolidated Management of pesticides, weeds and diseases caused achievement of an important step towards sustainable agriculture and consequently drastic reduction of environmental pollution, especially water harvesting for agricultural farms. However, implementation of management to protect rivers and amendments dealing with caviar smugglers, are some strategies for solving problems in the department. In the framework of the annual meeting of five Caspian neighbours agreements were signed based on the principle of exploiting sea resources (sea-bed resources) and some protocols were defined and implemented for monitoring and evaluating the adherence of members. The purpose of this study was to evaluate and compare the quality and quantity of published material relating to the pollution of the Caspian Sea by Jam-e Jam newspaper from 2010 to 2012. The results of this study suggest that the coverage of the two newspapers was different about emissions related to the Caspian Sea and also the some differences can be seen in the style of reporting that the maximum frequency recorded in Jam-e Jam and Iran newspapers about pollution of the Caspian Sea was 65/07% and 91/37% in the News and the lowest frequency was 7.9% and 3/44% in the interview. This indicates that Iran newspaper had better performance than Jam-e Jam newspaper



especially in the news part, about pollution in the Caspian Sea that reflects the relatively positive performance of presented papers. Results show that both newspapers do not pay the suitable attention about pollution in the Caspian Sea, the results of this study that conducted by Bigdelli and Farashbandi (2006) and Baraee (2010) are somewhat compatible. It seems that Journalists and media analysts should be aware of environmental information; this can be useful with starting of classes, workshops with the help of university professors and enlighten reporters. Generally journalists need to have the necessary motivations to work in specific areas. Regardless of the issues and problems that journalists face with, the main motivation in this case is knowledge of the mission and role of environmental reporter or analyst to maintain health and enhance people's quality of life in the media. In the other words if this group be aware of the importance and sensitivity of his work in the society, the greatest incentive to move towards the preservation of the environment will be created. Creating a communication mechanism between the producers and consumers of knowledge by the media and prioritizing the environment and pollution especially seas are some strategies that can solve this problem to some extent.

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ETHICAL CONSIDERATION

Authenticity of the texts, honesty and fidelity has been observed.

AUTHOR CONTRIBUTIONS

Planning and writing of the manuscript was done by the authors.

CONFLICT OF INTEREST

Author/s confirmed no conflict of interest.

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