

“Developing a disaster management framework for news production in Nepal”

A qualitative study on Nepalese media portrayal of disaster events using news frames and PPRR cycle of disaster management”

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Abstract

Nepal, due to its topography and changing climate conditions, faces continuing threats of natural hazards. The effects of these disasters are devastating and result in human and infrastructure losses. Nepal ranks in the 11th position in terms of disaster risk as a whole, and ranks in the 12th position in human exposure to floods out of 162 countries. Nepal has faced nearly 13,500 disaster events in the last century, with significant human casualties and enormous economic losses. Nepalese news media have underreported disasters despite the frequent occurrence of natural disasters in the country, and whenever a disaster is reported it seems to lack a developmental, social responsibility and particular media management framework, guidelines or model. Moreover, the news media in Nepal tend to focus story coverage on current affairs, politics, business, technology, and the arts etc. neglecting natural disasters and environment related issues. Given this context, the current study has pursued to understand the prevailing status of media engagement in natural disasters, and propose a media management framework to improve the effectiveness and efficiency in the news production of the Nepalese media with respect to the prevention, preparedness, response, and recovery (PPRR) phases of disaster management.

A qualitative descriptive design, consisting of the analysis of existing natural disaster news coverage and in-depth interviews with key informants was utilised in the study. The results contributed to and expanded the limited number of media content studies on the portrayal of natural disasters, which enables citizens, concerned agencies and professionals to better prepare for, prevent, and respond to, and recover from, disasters. All news and stories pertaining to natural disasters in Nepal, for the period of May 2012 to April 2013, were included. Media analysis and in-depth interviews were conducted. Four categories of Nepalese media outlets, viz.: the Republica English Daily, Nepal Television, Radio Sagarmatha, and ‘nepalnews.com’ online were examined for analysis of media, while in-depth interviews with media professionals and disaster managers were conducted.

The study was undertaken in four phases. The Phase-1 involved a review of literature supported by context and theoretical perspectives. Phase-2 consisted of qualitative analysis of media content using the ‘directed approach’. The media contents were categorised deductively into two sections. Firstly, the news contents were categorised into frames, as

proposed in the *Framing theory*. The researcher then identified and recorded the emerging frames for further analysis. Secondly, the news reports were categorised according to the PPRR cycle to determine how media are reporting throughout the phases of disaster. In Phase- 3 in-depth interviews with (i.e., key informants) journalists, disaster managers, and community leaders were conducted to gain an understanding of the important role of the Nepalese media in the event of a natural disaster. The interviews were analysed thematically using the five steps proposed by Braun and Clarke (2006). In Phase- 4, based on the findings of phases 1, 2 & 3, a framework termed as “**Natural Disaster Friendly Media Management Framework (NDFMMF)**” was developed for effective media management in natural disasters which is expected to be socio-culturally appropriate for Nepal and other countries with similar economies of the world.

The findings suggest that a number of key factors influence effective media response, as well as the characteristics of an effective media role in disasters. The identified factors include: endorsement of an effective policy, planning and framework guiding the media, sensitization and mainstreaming of disaster issues through PPRR, a balanced response of the media throughout the cycle of PPRR, revisiting news protocol and editorial judgement, and the practice of specialised journalism for disasters, etc.

The characteristics of the effective media role within the involvement of the agencies, professionals and the communities can be distilled into three categories:

- Firstly, the media have been expected to be attentive to, and pay their attention towards, realising the need and importance of disaster friendly reporting by providing editorial support and revisiting the existing protocols of the news reporting process.
- Secondly, disaster managers can be regarded as very supportive if they are playing their role by providing key information to the media, and sharing relevant information without any information withholding.
- Thirdly, feedback from the disaster managers to the media is also important so that the media can improve their programs and reporting.

These findings led to the framework of media management in disasters, namely, **NDFMMF**. The **NDFMMF** is expected to allow the Nepalese media to benchmark the disaster reporting skills and knowledge of international standards, and through its own framework of effective

engagement of the media in crafting the disaster stories. Therefore, there is significant potential for institutional capacity development, specialised disaster beat reporting with balanced prominence, as well as the positioning and focusing of the news. Finally, the study has contributed to a greater capacity for developing disaster friendly media curriculum in the Nepalese academic and institutional sectors, that may not have been included in the current literature.

The outcome of this study is multifaceted. It has both policy and practical implications. The benefits of the study are illustrated at the micro-, meso, and macro-levels.

- At the micro-level

Common people may benefit as it enables a reduction in the loss of human life and property through the effective dissemination of information via the news and other modes of media. Hence, they will be well 'prepared for', 'able to prevent', 'respond to', and 'recover from' any natural disasters.

- At the meso-level

The media industry may benefit because they may have their own 'disaster management model of news production' which they can use as an effective disaster reporting tool to improve the media's editorial judgement, and the priority used for reporting natural disasters in Nepal. As a consequence, the Nepalese media may report disaster events more effectively and seek prominence from the government, the people, and the agencies involved in disaster management.

- At the macro-level

The findings may assist the government and international agencies in the development of appropriate policies and disaster risk reduction strategies for the better management of natural disasters. Importantly, the study contributes to the existing, limited literature on media treatment of disaster events, and provides a more expanded base for further research.

Furthermore, on the basis of social responsibility theory, duty of the press can support people to reunite and rebuild their society ruined by catastrophes. The media is mainly viewed as management tools used to influence people's preparedness and response to natural disasters.

Nepalese media may have their roles to be revised or refined under the factors consolidated in the **‘NDFMMF Framework’** which interacts with the existing theoretical understanding of media framing of natural disasters to support the community/society. This perception also extends beyond the responsibility of transferring information and salience so as to suggest that the media message exercises an agenda of both objects and attributes and they may consider the common disaster types, prevalent frames identified and phases followed in disaster reporting.

Keywords

“Media operation, theories of the press, disaster management, media management, media framing, PPRR, crisis communication, agenda setting, social responsibility, natural disasters, content analysis, in-depth interview, analysis of media, mass media, journalists, community representatives, disaster managers, policy makers,”

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Publications, conferences and relevant items

Journal Articles

Poudel, B. R., Fitzgerald, G., Clark, M., Mehta, A. and Poudyal, M. (2015): *Disaster Management in Nepal: Media engagement in the Post-2015 Framework for Disaster Risk Reduction*. In: Planet@Risk, 3(2): 1-4, Davos: Global Risk Forum GRF Davos. Accessible at: <http://eprints.qut.edu.au/89667/> or <https://planet-risk.org/index.php/pr/article/view/220/419>

Poudel, B. R., Fitzgerald, G., Clark, M., Mehta, A. and Poudyal, M. (2016): *Media management for natural disasters in Nepal: Looking through the Lenses of news frames and Phases of Disaster management*. Submitted to Planet@Risk journal on 22/03/2016.

Poudel, B. R., Fitzgerald, G., Clark, M., Mehta, A. and Poudyal, M. (2016): *Natural disasters in the news: An analysis of news frames used by community radio in Nepal*. Submitted to Planet@Risk Journal on 22/03/2016. Submitted to International Journal of Disaster Risk Reduction (IJDRR) on 06/06/2016.

Conference proceeding (Article)

Poudel, B. R., Fitzgerald, G., A. and Poudyal, M. (2016): “*Managing media for natural disasters: An analysis of Nepalese media contents using news frames and PPRR cycle.*” Full paper presented at the 6th annual International Crisis and Risk Communication (ICRC) Conference, Mar 7-9, 2016, Nicholson School of Communication, University of central Florida(UCF),Orlando,USA

Poudel, B. R., FitzGerald, G., Clark, M. J., Mehta, A., & Poudyal Chhetri, M. B. (2014). *How does Nepal Television (NTV) frame natural disasters? A qualitative content analysis of news scripts using news frames and PPRR cycle*. Paper presented at the "IDRC-5th International Disaster and Risk Conference", Integrative Risk Management - The role of science, technology and practice, 24 - 28 August 2014, Davos, Switzerland.

Accessible at: <http://eprints.qut.edu.au/76341/2/76341.pdf> or <http://eprints.qut.edu.au/76341/>

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Sponsored conference & workshop participation (Ideas sharing)

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Program: *Civil Defence International Universities Search and Rescue seminar-Exercise*.

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Organised by: Civil Defence Authority, Nicosia, Northern Cyprus

Online publication relevant to Nepal's disaster 2015 (The Conversation)

Fitzgerald, G., Poudel, B. R., & Gurung, A. (2015): *How the media struggled in Nepal's earthquake rescue* (article). From The Conversation <https://theconversation.com/how-the-media-struggled-in-nepals-earthquake-rescue-40970>

List of Abbreviations

| | | | |
|-----------|--|-------------|--|
| PPRR | Prevention, Preparedness, Response, Recovery | NHMRC | National Health and Medical Research Council |
| UNDP | United Nation Development Program | NCDM | Nepal centre for Disaster Management |
| NSRDM | National Strategy for Disaster Risk | MoHA | Ministry of Home Affairs |
| GLOF | Glacial Lake Outburst Flood | DESINVENTAR | Inventory System of the Effects of Disaster |
| SEADHIN | South-East Asia Disaster Health Information Network | NDR | Nepal Disaster Report |
| EM-DAT | Emergency events database | DRR | Disaster Risk Reduction |
| NSET | National Society for Earthquake Technology | CEDM | Centre for Emergency and Disaster Management |
| NEFEJ | Nepal Forum of Environment Journalists | MOIC | Ministry of Information and Communications |
| NCRA | Natural Calamity Relief Act | ICIMOD | International Centre for Integrated Mountain Development |
| UNOCHA | United Nations Office for the Coordination of Humanitarian Affairs | UNESCO | United Nations Educational, Scientific and Cultural Organization |
| HFA | Hyogo Framework for Action | NTA | Nepal Telecommunications Authority |
| UN/ISDR | United Nations International Strategy for Disaster Risk Reduction | EMA | Emergency Management Australia |
| IFRC | International Federation of Red Cross and Red Crescent Societies | IDNDR | International Decade for Natural Disaster Reduction |
| NRCS | Nepal red Cross Society | TIEMS | The International Emergency Management Society |
| EMA | Emergency Management Australia | USGS | United States Geological Survey |
| CRED | Centre for Research on the Epidemiology of Disasters | FNJ | Federation of Nepalese Journalists |
| CA | Constituent Assembly | AIRS | <u>Advanced Information Retrieval Skills</u> |
| NC | Nepali Congress | IPS | Intellectual Property Statement |
| CPNM | Communist Party of Nepal (Maoist) | RSS | Rastriya Samachar Samitee |
| LDC | Least developing Countries | NNA | National News Agency |
| CBS | Central Bureau of Statistics | KTV | Kantipur Television |
| WB | World Bank | GOs | Government Organisations |
| GDP | Gross Domestic Product | INGOs | International Non-governmental Organisations |
| FAO | Food and Agriculture Organisation | SWC | Social Welfare Council |
| HDI | Human Development Index | DRM | Disaster Risk Management |
| GNI | Gross National Income | MOFA | Ministry of Foreign Affairs |
| MDG | Millennium Development Goal | RS | Radio Sagarmatha |
| DPNET | Disaster Preparedness Network Nepal | LDRMP | Local Disaster Risk Management Planning |
| PPP | Purchasing Power Parity | CNDRC | Central Natural Disaster Relief Committee |
| TRD | The Republica Daily | DRRP | Disaster Preparedness and Response Plan |
| NTV | Nepal Television | NDRF | National Disaster Response Framework |
| NBC | National Building Code | SEADHIN | South-East Asia Disaster Health Information Network |
| NRRC | Nepal Risk Reduction Consortium | NAPA | National Adaptation program of Action |
| NAPA | National Adaptation Program of Action | LAPA | Local Adaptation Plan for Action |
| INSEC | Informal Sector Service Centre | IDRC | International Disaster and Risk Conference |
| CBS-Nepal | Central Bureau of Statistics | GAR | Global Assessment Reports |
| SADKN | South Asian Disaster Knowledge Network | NAST | Nepal Academy of Science and Technology |
| NHK | Nippon Hōsō Kyōkai | NNCDMC | Network of Community Disaster Management Committees |
| SARS | Severe Acute Respiratory Syndrome | DMA | Disaster Management Agencies |
| ABC | Accurate, Balance and Credible | NNA | National News Agency (RSS) |
| NEOC | National Emergency Operation Centre | | |
| SEMA | State Emergency Management Agencies | | |
| NHRC | National Human Rights Commission | | |
| DAO | District Administration Office | | |
| FM | Frequency Modulations | | |
| CNDRC | Central Natural Disaster Relief Committee | | |
| DRRP | Disaster Preparedness and Response Plan | | |
| NDRF | National Disaster Response Framework | | |

Statement of Original Authorship

The work contained in this thesis has not been previously submitted to meet requirements for an award at this or any higher education institution. To the best of my knowledge and belief, the thesis contains no materials previously submitted or written by another person except where due reference is made.

Name: Bharat Raj Poudel

Signature: QUT Verified Signature

Date: August 2016

Dedication

॥ जननी जन्मभूमिश्च स्वर्गादपि गरीयसी ॥

“मेरा माता पिताको सपना साकार पार्न पाउँदा जिवन थप सार्थक भएको महसुस गर्दैछु, अनि यसैगरी मातृभूमीको लागि केही योगदान गर्न सकिन्छ कि भन्ने विश्वास अभिवृद्धि भएको अनुभव पनि भएको छ मलाई यतिखेर ।”

To my father, Gupta Raj Poudel (गुप्त राज पौडेल), mother (बिष्णु माया पौडेल), grandmother and grandfather who never set their feet in any institution of higher learning, but whose children and grandchildren gain the full benefit of higher education.

Some 30 years ago, my father used to collect the empty packets of his cigarettes, very carefully, so as not to throw them nonchalantly onto the streets of my yet-to-be-polluted small town at Ratnanagar in Chitwan, Nepal. As an ambitious little school boy, I would cherish those smelly empty packets because they had silver paper inside which I was very much fond of. After all, I would sparingly use them for my government school homework practice. That’s how my beloved father provided for my ‘notebook’ to practice my mathematics and English alphabets on.

And here I am, three decades on, writing this ‘Acknowledgements’ for stalwarts of this seat of knowledge and higher wisdom. Today, I feel emotional to be able to acknowledge those who have stood by me for the past four years so that my father’s dreams are fulfilled.

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Chapter 1: INTRODUCTION AND OVERVIEW

1.1 Introduction

The media, including newspapers, radio, television, and social media, plays a critical role in creating community awareness and disseminating information about disasters (Dixit et al., 2002; Dynes & Rodriguez, 2010; Rahmanzadeh, 2012). Further, the media tend to report events and their impact, and do not necessarily report on a highly critical or negative manner (Dynes & Rodriguez, 2010). Impact of media is seen in a positive way while providing warnings and updated information on the emergency situation. Sometimes media plays negative role while reporting response activities and sensationalizes events depicting inaccurate picture (Romo-Murphy & Vos, 2014). However, the reporting of the disaster events such as the media coverage of the triple disaster in Japan in 2011, the Indian Ocean tsunami in 2004, the Sichuan earthquake in China in 2008, Cyclone Nargis in Myanmar in 2008, and the earthquake in Haiti in 2010 created significant national and international attention and, at times, alarm the community (Leoni, 2011).

Nepal, as a consequence of its geographic location and changing climate, faces frequent threats of natural disasters. During the period 1900 to 2005, over 13,000 disasters were reported, with a total of nearly two hundred thousand human casualties and millions of people affected (Aryal, 2007, 2012b; DesInventar, 2014; Nepal Disaster Report, 2013). However, management strategies to cope with potential and prevalent catastrophes have been inadequate and not well implemented (Aryal, 2007; Nepal Disaster Report, 2013; UNDP-Nepal, 2009). The loss of life and property damage due to disasters is increasing due to the lack of preparedness and public awareness. However, more effective media reporting, news production and news dissemination have the potential to influence these outcomes (NSDRM, 2009).

Nepal is a resource poor developing nation and, thus, the loss of life and property damage in some rural settlements is impacted upon by the lack of proper communication and knowledge about natural disasters. Thus, the Nepalese people are exposed to disasters without knowledge or understanding of the local hazard information (Aryal, 2014). Though, disaster education initiatives are limited to selected school levels, which is assumed to extend to families and the

community (Tuladhar, Yatabe, Dahal, & Bhandary, 2013). Nevertheless, enhanced knowledge of disaster risk reduction (DRR) may contribute to a more resilient society. It may also contribute to the development of a growing number of media outlets in Nepal, including television and FM radio stations, which are becoming involved in information dissemination in disaster prone areas (Tuladhar, et al., 2013). For example, during the Seti flood of 2012, the dissemination of warnings to the public through news media helped many people stay alert. Additionally, the information provided by the news and social media helped provide a more comprehensive picture of the impact (Bhandary, Dahal, & Okamura, 2012). Hence, news and social media tend to play a key role in assessing, mobilizing, and prioritizing the need for relief and emergency arrangements (Iqbal, Ali, Khursheed, & Saleem, 2014).

Additionally, there has been an increasing focus on disaster management programs and policies in developing countries, such as Nepal; a key consideration is to identify the role that the media can play in guiding the human and organisational knowledge and behaviours (Scanlon, 2009); (Bradley, McFarland, & Clarke, 2014). The communication of information about risk can contribute to the preparedness of the population before a disaster, while the dissemination of information during disasters may aid subsequent recovery (Bradley, et al., 2014). While media coverage of the disaster helps communities, also it has the potential to trigger significant changes in public policy or legislation that could, in turn, reduce the impact of disasters and improve community health and wellbeing (Bhandary, et al., 2012; Chhetri, 2010).

In most developing countries, preparedness and the provision of pre-disaster information has been a major focus of disaster managers (Iqbal, et al., 2014). The media translates and interprets reported materials so as to reflect the public need; however, it may also rapidly shift from response-based reporting to negatively driven blame-based reporting. For example: the public anger reported by the media may be seen as damaging the credibility of the involving authorities (Iqbal, et al., 2014 p572).

Since the establishment of the multi-party democracy in 1990, and the associated development of a relatively independent media, Nepal is now more influenced by independent media sources and, in particular, by radio stations (Hachhethu, Kumar, & Subedi, 2009). However, the formulation of media policies, frameworks, and strategies for the integrated development of Nepal has been delayed because of political instability and turmoil. This is

also causing delay to the formulation and drafting of policy and strategy relating to reporting and the operation of the media throughout the phases of disasters in Nepal. Sensationalising public outrage may be regarded as degrading the credibility of authorities in developing states such as Nepal where new media tend to operate as state apparatus, working hand in hand with elites stations whereas these trends were impacting Nepal before the restoration of democracy in 1990 (Hachhethu, et al., 2009).

This information exchange with a new knowledge is followed by a convergence process involving interactive networks. The diffusion of innovations, therefore, is essentially a social process in which subjective information about a new knowledge or idea is communicated (Everett, 1995). Today, many groups are working to harness the power of communication technology to bring social change and to meet people's needs (Hannides, 2011). However, in Nepal, the media has been misused and misguided (Panday, 2009). Further, maturity is lacking in contemporary Nepalese newspapers, despite significant improvements since deregulation.

Nevertheless, there is a need to better understand the way in which the media views disasters and the frames or angles or agendas that the media uses for the dissemination of information (Venter, 1999). Studies of media content often rely on framing as the theoretical underpinning of the study. The theoretical understanding of the role of modern media contributes to the development of operational policies that are more practical and include self-regulatory arrangements that accord with the media's responsibility to the public (Siebert, Peterson, & Schramm, 2000). The application of these concepts to developing countries like Nepal may be used in the crafting of media messages and the identification of how those theoretical considerations are applied to underpin effective disaster management.

The present study examines the way in which the media's priorities are determined and how the risk and impact of natural hazards is being treated throughout the disaster management phases. As a result, the study is potentially expected to inform conversations and editorial judgement about the strategies for the effective crafting of media messages in response to the management of disasters in Nepal. Further, the study was based on the framing and agenda setting task of the media (Maher, 2001). *Theoretically*, the research builds on the social responsibility of the media in relation to a social crisis. It begins from an interest in the *epistemologically* driven form of modern media professionalism, which describes the way in

which the news making task works as a knowledge-producing practice (Matheson, 2004). The results of this study will enable the development of a framework to guide the media in understanding and playing the important roles in all phases of the disaster management process.

1.2 Nepal: a disaster prone country

Nepal is particularly prone to various types of natural and manmade disasters, including floods, landslides, fires, earthquakes, epidemics, windstorms, hailstorms, lightening, and avalanches. The most common disaster is floods (Chhetri, 2010). Further, vulnerability is increasing because of the human encroachment into high risk environments, and the development of new technologies and businesses that raise the risk profile. In the last four decades, floods and landslides have been reported as the most prominent killers of people, whereas the reporting of all types of events has increased significantly during this period (Nepal Disaster Report, 2013).

Additionally, many parts of the Himalayan region of Nepal are facing catastrophic events associated with their particular topography, and these are being added to by the global impact of climate change. For example, there is growing concern about glacial melting as a cause of disasters. In the Himalayan region floods can be highly destructive (and debris laden) due to the combination of heavy precipitation of both rain and snow, and the steepness of the watersheds and river channels (Chhetri, 2010). The middle hills are prone to landslides caused by rainfall and the Terai (the flat area adjacent to India) to floods (Chhetri, 2010; Chhetri & Bhattarai, 2001). Severe weather conditions along with geographical fragility and seismic activity resulted in significant risks in Nepal. Water induced landslides tend to block rivers and retreating glacial lakes, which can rupture suddenly, causing Glacier Lake Outburst Floods -GLOFs (see Photograph in Picture 1.1), whereby flash debris laden floods may cause severe damage to people and infrastructure.

For example, the 2012 flash floods of the Seti River in western Nepal were caused by a landslide temporarily blocking the river. A lake formed behind the blockage until it suddenly gave way, resulting in debris laden flooding of the river and its environs. The flood claimed 28 lives with a further 38 missing and caused damage to the local infrastructure, such as

temples, suspension bridges, and district level roads (Petley & Stark, 2012; SEADHIN, 2012; UNOCHA, 2012).



Picture 1.1 Glacier Lake in Nepal

Source: IMJA Glacier, Pictured by Fritz Muller (Byers, 2007)

Conversely, the local people are unable to deal with even local small-scale disasters, as they are generally uninformed, untrained, inexperienced, and under-resourced (Aryal, 2014).

Despite local risks and hazards, people are happy to live and work in areas where resources are easily available. Thus, numerous academic discussions have urged the need to invest in and build capacity at a local level to improve disaster risk management. Nepal maintains traditional, less scientific and less disaster risk reduction-centred administrative approaches tending to contribute to increased vulnerability of local communities to disasters.

Additionally, communities lack the knowledge and information about disasters and local hazards (Aryal, 2014). However, 28 percent of the total population of Nepal is exposed to risks from three or more hazards (EM-DAT, 2011). Further, at least one out of 20 residents living in disaster prone areas is at a relatively high mortality risk.

Throughout the world, people are paying for the cost of mismanagement and environmental degradation that has occurred in the name of development, and which poses a challenge to future generations. The danger is increasing, and people and governments are spending considerable resources to repair the damage caused by disasters (Dombrosky, 1998; Drabek, 2009). The world is recognising more incidents as the frequency of media stories about disasters is increasing (Drabek, 2009). For example, the annual Disaster Statistical Review

2011 highlighted that the number of disaster events is increasing over time. However the trends are not consistent. The number of disasters in 2011 (146 events) was below the annual average (153 events) for the period 2001-2010 (Guha-Sapir, Vos, & Below, 2012).

Worldwide Nepal, ranks 11th in terms of disaster risks as a whole, and 12th in human exposure to floods (D. Bhandari, Malakar, & Murphy, 2010). Likewise, Nepal ranks 10th for landslide disasters out of 162 countries, followed as 32nd for earthquake risks, and 49th for drought risks (DesInventar, 2011, 2014; Preventionweb Database, 2009). Figure 1.1 demonstrates the frequency of events for the period 1971-2011 (DesInventar, 2014).

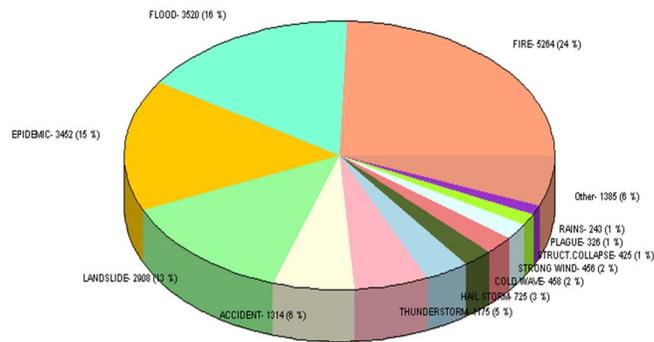


Figure 1.1 Percentage of total deaths from disasters (1971-2011)

(DesInventar, 2014)

1.3 The media and disasters in Nepal

Prior to the introduction of democracy in 1990, the press in Nepal was not able to play an effective role because of its inaccessibility to readers and audiences (Acharya, 1992).

Disasters were dealt with in terms of their relationship with environmental factors. Following the inception of the Nepal Forum for Environmental Journalists (NEFEJ) in 1986, disasters were covered as part of the reporting of environmental issues. This action led to the increased reporting of disasters in relationship with environmental reporting. Gradually, more media

outlets became involved in environmental reporting with increasing space given to the covering of the impact of natural disasters (Acharya, 1992; Bhattarai & Ojha, 2010).

Some studies into the content of Nepalese news media have highlighted that the Nepalese media are not balanced in their reporting because of the dominance of current affairs and politics, business and technology, and the arts and culture (Adhikari, Pokhrel, KC, & Rai, 2011). The Nepalese media reports disasters as they report current affairs. There is no special disaster management ‘beat’ and so disasters are seen through the current affairs lens and not through the social development lens, which may be more appropriate for a comprehensive approach, namely, through the continuum of prevention, preparedness, response, and recovery. However, there has not been any clarity of understanding on the role of the media in disaster management, nor is any particular framework or model used to report disaster events in Nepalese media outlets.

A report entitled “The media in the news 2010: An assessment report in the context of Nepal's post conflict transition (with South-central Asian trends)” revealed that news topics, such as domestic politics, foreign affairs, human rights, and security, dominated other subject areas. However, the magnitude and strength of disaster reporting has not been previously evaluated or adequately discussed (Adhikari, et al., 2011). Figure 1.2 shows the dominance of current affairs reporting followed by business and technology and the arts and culture.

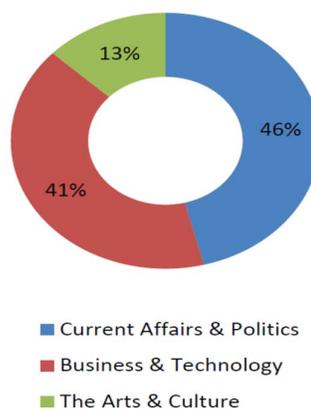


Figure 1.2 Story type in some major national newspapers (2010)

Source: (Adhikari, et al., 2011)

Nevertheless, there are positive changes occurring through the development of independent radio stations whose broadcasting style are regarded as simple and understandable, with a growing reputation and trust amongst audiences. Independent radio stations are rapidly improving their content so as to facilitate community awareness (Hachhethu, et al., 2009). Independent FM radio has increased public access to information, providing diverse and relevant viewpoints from multiple sources. Radio, a luxury affordable only by the nation's elite until a few decades ago, has now become omnipresent although not universal (Banjade, 2007). Public-oriented journalism may create a discussion space, similar to traditional forums (Dabali, Chautari, etc.), where people find opportunities, socio-political and cultural ties, to connect to one another, to their immediate neighbourhoods, and to their society at large (Adhikari, 2005).

The media in Nepal are not always well focused on disaster events, but major coverage of environmental issues has significantly increased (Koirala, 1992). There is more environment news, and some of the stories are given due prominence. The number of television programs with coverage of environmental issues has noticeably increased, along with the frequency of transmission (Koirala, 1992).

“Media coverage can also influence the public's perception of agencies and help them be responsible for the mitigation of disasters (Paton & Johnston, 2006.p.16)”. However, Ives (2005), in his book titled “Himalayan Perceptions”, argues that the pattern of reporting facts about environmental degradation and disasters is not trustworthy. He further says that “the media are always hungry for neatly packaged disaster scenarios, politicians are happy to point fingers conveniently away from their own failings, developers are willing to focus their energies in the pleasant hills of Nepal rather than the steamy lowlands of Bangladesh and India, and scientists are eager for fame and funding” (Ives, 2005).

There have been studies on the significant impact of radio stations in Nepal; they are perceived to share similarities with those in developed nations in terms of the use of alarmist and disaster discourses (Shrestha, Burningham, & Grant, 2014). Further, the media in Nepal considers that the private media, as compared with government media, has the role of being the vocal critic of government policy, the analyst of key issues, and the reflector of the views of the common people, as well as being professionally competent, supportive of political pluralism, and focused on cultural and intellectual issues, credibility, and accuracy. The

private media is often considered to focus on sensational news, stir up ethnic and religious separatist conflicts, and reflect views of the wealthy (Ramaprasad, 2005). On the other hand, a majority of the respondents in one study considered government media to have the traits of positive coverage in general, and to help unify the country (Ramaprasad, 2005).

A survey about reporting the news in Nepal has highlighted the role of the media in development journalism, citizen education, public advocacy, and culture. The role of the media could be expanded if cultural aspects and public advocacy and education were properly addressed (Ramaprasad & Kelly, 2003). On the other hand, media in Nepal are still struggling to play effective role in crisis situation. One of the immediate lessons learnt from the Nepal earthquake 2015 was about media outlets that struggled to coordinate effective reporting throughout the nation. Most of the search and rescue operations as well as media responsiveness were limited to Kathmandu city while affected communities were deprived of essential and lifesaving supplies and relief (Neupane, 2015).

1.4 Problem statement and rationale

Globally, people face the threat of natural disasters due to changing climate (Smith et al., 2009). In Nepal, in the last three decades more than 30,000 people have lost their lives in disasters (MoHA-Nepal-Government, 2011; Nepal Disaster Report, 2013). This number has increased after the Nepal earthquake 2015. The effects are devastating, and natural hazards are disproportionately impacting on human health and wellbeing; thus the social model for building resilience among “vulnerable” communities predominates in low-income countries such as Nepal (Hemingway & Priestley, 2014).

In disasters, the media has a role to play to inform the public and draw the attention of concerned agencies and emergency professionals. The public rely on the broadcast media for immediate information about the crisis, and on the print media for the detail of the crisis analysis (Littlefield & Quenette, 2007). According to Brooks (2004), the media serve five prime functions: report the news; monitor power; uncover justice; tell stories that interest the public; and sustain communities by working as the nervous system of the community. Nonetheless, communication in crises or disasters is limited in practice in Nepal. Some disaster related awareness activities are only implemented on an organizational basis (MoHA-Nepal-Government, 2011).

Until the 1980s, disaster management was not a government priority in Nepal. There were limited legal provisions pertaining to disaster risk management. The Natural Calamity Relief Act, 1982 (NCRA), with subsequent amendments in 1989 and 1992, formed the legislative base (Chhetri, 2011). In 1993, the United Nations Development Program (UNDP) organised a national conference to prepare a draft manual on disaster management. The conference recommended research activities for comprehensive database management and issues relating to capacity building in disaster management (MoHA-Nepal-Government, 2011; Nepal Disaster Report, 2009; UNDP-Nepal, 2009; UNOCHA, 2012). Among the 27 priority areas identified in the national strategy for disaster risk management-NSDRM (2009) for Nepal, two components were highlighted: information and communication.

The Ministry of Home Affairs (MoHA) is currently responsible for coordinating all disasters and emergency situations in the country within the framework of the central disaster relief committee (IFRC-NRCS, 2011). The National Strategy for Disaster Risk Management (NSDRM) created a council under the chairmanship of the Prime Minister with wider roles and responsibilities aimed at all stages of disaster management in Nepal (NSDRM, 2009).

These legal provisions and frameworks do not significantly emphasize the needs and importance of the media. Consequently, the current study seeks to develop a socio-culturally and environmentally suitable framework for the media to practice an effective disaster news making process in Nepal. Journalists and media outlets have a responsibility to act in the public interest and understand that this responsibility extends not only to their audiences, but also to those who become victims of the disasters (Cowen, 2010). The required framework can be an easy mechanism through which to understand different disciplines and, therefore, it can enable and promote the communication process between different communities and agencies working in disaster risk management (Birkmann et al., 2013).

The current study seeks to understand the prevailing status of media engagement in natural disasters using the prevention, preparedness; response and recovery (PPRR) cycle of disaster management. The PPRR approach is one of the fundamental concepts of emergency management (Cronstedt, 2002; EMA, 1998; Rogers, 2011) which is briefly described later in the document. As an applied concept, the present study used media frames, or focused on the disaster news reported, as well as the Framing theory to explore the agenda setting role of the media (Entman, 1993; Goffman, 1974; Semetko & Valkenburg, 2000). While referring the

number of informing theories in response to the categorisation of media reports, the investigator identified the issues; status and character of media's effectiveness in regards to the management of natural disasters in Nepal. This notion prompted the study towards identifying the framing of Nepalese media reporting and the balanced focus on the disaster management phases.

This study sets out to identify and develop a 'disaster management model of news production in Nepal'. The framework may help guide the media in playing important roles in all phases of disaster management process. At a micro-level the outcome of the study is expected to benefit people by helping them understand disasters and their consequences; at a meso-level it will guide media professionals and media industries in improving effective news coverage; at the macro level it will assist the Nepal government and disaster management agencies formulate and develop appropriate programs and policies incorporating the role of the media for disasters.

Moreover, the study contributes to the existing literature related to the portrayal of natural disasters, and to help persuade citizens in the 'prepare for', 'prevention of', 'respond to' and 'recover from' disasters in Nepal. The research is important because it offers significant findings that may help explain the way the Nepalese media shapes the news pertaining to natural disasters.

1.5 Aims, objectives and research questions

The aim of the current study was to understand the prevailing status of media treatment of natural disasters, as well as to develop a disaster management model/framework to improve the effectiveness and efficiency of Nepalese media throughout the continuum of prevention, preparedness, response and recovery (PPRR) phases of disaster management. This aim was translated into the following four questions to guide the study.

1. How do the media in Nepal portray natural disasters across the PPRR cycle?
2. What are the frames frequently used by the Nepalese media to report natural disasters?

3. How can Nepalese media play an effective role, and improve their performance, to contribute to disaster management throughout the PPRR cycle?
4. What significant components are required for the development of a disaster management framework/model for news making in Nepal?

These key questions directed the current study to address the main aim set by the principal research question:

“To what extent can the Nepalese media contribute to effective disaster management throughout the PPRR cycle?”

The four key objectives were to:

- Describe the current status of the coverage of natural disasters in the Nepalese media;
- Identify the frames used in the content of the media’s treatment of natural disasters;
- Determine the characteristics of effective media reporting of natural disasters; and,
- Develop a disaster management framework/model for effective news production, which is socio-culturally and environmentally appropriate for Nepal.

To address the research question and objectives it was important to first identify and describe the frames, patterns or characteristics of the media treatment of natural disasters in Nepal. This research involved theories that are popular for the study of modern media systems in terms of contributing to social responsibility (Siebert, et al., 2000).

1.6 Key definitions

The key definition of ‘disaster’ is that it is an event in which the community undergoes severe danger and incurs, or is threatened to incur, losses to persons and/or property, which exceed the resources available within the community. In disasters, resources from beyond the local jurisdiction, that is at the state or federal level, are required to meet the disaster demands (Drabek, 1986). Charles E. Fritz (1961) defines a ‘disaster’ as an event impacting an entire society or some subdivision; it also includes the notion of a real impact with the threat of an impact, with the emphasis that “essential functions of the society [are] prevented”. Furthermore, ‘disasters’ are non-routine events in societies, or their larger subsystems (e.g.

region or community) that involve social disruption and physical harm. The properties of disasters include the length, magnitude, scope, and duration of the impact (Kreps, 1984).

The existing research on the 'communication aspects of emergencies' have tended to focus on preparedness and response. However, there has been little in-depth analysis of the role of the media and communication strategies relating to the recovery process. As an example, during the Canberra fires in Australia in 2003, the media played a significant role in affecting the community (both positively and negatively) in their recovery. Multiple sources of information were needed as individuals experiencing post-disaster stress absorb information differently, while the timeliness of the information to the individuals was important (Nicholls, Sykes, & Camilleri, 2010).

The 'Mass media' are defined as any means or agency or instrument which communicates ideas, attitudes, impressions, or images to a large number of people. Communication media in the modern industrial society is essentially urbanised and enjoys a higher degree of literate culture (Malla, 1982).

Throughout the current study the terms 'media' or 'mass media' are generally used to refer to any form of communication that reaches large numbers of people. In the main these terms are used to refer to newspapers, television, and radio. Other forms of media outlets (such as books, magazines, newsletters, other electronic media, online news, periodicals, and series) are only discussed in the literature, but are not referred to as representing the term of mass media in the current context.

The media, in the 'sociology of natural disasters' are mainly used as management tools to influence people's preparedness and response to natural disasters, or to inform people during the emergency (Nazari, Hassan, Parhizkar, & Osman, 2011). 'Media management' is defined in a number of ways, for example, media houses producing news products (information), but not any tangible products; this differs from those of other types of tangible goods in critical ways (Mierzejewska, 2010; Mierzejewska & Hollifield, 2006).

Prominent social scientists have described the media effect as a supportive concept of communication research (Katz, 2001). This theory helps to understand more about the 'media management framework'. According to Scheufele (1999), in a typology of 'framing media

stories' the researcher need to select only two key components, namely, 'Media Frame' and 'Audience/reader's perceptions'. Also, it can involve, when needed, the process of negotiation (Coles & Zhuang, 2011).

1.7 Methodology Overview

A qualitative descriptive design was used to analyse the Nepalese media content about natural disasters. All news and stories pertaining to natural disasters in Nepal, for the period 'May 2012 to April 2013', were included. Both a qualitative content analysis and in-depth interviews with journalists, community representatives, and disaster managers were conducted. Four categories of Nepalese media outlets were addressed: '**Republica English Daily**', '**Nepal Television**', '**Radio Sagarmatha**', and '**nepalnews.com**'.

The study was undertaken in four phases:

- In Phase-1, a literature review was conducted in a comprehensive way which was accompanied by the review of the context and theoretical perspective.
- In Phase-2, an analysis of media (qualitative content analysis) was conducted using the 'directed approach'. The content was categorised deductively into two sections. Firstly, the content was categorised under five frames, as proposed in the 'Framing theory' (Entman, 1993; Goffman, 1974; Semetko & Valkenburg, 2000). Secondly, the contents were categorised using the PPRR cycle.
- In Phase-3, in-depth interviews with journalists, disaster managers, and community representatives were conducted to gain a better understanding of the important role of Nepalese media in the event of natural disasters. The interviews were analysed thematically using the five steps proposed by Clarke and Braun(2006).
- In Phase-4, based on the findings of phase 2 & 3, and with the support of theoretical underpinnings discussed, a framework for effective media management of disaster was designed and developed; it is socio-culturally appropriate for Nepal and countries with similar economies.

The content analysis of the news stories follows the three step procedure recommended by Miles and Huberman (1994): data reduction, display, and conclusion drawing/verification. To determine the frames of the news, the process was two-fold, namely: the five frames recommended by the framing theory; and the four frames representing the PPRR focus. During the process of determining the frames, other possible new frames and sub frames may arise. All the data were stored in the NVivo (N10 format) software installed on the researcher's main data storage computer.

Furthermore, the thematic analysis (Braun & Clarke, 2006) was undertaken using in-depth interviews with 11 participants representing the media, disaster management organizations, and community organizations. The interviewer aimed to “explore, probe, and ask questions that elucidate and illuminate” a particular focus in response to the current study, as described by Patton (2001). The interview data were extracted systematically using a specially designed data extraction format and then categorised. In order to identify the key issues, policies and actions related to the data extraction and thematic analysis was conducted within the available guidelines from the relevant studies (Nichols, Maynard, Goodman, & Richardson, 2009).

Based upon the findings of phases-1, 2 & 3, a framework for effective media management of disasters is developed which is socio-culturally and environmentally appropriate for Nepal and countries with similar economies.

All research has limitations, and the limitations of the current research are addressed in detail in the final chapter. The approach used for the qualitative content analysis presents challenges. For example, the use of the theory may have had inherent limitations in that the researcher approached the data with an informed but, nonetheless, strong bias (Mayring, 2000). Also, the findings from the content analysis and the in-depth interviews cannot be generalised (Creswell, 2012). Further, the selection of the participant interviewees was purposive and the recruitment of the representative media outlets was based on their circulation, larger audience, history, popularity, and prominence of the selected media outlets.

The findings of the content analysis and the in-depth interviews can provide in-depth ideas, as well as holistic and contextual accounts of the media portrayal of natural disasters in Nepal. Moreover, the readers can draw ideas and lessons to aid comparison with other similar

circumstances. Such information can enrich their practices in managing editorial priority and the media in disasters, as detailed in the discussion chapter.

The thesis is based on the analysis of news stories using media framing as a second level agenda setting approach. The predefined frames suggested by Semetko and Valkenburg (2000) were adopted for the current study. These frames were derived from the basis of the framing and agenda setting theory (Entman, 1993; McCombs & Shaw, 1972). As described by Goffman (1974), it is important to know how the messages in the mass media are ‘framed’ by journalists; this means that a description is provided from a certain perspective and with a specific descriptions. These concepts contribute to media operational perspectives because news’ frames assist journalists and disaster managers to develop priorities for information, particularly in terms of what seems to be relevant and newsworthy during the process of disaster management (Entman, 1993; Norris, 1995).

Along with the framing and agenda setting approach, a comprehensive disaster management approach or PPRR approach was used in the current research (Abrahams, 2001; Entman, 1993; Goffman, 1974; Susan. Nicholls, et al., 2010; Rogers, 2011).

These conceptual understandings were used in crafting the media messages, and to identify how those theoretical considerations are applied to the concepts that underpin effective disaster management in Nepal and countries of similar economic and demographic profiles. This research supports the media’s effectiveness in the event of natural disasters by suggesting the most appropriate framing of media stories and news making models in Nepal. The results are expected to enable the development of a framework to guide the media in understanding the important roles they play in all phases of the disaster management process.

1.8 Summary and overview of the thesis

In the past the media in Nepal has been instrumental in keeping people connected and updated about the natural disasters that hit the country. The current study sought to better understand the prevailing status of media engagement in natural disasters. It also sought to develop a disaster management framework (model) to improve the effectiveness and efficiency in news production of Nepalese media with respect to the prevention, preparedness, response, and recovery (PPRR) phases of disaster management.

Chapter 2 describes the context of the study (supporting study phase1), including the disaster risk profile, the political and socio-economic situation, media development and structures, the hazard impacts, policies, regulations, guidelines, background information on media management in disasters, and definitions of the terms used.

Chapter 3 presents a comprehensive review of the relevant studies (Study phase1) in Nepal and in the world. Studies on the socio-economic impacts of disasters, and the role of media in different forms and capacities, are taken into account. The chapter discusses the progress and actions taken in response to the global initiatives for disaster management, such as the Hyogo frameworks for action-HFA (2005-2015) and the Sendai Framework for Disaster Risk Reduction (2015-2030), initiatives recently endorsed by the member nations of the United Nations (UN). A discussion is also presented in relation to the criticism and development of the press, which supports the argument connected to the roles of the press in disasters.

Chapter 4 describes the press theories of the world, and builds theories to inform this research (Study phase1). Studies of the media content often rely on framing as the theoretical underpinning of the study, as it describes how the press crafts the message. However, there are additional theoretical perspectives that underline an understanding of the role of the media. This chapter outlines a conceptual understanding of the role of the media in modern society, the way that this conceptual understanding is used in the crafting of media messages, and how those theoretical considerations are applied to the concepts that underpin effective disaster management.

Chapter 5 provides the description of the research methodology and design employed in the current study. It details the procedures of the qualitative content analysis and thematic analysis of the media content and interviews. Chapter 6 outlines the findings which describe the current status of disaster reporting, and the frames used by the media in Nepal. The media analysis of the media contents of 484 news items, collected from four media outlet categories was undertaken and analysed discretely. On the basis of the result of the analysis of the media contents, the interviews of the community representatives, disaster managers, and journalists were analysed thematically, and are described in Chapter 7.

Chapter 8 is focused on the formulation of the disaster management framework for effective news production in Nepal. It compares the current findings with other studies, frameworks, and literature available, as described in the chapters related to the literature review and theoretical framework.

Chapter 9 is the last chapter of this thesis. It highlights the multifaceted outcomes of the study, and describes both policy and practical implications. The benefits of the study are expected to be distinguished at the micro-, meso-, and macro-levels. The implications and limitations of the current research, incorporating suggestions for future investigations, are examined in this chapter.

Chapter 2: CONTEXT OF THE STUDY

2.1 Introduction

The focus of this research is on the role played by the media in disasters throughout the PPRR cycle of disaster management. This chapter contextualises the research by describing Nepal, the Nepalese media industry, and the disaster management programs and policies that guide the Nepalese media in disasters. It must be noted that disasters occur regularly in Nepal including a very major event with widespread destruction in April 2015. Necessarily this research is based on events such as they occurred during the period of study (2012-2013) and more recent events while undoubtedly significant have not been the focus of this research. However, this study focussed on Nepal as an example of a resource poor country with an emerging free media.

2.2 Nepal: Demography, geography and climate

Nepal is a small, landlocked country of 147,181 square kilometres. Its geographical position ranges from latitude of 26° 22' north to 30° 27' north, with its longitude from 80° 04' east to 88° 12' east. The approximate distance from east to west is 800 km, and ranges between 90km to 230 km from north to south (CBS Nepal Database, 2011a, 2014; Chhetri, 2010; Dhoubhadel, 2012; MoHA-Nepal-Government, 2011).

The country lies at the centre of one of the most tectonically active zones on Earth, contains the 2,400 km-long Himalayan mountain range. Thus, Nepal is exposed to considerable seismic hazards and has experienced the consequences of many earthquakes, including a number of devastating quakes. “Nepal sits across the boundary between India and southern Tibet which are still moving towards each other by 2 meters per century. This movement of the tectonic plates is the only way earthquakes can happen in Nepal” (Dangal, 2011). Similarly, landslides are prevalent due to the combined impacts of seismic activities and geography, which are further impacted upon by the land degradation associated with unregulated human development activities (Ahmad & Joshi, 2010; Devkota et al., 2013).

Geographically, Nepal is divided into three ecological regions, ranging from the east to the west: the mountainous Himalayan belt (including 8 of the 10 highest mountain peaks of the world); the hills region; and the plains region. The Himalayan region covers 15 percent of the

land area, the hills 68 percent, and the plains (Terai area) 17 percent. Also Nepal has the greatest altitude variation on Earth, from the lowland Terai, at almost sea-level, to Mount Everest at 8848 metres (CBS Nepal Database, 2010, 2011a; CIA-World Fact Book Nepal, 2012; Hachhethu, et al., 2009; Poyzner, 2012; Ramaprasad & Kelly, 2003; World Bank, 2012). This vertical variation further contributes to the propensity for landslides and flash floods that pose danger to the people and their infrastructure.

The climate is largely impacted on by the monsoons. There are typically two seasons per year: the wet and the dry; while the temperature remains similar all year around. However, officially, there are six seasons (CBS Nepal Database, 2011a, 2014). The dry season extends from October to May, and the wet season (the monsoons) from June to September.

2.3 Nepal's political and socio-economic situation

Lying between Tibet (an autonomous region of China) and India, Nepal, with a population of approximately 30 million, is a new republic following the abolition of the two hundred and fifty-year-old Monarchy in 2006. Although declared as a secular country, the majority of the Nepalese are Hindu (approx. 80.62 percent), followed by Buddhists (approx. 10.74 percent), Muslims (approx. 4.20 percent), Kirats (approx. 3.60 percent), and Christians (approx. 0.45 percent) (CBS Nepal Database, 2011a). The country had been experiencing rapid growth in population (2.25 percent per annum), although this has moderated to 1.4 percent per annum in the last decade (CBS Nepal Database, 2011b, 2014).

Nepal's socioeconomic situation has been worsening since 1996 under the stress of frequent natural disasters and political conflict. A decade-long armed conflict claimed more than 13,000 lives, with thousands of people having been displaced from different parts of the country (INSEC Online, 2005-2012). It also had a significant adverse impact on development, underpinning the sustainability of progress as described by Hodgson (2013). Concerns about the slow economic development were the subject of national and international reports. The most recent Human Development Report-HDR (2014), issued by the national planning commission of Nepal, acknowledged the slow pace of economic growth and the need to accelerate employment generation, productivity enhancement, and the harnessing of the tremendous enthusiasm and energy of the young people (HDR, 2014).

At midnight on June 1, 2001, the Nepalese people were shocked when the then popular King Birendra and most of his family members were massacred (Baral, 2002). The late King Birendra's brother Gyanendra then took power. The perception of a conspiracy behind this brutal killing of the royal family was further backed by the people's movement and the demand for change.

The insurgency came to an end when the democratic parties agreed to welcome the Maoist Party into mainstream politics. Consequently, Nepal is now in political transition. In 2006, a Seven Party Alliance (SPA) of democratic forces and the Communist Party of Nepal Maoists (CPNM) agreed to a 12 point accord, including the abolition of the monarchy of the then King Gyanendra (Bhattarai, 2006). On the eve of 25 April 2006, millions of people turned up in the streets demanding the abolition of the monarchy, and the establishment of people's democracy. As a result, King Gyanendra stepped down and reinstated the Parliament he had dissolved, which permitted the election of the Constituent Assembly (CA).

In the general election (2008), the CPNM (Maoist) party secured its first representation in the Constitutional Assembly (CA). None of the parties secured an absolute majority and Nepal was again plunged into political instability. There have been five separate governments in four years, with the Nepali Constituent Assembly (CA) failing to promulgate a new constitution. The then Prime Minister Dr. Baburam Bhattarai announced the dissolution of the CA and called for a fresh election. However, new elections could not be held and, consequently, a new government was formed under the leadership of the Chief Justice Khila Raj Regmi. Recent election of 2013 has produced a relatively stable government with hopes that political stability may aid with community development. Currently, Nepal is divided into five north-south administrative development regions and seventy-five districts. Nevertheless, the present structure of development regions and districts is likely to change as a result of the crafting of a new Constitution in 2015, with the creation of states organised in a federal system. While preparing this final thesis, constitutional assembly (CA) on 20 September 2015 promulgated the constitution of federal democratic republic of Nepal under the leadership of Prime Minister Shushil Koirala.

This changing political scenario also opened up new opportunities for the media to work in different sectors of the community (Gurung, 2001; Singh, 2004; Whelpton, 2005). Further, the media has been active in promoting peace, security, and cooperation, but it needs to do more

to help strengthen the rule of law, good governance and development. The capacity of the media to promote a disaster resilient society within the well managed setting of the main constitution, laws, policies and frameworks is necessary (Gurung, 2011).

Nepal ranks 157th in the human development index, with a score of 0.463; it is also a country with a low human development scenario (HDR, 2013). Multidimensional Poverty Index (MPI) of Nepal, one of the South Asian countries was 0.217 (2011), which is less than that of Bangladesh (0.292, 2007) and Pakistan (0.264, 2007). The proportion of the population living in multidimensional poverty is 49%, whereas it is 58% in Bangladesh and 49% in Pakistan (HDR, 2013). According to the latest census issued by the Central Bureau of Statistics (CBS Nepal Database, (2011a, 2011b, 2011c, 2014), 83 percent of people live in rural areas, and the remaining 17 percent live in urban and semi-urban areas. There are more than 100 castes and ethnic groups living in the diversified geography of this small Himalayan nation.

A developing country and a member state of the least developed countries (LDC), agriculture is one of the major sectors of the Nepalese economy, providing employment to 66 percent of the total population, and contributing 39 percent of the GDP (CBS Nepal Database, 2011b; Shrestha, Neupane, & Adhikari, 2011). Therefore, agriculture has been an important sector for the Nepalese economy (CBS Nepal Database, 2011b; World Bank, 2012). It is also one of the main sources of income and livelihood for most of the rural population. It is estimated that about 80 percent of the population depend on subsistence farming, and have major concerns in relation to household food security and poor nutrition (CBS Nepal Database, 2011b; R. Shrestha, et al., 2011).

The food deprivation data, published by the Food and Agriculture Organisation of the United Nations (FAO) in 2005-07, showed that 4.5 million people live under the condition of undernourishment (FAO, 2011). In the global hunger index, Nepal ranks 57th out of 88 developing countries and countries in transition. However, according to the human development index (HDI), the Gross National Income (GNI) per capita can be expressed in terms of purchasing power parity (PPP). The average GNI for a Nepali is approximately US\$1160 per annum (UNDP, 2011). Net saving is 29.1 percent of the Gross National Income., The per capita income of Nepal is approximately US\$480. However, Nepal has made progress in reducing poverty: in 1996 the poverty level, as defined by national standards, stood at 42 percent; in 2009, poverty was reduced to 25.4 percent.

The UN's Millennium development Goal for Nepal (MDG) is yet to be achieved (UNDP, 2011). Political instability has been the defining feature of the Nepali state during the last two decades. Nepal has had 20 governments since the restoration of democracy in 1989. Nepal's adult literacy rate was approximately 59.1 percent, and the combined gross enrolment in education was 55.6 percent in 2011. The proportion of the population living below \$1.25 per day was about 78.1 percent, while life expectancy at birth is 68.8 years (UNDP, 2011).

2.4 Media development and structures in Nepal

Organised media in Nepal dates back to the early 20th century. The national newspaper 'Gorkhapatra' was the first media source in the country. The first radio station 'Radio Nepal' was established in 1950, after the fall of the then Rana Regime, as a national radio in Nepal. The national daily English newspaper, 'The Rising Nepal', began publication in the early 1960s. Television began early in the 1980s following the establishment of the state owned NTV (Thapa & Mishra, 2003). The Gorkhapatra, with its co-publications, including The Rising Nepal, Madhuparka, and Youbamancha, is government owned. Nepal Television and NTV-Metro are also government run television (TV) stations.

After the restoration of multiparty democracy in 1989, Nepal opened opportunities for new media organisations to take an active interest in every sphere of their social life. Since the people's movement of 1989, media houses have developed significantly (Gurung, 2011). Major political parties, civil societies, and the media were liberated as a result of the people's movement. Rights to information were assured and the media sectors developed rapidly in different areas (Hachhethu, et al., 2009; Onta, 2006 ; Thapa & Mishra, 2003). The development of the media continued, particularly after the end of 10 year Maoist insurgency, followed by the second mass movement in 2006, and the abolition of the monarchy (Hachhethu, et al., 2009).

Now, in Nepal, approximately 350 radio stations are functioning, with more than 600 radio stations licenced by the government (Media Directory, 2014; MoIC-Nepal, 2015). Most are independent and community owned. Radio Nepal is the government controlled national transmission run from Kathmandu and from regional transmission centres (MoIC-Nepal, 2015). The majority of the community radio stations are run by community boards, and private stations are managed according to their corporate policies and programs. These radio

channels connect people who were previously excluded from a wide range of information and knowledge; however, the rural poor in particular remain isolated from both traditional and new media technologies (Wabwire, 2013).

According to a recent report published by the Central Bureau of Statistics-CBS Nepal Database (2011a, 2014), Media Directory (2014), and Ministry of Information and Communication, MOIC-Nepal (2015), 568 daily papers are currently registered, along with 2,492 weeklies, 32 half weeklies, and 427 fortnightlies. Approximately 6,500 newspapers and magazines are registered at the Ministry of Information and Communications (MoIC-Nepal, 2015). However, of these thousands of registered newspapers and magazines, only about one hundred, including one dozen national broadsheet newspapers, are in wide circulation. Thus, it is estimated that there are approximately 10,000 people working in different media houses throughout the 'Five Development Regions' in Nepal. The majority are centred in the capital city, Kathmandu. There are 81 licensed stations registered with the Ministry to run TV stations, with approximately 10-12 TV channels operating regularly and smoothly (Media Directory, 2014; MoIC-Nepal, 2015). Traditional in its style, a national news agency is also in existence (CBS Nepal Database, 2011a, 2014; MoIC-Nepal, 1993, 2007; Press Council, 2014).

Government media houses are supervised by the Ministry of Information & Communications (MOIC), with certain responsibilities assigned to other departments and councils (MoIC-Nepal, 2015). For example, the Press Council mostly deals with issues relating to the print media. Editorial policy and media ethics are determined and formulated according to various Acts (MoIC-Nepal, 2015; Press Council, 2014). The interim constitution adopted in January 15, 2007 paved the way for press freedom and freedom of information. Article 12 of the interim constitution of Nepal ensures the right to freedom. Article 15 guarantees the rights regarding publication, broadcasting and press, supported by Article 27 (Fletcher-MBE, 2007).

In the modern world, communication tools are regarded as pivotal to everyday life, with the impact of communication technologies having significantly increased in Nepal. While fewer than one million people have access to landline telephones, the numbers of people using mobiles have increased rapidly, with almost 9 million people using mobile phones. Until 2012, only a few people have excess to the Internet; in fact, approximately less than a million people have been able to get Internet access (CIA-World Fact Book Nepal, 2012). Now

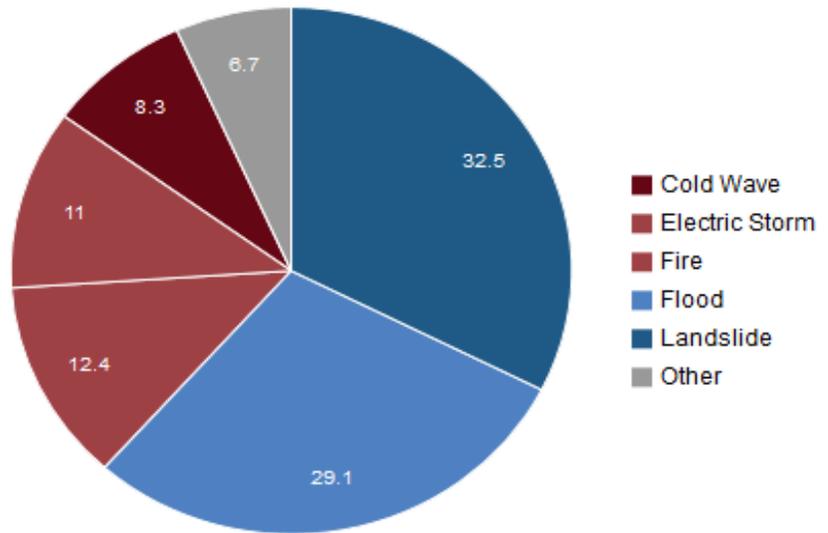
internet is widely used in major cities, urban areas including some of the remote parts of the Himalayan nation.

2. 5 Disaster risk profile

Nepal is situated in the most active fragile mountain range in the world, so it is very prone to natural disasters, such as floods, landslides, storms, fires, extreme weather conditions, earthquakes, glacial lake outbursts, and avalanches (Aryal, 2014; Byers, 2007; Chhetri, 2010; Chhetri & Bhattarai, 2001). Thus, the people in Nepal are not really ready to cope even with small scale disasters because they are generally uninformed, untrained, inexperienced, and under-resourced. Hence, there is an urgent need to improve risk management systems, and to build capacity at a local level (Aryal, 2014). There is also a disconnection between the reality of events and public perceptions. Those perceptions are crafted, to some extent, by the media. Thus, the focus of the current research is on understanding the role played by the news media in crafting public perceptions. In addition to the presence of hazards, a variety of other factors contribute to the risk profile of Nepal. These include the socio-political environment marked by political instability, widespread poverty, and rapid population growth, along with the unmanaged development leading to fragile infrastructure.

The government, every year, along with international and national non-governmental organizations, reports on the loss of life and property due to these natural hazards (DPNet-Nepal, 2012; MoHA-Nepal-Government, 2011; Nepal Disaster Report, 2013). From these statistics, in the world, Nepal ranks as the 11th most ‘at risk’ country for natural disasters (Nepal Disaster Report, 2013). Further, Nepal is the 32nd out of 153 and 49th out of 184 countries in terms of earthquakes and drought hazard risks, respectively. Nearly half a million people are said to be at risk of potential earthquake disasters (DesInventar, 2011; Preventionweb Database, 2009, 2013). Figure 2.1 below demonstrates the relative contribution of various hazards to mortality and economic losses for disaster. However, the impact is not consistent across the country. Table 2.1 below lists the relative impact of major natural and human induced hazards in various areas of Nepal.

Mortality



Combined economic losses

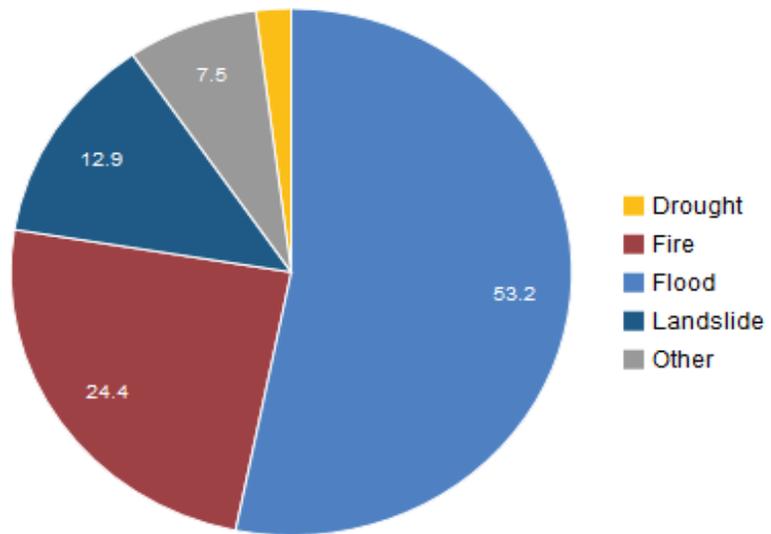


Figure 2.1 Nationally Reported Losses 1990-2014

(Preventionweb Database, 2013)

Table 2.1: Major natural and human induced hazards in Nepal

| Types of Hazard | Prevalence |
|--------------------------------------|--|
| Natural Hazards | |
| Earthquake | All of Nepal is a high-hazard earthquake zone. |
| Flood | Terai (sheet flood), Middle Hills |
| Landslide and landslide dam breaks | Hills and Mountains |
| Debris Flow | Hills and Mountain, severe in areas of elevations greater than 1700 m that are covered by glacial deposits of previous ice-age |
| Glacier Lakes Outburst Floods (GLOF) | Origin at the tongue of glaciers in Higher Himalayas, Higher Mountains, flow reach up to middle Hill regions |
| Avalanche | Higher Himalayas |
| Fire (forest) | Hills and Terai (forest belt at foot of southern-most Hills) |
| Drought | All over the country |
| Storms/ Hailstorm | Hills |
| Human-induced Hazards | |
| Epidemics | Terai and Hills, also in lower parts of Mountain region |
| Fire (settlements) | Mostly in Terai, also in mid-Hill region |
| Accidents | Urban areas, along road network |
| Industrial/technological Hazards | Urban / industrial areas |
| Soil erosion | Hill region |
| Social Disruptions | Follows disaster-affected areas and politically disturbed areas |

Source: (NSET-Nepal, 2011; Rajbhandari, Paudel, Singh, & Shrestha, 2012)

The number of deaths, injuries and displacements associated with disasters is increasing every year (Chhetri & Bhattarai, 2001). The occurrence and impact of natural disasters is associated with the mountainous terrain and weather; it is also aggravated by the rapid increases in population, deregulated development, and environmental degradation (Dixit, Shiwaku, Shaw, Kandel, & Shrestha, 2007). Historically, Nepal has been affected by numerous earthquakes and floods in many parts of the country (Chhetri & Bhattarai, 2001; IFRC-NRCS, 2011; IFRC, 2011). The first recorded earthquake in the history of Nepal took place on June 7, 1255 AD, which killed one third of the population (including the then King Abahya Malla), and toppled numerous buildings. A major earthquake with a magnitude of 8.3 occurred in 1934 and, in 2015, a severe earthquake, with a magnitude of 7.8 resulted in

almost 10,000 deaths and the destruction of considerable infrastructure, including many heritage buildings in Kathmandu.

The topographical features of Nepal contribute to the floods and landslides. For example, the erosion of land along the riverbanks causes loss by damaging irrigation and communication facilities, with damage also being done to the fertile lands across or adjacent to the riverbanks (Dangal, 2011; Nepal Disaster Report, 2009, 2013; UNOCHA, 2012). Additionally, landslides usually occur as a consequence of heavy rainfall and earthquakes, and can result in debris laden floods (MoHA-Nepal-Government, 2011; Nepal Disaster Report, 2009, 2013). Forest fires occur throughout Nepal and in most rural areas. These fires put stress on the people who live in the highly flammable thatched houses that are closely clustered where fire hazards are likely to be common (MoHA-Nepal-Government, 2011; Nepal Disaster Report, 2009).

Other damage is caused by glacial lakes which are like natural water reservoirs dammed by ice or moraines. However, lake outburst can be triggered by several factors, such as: ice or rock avalanches, the collapse of the moraine dam due to the melting of ice buried, the washing out of fine material by springs flowing through the (piping) earthquakes, or the sudden inputs of water into the lakes (e.g. through heavy rains or drainage from lakes further up the glacier, or landslides into the lakes).

Annually, most of the country is in the grip of drought-like condition from the end of March till the monsoon arrives in June. However, districts like Manang and Mustang, in the trans-Himalayan region, are extremely dry throughout the year, while the Terai and western hills are more frequently affected than other regions. About 5,000 families living in pockets in the hills and the Terai are badly affected by drought each year (Dangal, 2011; MoHA-Nepal-Government, 2011).

In June and July 2009, 300 people died in the Midwestern part of the country by an epidemic of diarrhoea. This epidemic is common during the hot and rainy season (MoHA-Nepal-Government, 2011; Nepal Disaster Report, 2009). Other events include lightning and hailstorms, sudden avalanches and heavy snow falls in the winter season sometimes, road accidents and aircraft accidents. Table 2.2 identifies the top ten Nepali hazards and their impact.

Table 2.2: Top 10 hazards types and their impact in Nepal (1971-2010)

| S.N. | Hazard Type | Number of records/events | Number of deaths | Number of injury | Affected population |
|------|---------------------|--------------------------|------------------|------------------|---------------------|
| 1 | Epidemics | 3413 | 16521 | 43076 | 512967 |
| 2 | Landslide | 2705 | 4327 | 1446 | 555607 |
| 3 | Flood | 3377 | 3899 | 461 | 3665104 |
| 4 | Fire | 4936 | 1293 | 1097 | 252074 |
| 5 | Thunderstorm | 1034 | 986 | 1810 | 6668 |
| 6 | Accident | 1000 | 969 | 359 | 2137 |
| 7 | Earthquake | 95 | 873 | 6840 | 4539 |
| 8 | Cold wave | 320 | 442 | 83 | 2393 |
| 9 | Structural Collapse | 389 | 404 | 596 | 2016 |
| 10 | Boat Capsize | 135 | 269 | 124 | 410 |
| 11 | Other events | 2651 | 999 | 1335 | 928331 |
| | Total | 20055 | 30982 | 57227 | 5932246 |

Source: (DesInventar, 2011, 2014; Nepal Disaster Report, 2013; Nepal MoHA, 2011)

The cumulative loss from events in Nepal, over the period 2000-2011, demonstrates the relative impact of different hazards, as presented in Table 2.3

Table 2.3 Loss of lives by major types of disasters in Nepal-Yearly (2000-2011)

| year | Flood & landslide | Earthquake | Thunderbolt | fire | Hails-tone | Wind-storm | epidemic | avalanche | total |
|------|-------------------|------------|-------------|------|------------|------------|----------|-----------|-------|
| 2000 | 173 | 0 | 23 | 53 | 1 | 2 | 141 | - | 393 |
| 2001 | 196 | 1 | 39 | 26 | 1 | 1 | 154 | - | 418 |
| 2002 | 441 | 0 | 3 | 14 | 0 | 3 | 0 | - | 461 |
| 2003 | 232 | 0 | 42 | 16 | 0 | 20 | - | - | 310 |
| 2004 | 131 | 0 | 10 | 10 | 0 | 0 | 41 | - | 192 |
| 2005 | 141 | 0 | 18 | 28 | 0 | 0 | 34 | 21 | 242 |
| 2006 | 141 | 0 | 17 | 28 | 1 | 0 | 34 | - | 221 |
| 2007 | 216 | 0 | 35 | 34 | 18 | 1 | 9 | 9 | 322 |
| 2008 | 134 | 0 | 14 | 11 | 0 | 2 | 10 | 0 | 171 |
| 2009 | 135 | 0 | 7 | 35 | 0 | 0 | 462 | 2 | 641 |
| 2010 | 201 | 0 | 39 | 42 | 0 | 2 | 34 | 2 | 320 |
| 2011 | 269 | 6 | 95 | 46 | 2 | 6 | 9 | 0 | 433 |

Source: (MoHA-Nepal-Government, 2011)

After the flood of 1993, the United Nations Development Program (UNDP) in Nepal initiated an integrated approach to support Nepal's DRR strategy. This lesson was learnt from the

devastating disaster events of the past by organising the first national conference on disaster management in the same year (1993). A draft manual on disaster preparedness and response began. It contributed to undertaking a study to develop a comprehensive database on disaster hazards and disaster management capacities in Nepal (MoHA-Nepal-Government, 2011; Nepal Disaster Report, 2009; UNDP-Nepal, 2009; UNOCHA, 2012). A database, DesInventar (2011), shows that in the last 30 years (1980-2010), Nepal has lost approximately 12,000 people from different natural hazards. This study utilised an understanding of the demography, geography, climate, disaster, media status, and the economic and political situation related to this context of disaster management (Bhandari, 2013; Huda, 2013). The intention was to improve disaster risk reduction capacity and help those who were especially vulnerable to disaster, by increasing the involvement of stakeholders and addressing their issues through the effective use of media.

2.6 Legislative frameworks for disaster management in Nepal

Disaster management has changed since the 1980s when the first act, 'Natural Calamity (Relief) Act (NCRA) was promulgated in 1982. The act has been subsequently amended (Chhetri, 2011). In 1996, efforts were made to adopt essential measures to tackle disasters leading to the National Action Plan on Disaster Risk Reduction (DRR) (Nepal Disaster Report, 2013). The tenth 5-year plan (2002-2007) paid special attention to disaster management and highlighted the need and importance of sustainable infrastructure development in the country. Subsequently, the 11th plan (2007-2012) resulted in a review of the DRR commitments, and the impact of the Hyogo Framework of Action (HFA 2005-2015). The plan sought to ensure an adherence to international commitments made by Nepal (HFA/UNISDR, 2005; Nepal Disaster Report, 2013).

The Local Self Governance Act, 1999 (LSGA) was formulated with an emphasis on the inter-relationship between development processes, the environment, and disasters (Nepal Disaster Report, 2013). The LSGA empowers local bodies to govern themselves, and it recognises that local people and local bodies are the most appropriate points of entry to meet development needs at the local level (Dangal, 2011). As an example of a 'Flagship Approach' to Disaster Risk Reduction, an International Consortium was formed in May 2009 to support the Government of Nepal to develop a long term Disaster Risk Reduction Action Plan, building on the National Strategy for Disaster Risk Management (Dangal, 2011).

Nevertheless, disaster vulnerability is increasing due to: weak governance; demographic growth; rapid urban expansion; relatively weak and unplanned settlements and construction methods; the encroachment of river plains and forest areas; and environmental degradation (Aryal, 2012a). There have been impacts from both small and large scale disasters, but it is unclear whether small-scale disasters have prompted policy change or not. Knowledge, relationships, and interactions of people with disasters in a changing climate have produced new risks and vulnerabilities at the local level. While it is unlikely that effective disaster risk reduction measures will be integrated into sector development planning, there has been a realisation of the need for an integrated policy and a legislative framework approach from government, and a focus on small-scale disasters as well (Aryal, 2012a).

Given the problems caused by the disasters and the slow pace of the development process, programs and policies relating to disasters are essential. To address economic, human, and infrastructure losses, the national strategy of disaster risk management (NSDRM) has been framed on the foundation of five priority actions of HFA/UNISDR (2005), including:

- 1) Disaster risk reduction (DRR), a national and local priority with a strong institutional basis for implementation;
- 2) Identification, assessment, and monitoring of disaster risks, and strengthening early warning systems;
- 3) Better knowledge management to build a culture of safety and resilience;
- 4) Reduction in the underlying risk factors; and,
- 5) Enhancement of preparedness for an effective response (NSDRM, 2009).

Recently there has been an update to the HFA. The guiding principles adopted in the recent 3rd World Conference on Disaster Risk Reduction (WCDRR), held in Sendai, Japan, highlighted the role of developing (or least developed) countries. Developing countries, in particular the least developed countries, face specific disaster risk challenges need adequate, sustainable, and timely provision of support and capacity-building from developed countries and partners, tailored to their needs and priorities, as identified by them (Sendai Framework-UNISDR, 2015).

Under the Priority 1 of the Sendai Framework-UNISDR (2015), understanding disaster risks in national and local levels are described as keys to achieve stipulated goals set by the

UNISDR. The WCDRR emphasized and identified the roles of media. These roles include promoting national strategies to strengthen public education and awareness in disaster risk reduction. Such promotion would comprise of disaster risk information and knowledge, through campaigns, social media, and community mobilization. It would also take into account a specific audience and their needs (Sendai Framework-UNISDR, 2015). The WCDRR was held, as requested by the UN General Assembly, and was coordinated by the UNISDR.

NSDRM, as a national Framework, aims to protect national heritage and physical infrastructure. This strategy emphasized the need to undertake information and communication activities at all stages of disaster management in Nepal (Dangal, 2011; NSDRM, 2009). The role of the media was also included to support the third priority activity. Priority activity 3 talks about the use of mass media in developing plans and programmes for the dissemination of information on disaster risks and risk reduction. Following the inception of NSDRM in 2008, in Nepal, there have not been any significant improvements in policy and framework formulation.

The Nepal government has its own national strategy for disaster risk management, but this strategy has identified the media's role as focusing on the event and their involvement in controlling provocative news during natural disasters. The national strategy has not considered a more comprehensive role for the media.

The long term vision of NSDRM was to establish Nepal as a disaster resilient community. Its long term mission was to provide guidance and ensure an effective disaster management program and policies through development, and the implementation of the concept for effective action during all phases of disaster management (NSDRM, 2009). The policy document identifies the role of the stakeholders, but it does not refer to the active role of the media to implement NSDRM in Nepal. Indeed there is agreement with NSDRM that there is a lack of a national program for institutionalization of disaster awareness and community education (NSDRM, 2009). Out of 29 priority actions set out within the NSDRM (2009), the Nepal Flagship program for immediate action was focused on school and hospital safety, emergency preparedness and response capacity, an integrated community disaster risk management program, and policy/institutional supports for disaster risk management (NRRC, 2011; NSDRM, 2009).

Government institutions have a stake in policy formulation and the coordination for disaster management. Institutions, at the policy and coordination level, include the National Planning Commission, Water and Energy Commission, Ministry of Home Affairs, Ministry of Water Resources, Ministry of Forest and Soil Conservation, Ministry of Environment, Science, and Technology, Ministry of Health and Population, and Ministry of Local Development (Pradhan, 2007). In Nepal, there are few policies and initiatives in action. According to the latest Nepal Disaster Report (2013) policy and program initiatives, in relation to disaster management, include the following.

- Central Natural Disaster Relief Committee (CNDRC), provisioned at the Ministry of Home Affairs, comprises 36 members who recommend that the government of Nepal declare an emergency in disaster affected areas.
- Local Disaster Risk Management Planning (LDRMP) Guideline 2011, formulated under the LSGA (1998), and in line with the NSDRM (2009), emphasises the mainstreaming of disaster management into local level developments by mobilising local resources and ensuring local community participation.
- The Disaster Preparedness and Response Plan (DPRP) for Districts (2010) under the guidance of the CNDRC.
- The National Disaster Response Framework (NDRF) was prepared for the effective coordination and implementation of disaster preparedness and response activities by developing National Disaster Response Actions Plans.
- The National Adaptation Program of Action (NAPA) relates to the Nepal Climate Change Policy (2011), followed by the Local Adaptation Plan for Action (LAPA).
- The Nepal Risk Reduction Consortium (NRRC) comprises 23 members, and is regarded as a consultative framework to support the government.
- The National Building Code (NBC) (1993) is a legal framework for local governments.

Given such trends, and the status of Nepalese disaster management capacity, the country is still looking to a central autonomous council (National Disaster Management Council) to address the recommendations of the National Strategy for Disaster Risk Management (NSDRM) of 2009. This council will exercise full power and responsibilities, and take the necessary actions for disaster situations in Nepal (IFRC-NRCS, 2011).

2.7 Summary

This chapter outlines the context in which the research is being conducted. The focus on Nepal is on the specific risk profile and the socio-economic context. The risk and socio-political context is relevant to the needs of the media so it can play a significant role in the evolution of disaster management. The next chapter addresses the literature in regard to the role of the media in disasters.

Chapter 3: LITERATURE REVIEW

3.1 Overview: The media and disasters

The media is a powerful tool that has been, and will continue to be, used for its effective role in society (MoHA-Nepal-Government, 2011, 2013). When a disaster strikes the community, media outlets are responsible for communicating how people should respond to, or pursue, the crisis. However, communication research to date has had a limited focus on the media activities and functions prior to, during, and after disasters (Sood, Stockdale, & Rogers, 1987; Spencer, Seydlitz, Laska, & Triche, 1992). News about disasters is reported from various angles and frames to characterise the emergency and the crises. An assumption prevails that journalists and disaster managers have a good working relationship and that the latter contribute to the news frames. This interaction helps journalists develop priorities for information, especially in terms of what seems to be relevant and newsworthy during the process of disaster management (Entman, 1993; Norris, 1995).

There appears to be limited trans-disciplinary studies and focus on media roles in natural disasters. The news media's coverage of disasters has been increasing, as disasters are one of the most important and salient issues of the present time. In the present days, discussion on the concept of news values has enhanced understanding and studies of public policies and its controversies. Furthermore, propaganda potentials of the media can support emergency managers to think more tactically about risk communication. It can have both positive and negative impact in public (Drabek & American Sociological Association, 2007).

One of the most widely used approaches in studying media coverage news frames is based on the 'Framing Theory', a second level of Agenda Setting Theory (Entman, 1993; Goffman, 1974; Maxwell McCombs & Ghanem, 2003; Semetko & Valkenburg, 2000).

This chapter attempts to integrate the fields of media and disaster management with theoretical perspectives. It links the sections of the comprehensive review that underpin the 'Media Framing' as a second level 'Agenda Setting Theory', 'Theories of the Press', and the 'PPRR cycle' of the comprehensive disaster management approach. Studies relating to the changing role of the media in disasters, media framing of disaster events, and media operation in disasters, together with the focus of media organisation and the priorities of news

sources before, during, and after disasters, are discussed in this section of the literature review.

Studies on the media's treatment of disasters and the implications of the messages have grown in prominence over the last few decades. The current study aims to examine the focus of news coverage throughout the phases of the four elements of disaster management, namely: prevention, preparedness, response, and recovery (PPRR) (Abrahams, 2001). News media contents were studied within the known news frames, namely, human interests, conflicts, morality, economic consequences, and responsibility (Semetko & Valkenburg, 2000), in response to the Nepalese media treatment of disasters. The literature relevant to the purpose and the main research questions of the study were posed to better understand the media's role in the event of natural disasters, and to contribute towards the development of an appropriate disaster management framework or model for effective news production in Nepal.

Effective media operations for disasters in Nepal have been a great concern for many years (Acharya, 1992; Koirala, 1992). The Media has not been involved in specialised reporting even in Nepal earthquake 2015. There were few examples of no practical reporting of liquefaction on TV and newspapers until the earthquake occurred and reported in Nepal including Kathmandu (Okamura, Bhandary, Mori, Marasini, & Hazarika, 2015.p.9). Many media professional and authors visited many places where the liquefaction susceptibility is high and medium but their reporting were not practically crafted or specialised (Okamura, et al., 2015.p.9). However, the Government of Nepal envisaged that the role of the media is to promote public awareness of disaster issues, as well as to give support to target groups for resilient capacity on a self-help basis (MoHA-Nepal-Government, 2011). The current review takes into account the relevant studies of the Nepalese media's role in disasters, including studies conducted in other countries. Further, the issues relating to the focus and treatment of disaster news were reviewed to generate ideas, which were then used to develop a basis for significant research questions relevant to the Nepalese context.

The news frames related to disaster risk reduction are created and recreated during the involvement of the media in disaster coverage. However, many questions have not yet been fully answered in the literature, particularly those regarding the needs and interests of the disaster-affected people, as represented in the media (Vraneski & Richter, 2002). This review presents accounts of inter-organisational and intra-organisational problems and issues.

3.2 Literature Search and Review

For the purpose of a comprehensive review of literature, this study sought some important articles relating to the role of the media, media framing, the PPRR approach to the comprehensive disaster management cycle, and the diversified journalism sectors, as well as research methods, design, and the conceptual framework, were retrieved and thoroughly reviewed. Additionally, about 50 reports, guidelines, legal and policy related papers, and government documents relating to the Nepalese context were also identified, namely: Electronic databases, including DesInventar of CRED, Relief Web, Prevention Web, MoIC, MoHA, DPNET, UN, FAO, World Bank, CIA World Fact book Nepal, SADKN, SEADHIN, INSEC, and CBS-Nepal.

These databases were searched using the following key words: 'theories of the press', 'media management', 'mass media', 'disasters', 'media framing', 'role of media in disasters', 'risk communication and disasters', and 'effective communication'. In addition, further articles were retrieved using 'snowballing' techniques in which the bibliographies of most relevant articles were scanned for further relevant articles.

A total of almost 1,300 items were initially identified and stored in the endnote library. Titles, abstracts, and then full articles were reviewed for relevance and significance to the objectives of the research, as well as to their relevance in the Nepalese environment. A total of 50 articles were identified for inclusion in the literature review and their contents analysed for contributions to the research objectives.

3.3. Disaster impacts and trends

Emergency Data (EM-DAT) from the Centre for Research into the Epidemiology of Disasters (CEDM) implied an increased incidence of events over the last century, together with increased economic costs, but reduced mortality (Guha-Sapir, et al., 2012). According to the annual statistical review database, published by CRED (2012, 2013), 332 natural disasters were registered in 2012; less than the average annual disaster frequency of 384 observed from 2001 to 2010. From 2001 to 2010, the average annual number of incidents recorded on EM-DAT was 384. In 2011, throughout the globe, approximately 31,000 people were killed and 244.7 million people were affected by disasters, with the economic costs estimated at US\$366.1 billion. The latest revised data is displayed in the diagram below (see Figure 3.1).

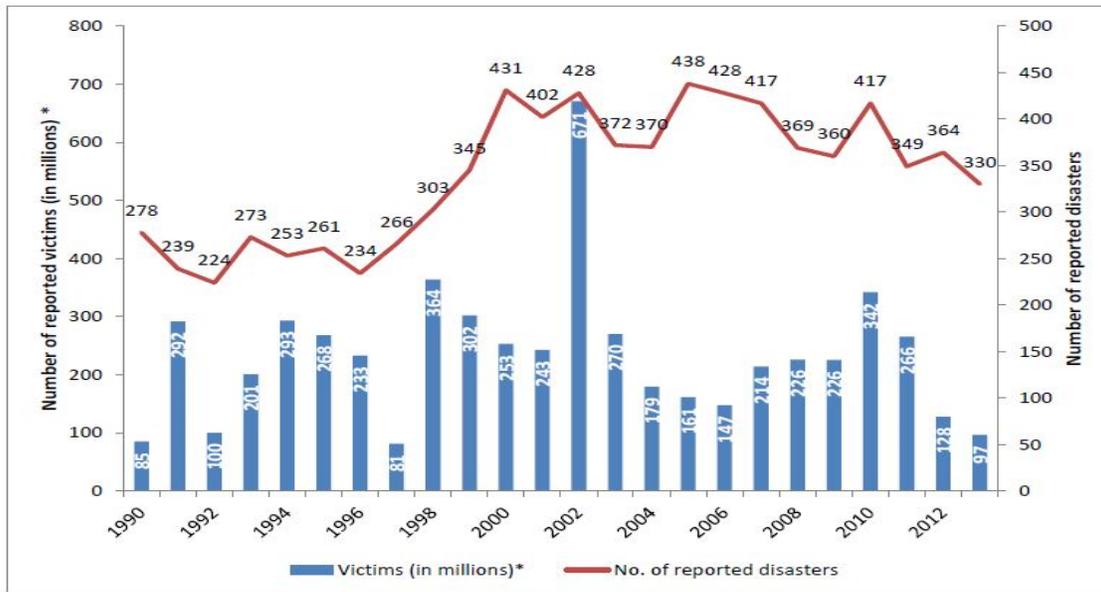


Figure 3.1: Disaster trends (1990-2012)

Source: Annual disaster statistical review. The numbers and trends (CRED, 2013)

Amongst the top 10 countries, in terms of disaster mortality, in 2011, seven countries were classified as high-income or upper-middle income economies (Guha-Sapir, et al., 2012; World Bank, 2012). The countries highly affected by disasters in the last decade were China, the United States, the Philippines, India, and Indonesia.

While these trends may represent more accurate reporting, rather than a real increase in events, there is no doubt that the economic and social impacts are becoming more significant. Moreover, there has been an increase in community expectations regarding the correct standards for managing these events. Also, there is considerable concern about, and reporting on, the loss and damage of cultural heritage around the world. Some well-known cultural sites are under threat from disasters every year.

The Japanese tsunami and earthquake in March 2011 caused nearly 19,850 deaths and accounted for more than 60 per cent of the total casualties during the year. The economic losses were more than US\$200 billion (IFRC-World Disaster Report, 2012; World Disaster Report, 2013, 2014) The floods in Thailand, in 2011, caused a \$40 billion loss, while earthquakes in New Zealand, floods and droughts in China, and storms in the USA claimed many lives and much property. In the same year, China was affected by a drought from

January to May (35.0 million people affected), a storm in April (22.0 million affected), and another flood in September (20.0 million affected); a total of 159.3 million were affected by disasters in China in 2011, a figure representing 65.1 per cent of globally reported disaster victims (CRED, 2012, 2013)

3.4 Nepalese Media

Traditionally, the mass media in Nepal was an instrument of government, rather than a private enterprise, and was allocated the task of contributing to the defined role of national development. The Communication Plan of 1971 formulated by the government emphasised the need for the media to work towards national development. In that time, they were used primarily to deliver the news about the royal family, the higher class Panchayat regime people, and other powerful people in society. After the restoration of a multi-party system in Nepal in 1990, which ended the monopoly of the state owned *Gorkhapatra* and *The Rising Nepal* national dailies, a new era of print journalism began with the new broadsheet dailies, *Kantipur* (Nepali), and *The Kathmandu Post* (English), *Nagarik* (Nepali), *Annapurnapost* (Nepali), *The Himalayan Times* and *Republica* (English) followed by some other widely circulated print media outlets.

The 1990s period was the most fertile for the development of private and community media in Nepal, with the people's participation in the media increasing significantly (Duwadi, 2010). However, since the early 1990s, the media in Nepal were still mostly reporting on politics, business, technology, arts, and community related issues (Adhikari, et al., 2011). According to Ramaprasad and Kelly (2003), the role of the Nepalese media was discussed at UNESCO meetings. However, the western nations questioned the credible role of the Nepalese media, because of the influence of the media by the authoritarian government.

In the least developed countries, such as Nepal, "public spheres are more limited than in industrialised countries because the number of audiences for the media entities is more limited, and budgets for investigative journalism are more scarce" (Deane, 2007). However, the subject areas for media reporting have expanded. In the industrial nations with the rise of digital, online, social media and citizen journalism, high level officials and disaster managers are still not fully relying on the social media information (Plotnick & Hiltz, 2016).

Jyotika Ramaprasad (2003) conducted a survey of ‘the media reporting in Nepal’ and found that journalists in Nepal primarily focused on the fundamental norms of journalism such; credibility, accuracy, and timeliness, but they were also deeply concerned with the education of the public about democracy. This concern is not limited to public awareness of democracy, but also to other events, including emergencies, disasters, and national crises.

Likewise, the media discourse in Nepal engaged with issues such as; transparency of the donor agencies, their aid, budgets, programs, and effectiveness. These gaps in the capacity of the media in raising the issues of donors are of high concern, especially with regards to the development of the media in Nepal. As already known, some Nepali disaster management programs are run with the assistance of donor agencies. However, the Nepalese media have been urged to increase their strategic intervention in bringing the discourse on aid to the grassroots level and building public opinion accordingly (Zunia-Knowledge Exchange, 2012).

Rabindra Gurung (2011), in a survey study entitled ‘Journalism in Transition: Media, Information Flows and Conflict in Nepal’, revealed that the media have both a negative and positive impact on the public (Figure 3.2).

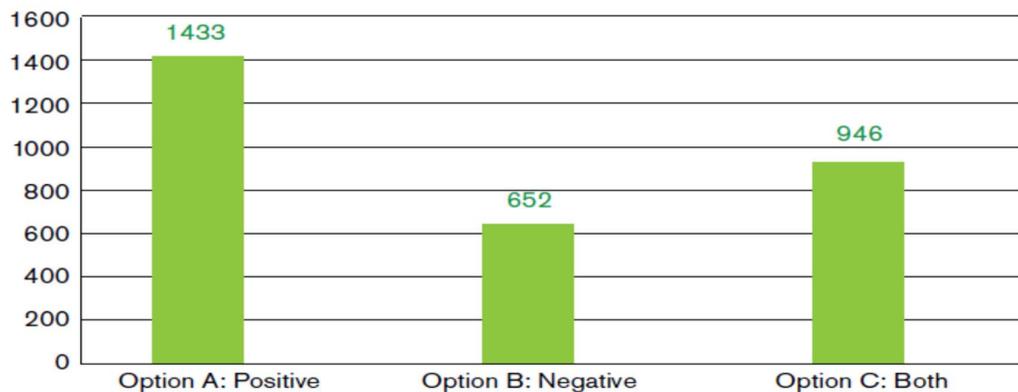


Figure 3.2: The trend of media reporting and impact of news

Source: (Gurung, 2011)

In general, the media help the community in a number of ways. For example, often the community does not go to the authorities directly, but they try to solve an issue by themselves, no matter how serious it is. In such a situation, journalists provide information relating to the crisis or disaster that has happened in the community (Gurung, 2011). Recently, there have been concerns about the appropriate use of the Nepalese media in response to climate change and environmental problems. Agrawala (2003) and his team stressed the importance of using the media cost effectively, but it is challenging to identify which media, or where it is appropriate for information dissemination and awareness creation relating to problems posed by the environment and climate change (Agrawala, et al., 2003).

In recent times, the media sector has changed noticeably, but many journalism programs fail to meet the new challenges of their industry. Media developers could help to overcome this gap by supporting the media to expand practical skills, and to develop cross-disciplinary partnerships and programs (Pant, 2009). The government media in Nepal are in a privileged position, being able to quote government sources in cases of crisis reporting, but this is challenging for other private and community media. However, public attachment to private and community media outlets is comparatively easy, whereas government sources and reporters have to wait to get information in a channelized way (Adhikari, 2005; Agrawala, et al., 2003; Bhattarai & Ojha, 2010; Mishra, 2010).

In the early 1980s, the media sector was used mostly for the prime purpose of development activities. Since then, the concept of development journalism has been regarded as an essential part of a developing society (Malla, 1982). Issues about the role of the media in developing countries are now regarded as an integral part of the development process. Indeed, the media have been the key stakeholders in development processes for countries like Nepal. At the beginning of the 21st century, development journalism in Nepal came into practice. It consisted of four factors: “development journalism (positive coverage of leaders, country, and events); citizen education (inform and educate public on political matters); public advocacy (investigate leaders and give voice to people); and culture (entertain, and provide cultural fare)” (Ramaprasad & Kelly, 2003).

Some health related awareness programs and policies are facilitated by the media in Nepal. For example, to improve mental health care, a National Mental Health Policy, Strategy and Plan of Action were approved by the government in 1997. This plan highlighted the need for,

and the importance of, a line of communication and the coordination that utilizes the role of the media and communication technologies (Acharya, Upadhyaya, & Kortmann, 2006). Hachhethu, Kumar, and Subedi (2009), in a study entitled 'Nepal in Transition', discussed the Maoist's influence on the media during the insurgency. The information in the media used to be concentrated or centred on explaining the Maoist phenomenon. Most of the media were affected by the conflict; nevertheless, independent community radio stations were active in disseminating news and information.

Since the restoration of multi-party democracy in 1989, Nepal has been influenced more by the independent radio stations. In south Asia, Nepal is a leading country in the development of community radio broadcasting systems. Disasters and environment related issues are being addressed by the community media of the region (Hussain, 2007). At present, there are more than 350 radio stations working in all parts of Nepal. Community and independent radio stations are particularly effective in disseminating information in response to the needs of the people (Bhattarai & Ojha, 2010).

However, the broadcasting style of independent radio stations is very simple, so that people can understand the news and events that are aired; essentially they raise issues that they can observe. These stations are rapidly improving their content so as to facilitate community awareness (Hachhethu, et al., 2009). For example, the first south Asian community radio, Radio Sagarmatha, from its inception, began airing news and programs relating to the environment, earthquakes, and other disasters, so as to inform people in an understandable way (Bhattarai & Ojha, 2010; Hannides, 2011).

A qualitative analysis of Nepalese media coverage patterns, undertaken by Adhikari, et al., (2011), focused on the way that articles prescribed themes at the level of ideas, cited examples of practices, and informed their style or presentation. The study suggested a broadening of the angle or frame to make the issues more representative, especially in terms of outlets taking into account their formats, languages, regions, periodicity, etc. Additionally, the media landscape is expanding and diversifying, with a number of television channels, radio stations, new media platforms, and print media, and, more importantly, the vernacular press, producing more content.

3.5 The media and disasters

Today the world relies on media coverage, so the media responses are comparatively faster than in the 1990s (UNISDR, 2011a). The increased professionalism in emergency and disaster management, and the global impact of disasters may encourage further involvement in crises. If the unpredictable nature of disasters makes planning difficult and complex, then this uncertainty will pose more difficulties. It will be more challenging to be well-prepared for emergencies, so the role of the media, to mainstream the issues in the public domain, is significant in these circumstances. Also, the media can support other concerns related to poor people affected by natural disasters. Poor people are more vulnerable to disasters, as they are concentrated in urban slums, and highly populated and unplanned cities and towns. In the twenty-first century, the media has been regarded as a fundamental component of human society. Most prevalently, the media play the role of guardian or the fourth estate of a nation (Donohue, Tichenor, & Olien, 1995; Hachhethu, et al., 2009). This conception is derived from other perspectives, which include the media as “(a) the traditional fourth estate role of watchdog media, (b) the lapdog view of submissive media, and (c) the view of media as part of a power oligarchy” (Donohue, et al., 1995).

A manual titled ‘Disaster through a Different Lens’ (Leoni, 2011) was issued after the successful, preliminary, consultative meeting for the United Nations International Strategy for Disaster Reduction (UNISDR), held in Geneva in 2007. It focused on the influence of the mass media as a powerful force in policy change and, together with other stakeholders, bridges the information gap between communities and governments. In the manual, Leoni (2011) highlighted the efforts that were useful in generating ideas to bring all of the world’s media together in disaster risk reduction. From this point of view, the media sector plays a key role in integrating disaster issues in the mainstream development processes of the present world (Collins, 2009).

With respect to the media’s role in society, the notion is very vague, so it needs to be specified according to where the media involvement is realised. For example, the media has been identified as the primary stakeholder or primary source of information which disseminates information and knowledge about global warming, disasters, politics, education, science, technology, and the environment (Sinaga, 2011). In the political discourse, the media have been the dominating stakeholder because they focus the agenda according to the frames or angles of social activities, needs, and involvement (Semetko & Valkenburg, 2000).

The production of news when witnessing disasters is subject to the processes of institutional mediation, cultural inflection, and professional reflexivity. This is because the journalists themselves get involved in the dissemination of information about disaster response activities, the victims' views and their demands, and the display of emotions (Pantti, Wahl-Jorgensen, & Cottle, 2012).

Also, the media's role in disasters has been described using a number of terms. These include being a 'frame setter', because the media's reporting and stories draw the attention of the authorities, the public, and the emergency workers. All concerned agencies and emergency workers become involved in the response immediately during disasters (Vasterman, Yzermans, & Dirkzwager, 2005). The attention of the various opinion leaders on disaster issues has been widely drawn by the effective dissemination of news information relating to disasters (Seid-Aliyeva, 2006). The recent triple disasters in Japan, the devastating earthquake in New Zealand, and the huge impact of floods in Brisbane, Australia, have raised people's awareness levels in response to the increased frequency and impact of natural hazards. Such disasters have made people understand how vulnerable they might be (Bruns, Burgess, Crawford, & Shaw, 2012; Nathan, 2011).

The media, as well as the disaster management organisations, need to communicate to the affected people. The linkage and social utility functions of the media are an important complement to their regular day-to-day job of disseminating information to the public (Nazari, et al., 2011). Often, the public give confusing estimates of the damage, and they often judge damage to be either more preventable or attributable. In contrast, the media, by quoting from the available sources, help to provide a detailed description of the damage caused by the disasters. These findings have clear implications for the way the media and the public must engage in sharing the available information of disasters (Cowan, McClure, & Wilson, 2002).

It is not surprising that the media plays a significant role in disaster education and awareness. However, the investment for this purpose has not been adequate, even in developed countries, given that emergency managers typically operate with limited resources. In 2007, a survey of USA emergency management professionals found that the average county public communication budget is only US\$290 per annum, with 175 counties having no communication budget at all (Liu, 2007). This means that, even in the US, to some extent, the priority on the media's role with respect to disaster education was nominal. Now, the

situation has changed. The media plays a central role during the initial period after a large disaster, and crisis managers, at different levels, are often dependent on the media to both receive and give information (Bennett & Martin, 2002; Quarantelli, 2002). Media coverage also raises awareness among people in non-impacted regions and countries, and stimulates relief aid and donations (Olofsson, 2011; Quarantelli, 1996).

In recent decades, human society has experienced significant knowledge acquisition from the media and communication fields (Neuman & Guggenheim, 2011). Today, the use of web sources is another significant source in the field of disaster information dissemination. Many think that the Internet is the best source of information during a disaster. Nonetheless, people from all over the world tend to rely on traditional media such as; daily broadsheets, radio and television during disasters. In a crisis, other media do a better job at delivering breaking news than the Internet (Goldsborough, 2002). Nevertheless, during disasters, people without easy access to a television or radio try to find out what is happening through their computers, often without success (Goldsborough, 2002; Neuman & Guggenheim, 2011).

It is now generally acknowledged that the 24-hour news cycle, and the competition to break stories, reduces the time for any real analysis and fact checking. People are overwhelmingly depended on social media centric image sharing to convey, upload and distribute the photographs taken on their digital devices, cameras and smartphones (Bruns, et al., 2012). During the floods in Brisbane, Australia, the media assisted people by drawing the attention of the concerned authorities by focusing on their response activities (Bruns, et al., 2012; Nathan, 2011). The strength of the media has traditionally been in their simplification of complexity (Nathan, 2011). The response activities from both the public and the government are positively associated with the number of people affected, the media coverage, and the level of political and civil freedom prevailing in that situation (Feeny & Clarke, 2007).

Moreover, reporters are engaged in disaster zones to 'get the story', with or without cooperation. During Hurricane Katrina, the media helped people to unite and settle as quickly as possible. Unlike some developing countries, the myths about natural disasters in the Katrina-affected community in the USA were not regarded as a truth, so it did not disturb organisations and the media in responding to the disaster (Tierney, Bevc, & Kuligowski, 2006). Therefore, at sometimes, people are not concerned about the negative impact of news and information disseminated in a rush or in a time of crisis (Moskovitz, 1999).

A study was used to examine the practices through which journalists constructed the newspaper stories about Stony Creek, Ontario revealed that there were three themes focused on by the media during the coverage of the environmental assessment process, namely: the process, the environmental degradation, and the technology (Wakefield & Elliott, 2003). News coverage was increased during the heightening of the controversy. Interestingly, this reliance on the print media was sometimes criticised by a distrust of the material contained within. Thus, the finding has considerable implications for risk communication policies and environmental management related decisions (Wakefield & Elliott, 2003). Wakefield and Elliott's study (2003) was a quantitative content analysis of risk communication, which was conducted to explore the role of local media, in a real world context, in the creation and interpretation of media messages.

A survey in the USA, based on the local mass media covering disaster events, revealed that, for the electronic media, the size of the media organisation is important in influencing its degree of coverage and the amount of change that occurs in its normal structure (Wenger & Quarantelli, 1989). However, the print media undergoes fewer alterations to their normal story structure and processing than the electronic media. Similarly, coverage of disaster planning among mass media organisations is limited, poor, or rare (Quarantelli & Wenger, 1991; Quarantelli, 1991). The comparison between the coverage of disaster news in the USA and Japan found that the coverage was similar in many ways. A cross-societal comparison of disaster reporting revealed that those disasters are treated as major news stories, with cross-media differences in utilisation and exposure, at time of the disasters, are similar (Quarantelli & Wenger, 1991).

Aside from these similarities in disaster coverage between Japan and the USA, there are some differences. In the USA, all media houses have equal responsibility, but in Japan, only the government media house, NHK TV, is legally bound to disseminate information and inform the public during disasters. Similarly, in the USA, many mass media representatives do not view themselves as being part of the community emergency response effort (Quarantelli & Wenger, 1991). Now in the Nepalese context, there were few questions raised after the Nepal earthquake 2015 such as; why so many people killed in that earthquake? Where are the most vulnerable areas to expect frequent disasters in future (Hyndman & Hyndman, 2016)? The veracity of the scale of Nepal earthquake 2015 began to sink in when distressing pictures of

the damage started emerging through traditional and social media (FitzGerald, et al., 2015). Live coverage with heart-breaking footage and pictures from the international media provided some insights into the extent of the destruction in the affected areas (FitzGerald, Poudel, & Gurung, 2015). The delayed response from the Nepalese media was not surprising. Reasons behind this 'time taking tendency' of Nepalese media outlets were categorising disasters as current affairs, without a specific responsibility for disaster reporting or any framework (FitzGerald, et al., 2015).

The concept of news framing refers to the "principles of selection, emphasis, and presentation composed of little tacit theories about what exists, what happens, and what matters" (Gitlin, 2003). Frames constitute ways of organising ideas into meaningful categories and privilege some aspects over others (Entman, 1993). The framing of disasters and environmental issues is now regarded as an important aspect of disaster reporting in the world. Boykoff and Roberts (2007) identified, as being contentious, the trend towards the framing of anthropogenic climate science, within a sample of USA national press and television news coverage between 1995 and 2006.

The main aspect of framing the news varies differently from topic to topic. The coverage of SARS in China, for example, probably had a very different core frame: regional and present, or perhaps international and present (Meng & Berger, 2008). The frames were extended and complemented by the changing patterns of news-making processes (Chyi & McCombs, 2004). A qualitative content analysis of newspaper coverage on SARS in China showed that the interaction of increasing external pressure and internal self-awareness forced the Chinese government to change its crisis management strategies. The massive reporting of SARS drew the attention of the world and the government was portrayed as the stakeholder most responsible for responding to this catastrophe (Meng & Berger, 2008).

An understanding of how the news media frames crisis stories is important to managers and public relations practitioners in determining the appropriate crisis response strategies and messages (An & Gower, 2009). News directors, editors, and reporters must make decisions based upon the crises experienced by the community. However, because of the relative infrequency of disasters people and communities have limited experience with disasters (Scanlon, 2009).

When disasters strike, the people look to the media to find the answers to the pressing questions. Button (2010) describes this role as “the outcomes of important questions—who is to blame, who is to be compensated, who suffers disproportionate risks, and who should be involved in essential decisions to overcome the crisis”. The media decides which stories are the most newsworthy, as well as how the media packages the information and participates in the construction of reality. Likewise, the media informs us about the ideological elements that seek to maintain the status quo of the community in the wake of a disaster.

Other examples of how the media portrays disasters in their daily reporting was identified in a study of the reporting of the Indian Ocean tsunami in Swedish newspapers (Olofsson, 2011). She reported that the tsunami was framed as a Swedish disaster, almost exclusively focusing on Sweden and Swedish victims in Thailand. Additionally, there was a division between ‘us’ and ‘them’ with regard to the issue of nationalism after the catastrophe. The conclusion of this qualitative content analysis was that mediated frames of catastrophes are influenced by stereotypes and nationalistic values.

Bissell (2011), studying the news coverage of the BP oil spill of 2010 in the USA, found that news stories from four news outlets, over a 3½ month time-frame, indicated that the most frequently used source was official, and that conflict and responsibility frames were mostly used.

Liu (2009), in a study of media releases issued by state emergency management agencies (SEMAs) in the USA, found that SEMAs released more information about disaster planning than disaster responses. The human interest frame was employed in less than one per cent of the media releases and, among the entire disaster lists, Hurricane Katrina was the most frequently quoted disaster in the releases. Likewise, a study conducted by Morse and Miles (2007) found that, out of four capital types (natural, human, social, and built), as a frame of reference associated with Hurricane Katrina and Hurricane Rita (2005), the natural capital received the least attention in the media coverage. On the other hand, the ‘attribution of responsibility’ frame was the most predominantly used in the crisis news coverage of some USA media in 2006 (Cho & Gower, 2006).

Some studies of the role of social media in disaster events have suggested suitable frameworks to deal with disasters (Lang & Benbunan-Fich, 2010). For example, one study of

the use of social media in disaster situations has made a bold step to formalise the use of social media by proposing a framework based on four modules: (1) *selection*, (2) *facilitation*, (3) *deliberation*, and (4) *aggregation*. The utility of the proposed framework is exemplified in two case studies of social media use in two disaster situations: one following the Virginia Tech tragedy, a man-made disaster; and the other during the 2009 British blizzard, a natural disaster (Lang & Benbunan-Fich, 2010).

The majority of existing research, in the area where media and disasters collide, focuses upon the media's role as transmitter of official warnings, preparedness, bulletins, and recovery information to the masses (Cowan, et al., 2002; Ploughman, 1995; Quarantelli, 1996). Aside from these roles, the media can also expose the losses to the economy and human capital, and urge the formulation of policy relating to this problem.

Other studies have shown that, "while natural disasters can have adverse and long-lasting effects on human capital, there is much that policy can do about it" (Baez, De la Fuente, & Santos, 2010). For example, a number of developed nations have increased spending on disaster management, including in the media sector. However, a global assessment report relying on four case studies, in de la Fuente's 2009 study, conducted in Colombia, Mexico, Nepal, and Indonesia, reveals that, in all countries except Colombia, post-disaster spending was significantly greater than pre-disaster spending (Williams, 2011).

3.6 Nepalese media and disaster management

The emergence of the Nepalese media after the introduction of democracy has been discussed earlier. However, the media coverage has not effectively reflected the people's problems, nor it has supported disaster management strategies. There have been no specific previous studies of the role of the media in disasters in Nepal; although there have been reports into the more general role of the media. However, there have been some studies undertaken in other countries such as; USA, China, Australia, Japan, Pakistan etc. as mentioned earlier in this monograph.

Nepal's inability to operate effective media activities result from the lack of a proper policy, guidelines, and capability. Such a role for the media in risk communication is urged in various types of programs, policies, and documents relating to disaster risk reduction strategies. National level policy documents have focused on communication and awareness in

general, but there is no substantiation about how mass public awareness could be raised in relationship to disasters (Chhetri, 2010).

On the other hand, the Disaster Preparedness Network (DPNet-Nepal), established in 1996, is a loose association of individual organisations within the development sector of Nepal, which are concerned with disaster management objectives. The DPNet-Nepal has more than 100 institutional members involved in the disaster risk reduction program. Some media outlets and their activities are also included in the program and policies of DPNet-Nepal (DPNet Nepal, 2011). After the restoration of the multi-party democracy in 1990, the Nepalese media have been considered to be the watchdog, promising to liberate politics from pre-political and anti-political impulses. The media was previously controlled by the government and news priorities used to be related to government policy. The priority of news was based on the importance of the event. Parliamentary proceedings and court verdicts, considered to be of national importance, were the priority for news reporting (Mainali, 2002).

The deregulation of the Nepalese media has been increasingly effective in exposing the negligence of decision-makers since the democratic system has been in place. In a book titled 'Mass Media, Trust and Governance in Nepal', Dev Raj Dahal (2002) highlighted the newspapers' reporting patterns. He explained that the media reported widespread hunger in the remote districts of Humla-Jumla (which caused the death of 550 persons in 1998), and the death of people from viral influenza in various parts of Nepal in 2000. At that time of major epidemics, journalists were pressing the government for an immediate intervention to address the affected people in the countryside.

Furthermore, while Nepal is rich in community radio the role of community radio stations is not well identified in the response to disasters. However, Radio Sagarmatha, as the first south Asian community radio station, includes programming on social development themes, ranging from HIV/AIDS control, and the teaching English by radio, to earthquake safety and disasters in general (Bhattarai & Ojha, 2010). Now, this sort of media responsibility has been extended to other community radio stations in Nepal, which are run under the umbrella, guidance, and collaboration of Radio Sagarmatha.

Bhubanesh Kumar Pradhan (2007), in a report published by the International Centre for Integrated Mountain Development (ICIMOD), clearly highlighted that the media can play a

positive role by informing people in disaster stricken areas. In such instances, portable radios may well be the only medium left in their operation. In addition, the media can arouse public compassion to help, not only compatriots, but also people from other nations in times of disasters. A critical role for the media needs to be defined in preparedness for all phases of disasters, because the involvement of the media can help people learn what to do when disasters strike (Pradhan, 2007).

A report entitled, 'The media in the news 2010: An assessment report in the context of Nepal's post conflict transition (with South-central Asian trends)', revealed that news topics (such as domestic politics, foreign affairs, human rights, and security) dominated other subject areas (Adhikari, et al., 2011). The Nepalese media is also in transition, and the current affairs news beat covers disasters and emergencies related events (Adhikari, et al., 2011; Gurung, 2011).

In the Nepalese context, disaster related issues have yet to be reflected strongly in the media. Sometimes news about a crisis is reported negatively. However, the media plays an important role in informing people about crises, and to mitigate various rumours by providing accurate and credible information to the public, helping them to make informed decisions and follow safety measures (Gurung, 2011). As stated in the finding of the study titled 'Journalism in Transition: Media, Information Flows and Conflict in Nepal' (Gurung, 2011), media has to face criticism or appreciation. Often, the community does not go to the authorities directly, but tries to solve an issue by themselves, no matter how serious it is. If well managed, the media can provide information relating to a crisis or disaster that happens in the community.

Furthermore, the increase in the use of social media throughout the world has been effective in disseminating information, person-to-person. In Nepal, social media's role has gradually increased; however, traditional media, such as radio and newspapers, are generally people's first choice. A limited understanding of disaster issues and the importance of framing of news coverage has inspired the current research. The study will help to develop an effective disaster management framework for news-making and to guide the Nepalese media in disasters.

The government and policymakers in Nepal may have not realised the role of the media to keep people well-informed during a disaster (Pradhan, 2007). The National Strategy for

Disaster Risk Management NSDRM (2009), the national strategy for disaster risk reduction talks about the role of most stakeholders in disaster risk reduction. However, the role of the media in disaster risk reduction has not been mentioned specifically in the NSDRM document. Nevertheless, this document is a ‘road map’ that provides long-term guidance in the area of disaster risk management planning and implementation in Nepal.

The need for, and importance of, private or community sectors’ involvement in collaboration on large, social issues, such as disasters, epidemics, and environmental problems, is a must. Corporate social responsibilities of the media houses and media professionals have been a major challenge for disaster risk reduction in Nepal. However, there are also opportunities (Karki, 2002). The most important challenge is to address the lack of public awareness, and the inability to demand corporate social responsibility initiatives from enterprises, such as media outlets or agencies (Chhetri, 2011).

There is also need for an appropriate policy and disaster management framework or model for news production to regulate the media sector in the event of a disaster. Also, the media should be focused on the emerging demand for more ‘enlightening’ and ‘helpful’ information so that disaster managers and experts will benefit by selling the message of disaster mitigation as an opportunity. In Nepal, both electronic and print media houses are reporting disaster news and information, but these efforts have not been well managed and have not optimised access to information during disasters (Chhetri, 2011; NSDRM, 2009; Pradhan, 2007). Furthermore, the media role has been described in the guidelines, standards, and documents released from the international agencies, including the United Nations and its various units that are involved in disaster management throughout the world.

3.7 Hyogo (2005-2015) to Sendai (2015-2030) framework and the role of the media

The 2005 Hyogo Framework for Action (HFA) was formulated under the auspices of the United Nations and identified *inter alia* the need and importance of working with the media (HFA/UNISDR, 2005). The Framework aimed to explain, describe, and detail the work required to reduce disaster losses (HFA/UNISDR, 2005; World Conference on Disaster Reduction, 2005). It had five priorities for action as discussed earlier which highlighted the disaster risk reduction programs and strategies must be in priority at all levels.

Recently, member countries under the charter of United Nations (UN) had adopted a new framework to succeed the Hyogo Framework of action. The existing post-2015 framework for disaster risk reduction was adopted at the Third World Conference on Disaster Risk Reduction, held from 14 to 18 March 2015 in Sendai, Miyagi, Japan (Sendai Framework-UNISDR, 2015). The new initiative presents a unique opportunity for countries to adopt a concise, focused, forward-looking, and action-oriented post-2015 framework for disaster risk reduction. It further seeks the complete assessment and review of the implementation of the Hyogo Framework for Action 2005-2015, which aimed at building the resilience of nations and communities to disasters (HFA/UNISDR, 2005; Sendai Framework-UNISDR, 2015; World Conference on Disaster Reduction, 2005). The countries involved have been guided to identify and determine the modalities for cooperation, based on the commitments of post HFA. The Sendai framework (2015-2030) plans for further disaster risk reduction and their recommendations seek to speed up national programs and policies for member countries (Sendai Framework-UNISDR, 2015).

Since the adoption of the HFA in 2005, and as documented in the national and regional progress reports on the implementation, as well as in other global reports, progress has been achieved in reducing disaster risks at the local, national, regional, and global levels by the countries and other stakeholders. This has contributed to the decreasing mortality risk. There is growing evidence that reducing disaster risk is a cost effective investment in preventing future losses (IDRC-GRF, 2014; Pre zero draft IDRC-GRF, 2014). Countries have enhanced their capacities. International mechanisms for cooperation, such as the Global Platform for Disaster Risk Reduction and the regional platforms for disaster risk reduction, have been instrumental in the development of policies, strategies, the advancement of knowledge and mutual learning. Overall, the HFA has been an important instrument for raising public and institutional awareness, generating political commitment, and focusing and catalysing actions by a wide range of stakeholders at the local, national, regional, and global levels (Pre zero draft IDRC-GRF, 2014). The HFA urged for the focus to be on advocacy and awareness programs to educate people, communities, and decision makers (Matsuoka, Sharma, & Shaw, 2009).

As a member of the United Nations, Nepal has sought to apply the principles and recommendations made regarding the framework and the role of media for disasters. However, the media involvement in the dissemination of real time information is limited.

Effective news room management by government owned, private, online, and community media throughout the prevention, preparedness, response, and recovery (PPRR) cycle of disaster management can be a useful tool for collecting risk information and disseminating protective information to the communities at risk(Poudel, FitzGerald, Clark, Mehta, & Poudyal Chhetri, 2014).

The recent 5th International Disaster and Risk Conference (IDRC) in Davos, Switzerland, highlighted the new level of media involvement to be included in the post 2015 framework for disaster risk reduction (IDRC-GRF, 2014). Disaster experts have urged and encouraged the media to take an active role at the local, national, regional, and global levels to contribute to raising public awareness, and gaining a better understanding so as to disseminate the risk, hazards, and disaster information. Furthermore, the experts in the IDRC have expressed the need for a closer cooperation with the academia and the institutions of science and technology to help stimulate the culture of prevention and gain strong community involvement. IDRC has also highlighted the active role that can be played by the social media to promote public education and awareness.

Two years ago, the UN General Assembly (2014) released a compilation report on the consultation towards the post-2015 framework for disaster risk reduction, which included an overview of the period from March 2012 to May 2014. The findings of the biennial Global Assessment Reports (GAR) on Disaster Risk Reduction (DRR), and the deliberations of the United Nations General Assembly are addressed in the compilation report.

In 2011 the UNISDR reported the progress made by a number of developing Asian countries in the area of disaster risk reduction awareness among their communities (UNISDR, 2011b). It stated that countries, such as Bangladesh, China, the Cook Islands, Fiji, India, the Marshall Islands, Mongolia, Nepal, Pakistan, PDR Lao, Samoa, and the Solomon Islands have commonly used strategies for spreading awareness, including the use of coordinated public awareness campaigns involving both print and electronic media. The national governments of countries such as Bhutan, Pakistan and Nepal have adopted a strategy of designating the anniversaries of major past disasters in the country as days for building awareness of disaster related issues.

However, it is essential to address the priority set by the (Sendai Framework-UNISDR, 2015) to effectively work and embrace the media's involvement in disaster risk reduction. The Framework identified the media as an instrumental element that takes an active and inclusive role at the local, national, regional, and global levels in contributing to the raising of public awareness and understanding, and to disseminate accurate and non-sensitive disaster risk, hazard, and disaster information. It highlighted the need to adopt: specific disaster risk reduction communication policies; appropriate early warning systems and life-saving protective measures; and stimulate a culture of prevention and strong community involvement in sustained public education campaigns and public consultations at all levels of society (Sendai Framework-UNISDR, 2015). Thus, initiatives, taken through the different international conventions organised by the United Nations (UN) or its special framework within UNISDR, have sought to update and reform the existing frameworks and policies, or adopt new frameworks or policies required to involve the media in DRR programs and the policies of the member nations. It can be a guiding element for Nepal when formulating programs, guidelines, frameworks, acts, and policies in connection with the media's role in the natural disasters of Nepal.

3.8 Criticism versus development approaches of the press

Since the restoration of democracy in 1989, the Nepalese society is more developed in the sense of media usage. The conditions of journalism under difficult situations such as low pay, little job and insufficient training, and sustainable investment are all factors affecting media credibility in Nepal (Ramaprasad & Kelly, 2003).

The 2007 interim constitution guarantees freedom of the press, opinions, and expressions. However, it has been criticised for failing to meet international standards (Onta, 2006 ; Refworld, 2012). Moreover, the government has struggled to uphold the freedom of the press in practice. The Nepal Press Council and the Federation of Nepalese Journalists (FNJ) have a code of ethical conduct, but it lacks effective enforcement mechanisms and support from the media stakeholders. As a consequence, many Nepali journalists continue to face obstacles to ethical practices (Onta, 2006).

Over the last decade, community radio stations have become more common, partly as a means of protecting local cultures and languages from the dominance of the Nepali-language media (Refworld, 2012). As the government is a major source of advertising, journalists are

often forced to self-censor their reporting, in order to avoid any conflict. During 2011, the government pulled its advertisements from the Himal group of publications in response to critical remarks published in the Nepali-language paper Himal Khabar Patrika (Adhikari, 2005; Refworld, 2012).

Nine per cent of the Nepali population had access to the Internet in 2011. However, there are some government restrictions on the Internet. In 2010, the Nepal Telecommunications Authority (NTA) warned all Internet service providers that it would take serious action against them if they did not fulfil their conditions of operation, which include the filtering of objectionable content and any material that “incites racial and religious hatred and is against the national interest” (Adhikari, et al., 2011; Adhikari, 2005; Refworld, 2012).

Despite these hurdles and difficulties in relation to integrated media development procedures, disaster related issues need to be more focused. Some ethical, conflicting, and moral issues arise during disaster reporting, but these hindrances are not beyond the capacity of the media and disaster management agencies of Nepal. The current study focused on these issues related to the media frames of disaster stories. It also categorised the events, based on the informing theory (Framing Theory) and the PPRR cycle of disaster management.

3.9 Media coverage and management of the media for disasters

The media not only play a role as an information resource, but also as a resource manager in a disaster response (Veil, 2009; Veil & Ojeda, 2010). The media is a stakeholder, as well as a partner for crisis management (Ulmer, Seeger, & Sellnow, 2007, p. 36). However, little research has focused on this role of the media in disaster response.

The literature on crisis communication has reviewed the role of the media and suggested how the media can serve as a resource during any crisis pertaining to natural disasters.

Specifically, the media may be regarded as an information resource, resource manager, public safety official, and public advocate. However, the research is still required to document the nature of the partnership and the outcome of crises in which media partnerships were used (Ulmer, et al., 2007). The media’s editorials speak about the agenda they want to set, or reflect their view to set the agenda of the state (Davidson & Wallack, 2004). According to McCombs and Shaw (1972), newspapers set the public agenda within the available space given and the placement of news pieces in the paper. Prajapati (2012) described the role of

the media in safeguarding the public interests such as; immediate information dissemination and altering the public.

In response to this, experts in the media sector in Nepal have their own perspective on the need for policy reform, as well as the implementation of policies to incorporate the media in social responsibility. It is necessary to reform existing laws, develop monitoring mechanisms, and obligate media owners to respect their social responsibilities to inform with accurate, balanced, and complete information (Prajapati, 2012). Further, others argue that Nepal has sufficient legal provisions to safeguard public interest; it is only the weak implementation that needs to be fixed.

A report of four case studies in the de la Fuente's 2009 study was conducted in Colombia, Mexico, Nepal, and Indonesia. In all countries except Colombia, post-disaster spending was significantly greater than pre-disaster spending (Williams, 2011). This data also shows that spending in the response phase of the disaster management cycle has increased. The media sector has been regarded as a key element in prioritising the focus of the governments programs and policies. Furthermore, the media help isolated people and communities to feel connected with the outside world. Thus, the media performance, to foster the community and assist in the prevention, preparedness, response and recovery through carefully designed information, communication and dialogue, is inevitable (Nicholls, 2012; Nicholls, et al., 2010; Perez-Lugo, 2004).

The media play a unique role in all stages of disaster management. However, the aims of the media and those of disaster mitigation organizations are not identical. As Cate (1994) highlighted, the media's role involved the sharing of information as soon as the disaster hits an area. Keeping to this focus, Cate recommended the following seven principles of how the media can play a vital role in educating the public about disasters:

- Warning of hazards.
- Gathering and transmitting information about affected areas.
- Alerting government officials, relief organizations, and the public to specific needs.
- Facilitating discussions about disaster preparedness and response.
- Providing timely, accurate and sensitive communications.

- Demonstrating cost effective means of saving lives, reducing property damage, and increasing public understanding.
- Directing media communications towards educating and empowering people to take practical steps to protect themselves from natural hazards

Journalists believe that people ought to be interested in important news and that the media should inform citizens, even if the news does not affect them directly (Gans, 1979). Thus, communicating a crisis should be sensitive, and is regarded as the professional and technical responsibility of the news media. The government and other concerned agencies can contribute to the media by sharing information. According to Mordecai (2008), there are some principles to be followed by organizations, media houses, and media professionals involved in the disaster events. The principles that underpin the effective involvement of the media in the social issues are: 1) sensitive crisis communication; 2) credible and trustworthy news flow from the government or spokesperson; 3) the spokesperson, or 'face' of the government, needs to be more than merely a mouthpiece or martinet; and 4) monitoring the news reports or tone of the news.

The need for a free press is very important in society. Even so, disaster managers often feel that they could do their job better if they did not have to divert valuable time, resources, and effort to deal with the press. In many communities, the establishment of procedures for effective media relations in disasters is not given high priority (Der Heide, 1989). Der Heide (1989,p.134-55) describes the principles of media involvement in disasters as:

- Working under a "command post" system which facilitates the establishment of a central source of disaster information.
- Adequate disaster preparedness requires planning including the media role.
- Local officials will have to deal with different news media in times of disasters compared to those with which they interface on a routine basis.
- The media will often withhold newsworthy disaster stories it feels would be detrimental to the public.
- Newsworthy information will rapidly spread among news organizations and from one type of media to another.

- Many questions will be asked by reporters are predictable, and the procedures can be established in advance of collecting the desired information.

3.10 Summary

Safeguarding people's needs and interests by understanding media treatment of disasters and recommending a disaster management model of news production, is an important aspect of the current study. These aspects are mentioned in the aims and objectives of this study.

Additionally, the social responsibility of the media has been discussed as one key concern in this context. The theoretical underpinnings and relevant studies are discussed in the next chapter. A key concern is that the needs of the media coverage may reinforce bias towards response activities (Williams, 2011). To minimize biasness in the media reporting of disasters, all stakeholders involved in disaster management need to play key roles. Therefore, the current study includes the understandings of the media professionals, and disaster managers of the concerned organizations in Nepal.

Chapter 4: THEORETICAL PERSPECTIVES

4.1 Introduction

This chapter outlines the conceptual understanding of the role of the media in modern and developing society, the way that this conceptual understanding is used to analyse the crafting of media messages on disasters and how those theoretical considerations are applied to the concepts that underpin effective disaster management.

4.2 Theories of the press

The comparative study of media systems, the development of philosophies, the relationships between the government and the media structures, and the freedom of the press was the basis of the role of media in modern democratic society (Dominick, 2007). The classification of the national press systems from the late 1950s to the last decade was grounded in the well-known ‘Four Theories of the Press’, which has largely determined the form of the press, particularly in the western world, but with relevance to developing countries.

The Four Theories of the Press established a “typology for media in the minds of media researchers and educators” (Siebert, et al., 2000). The typology describes four basic models for mass media; the Authoritarian Model, the Libertarian Model, the Social Responsibility Model, and the Soviet-Totalitarian Communist Model. This normative theory was developed in the cold war context when the world was quite different. It has since been heavily contested and new models have emerged which is further discussed in this chapter. These theories of the press provided the underlying principles for the nature and construct of the press in modern society and, therefore, form the basis of understanding of the role of the press in disasters.

The reason that the four theories of the press has proved influential over four decades is that “there is a great deal of appeal in the idea that the world’s media systems can be classified using a small number of simple discrete models’ (Hallin & Mancini, 2004). The theories contribute to society as do the norms and values of the socio-political dominant discourse of the time. ‘Liberalism, Democracy and the Mass Media’ are regarded as the core components of modern society (Nerone, 1995).

The Authoritarian Theory

The authoritarian theory of the press emerged between the 16th and 17th centuries, based on a system of press control in Western Europe by long serving dynasties, such as the Tudors in England and the Bourbons in France. This theory is based on the foundation that the State is the utmost expression of long-standing structure, while the role of the press is to support, unchallenged the state's authority to influence and advance society (Siebert, et al., 2000). This theory evolved in male dominant society advocating the absolute power of the Monarchy. The media in this period were used to supporting government programs and policies. The media were totally government controlled and censorship could be forced if the media did not support the government's perspective.

The authoritarian approach had more modern appearances in the time of Mussolini or Hitler, where the mass media were entirely consistent with the basic principles of absolutism, as described by Catlin (Siebert, et al., 2000). The media system at that time was known as "fascist authoritarianism". The press, under this system, are educators and propagandists used by the power elite to control society (Siebert, et al., 2000). Authoritarian theory is based on the philosophy of the absolute power of the monarch, the government, or both. The principal purpose of the media was to assist and formulate the policies of the government in power and, thus, eventually serve the nation. The basic elements of the Authoritarian theory are based on: 1) the nature of the male dominant society; 2) the nature of the society itself; 3) the relationship of the man to the state; and, 4) the problems related to the basic philosophy, the knowledge, and the truth.

The Libertarian theory

The Libertarian theory evolved in 17th century England, and later spread throughout the known world, particularly the U.S.A. Libertarian theory held that the role of the press was to contribute to a better society. Today, this view of the press as an instrument of social development remains current in all countries, except those operating under a dictatorship. The libertarian perspective, and the role of the media in society, evolved from experiences in the 16th century, through the emergence of libertarian philosophical principles, developed by Milton and Locke, were put into practice in the 18th century and spread around the globe in the 19th century (Lloyd, 1991; Milton, 2004; Siebert, Peterson, & Schramm, 1956; Siebert, et al., 2000).

In practical terms, the democratic nations from that time adopted the Libertarian concept in media operations. In this model, state surveillance becomes the basic social function of the media (Wright & Page, 1959). Today, most nations, in principle, based their social and political organizations on the theories of liberalism (Siebert, et al., 2000). The philosophical principles underpinning this theory provide the basis for the social and political structures within which the media operates. Harold Laski (1936), in 'The rise of European liberalism' says that "social philosophy is always the offspring of the history and is only understandable in terms of the events from which it arose". The 'Enlightenment' of the 17th and 18th centuries contributed immeasurably toward the acceptance and diffusion of libertarian principles. Its basic aim was to free 'man' from all outside restrictions, while contributing to the solution of social, political, and religious problems.

During this period, the power of the Crown to regulate the press was abandoned and the church ceased to be the regulatory agency. State monopolies in publishing had been abolished by the end of the 18th century. John Milton (2004), in *Areopagitica* (first published in 1944), spoke of the powerful argument for intellectual freedom in the libertarian tradition and highlighted the principles of the freedom of speech and of the press, which was strongly opposed to authoritarian controls.

The open marketplaces of ideas, as well as the self-regulating process were contemporary concepts at that time. John Stuart Mill (2007), in 'Utilitarianism, liberty & representative government' and 'On Liberty' approached the problem of authority versus liberty from the viewpoint of 19th century utilitarian. Mill described liberty as the right of the mature individual to think and act as he pleases, so long as he harms no one else by doing so. All humans can aspire to maximum happiness in life and the development of a good society by utilising and practicing freedom of expression. Governments in a democracy are the servants of the people and, under the libertarian concept, the function of the mass media is to inform and entertain them (Siebert, et al., 2000).

In the U.S.A., the libertarian principles prevailed with the establishment of truth as a defence against defamation, reinforced by the constitutional provisions and, in England, by a Parliamentary Act of 1843. In theory, the libertarian press functions to present the truth. It advocates the free press, which naturally results in the pluralism of information, and the

diverse viewpoints necessary in a democratic society (Milton, 2004). This is an Anglo American tradition, adopted in younger democratic countries, however splintered it may be in a “pluralism of voices”. In such a setting, the control from the central authority is not possible.

The basic roles of the press postulated in the Libertarian theory are:

- Inform, entertain, and sell, but chiefly help discover the truth, and to check the government.
- Anyone with economic means has the right to use the media.
- The media are controlled by the self-righting process of truth in the free marketplace of ideas, and by the courts.
- The libertarian media are chiefly private.
- In the libertarian model, there are instruments for checking how the government works, and the extent to which it is meeting other needs of society.

However, the libertarian theory has been subject to criticism. In the early days of mass broadcasting by radio, and subsequently television, the ‘print’ focus of the theory and its relevance to the new media was questioned. The modern media system lacked some of the traditional orders that were in place in the print media and, therefore, the organisation of the new media in the traditional press theories was less clear. Its great defect was its failure to provide rigorous standards for the day-to-day operations of the mass media, in short, a stable formula to distinguish between the liberty and abuse of liberty (Siebert, et al., 2000).

The Communist theory

The Communist Theory of the press began in the first part of the 20th century. It arose along with the theory of Communism itself. Karl Marx was its father; he based his principles on G.W.F Hegel (Siebert, et al., 2000). The mass media in a communist society is to transmit social policy not to search for the truth. It is based on the Marxist-Leninist-Stalinist thoughts with an admixture of Hegel and the 19th century Russian thinking (Siebert, et al., 2000). This Soviet Communist model is seen as an extreme application of authoritarian ideas, in which the media were subordinated to the interests and functions of the state (Ostini & Ostini, 2002).

In accordance with this theory, mass media are instruments of the government, and integral parts of the state. Mass media seek to do what is best for the state and the Communist party, and what is best determined by the elite leadership of the state and Communist party (Fourie, 2001). The chief purpose of the media within this theory was to contribute to the success and continuance of the soviet socialist system, especially to the dictatorship of the party. The media is owned by the state. Hence, criticism of failure to achieve goals is permitted, but criticism of the basic ideology is forbidden. The mass media are controlled by surveillance and the economic or political action of the government. In relation to this concept, the media are regarded as the state-owned and closely controlled arm of the state (Siebert, et al., 2000).

The Social Responsibility theory

After the shift towards libertarianism in the 20th century, a theory of the press contributing to social responsibility has emerged. This theory argues that the press identifies its own responsibilities to the public and makes them the basis of their operational policies. It is more practice oriented and includes its own self-regulatory arrangement that accords with its responsibility to the public (Siebert, et al., 2000).

This theory was drawn largely from a report published in 1947 by the Hutchins Commission; it was formulated to study press functions. The Commission on the Freedom of the Press published a controversial report, 'A Free and Responsible Press', headed by Robert M. Hutchins(1947), then the Chancellor of the University of Chicago. The Commission addressed the question, "Is the freedom of the press in danger?" (Calvert, 1997). During this period, the press were criticized because a few elites were running the media, and the public agendas were not a priority (Calvert, 1997; Hutchins, 1947; Press & Hutchins, 1947). This theory maintained that the real need of the press was to play a more important role in the modern society. Therefore, it was necessary that the press adopt an obligation for social responsibility.

The functions of social responsibility theory are:

- Serving the political system (information, discussions, and debates).
- Enlightening the public by reinforcing their self-governing capability.
- Safeguarding the rights of individuals (the watchdog concept).
- Serving the economic system (trade, advertising, traders and consumers).

- Entertainment.
- Maintaining financial self-sufficiency (avoiding pressure from special interest groups).

The media in the sociology of natural disasters were mainly viewed as management tools used to influence people's preparedness and response to natural disasters (Perez-Lugo, 2004). The social responsibility duty of the press in this study was regarded as a helpful component for the people to reunite and rebuild their society ruined by catastrophes (Muzamill, 2012).

Furthermore, the Social Responsibility theory is based on the idea that the media have a moral obligation to societies to provide adequate information to make informed decisions in any circumstances or events (Ostini & Ostini, 2002). Hence, the media plays a very positive and constructive role in promoting social solidarity before, during, and after disasters. There are basic postulates for the social responsibility theory. "Media has certain obligations toward society and these obligations also include the role of media as a 'watch guard' to keep an eye on the workings and efficiency of all other institutes of society"(Muzamill, 2012). The social responsibility theory has been regarded as identifying the major obligations of the media towards the society (Siebert, et al., 2000).

Among the four theories of the press, the authoritarian and the Marxist-Soviet theories have the greatest similarity, while the authoritarian and libertarian philosophies have the least in common. However, none of these theories provide a complete explanation of the role of the press for all countries. Siebert et al. (2000) argues that while both libertarian and social responsibility theories of the press exist in parallel, the latter may become the dominant direction for the press. Also the press does not consider itself to be captured within a particular theoretical framework. Some press (e.g. political party newspapers) may operate in an authoritarian mode, while others (e.g. independent commentator's blogs) may be libertarian or socially responsible, depending on the particular perspective of the instrument. The role of the press may be set by the press itself, or by some other agency, which assigns roles and responsibilities for the press in the society.

In the 21st century, the media are engaged in the further development of ideologies. According to communication theorists, the media have a multiplicity of functions, depending

on the needs of the audience. Further, the media of the present world, apart from communicating information, also has a linkage with social utility tasks (Dominick, 2007). The emergence of the social media, crowd sourced media, and citizen journalism brings realism to the application of these theories. These new media forms challenge the four theories of the press.

While the four theories of the press have been more commonly associated with developed countries, they hold value in considering the role of media in developing countries. Nepal, as a disaster prone country with a growing number of media outlets, could benefit from the socially driven media. For example, the community radio stations have widely incorporated the voice of the people to make news reporting socially responsible (Bhattarai & Ojha, 2010). Rabindra Mishra (2010), in an article published in the *Nepali Times*, says that the continuous flow of negative news and commentary seems to have desensitised society to human misery. His view was that the media's core value of public service would be served better if it were to be used to promote philanthropic causes. In order to address the social responsibility of the press in the event of disasters, many communication specialists and journalists have urged Nepal to develop specialised disaster journalism reporting beat or sector. This specialised journalism will no doubt benefit Nepalese communities living in disaster prone areas.

4.3 Agenda setting as applied theory

A complementary theory that applies to each one of the four theories of the press, and operates across all levels of news production, is agenda setting, which is introduced by Maxwell McCombs and Donald Shaw in 1972 in the *Public Opinion Quarterly*. According to this concept, the media sets the public agenda, in the sense that they may not exactly tell you what to think, but they may tell you what to think about (McCombs & Shaw, 1972). This theory postulates that, “In choosing and displaying news, editors, newsroom staff, and broadcasters play an important part in shaping political reality. Readers learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position”.(McCombs & Shaw, 1972).

Agenda setting theory involves the transfer of salience (priority) from the mass media's picture of the world to those in our heads (McCombs & Ghanem, 2003). Further, agenda setting is based on the premise that media's prioritisation (as represented by its prominence or

salience) or interpretation of the news and issues will transfer to audiences. The theory revived Lippmann's (1922) concept that the media shapes the pictures for its readers/audiences. McCombs and Shaw (1972) found that the media agenda determines the audience agenda, which has the potential to impact policy. Therefore, it is important to determine what to select for attention and what to ignore among a number of existing issues that describe the perspective the media apply to view the world as a whole" (Takeshita, 1997).

In a review of the evolution of agenda setting theory using studies from 1972 to 2004, McCombs (2005) identifies three dimensions of media agenda setting: attention, prominence, and valence. These dimensions are more important when disseminating news in the event of a disaster because of the prominence, attention, and valence (weight or impact). Authorities could be informed in the way the news was framed.

In the present context the agenda setting theory incorporated other mass communication subfields. The agenda setting explicitly integrated the theory with the framing theory, which operated at the level of the news story development. The major characters of the framing theory dominant research, and the process of framing, the framing effects and the news media frames attribute the agendas and dynamics of the agenda setting concept (McCombs & Ghanem, 2003; Reese, Gandy Jr, & Grant, 2003).

In the current study, the framing theory was used as a second level agenda setting theory. McCombs (2005) recent study suggested that, in the language of the second level of agenda setting, "framing is the selection of thematically related attributes for inclusion on the media agenda when a particular object is discussed" (McCombs, 2005). The reason to call framing theory as a second level agenda setting theory is because of the both traditional agenda-setting effects and attribute agenda-setting effects encompass the transfer of salience. The major difference for these two stages, sometimes regarded as the first and second levels of agenda setting, is that components evident on the media agenda become eye-catching over the time in the public domain (McCombs, 2005).

As the media content often relies on the framing of the story, framing theory is an important approach to understanding the content identified from the media reporting and, therefore, was

an important theoretical base for this research. The framing theory was an appropriate and relevant paradigm by which to undertake the study of the Nepalese media contents.

Framing theory

The concept of framing was introduced as a social experience by Goffman (1974) to describe the various perspectives. According to Goffman, framing helps people locate, perceive, identify, and label events as framing theory describes how people make sense of their outside world, by using expectations from their experience. In this context, the messages in the mass media are 'framed' by journalists, which mean that a description is provided from a certain perspective and with a specific interpretation of the issue or the event.

In 1993 Robert Entman described framing as involving the selection and salience (assigning prominence) of the story, to select aspects of the perceived reality, and to make them more prominent in disseminating information (Entman, 1993). Scheufele (1999) and Entman (1993) explained framing theory as a process by which journalists present certain issues in the news, with selected images and words to emphasize or promote certain interpretations.

Framing the research is about the device that simplifies the story. The goals of a frame include: a) defining or describing a problem; b) providing a casual interpretation; c) evaluating a problem; and d) is providing a treatment or solution. These goals are based on the definition of 'salience' made by Entman (1993); it involves the process of making a piece of information more noticeable, meaningful, or memorable to the audience. The definition can be simplified as four elements: to define the problem, diagnose the cause, make a moral judgement, and suggest remedies (Entman & Rojecki, 2000).

The framing theory has been applied to examine responses to disasters and crises, including natural disasters in the U.S.A., corporate responses to fireworks factory explosions, media framing of the SARS crisis, and the 9/11 disaster in the U.S.A. (Entman, 2003a; Liu, 2007; Meng & Berger, 2008). Also, the theory has been applied to evaluate the effect of human interest, responsibility, and blame frames in some disasters throughout the stages of the disasters (Cho & Gower, 2006). Previous framing studies of disasters or crises concluded that organizations can successfully frame negative crises as positive or less offensive, but the media will offer diverse counter frames (de Vries, 2004; Liu, 2007; Tian & Stewart, 2005).

For example, when the media employs the human interest frame to make the story or write the news, the public is more likely to respond emotionally (Cho & Gower, 2006).

Framing helps audiences understand and interpret the issues, events, and stories. Framing also involves selecting and highlighting features of events or issues, and making connections between them for the purpose of promoting a particular interpretation, evaluation, or solution (Entman, 1993; Entman, 2003a,p.417)). Thus, journalists filter the information and disseminate it to the public in a way which is intended to create a certain meaning (Lowery & DeFleur, 1995 p.327). Framing promotes the problem definition, the causal interpretation, moral evaluation, and treatment recommendations for the item described (Entman, 1993,p.52; Entman, 2003a).

From the early 1970s, the framing concept was discussed among scholars involved in the study of media treatment of particular events. Tuchman (1977) was the first to recognize the vital role that framing plays in news gathering and processing, suggesting that the media use frames to construct social reality for audiences, and give meaning to words and images. This notion is continuously being referred to the studies on news media frames. Goffman (1974) referred to framing as ‘keying’ when an event that already has meaning is given a ‘news’ meaning. The powerful frames were always importantly linked with values and beliefs of the society (Entman, 1993). In the realm of a disaster or crisis communication, framing theory suggests that the reaction to the crisis is determined by the public’s interpretation and is influenced by public relations and media framing (de Vries, 2004).

Framing, as dependent and independent variables, media versus individual frames, the typology of framing, and the media coverage were in the discourse throughout the significant development stages of the media used in framing the issues. Scheufele (1999) further conceptualised this concept of information processing. He considered that interpretations were influenced by the active processing of information.

Besides choosing the information and presenting it for the public, the media also determines which angles (or focus) it presents to emphasize specific objects, events, or people, and how the information is presented. This approach is commonly referred to as “framing”. “When the news media talk about an object, and when members of the public talk and think about that

object, some attributes are emphasized, others are mentioned only in passing” (McCombs, 2005).

The most commonly used frames in the media are: *human interest*, *conflict*, *economics*, *morality*, and *responsibility*. Each frame is discussed in turn below.

A *human interest frame* brings “the human face, or an emotional angle, to the presentation of an event, issue, or problem” (Semetko & Valkenburg, 2000.p 95). In the context of this research, the human interest frame portrays disasters in terms of their impact on individuals or communities (Liu & Kim, 2011). In crisis situations, a human interest frame in the news story tells about the psychological aspects on the impacted people and leads the public to a negative attitude towards disaster events (Brunken, 2006 p.90). A study, conducted by Cho and Gower (Cho & Gower, 2006), used a technique involving asking two randomly assigned groups to read two different stories. It found that a human interest frame influenced participants’ emotional responses, and that it was a significant predictor of blame and responsibility in a crisis.

The *conflict frame* is used to emphasise disagreements among individuals, groups, or organizations; it is the second most common frame used in the media content during a crisis (Semetko & Valkenburg, 2000). The frame discusses aspects of the crisis that relate to disputes and tensions between parties. In the Nepalese context, the media may pose a conflict between government agencies, the media itself, and with or within the public. If one affected group was more privileged than the others, then conflict arises. For example, Neuman found that conflict was commonly used by U.S. news media (Neuman, Just, & Crigler, 1992), and was identified as the second most commonly used frame during the BP oil spill disaster in the U.S. (Bissell & Yan, 2011).

The *economic consequences* frame focuses on the negative or positive economic effects of the crisis (Liu & Kim, 2011). This frame describes an event, problem, issue, or crisis in terms of the consequences it will pose economically on an individual, group, organization, country or region (Semetko & Valkenburg, 2000). The economic frame was the most common frame used in the news (Neuman, et al., 1992).

In the Nepalese context, the impact of a disaster is many-sided, but the economic consequences are the most significant because of the poverty of the people. For example, the Koshi flood of 2008, in eastern Nepal, significantly damaged agricultural products causing a huge economic impact which, in turn, plunged the community into further social problems (Refugee Watch, 2010). In this case, the Nepalese media reports focused on the human, economic, and infrastructure losses.

The *morality frame* deals with the event, problem, or issues, from the perspective of moral and religious beliefs. This frame is most often quoted, inferred, or referred to indirectly in the news (Neuman, et al., 1992; Semetko & Valkenburg, 2000). For example, Russel and Neumann (W. Russel. Neuman, et al., 1992), in their book ‘Common Knowledge: News and the Construction of Political Meaning’, based on the study of U.S. politics, found that while journalists focussed superficially on the politics, they must always be cautious in regard to relevant religious, cultural, or social beliefs. For example, objective reporting of disaster causation may offend those who believe it is the will of God.

Finally, the *responsibility frame* takes the perspective of who is to blame for the crisis occurring (Liu & Kim, 2011). Responsibility frames were defined by Semetko and Valkenburg (2000) as a way of attributing responsibility for a cause to parties and individuals. For example, the attribution of the responsibility frame was most commonly used in serious and elite newspapers.

In the Nepalese context, the responsibility frame clashes with the religious and the culturally rich social setting of the society. Some Nepalese believe the occurrence of disasters is the curse of God, or bad consequence of wrong doing by human kind against God; it assumes that they are cursed. There was a time when the occurrence of natural disasters was defined as “an act of god” for insurance purposes. Now each disaster is treated on a case-by-case basis (MoHA-Nepal-Government, 2011). People are more aware of the responsibility of groups, individuals, governments, and others to prepare for, and respond to, disasters. Therefore, the responsibility frame is becoming more common.

4.4 Rationale for using Semetko and Valkenburg frame for news analysis

This dissertation draws on the framing theory to explain the content of the media messages by categorising the content of those messages into a series of ‘frames’. These categories or

frames were adapted from frames frequently used to classify news stories about disasters. Given the nature of crisis and disaster reporting it is important to examine a range of possible frames evident in news stories about crises.

Media framing presents a useful theoretical framework for this study. These frames will be used to identify and understand the status of the media reporting disasters in Nepal. Given the importance of the framing, the disaster issues and problems will be interpreted and examined, and then the analysis and evaluation of the contents will lead to how the focus of media contents can be better improved for the management of disasters in Nepal. In the context of the current research, a number of common frames are potentially significant. Some frames that media like to use for the angle of the story making include: economics, leadership, conflict, and human interest when covering crises. These frames are often used in the U.S.A. (Fu, Zhou, Zhang, Chan, & Burkhart, 2012). The definitions used for the five media crises frames identified by Semetko and Valkenburg (2000) are used in the current study.

News frames are conceptual tools which the media and individuals rely on to convey, interpret, and evaluate information (Neuman, et al., 1992). Thus, the current study has used the news frames proposed by Semetko and Valkenburg (2000) to determine the use of these pre-defined frames in disaster reporting throughout the disaster management cycle. The most frequently used frames in the Nepalese media will inform the present study into the use of those frames to communicate information about disaster prevention, preparedness, response, and recovery. The deductive approach of content analysing the frames is used to identify the nature and extent of the disaster news in the Nepalese media.

The rationale for using Semetko and Valkenburg's (2000) frames relate to the assessment of the use of news frames among the different types of media outlets. Thus, in terms of news frames, questions are used to identify how the media portray disasters in terms in Nepal, namely: What frame is more significant and useful in effectively disseminating disaster information to the public? And what significant components are required to develop a disaster management model of news production for disasters in Nepal? For example, the news portrayal of the Seti Flood of 2012 in the Nepalese media has drawn attention from the public, the government, and the non-government sectors, as well as the human interest aspect (Bhandary, et al., 2012).

Given the enormity of catastrophic events, the economics, human interest, responsibility, and conflict impacts on people affected; they can be visualised through the coverage of the media. An understanding about the media portrayal of disaster events will benefit the public, the media itself, and the nation at large, by setting a benchmark framework for the effective media operation in future Nepali disasters.

4.5 Media, agendas, and framing in the Nepalese context

In this present context, a new approach of ‘development journalism’, relating to social responsibility, takes into account the principles of different media roles in modern society (Ostini & Ostini, 2002; Wray, Kreuter, Jacobsen, Clements, & Evans, 2004). Disaster reporting is also regarded as a part of development journalism, which may be seen as an additional theory of the press (Ostini & Ostini, 2002). Earlier in the century, journalism used to be regarded as ‘paid writing’ but now it has professionally been practiced in many disciplines. One of the disciplines out of various types is development journalism (Harcup, 2015; McQuail, 2011). Development journalism at its best is a rational, independent thorough enquiry into the problem and conditions of a developing country, written in a way that is readily understandable to the citizens of that country (Malla, 1982). Therefore, the role of the media in disaster situations could be more effective if the modern media systems incorporate disaster journalism.

4.6 Gaps in knowledge

The four theories of the press give us a sense of the media’s role in society, based on the relationships between governments and people. Unfortunately, much of the research has been set in developed and western contexts, and it does not consider social media, which disrupts traditional relationships. Translating these concepts to Nepal has some value, given the formative nature of the media profession, the strong connections with the community, and the value it brings to disaster management. This links to the agenda setting role of the media. There is value in examining the application of these theories to the resource constrained and developing environment of Nepal, and in the context of disasters. It is also of value to determine if framing theory helps translate macro theories of the press and the priorities with the news stories about disasters.

The current study sought to fill the gaps in research, aiming to explore the application of these concepts to Nepal, and to examine them throughout the disaster management cycle (PPRR). In the light of the significant impact of disasters in the past, the lack of substantive action, and the effective operation of the media in disasters is of concern. The gap reveals the need for Nepal to act effectively and incorporate an appropriate model or framework required for the implementation of a disaster risk reduction strategy. The Nepalese media increasingly covers the news as it relates to current affairs, politics, business, technology, and the arts. Most disasters are reported under the current affairs 'beat' (subject of reporting). In spite of the substantial occurrence of disasters and the attached losses, the media in Nepal has a limited focus on disasters in electronic, online, or print outlets. Unfortunately, this means there has been little public and agency attention to, or discussion about, disaster risk reduction strategies and improved operations by the media throughout the phases of the PPRR cycle.

There is limited literature relating to the media's involvement in disaster management in Nepal, the current study aimed to contribute to the provision of accurate, timely, and effective information to the community. Government agencies, working in disaster management in Nepal, circulate limited informative messages in their own way through the mass media in order to make the people aware of natural disasters. However, the coverage is low and not effective, because of the alternate focus of the journalist who was responsible for the other 'beats' (Chhetri, 2003). This study is important because it offers significant findings that will help fill the gap in the way the Nepalese media shapes the news. Further, the media needs to be proactive and pay more attention to all angles or frames when preparing and disseminating information.

The government in Nepal has been criticised for the information it provides to the public because there is an information asymmetry between the government and the media. Sometimes the media may also create confusion and undermine attempts to effectively manage response activities. The question relates to how the role of the media can be improved. There is a need to ensure that the media is responsible and transparent in their roles; however, being a disaster prone country, Nepal, to date, has not implemented any major strategy to involve the media in disaster risk reduction, the framework, and the management (Chhetri, 2003).

The recent Sendia framework for developing countries, in particular the least developed countries has been instrumental in many ways (Sendai Framework-UNISDR, 2015). Nepal government has reviewed DRR commitments in the 11th plan (2007-2012) which resulted in seeking plans, programs, policies to ensure the effective impact of the Hyogo Framework of Action (HFA 2005-2015). The plan sought to ensure Nepal's commitments in international arena (HFA/UNISDR, 2005; Nepal Disaster Report, 2013). The ‘‘Hyogo Framework for Action 2005–2015’’ urged a focus on advocacy and awareness programs to educate people, communities, and decision makers (Matsuoka, et al., 2009). This level of considerations and understanding the policies and programs form the basis for the current research. They also helped identify the research questions and guide the analysis methods. The following chapter deals with the research questions, aims, and objectives.

Research questions are the keys to direct the current study and to address the main aim set by the principle research question: As mentioned earlier, a common question designed collating all four research questions reads as follows.

‘‘To what extent can the Nepalese media contribute to effective disaster management throughout the PRR cycle?’’

4.7 Summary

As described earlier, studies of the media messages every so often rely on framing as the theoretical underpinning of the research. It further describes how the press designs and crafts their message. However, there are additional theoretical perspectives that underline an understanding of the role of the media. This chapter has outlined a conceptual understanding of the role of the media in modern society, the way that this conceptual understanding is used in the crafting of the media message, and how those theoretical considerations are applied to the concepts that underpin effective disaster management (Entman, 2003a, 2003b; Liu, 2007; Meng & Berger, 2008).

Further, the current research aims to describe the current status of the coverage of natural disasters by the Nepalese media. This discussion helped to identify and categorise the frames used in the news content and the opinions of the journalists, disaster managers, and community representatives on the role of Nepalese media in disasters. The research is also

expected to determine the characteristics of effective media reporting of natural disasters in the government, the community, and in the privately owned (four categories of) media outlets. Eventually it leads to the inclusion of the communities and agencies involved in the disasters. It suggests the frames best suited for news making, and for how the media can improve in different phases of disaster cycle, incorporating the effective dissemination of the news.

Moreover, the research fills a gap in the research. The gap exists as mass media and disaster management scholars in Nepal have failed to research the treatment, focus, or angle of the news stories throughout the disaster management cycle (PPRR). In the light of the significant impact of past disasters, the lack of substantive action, and the effective operation of the media in disasters is concerning. The gap challenges researchers to act effectively and to incorporate appropriate media friendly model or framework required for the implementation of disaster risk reduction strategies.

Chapter 5: RESEARCH PLAN

5.1 Overview

This chapter describes the methodological framework used to address the aims, objectives, and research questions. The three previous chapters (Chapters 2, 3, and 4) explored the literature and context, in detail, and identified the theoretical perspectives that underpinned this research, as well as the gaps in knowledge and understanding. This background helped in the development of the research questions (Creswell, 2012). This chapter explains the research methods. It begins with the justification for the research rationale (Section 5.2) and is then followed by the methodology (Section 5.3), the research procedures (Section 5.4), Phase two (Section 5.5), Phase three (Section 5.6), the quality of the research (Section 5.7), the limitations (Section 5.8), and the conclusion (Section 5.9). Phase one has been discussed earlier in chapters 2, 3, and 4. The literature review chapter has been supported by context of the study (chapter 2, and theoretical perspectives (chapter 4). Phase 4 is discussed in chapter 8 (discussion).

5.2 Justification for the Research Rationale

The research is based on the fact that social reality is contextual and cannot exist free from the beliefs and opinions of the participants involved in disaster reporting (McMillan & Schumacher, 1993, 2014). The existence of two worlds (the real objective world, and the subjective world) is not the basis of this research paradigm. There exists only one world, which is constructed by the interaction of the subject and the object. This is indicative of a *non-dualistic ontology* which informs the essence of the current research (Marton, Bowden, & Walsh, 2000). Moreover, this research focused on the media content constructed by the media professionals and the interviews of the experts involved in the disaster management, which is the reality of the interaction between story makers, disaster managers, and disasters events and discourses. Ontologically, the current study views the reality of the news framing of natural disasters as dependent on the realms of social, cultural, environmental, political, and economic values (Creswell, Hanson, Clark Plano, & Morales, 2007; Lincoln, Lynham, & Guba, 2011). It, therefore, sought to identify the frames used in actual news reports, which were inevitably expressed within the actual social, cultural, and environmental context.

This study began from an interest in the *epistemologically* driven form of modern media professionalism, and the way in which news-making works to produce knowledge (Matheson, 2004). The premise of the current research is built on the knowledge and understanding that the themes of the text support an interpretation of the story (Guest, MacQueen, & Namey, 2012). Thus, the study sought to explore the themes and categories of news stories, and to explain them in terms of a theoretical basis, as well as to enrich them through the inductive analysis.

Therefore, *theoretically* this study is built around the approach of social responsibility by the media in framing natural disasters. The social responsibility theory emerged after the shift towards libertarianism in the 20th century; it is now more popular in this early part of the 21st century (Siebert, et al., 2000; Wei, Wang, & Zhao, 2012). The social responsibility duty of the press can support people to help them reunite and rebuild their society ruined by catastrophes (Muzamill, 2012). In the sociology of natural disasters, the media is mainly viewed as a management tool used to influence people's preparedness and response to natural disasters (Perez-Lugo, 2004). This extends beyond the responsibility of transferring information and salience so that the media message exercises an agenda of both objects and attributes (Maher, 2001; McCombs, 2005).

5.3 Methodology

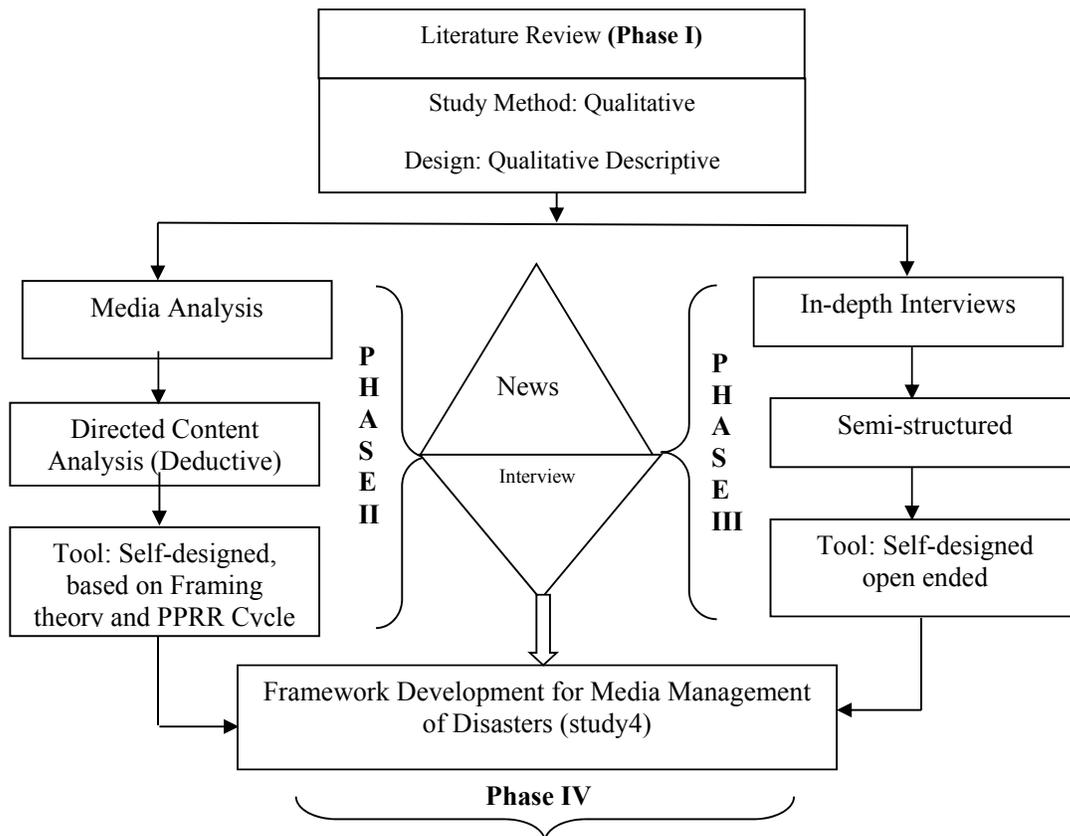
The current study mostly involved qualitative research methods. The underlying foundation of qualitative research was to provide a detailed understanding of an issue (Lindlof & Taylor, 2010). The study, from a *methodological* point of view, was based on the framing and agenda setting task of the media. It applied a content analysis as the deductive use of the framing theory. The core idea of agenda setting was the transfer of the "salience" (importance) of the issue to the public (McCombs, 2005). The motivation to use qualitative methods for media content analysis, and in-depth qualitative interviews of the stakeholders involved in disaster management in Nepal, was based on the evolution of the framing of disaster news as an emerging paradigm of the second level agenda setting theory (Maher, 2001).

It is appropriate to understand and highlight the different views of the interview participants and media reporting trends of the recruited media because a qualitative study relies on the perceptions of the participants. Out of various methods, the interpretative approach of the qualitative research employed the text (content/document) analysis as an appropriate method

(Dash, 1993). In contrast, the quantitative paradigm deals with the subjective nature of the research endeavour and characterises a positivistic worldview. The paradigm perceives the truth as an universal, objective, and verifiable through the use of the statistical analysis (Lichtman, 2012).

This section of research plan describes the study phases, the data collection techniques, and the analysis procedures. The first study phase involves a comprehensive review of the literature (as reported in Chapters 2 to 4). The second phase involves a content analysis of news stories to identify the frames and focus. The third phase involves in-depth interviews with the key informants from the media, disaster managers, and the community. The aim of these phases was to better understand the role played by the Nepalese media in the event of natural disasters. The final phase of the study involves the development of a socio-culturally and environmentally appropriate framework for effective media management of disasters in Nepal, and countries of similar economies. The visual representation of the study phases is outlined in Diagram 5.1.

Diagram 5.1: Study flow (Phases)



Qualitative research methods

The qualitative research method was defined primarily as a process for organizing the textual data into categories, and for identifying the connections or patterns among the categories (McMillan & Schumacher, 1993). Thus, the qualitative research used a system of inquiry which sought to build a holistic, largely narrative, description to inform the researchers' understanding of a social and cultural phenomenon. The qualitative research consisted of a set of interpretative, material practices that make the world visible, and that turn into a series of representations, including field notes, interviews, conversations, photographs, recordings, and memos (Denzin & Lincoln, 2005).

In the past, the qualitative research method explored the meaning, purpose, and reality that focused on discovering and understanding the experience, perspectives, and thoughts throughout the events of society (Hiatt, 1986). The goal of the qualitative research method was used to produce a rich description and in-depth understanding of the phenomenon of the interest, the cultural or lived experience of the people in the natural setting (Magilvy, 2003; Magilvy & Thomas, 2009). The current study used such techniques for the qualitative analysis of the media content. As a qualitative, 'non-frequency' analysis, the study approach was more concerned with developing data that could be interpreted for theoretical significance.

Further, the study adopted a *qualitative descriptive design*, with the intention of exploring the useful frames used by the Nepalese media to disseminate news stories through the PPRR cycle. The qualitative descriptive design is philosophic in tradition, and influenced or informed by one of the major qualitative designs, such as phenomenology, ethnography, narrative inquiry, grounded theory, etc. (Magilvy & Thomas, 2009; Sandelowski, 2000). Some of the prominent figures have claimed that the researchers conducting qualitative studies stay closer to their data, than the researcher undertaking grounded theory, phenomenology, or narratives (Sandelowski, 2010).

The impetus to use the qualitative methods for the current research was based on the evolution of framing for disaster news, as an emerging paradigm of the second level agenda setting theory (Maher, 2001). The theoretical base for the present study was derived from the conceptualisation of the social responsibility of the media. The media identifies its own responsibilities to the public and makes them the basis of their operational policies. This

approach is more practice oriented, and includes its own self-regulatory arrangements that are in accord with its responsibility to the public (Entman, 1993; Siebert, et al., 2000).

Research Procedure and phases of the study

This section describes the components of the current research, and the timelines for the delivery of the research outcomes. The research was divided into four phases, as outlined below in this section.

Phase one involved the review of the literature, context and theoretical underpinning of the research and preparing baseline for the categorisation of the media analysis.

Phase two involved a qualitative content analysis of news stories pertaining to natural disasters so as to understand what ‘frames’ the Nepalese media was employing to disseminate the news about natural disasters.

Phase three involved in-depth interviews with the key informants, such as: media experts, community representatives, and disaster managers. The purpose of this phase was to understand the important role of the Nepalese media in the event of natural disasters throughout the PPRR cycle.

Phase four involved the formulation of the appropriate framework / mode required for the news production in response to natural disaster management.

These studies, taken within the context of the literature, lead to the development of ‘a disaster management framework/model for news production’. This chapter addresses the techniques used to establish quality and rigour in the research, and to identify the limitations and ethical considerations. The detailed literature and context analysis (reported in the previous chapters) helped identify the four research questions discussed earlier. The aim of the current research was to understand the prevailing status of the media’s treatment of natural disasters in Nepal, and to develop a disaster management model/framework to improve the effectiveness and efficiency of the Nepalese media throughout the prevention, preparedness, response, and recovery (PPRR) phases of disaster management.

5.4 Phase one

Phase one provided most of the primary data and contains several important tasks, namely: a comprehensive review of the literature to understand the current status, issues, and characteristics of the coverage of natural disasters in the Nepalese media and to prepare the strong baseline for categorising the news stories by understanding theoretical underpinnings. Literature and theoretical review have been discussed in chapter 2, 3 and 4.

5.5 Phase Two

Phase two involved the qualitative content analysis of the media messages of the recruited media. The logic of this phase is outlined in Diagram 5.2. A qualitative content analysis of news stories pertaining to natural disaster was conducted to understand what ‘frames’ the Nepalese media is employing to disseminate news about natural disasters.

Diagram 5.2: Phase 2-Qualitative Media analysis

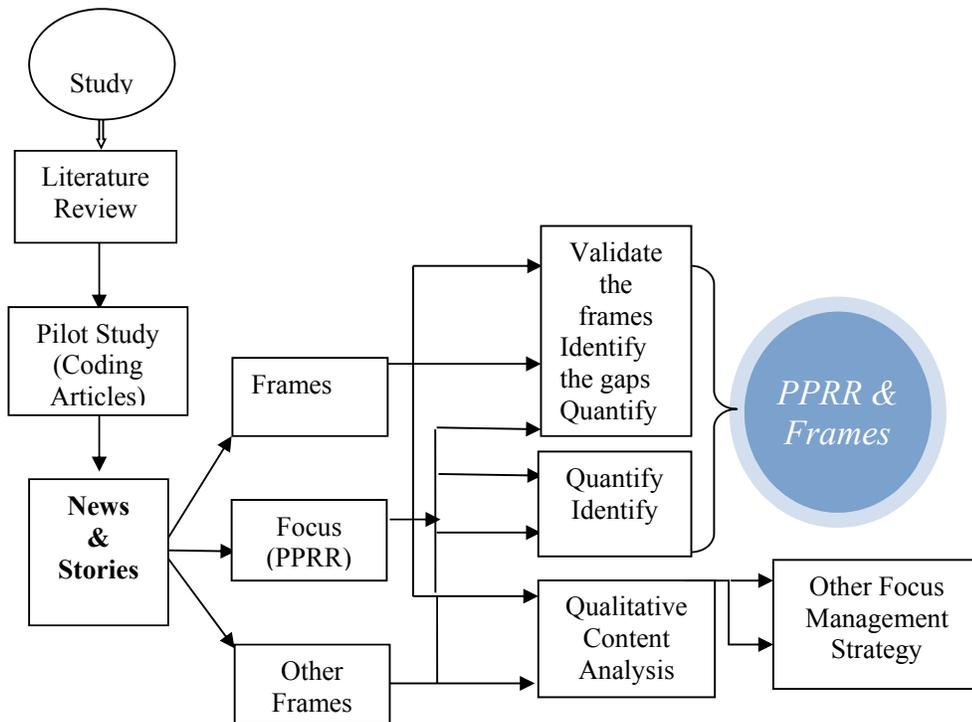


Diagram 5.2 covers continued referring of literature review followed by pilot study and media framing (content) analysis of the reports collected from four categories of media outlets which have suggested some of the emerging frames can be added into the main list of the frames identified throughout the studies undertaken in different phases.

Data collection

The current study analyses the reports on disaster management from four media types over the period May 2012 to April 2013. The study used purposive sampling to ensure breadth in the media content. The four representative media outlets met the baseline requirements for the study. More importantly, all four types of media outlets were unique and wide circulating. They frequently responded to disasters because they are resourceful and are widely impacting media. Smaller media houses have limited access to news sources, and so their professional capacity is weaker than in the major elite media outlets.

Television: Transcripts of the primetime news bulletins aired in the evening through the National broadcasting of Nepal Television (NTV) were collected. The news scripts were searched using standard search terms listed earlier in this section, and transcribed into a simpler form of news. These four media categories are regarded as representative of each type of outlets which are widely circulated, elite, major or prominent media outlets.

Online News Service: The Nepali news online service, the first online news agency of Nepal (www.nepalnews.com), was recruited as an online media for the study.

Print: Print media is represented by one of the English daily newspapers, which is a co-publication of the national ‘Nagarik Daily’ (a Nepali version) published by Nepal Republic Media Pty. Ltd. This data were made available in electronic format (E-paper) from the newspaper’s archive.

Radio (Community): Radio was represented by Radio Sagarmatha (the first south Asian Community Radio station), which has the widest coverage and is a national network. Transcripts of the news and major stories have been collected using the same key search terms, as discussed above. Each of the sources provided the material in electronic or/and audio format, and the rationale for their selection and the mode of their reporting is included in Table 5.1

Table 5.1: Selection of media outlets and rationale

| Media Outlets | Representing sample | Rationale for selection |
|--|--|--|
| Print | News story (In English) | National English daily, leading newspaper, widely circulated, production of big media house having several publications, and online services. Strong public opinion builder or influential media (circulation and readership discussed later in this research plan). |
| The Republica Daily | | |
| 2. Online | News story (In English) | Leading Internet destination and online news service dedicated to bringing news, events, polls, and discussions, and forums about and from Nepal. |
| www.nepalnews.com | | |
| 3. Radio | Main news bulletin (In Nepali) 4.45pm | First community radio of south Asia. Leading network of approx. 350 community radio stations of Nepal, Interactive and quality broadcasts on the issues of environment, climate change, and disasters. Roundup news of the day is aired in the 4:45pm bulletin. |
| Radio Sagarmatha | | |
| 4. Television | Late night news bulletin (In English) 10:00pm | First Television of Nepal having wide viewership. NTV is government owned main media hub. Hundreds of skilled journalists are involved across the country, including in a regional transmission. Nightly news is round-up all news broadcasted in Nepali language. |
| Nepal Television | | |

Samples in this study were selected purposively using the maximum variation technique which allows the researcher to explore the common and unique manifestations of a target phenomenon across a broad range of demographically varied cases (Magilvy & Thomas, 2009; Patton, 2001; Sandelowski, 2000). The selection of the media outlets and rationale for their choice were based on the overall impact and influence of the media in the Nepalese society. The timeline is determined by both pragmatic and epidemiological influences. The period chosen allowed for the inclusion of the stories throughout the normal seasonal cycle, and the commencing date was selected to capture the intensity of the media coverage of the devastating Seti flood in the Kaski district of western Nepal.

News from the *Republica Daily* was retrieved from the e-paper archived on its website. The e-paper format was found to be difficult to copy and paste into a word file for N-Vivo analysis, and so the researcher hired an assistant to retype the news. The audio recording of the news was retrieved from the archive of *Radio Sagarmatha* was listened to and then transcribed with the help of the professional translator in Kathmandu. The NTV news scripts were received from the NTV library. These scripts were in English and the researcher was able to create daily files. The online news service was stored on the online archive of 'www.nepalnews.com' and could be copied and pasted in a word file. The selected news file was deposited in the NVivo file and stored on a secure desktop computer.

Stories were identified by using key search terms, including disaster, earthquakes, floods, landslides, thunderstorms, avalanches, droughts, heat waves, cold waves, disaster management, media roles, media framing, crisis, prevention, preparedness, response, recovery, and the Prevention, Preparedness, Response and Recovery phases of disaster management. A total of 483 news stories was collected, namely: television (105), print (177), radio (89), and online (113).

After the selection of news articles (published in May 2012), the File 'Sources' option was used to create nodes or folders. The articles were stored under folders, 'internals', of the source files which contains individual folders, namely: interviews, Nepal Television, nepalnews.com, Radio Sagarmatha, and The Kathmandu Post. Each article was saved in word format, with its description at the bottom. For this purpose, the article storage showed the memo links with headings, such as: nodes, references, created date, created by, modified date, and modified by. The coders' names were mentioned on each link. The 'nodes' folder was used to create the disaster types, the news frames, positioning (prominence), and PPRR cycle frames.

The frames were predefined on the basis of the theoretical and methodological understanding. All frames and disaster cycles were recorded for the purpose of coding the articles. Lists of the natural disaster types were given within the 'disaster type' node or folder. Disasters other than the listed types were created as a new node. Four frames were placed under the news frame node or folder. To learn about the priority, the valence, and the prominence of the news, there was a separate folder called positioning (prominence), consisting of information about the cover page or inside page, and it further described if the article was published with

photographs or without photographs. The ‘PPRR cycle frames’ node was the next node or folder; it was divided into as many sub-folders or sub-nodes as emerged. All created nodes, folders, or sub folders could be extended, renamed, and managed as required.

Defining the unit of analysis

The disaster issues are portrayed in the media in various ways. The analysis of the media contents consisted of a procedure to breakdown the text into single units to analyse and focus on the system of categories (Krippendorff, 2004). The unit of analysis for the current study varied from a sentence, or multiple sentences, or a news script (natural disaster related news), or an interview (basically on the role of the media) of the key informants consisting of journalists, disaster managers, and community representatives. However, for the content analysis, sentences and paragraphs were examined to code the news articles and to determine what frames and phases of the disaster cycles were used.

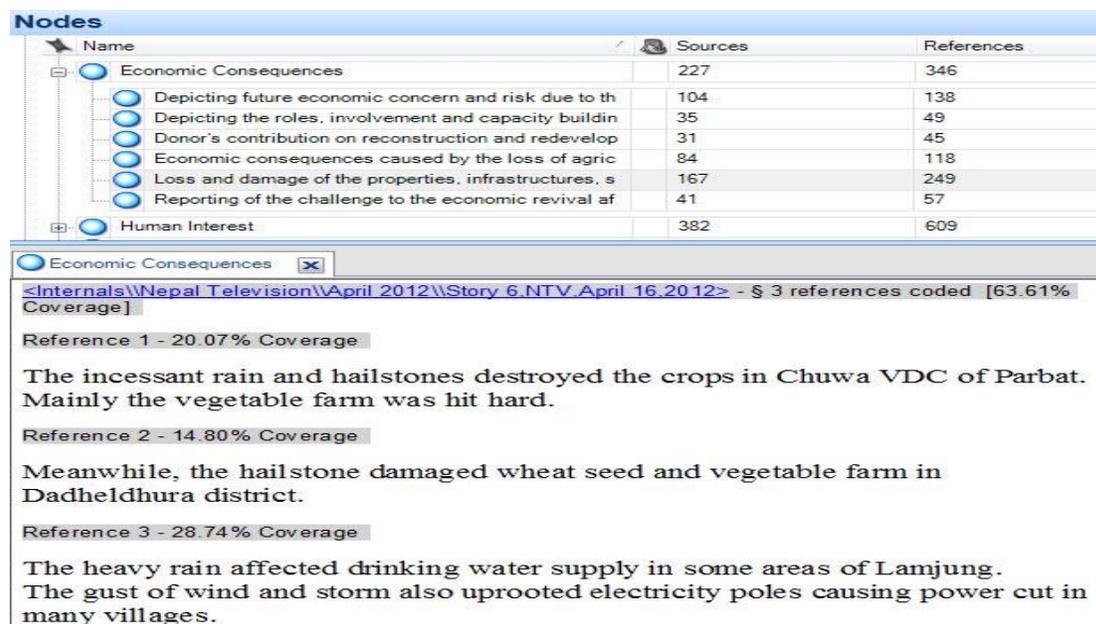


Figure 5.1 Coding stripes

Coding stripes, demonstrated in Figure 5.1, shows the sources and references of the coded items. It gives an idea how the media messages are crafted and followed, according to the predefined common, followed by the conflict frame. The morality frames are the least followed. The sub-categories or sub frames were identified and named within the limitation

of the theoretical base. The repeated references demonstrate the dominance of a particular frame or disaster phase. For example, the human interest frame is mostly reported within the coverage of all four types of media recruited in this study.

Data analysis

Phase two involved a content analysis of the media stories. It systematically and objectively identifies the characteristics of the media message for the purpose of understanding how media reporting makes inferences (Holsti, 1969). It was defined as a research method for investigating problems (Holsti, 1969). The content analysis is also defined as a method of analysing written, verbal, or visual communication messages, first being used for analysing hymns, newspapers, and magazines articles, advertisements and political speeches in the 19th century (Cole, 1988; Harwood & Garry, 2003). The analysis includes the careful examination of human interactions, and the analysis of character portrayals in the media regarding social issues (Neuendorf, 2001).

Today the content analysis is a very wide ranging research method used in various disciplines, including communication, journalism, sociology, emergency, health and business. The method provides a systematic objective idea which involves describing the means and phenomena (Downe-Wamboldt, 1992; K. Krippendorff, 2012; Neuendorf, 2001). The two types of content analysis are the qualitative and quantitative analyses. The current study employed the qualitative approach designed to analyse and categorise the media content. Quantitative study deals with the number and frequencies which may not provide complete essence of the objective analysis as in qualitative studies (Wamboldt, 1992; Krippendorff, 2012; Neuendorf, 2001).

The data were collected in a standard data collection format on a standard coding sheet. Transcripts of the audio record of the interviews and transcripts of the newspapers, radio and TV content were stored in NVIVO. The mapping of the media content included the volume, as well as the focus to describe the nature and scope of the media's reporting of disasters throughout the cycle of the PPRR and the news frames. The coder undertook the systematic coding and categorization of the textual information to determine the patterns and characters of words (Powers & Knapp, 2010). Also it utilised the occurrence of content, their

relationships, classification, structures, and the discourses of communication (Mayring, 2000).

The process of data analysis involved the categorisation, framing, indexing, and mapping of the themes (inductive or deductive), followed by a comprehensive explanation. The expected outcome of this design was a descriptive summary of the information content of the data, organized in a way that best fits the data (Magilvy & Thomas, 2009; Sandelowski, 2000). The current research study followed the procedure recommended by Miles and Huberman (1994). The analysis procedure consisted of three steps: data reduction, display, and conclusion drawing/verification.

Tables 5.2 and 5.3 present the collation of the data on the news stories. Table 5.2 collates and captures the story information, the length/size of the story, and its positioning (page number or story number). Table 5.3 captures the framing of the stories according to the frames identified earlier in the pilot study, and the focus throughout the Prevention, Preparedness, Response, and Recovery cycle.

Table 5.2: Sample table for story information: length/size of story, positioning

| | Apr 12 | May 12 | Jun 12 | Jul- 12 | Aug 12 | Sep 12 | Oct 12 | Nov 12 | Dec 12 | Jan 13 | Feb 13 | Mar 13 | Yearly Average |
|--|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------------|
| Headline National | | | | | | | | | | | | | |
| Headline- International | | | | | | | | | | | | | |
| National (Nepal) | | | | | | | | | | | | | |
| International | | | | | | | | | | | | | |
| Disaster Type | | | | | | | | | | | | | |
| Total Word Count/Month | | | | | | | | | | | | | |
| No of stories=105 | | | | | | | | | | | | | |
| Word Count / Story | | | | | | | | | | | | | |
| Total News in Bulletin | | | | | | | | | | | | | |
| News / Day | | | | | | | | | | | | | |
| Percentage of National Disaster News | | | | | | | | | | | | | |

Table 5.3: News Frames and PPRR Cycle

| Names |
|---|
| Disaster Types |
| All types(General) |
| Earthquake |
| Extreme weather events - Cold wave, heat wave, drought, foggy weather, low visibility |
| Flood, inundation and incessant rains |
| Forest (wild) fire |
| Glacial Lake Outburst Flood (GLOF) |
| Landslide, mudslide, debris flow, erosion, rock falling |
| Lightning, Hailstorm, hailstone |
| Others-Climate change, ecological and geological problems, environment issues relating to natural disasters |
| Snow Storm, Snow fall & Avalanche |
| Tsunami, Cyclone, Hurricane |
| Wind storm, Tornado |
| News Frames: Conflict |
| Remove cell |
| Disagreement between the governments, agencies and public involved in DM |
| Negligence and monopoly of the agencies, communities, government, projects involved in DM |
| Obstruction to the public activities due to public anger or from the parties involved in DM |
| Public seeking and demanding adequate compensation response and relief from parties involved in DM |
| Realization, willingness, assurance and agreement in response to the conflict among the parties involved in the DM |
| Economic Consequences |
| Depicting future economic concern and risk due to the damage caused by the disasters |
| Depicting the roles, involvement and capacity building of the community, private and government sectors |
| Donor's contribution on reconstruction and redevelopment of the damaged projects and projects of national importance |
| Economic consequences caused by the loss in agriculture, ecology, environment, land and industry |
| Loss and damage of the properties, infrastructures, settlements, community and government services and issues needed early intervention |
| Reporting of the challenge to the economic revival after the occurrence of disasters |

| |
|--|
| Human Interest |
| Detailed descriptions of the events and their impact on affected individuals |
| Human face or an emotional angle of reporting disasters and issues on depicting emotional response |
| Personal Vignettes, empathy, caring words, sympathy and compassion |
| Psychological pulse, issues on blame & responsibility and negative attitude |
| Story telling about the awareness, information, education, training |
| Visualising the devastation caused by the disaster |
| Morality |
| Context of social prescriptions and religious tenet or myths |
| Management system and mutual cooperation to minimize losses and pain |
| Norms, values, ethics or moral issues relating to the responsibility of the involved in DM |
| Other Frames (Warning, instruction, report, exchange of ideas, special occasion, awareness and guidelines) |
| Responsibility |
| Blame and responsibility concern between the parties involved in DM |
| Government information, suggestion and responsibilities of the governments and agencies |
| Identification of roles in different crisis setting to be prepared for the future |
| Level of health and humanitarian sector's responsibility |
| Responsibility of funding for programs and distribution of relief and compensation |
| Suggesting level of Media's responsibility, public awareness and trainings |
| Urging immediate actions from DM agencies and communities to tackle the impact of disaster |
| Vulnerability and Risk |
| Comparison and evaluation of potential hazards in response to risk assessment |
| Concerns, suggestions, directions and consultations from the responsible level |
| Forecasting, prediction and the assessment of the vulnerability to and risk of hazards |
| Issues of awareness, documentation, accuracy and specialised reporting |
| Socio-economic impacts of the hazardous events |
| Vulnerability or susceptibility of people, communities or regions to natural hazards |
| News without PPRR |

| |
|---|
| PPRR Cycle |
| Preparedness |
| Commemoration or memorial services, observations, mock exercise, awareness |
| Focus on the plans and arrangements that are put in place before the occurrence of emergencies |
| Institutional procedures to notify appropriate people about the disaster and assemble them rapidly |
| Mitigating the potential effect of the disaster and an emergency |
| Planning for the essential services and continued availability from different agencies in the case of disaster |
| Preparing and keeping an up-to-date set of documentation and distribute them to appropriate locations on-and off-site |
| The determinants of a disaster to assess the risk |
| Update on national policy, regulations, plan and testing the plan |
| Prevention (Mitigation) |
| Capacity development, training, workshops, community mobilization to tackle disasters |
| Depicting media involvement, awareness and information dissemination |
| Developing plan, building resilience, establishing norms and structure to prevent disasters |
| Funding commitments, initiation of government and agencies to develop projects and planning |
| Individual and group response, actions and behaviour contributing to prevention or mitigation |
| Physical or engineering or designed measures to ensure prevention or mitigation |
| Regulatory measures to ensure prevention or mitigation |
| Recovery |
| Cleaning up, reopening business, educational institutions and transportation and normalizing the situation |
| Concerns about the sources of funding and availability |
| Efforts on medical aid |
| Management of the recovery functions and practices |
| News about rehabilitation, relief arrangement and demands from the affected |
| Priorities for Minimizing losses and restoration work |
| Rebuilding damaged structures or infrastructures |
| Updating the account of the affected people, losses and damages relating to recovery |
| Commemoration or memorial services and observing special days and occasions |

| |
|--|
| Response |
| Activating emergency operation centres, mobilizing emergency services, volunteers, specialists rescue teams |
| Arrangements made to respond the consequences of the emergency (medical services, triage management and other arrangements) |
| Checking equipment, technologies, resources and setting up an area for recording, packaging, freezing, drying and minor treatment |
| Concerns about the priorities, sources of funding, bilateral agreement |
| Emphasis, directives and instructions on the roles of agencies in response to disasters |
| Forecasts, media monitoring, public information and awareness, warnings, and severity of disasters in response to the public attention |

Coding Parameters

The main purpose of this phase was to determine the frames that Nepalese media employ to communicate information about disasters. It also used the operational definitions of PPRR (Abrahams, 2001; Rogers, 2011) as the disaster phases. Likewise, the study's basis for media framing was the five frames reported previously (Semetko & Valkenburg, 2000). The news stories were also classified according to disaster types.

Guidelines for this coding were developed prior to the data collection, and validated with a small sample of records using a pilot study. The code book developed by the researcher was used as the methodological baseline. The pre-test of the coding scheme was done by applying it to several documents in the sample. To keep consistency in the coding news articles, a pilot study was conducted using 20 selected articles, and coded using NVivo. The result of the pilot study is discussed later in this section.

When the code definitions were stabilized, and prior to the application of the codes to the entire data set, a coding agreement was established (Forman & Damschroder, 2008). NVivo10 Software was used to systematically store the data. Released in June 2012, NVivo 10 includes a range of new features and capabilities which helped conduct the research more effectively (NVivo10, 2013). The coding was based on the theoretical baseline and disaster management approaches described in the PPRR cycle, and each of the coders were considered a subset of the transcripts (Mayring, 2004, 2014).

To ensure consistency in coding, a guide to the coding was developed on the basis of the pilot study and theoretical framework, and was refined through application and experience of the fellow researchers and supervisory team. Table 5.4 identifies the parameters used for coding the stories into the five new frames.

Table 5.4: Determining media frames in the news stories

| Frame | Description |
|--------------------------|--|
| 1. Human interest | News story provided about a situation or story of any affected individual in the disaster |
| | News story using any personal vignettes, empathy, caring words, sympathy, or compassion |
| | Story telling how people are affected by the disaster |
| | Story visualising the feeling of horror due to the disaster |
| 2. Conflict | Reflection of the disagreement between any parties involved in the disaster zone |
| | About the critics of individuals or groups |
| | Stories depicting winner or loser |
| 3. Economic Consequences | About financial losses |
| | Infrastructural, asset, and property loss |
| | Future economic consequences of the disaster |
| 4. Morality | Story expressing values, ethics, or any moral issues |
| | Story making reference to any religions tenets or myths |
| | Story that offers a special prescription to behave in a manner that the affected people can tolerate |
| 5. Responsibility | Suggesting or urging agencies to tackle the impact of a disaster |
| | Suggesting the level of government responsibility |
| | Suggesting the level of media's responsibility |
| | Suggesting the level of the health sector's responsibility |
| | Suggesting urgent action |
| | Story talking about the money, materials and relief stuffs distributed |
| | News that suggests preparing country for future events |
| Other frames considered | Evacuation, instructions, special intervention, and vulnerability assessment |

At the same time, the PPRR approach of disaster management was used to categorise a particular news story or news content. This means that the news and contents were categorised under any one of the headings of ‘prevention’ or ‘preparedness’, or ‘response’ or ‘recovery’ that fits best. The ‘best fit’ depends on the maximum matching of the news content. The parameters used for this coding are outlined in Table 5.5.

Table 5.5: Determining the use of PPRR in the news/story

| Stages | Description |
|--------------|--|
| Prevention | Focus on eliminating and reducing the severity of the disaster |
| | Focus on developing norms and structure to prevent disasters |
| | Physical and legal measures of the disaster |
| Preparedness | Focus on arrangement that put in place prior to the disaster |
| | News about the determinants of a disaster to assess the risk |
| | About essential services from different agencies in the case of a disaster |
| | News about mitigating the potential effect of the disaster |
| Response | Does the news story tell about arrangements made to respond to the consequences of the emergency |
| | News story emphasise on different agencies’ role of mitigating harm and damage during and after the disaster |
| Recovery | News about any sort of rehabilitation, relief arrangement, etc. pertaining to the disaster |
| | Discussion on the management of the recovery functions and practices |
| Other phases | If emerged, can be categorised and named. |

Sources: (Cronstedt, 2002; EMA, 1998; Rogers, 2011)

Examples of coding

Table 5.6 shows how the media text (single and multiple sentences) was used as the unit of analysis in the current study. The news was coded on the basis of major predefined frames, such as ‘Economic Consequences’, which were further coded to determine themes or sub frames. The first round of coding was completed reading and re-reading of the story, which identified frames related to the story. The final round of the coding was completed to identify and determine the character of the themes, and name the themes.

Table 5.6 Coding examples

| Frames/categories | Coding Steps |
|----------------------|--|
| News Source and Text | <u>NTV News Story 6, April 16, 2012</u> |
| | <p><u><Internals\\Nepal Television\\April 2012\\Story 6.NTV.April 16.2012> - § 3</u> <i>references coded</i></p> <p><u>Reference 1</u> The incessant rain and hailstones destroyed the crops in Chuwa VDC of Parbat. Mainly the vegetable farm was hit hard.</p> <p><u>Reference 2</u> The hailstone damaged wheat seed and vegetable farm in Dadheldhura district.</p> <p><u>Reference 3</u> Affected drinking water supply in some areas of Lamjung. The gust of wind and storm also uprooted electricity poles causing power cuts in many villages.</p> |
| Frame/category | <p>Economic Consequences</p> <p><u><Internals\\Nepal Television\\April 2012\\Story 6.NTV.April 16.2012> - § 2</u> <i>references coded [34.86% Coverage]</i></p> <p><u>Reference 1</u> Destroyed the crops in Chuwa VDC of Parbat. Mainly the vegetable farm was hit hard.</p> <p><u>Reference 2</u> Damaged wheat seed and vegetable farm in Dadheldhura district.</p> |
| Subcategory/Themes | <p>Economic consequences caused by <u>the losses in agriculture, ecology, environment, land and industry</u></p> |

Similarly, Table 5.7 demonstrates an example of the coding of the stories according to the phases of the disaster management cycle. The first round of coding was conducted to identify the reporting phase as the major category. The second coding was performed to determine the themes by identifying the characters of the reporting throughout the disaster management cycle and the name of the theme.

Table 5.7 Coding example

| | |
|----------------------|--|
| PPRR Cycle | Coding Steps |
| News Source and Text | <u>Nepalnews.com , Story 7, August 9, 2012</u> |
| | <p><Internals\\Nepalnews.com\\August 2012\\Story 7.nepalnews.August 9,2012></p> <p>Health workers are mobilized with the arrangement of medications in every ward of the VDCs and municipality.</p> <p>Preparation is being made to provide health services to locals keeping in mind the possible outbreak of diarrhoea, cholera, dysentery, typhoid, Malaria, Dengue, Encephalitis, viral influenza, and eye infection, said Malla.</p> <p>Besides, the people’s health office has distributed water purifying tablets in the high alert areas and sprayed insecticides in waterlogged areas</p> |
| Phase | Preparedness |
| | <p><Internals\\Nepalnews.com\\August 2012\\Story 7.nepalnews.August 9,2012></p> <p>- § 1 reference coded</p> <p><i>Reference 1</i></p> <p>Health workers mobilized arrangement of medications in the VDCs and municipality.</p> <p>Preparation of health services for the outbreak of communicable diseases.</p> <p>Distribution of water purifying tablets in the high alert areas and sprayed insecticides in waterlogged area.</p> |
| Subcategory/Themes | Planning for the essential services and continued availability from different agencies |

Pilot study

A pilot study was conducted into 20 disaster news stories to test and practice the coding procedure. The pilot study also provided the preliminary identification of the frequency of use of each frame, and of the positioning of the story. It also identified possible new emerging frames, as well as frames unlikely to be used in the main analysis.

This pilot round helped deduce a code name, code definition, text examples, and coding rules (Burla et al., 2008). The codes were derived theoretically, taking into account the research questions of the study. For example, RQ1, RQ2, and RQ3 relate to the task of describing,

identifying, and determining the character of media reporting. A first version of the coding scheme was used to categorise the news under the major categories or frames. From this categorisation, sub categories or sub frames emerged from the analysis. The coding parameter (scheme) was used to capture a wide range of themes, characters, or factors associated with the angles of disaster reporting practised by the Nepalese media outlets (Burla, et al., 2008). The media contents were analysed by a single coder (the researcher). However, during the pilot stage, some coding was conducted by two coders; one the researcher and the other a member of the supervisory team with personal experience in content analysis and framing. For example, more frames (e.g. vulnerability and risk) emerged, while the coders read the articles published in the selected national daily. Open coding was used to categories stories selected for pilot study (Khandkar, 2009).

This pilot study showed that the response phase of the disaster events in Nepal was the most common, with a relatively low coverage of preparedness and prevention. Additionally, the pilot study found that the responsibilities frame in news was most prevalent, followed by the human interest frame. The vulnerability and risk may be regarded as an additional frame which was reported as significant. The pilot study of the news published in TKP indicated that the 'disaster management framework of news making in Nepal can be formulated within the methods used for the current study. The theoretical bases and methodological approaches were shown to be reliable. The approaches and techniques applied in the qualitative study of the disaster coverage seem to ensure the methodological clarity, with a clear sense of how the data were analysed.

In the pilot study, the researcher reviewed the coding summary report (spreadsheets in alternate) to make each frame operational. The frames and disaster phases mostly followed the news making by the Nepalese media. They were categorised and compared to the disaster management strategies and principles to determine whether disaster reporting in Nepal was appropriate and effective, or not. This content analysis report was presented to the participants recruited for the in-depth semi-structured interviews to aid with, and validate, the themes and to seek their guidance in regard to determining the design of a disaster management model/framework of news making in Nepal.

5.6 Phase Three

The third study involved in-depth interviews with journalists, community representatives, and disaster managers, and policy makers to understand their perspectives on the role of Nepalese media in the management of natural disasters.

Sampling and data collection

All interviews were conducted in Nepal. A purposive selective approach was used to identify the participants so that, collectively, they would provide perspectives across the different roles involved in disaster management and the media.

Media experts/journalists were recruited from the representative media houses using purposive and snowballing sampling to ensure the maximum variation of the participant pool. The process of word-of-mouth referral from participants is known as snowball sampling (Patton, 2001). This technique was designed to ensure maximum variation in the participant pool to ensure the broadest basis of expertise.

Table 5.8 Role and affiliation of interviewees

| Participants | Role | Affiliation |
|---------------------|--|---|
| Participant 1 | Media expert/journalist | Disaster Journalists Association of Nepal |
| Participant 2 | Television journalist reporting disasters | Nepal Television (NTV) |
| Participant 3 | Print/national daily / environment and disaster rep. | Kantipur national daily |
| Participant 4 | Professional society/Community Radio | Nepal forum for Environment Journalists (NEFEJ)/Radio Sagarmatha |
| Participant 5 | Disaster Manager/Expert | National Society for Earthquake Technology-Nepal (NSET) |
| Participant 6 | Disaster Manager/Policy maker/academic | Tribhuvan University/NCDM/DPNET |
| Participant 7 | Disaster Manager/Policy maker/Academic | Nepal Academy of S&T-NAST/NCDM |
| Participant 8 | Disaster manager/senior official of Nepal Govt. | National Emergency Operation Centre |
| Participant 9 | Disaster expert/International Agency (UN) | United Nations Development Program |
| Participant 10 | Community representative | Network of Community Disaster Management Committees-NNCDMC Rupandehi, Western Dev. Region |
| Participant 11 | Community representative | NNCDMC, Salrlahi, Mid-Dev. Region |

Disaster managers, policy makers and community representatives were recruited from government, non-government, and/or international agencies. The recruitment of disaster managers was based on purposive sampling with a minimum of one member each from the non-government sector, international agencies, the community, and the government. The potential participants were identified through the Nepal Centre for Disaster Management (NCDM) and the Disaster Preparedness Network for Nepal (DPNET), while individuals were approached until someone from the identified category agreed to participate.

The role and affiliation of each of the participants was identified in Table 5.8. Each interview was approximately 20-30 minutes. All interviews were conversational in nature, with open ended questions to guide and allow the interviewees to express their ideas, experiences, and understandings about the role of the media in disasters. Before the interview the researcher provided the interviewee with the participants' information sheets, a consent form, and possible questions to secure their agreement to proceed.

Interview Protocol

The Interview protocol was developed prior to the participants' interviews. They guided the researcher to list the interview questions, setting, and procedure, ensuring that the interviews were conducted appropriately (Creswell, 2012; Lichtman, 2012). The interview setting was fixed by organising a place, date, and time (at the convenience of the participant). The procedure for the interviews were also fixed with a written record of the steps, which ensured that no steps were missed (Creswell, 2012; Lichtman, 2012).

The interview protocol also included information about the study's aim, objectives, and possible questions. It consisted of the consent form, permission to take a recording of the interviews, an explanation about what would be done to the information provided, and the that confidentiality would be maintained (as the steps required) (Gillham, 2005).

By using these procedures and protocols, the study was conducted in a trustworthy and dependable way, and the researcher recorded the relevant and contextual information, and followed the procedures ensuring consistency. Information about the safety related issues of the researcher and participants was updated and well informed, and according to the guidelines provided by the QUT research and ethics committees. Introducing,

acknowledging, and making the environment congenial for the participants of the interviews made the relationship between the researcher and the participant non-threatening. The principal investigator of this study utilised his own professional network to build the rapport with the individuals, disaster management organisations, and media houses who all contributed to the research outcomes. The details about the interview protocols employed in this research described as follows.

An open-ended semi-structured questionnaire was used for the in-depth interviews; it was finalised prior to data collection phase. Preliminary interview questions (semi structured and open ended) were developed, as recommended by Krueger (2002). The researcher structured the interviews around an opening question, an introductory question, a transition question, key questions, and ending question as per Kruger's recommendation. A sample question format for the interview was attached in the information sheet. The questions guided the conversation to the main focus of the study. At the same time the interviewer tended to "explore, probe, and ask questions that elucidate and illuminate a particular focus in response to this study" (Patton, 2001). The interviews with some stakeholders were referred to the context of recent disasters that badly affected the community.

The broad structure of the questions included:

**An introductory statement: "I am interested to understand the status of the media coverage of disasters in Nepal".*

Q.1 What according to you are the features and current status of media operation strategies for natural disasters in Nepal?

Q.2. What according to you are the critical issues in the management of media for natural disasters in Nepal?

Q.3.What could be done to improve media's role in disasters throughout the PPRR cycle?

Q.4.What could be the important elements for effective media response in the event of any natural disasters?

Data analysis

A total of 11 interviews were conducted; the participants comprised media experts (n=4), disaster managers and policy makers (n=5), and community representatives (n=2), who were involved in disaster management activities of Nepal.

The study employed six phases of thematic analysis, as described by Braun and Clark (year) which are briefly discussed in this section (Table 5.9).

Table 5.9: Phases of thematic analysis of in-depth interviews

| Phase | Description and process |
|----------------------------|---|
| Familiarizing with data | Familiarity with data with depth and breadth of content. Transcribing interview (if necessary), reading and re-reading the data, noting down initial ideas. Start taking notes or marking ideas that the researcher will then go back to subsequent phases. |
| Generating initial codes | Process of coding is part of analysis (Miles & Huberman, 1994). Coding interesting features of the data in a systematic way across the entire data set, collating data relevant to each code. It is worth coding as many as themes/patterns as possible. |
| Searching for themes | This step was performed when the researcher started thinking about the relationship between codes, themes, and levels of themes. Collating codes into potential themes, gathering all data relevant to each potential theme. Look at all extracts in detail to help next step. |
| Reviewing themes | A process of generating thematic map of the analysis. Checking if themes of the interview content work in relation to coded extracts and the entire data set. It consists of two levels: reviewing and refining themes. |
| Defining and naming themes | Refining specifics of themes, and the overall story the analysis tells. For each individual theme, the researcher conducts and writes detailed analysis. |
| Producing the result. | This task is important; tells the complicated story/content of data in a way which convinces the reader of its merit and the validity of the analysis. The final opportunity for the analysis. Selection of vivid, compelling extract examples; final analysis of selected extracts, relating back to the research question and literature, producing a scholarly report of the analysis. |

Phase 1: Familiarizing the data

The thematic analysis is a method for identifying, analysing, and reporting patterns (themes) within the data (Braun & Clarke, 2006). In this first phase, the coder listened to the audio taping of the interviews, and read and re-read the interview transcription. The interview was transcribed immediately after its completion to keep the memory of the in-depth discussion of

the interview fresh (i.e. content), and to assist in sense making of the interview (Gillham, 2005).

The interview transcripts of 11 participants were analysed; seven interviews were conducted in English and four in Nepali. The interviews in both languages were transcribed and translated by a professional transcriber working in the Nepalese media sector. The transcription followed the back translation procedure (Liamputtong, 2010). The transcriptions were read and re-read to identify the flow of the argument, and to be familiar with the context and the responses of the participants. It gave the investigator a chance to engage in self-reflection of the response of the participants, and for the remaining interviews (Braun & Clarke, 2006; McMillan & Schumacher, 2014). The researcher is a Nepalese-English bilingual, and a professional journalist. The researcher found maximum compatibility at sentence level, and compiled the transcripts into a 20 thousand words document.

Phase 2: Generating initial codes

The process of coding was part of the analysis (Miles & Huberman, 1994). The coding is interested in capturing the data in a systematic way across the entire data set, and collating the data relevant to each code. The initial coding was conducted by looking at the word or phrase or sentence that captured the essence of the data (Braun & Clarke, 2006; McMillan & Schumacher, 2014). Unlike the media contents, the interviews were coded manually, and the codes were listed in the computer in a word file. The researcher coded as many themes/patterns as possible so they could be identified. The interview data were extracted systematically using a specially designed data extraction form; it was categorised according to the focus of the study, the objectives, and the research questions.

Manual coding was used on this occasion because of the small number of interviews and the researcher's close association with the subject matter. The coding was primarily undertaken by the researcher and proceeded in an iterative manner, according to the principles of the thematic coding to identify and explain the most basic segments of the data. Preliminary codes were identified, and then categorised and developed into more abstracted themes that captured the participants' substantial responses. The compilation of the codes, in relation to the research questions, was inductively performed. Each theme was then reviewed to identify the general findings, the exceptions, and the differences between the participant groups.

The study involves both the inductive and deductive approaches to the analysis so that it could generate more analytical themes, and new categories, other than those explained by the framing and social responsibility. However, the use of an inductive analysis for this study contributed to minimizing the theoretical and researcher bias, and to generate cohesive, descriptive blocks of information that were closely representative of the database content (Braun & Clarke, 2006). The next approach was applied to organize the extant coding categories into themes that could best describe the database in relation to how the media portrayed disasters in Nepal (Rendón & Nicolas, 2012). In the second phase, the coding was used to categorise the interview texts into five categories:

- Media coverage of natural disasters.
- Current status of media operation strategies for natural disasters.
- Critical issues in the management of media for natural disasters.
- Ideas to improve media’s role throughout the PPRR cycle.
- Important elements for the effective media response in disasters.

Following this categorisation, a thematic analysis was used to identify the key issues, policies, and actions. For each interview, the data extraction and thematic analysis were conducted (Nichols, et al., 2009). These codes were derived inductively; however the interviewees were informed about the findings of the content analysis before the interviews.

Under the first category, or the segment of the data, the researcher coded the major portion of the interview to understand why the media professionals, disaster managers, and community representatives opined the media coverage of natural disasters in Nepal. Examples of the inductive codes from each of the data segments were identified as follows:

| Segment/category | Number of codes |
|--|------------------------|
| First: Media coverage of natural disasters | 29 out of 56 |
| Second: Current status of media operation strategies for natural disasters | 32 out of 45 |
| Third: Critical issues in the management of media for natural disasters | 50 out of 63 |
| Fourth: Ideas to improve media’s role throughout PPRR cycle | 17 out of 33 |
| Fifth: Important element for the effective media response in disasters | 43 out of 71 |

An example of the codes and descriptors were derived from each participant group, as follows:

| Descriptor | Codes |
|---|--------------|
| <u><i>Media Professionals</i></u> | |
| Post disaster reporting | PDR |
| <u><i>Disaster Managers/Policy Makers</i></u> | |
| Media space for PSAs | SPSA |
| Donor driven featured program | DDFP |
| Lack of critical/analytical views from the government media | LCAV |
| Lack of disaster beat reporting | LDBR |
| <u><i>Community Representatives</i></u> | |
| Disparity between geographical diversity | DGD |
| Limited coverage of local issues | LCLI |
| Lack of cultural sensitivity | LCS |
| Influence of FM Radios/Print medias in the countryside | IRP |

Phase 3: Searching for themes

Phase 3 sought to organise codes into several themes. In the beginning of this phase (number of codes) inductive codes were listed in a separate word file by using manual coding. After the general classification of the interviews, as per the interview questions, manual coding was conducted, which identified inductive codes. These codes were recorded in a word file, and aggregated to determine the significant codes before merging the associative codes to determine and name the emerging themes. The inductive codes (number of codes) were classified under the basic segment of the data. The inductive codes show some evidence of rival explanation, which is obvious in the qualitative study (Yin, 2014).

The codes, generated from the interviews of three categories of participants, are detailed in the findings chapter. The coding was primarily undertaken by the researcher and proceeded iteratively according to the principles of thematic coding. Among the derived codes, overlapping, and similar codes were merged together. Before finalising the codes to name the themes and describe the patterns, the significant codes were identified and ready for the final discussion.

Phase 4: Reviewing the Themes

During the process of refining the specific themes, the researcher started writing the analysis. It was important to tell the complicated story/content of data in a way which convinces the reader of the merit and the validity of the analysis. It was necessary to examine the themes which were more prominent than others. To check the coherence of the patterns, the potential themes were reviewed looking at the coded extracts of the data. The validity of the refined potential themes was checked using the thematic map against the interview data set.

Phase 5: Defining and naming the themes

After completing the thematic map and reviewing it against the interview data set, 35 major codes were clearly defined. The essence of each theme was assigned its permanent name by the researcher (Guest, MacQueen, & Namey, 2011). Each individual theme was discussed in the detailed analysis of the results.

5.7 Phase four

Phase four involved the formulation of the appropriate framework / mode required for the news production in response to natural disaster management of Nepal which has been described later chapter 7 (Discussion).

5.8 Quality of the research

Ensuring rigour

To ensure rigour in the qualitative study, the researcher applied various techniques at different stages of the study. These techniques enabled the researcher to address the issues of conformability, credibility, transferability, and dependability (Yin, 2014). The researcher sought trustworthiness, which generally involves credibility, conformability, consistency, and applicability (Lincoln & Guba, 1985). Most of the qualitative methodologies relied on a predefined coding scheme, while the success of the analysis depends on the degree of consistency to which the text segments were assigned to the predefined codes (Burla, et al., 2008).

The researcher maintained the consistency of the coding benchmark established during the pilot study. In the current study, there were two types of data collected: media content (disaster news stories), and interviews on the basis of the findings of the media contents

analysis. The media content was coded by two coders during the pilot study to ensure consistency and practice coding. The classifications of the news contents were discussed with the supervisory team, which were found to be convincing and consistent. A careful description of the type of approach to the qualitative content analysis was given to match the analysis techniques with a universal language for researchers, and to strengthen the method's scientific base (Hsieh & Shannon, 2005). The coding practiced during the pilot study addressed the problems associated with the coding variability and, thus, improved consistency and reliability. Coding the media contents can usually be assigned to multiple coders so that the researcher can see whether the constructs being investigated are shared, or multiple coders can reliably apply the same codes. The content analysis offered the researcher a flexible and pragmatic method for developing and extending the knowledge of human experiences (Mayring, 2000, 2004).

The researcher used peer-debriefing strategies involving the fellow researchers and PhD graduates to determine the trustworthiness of the research. According to Robson (2002), peer-debriefing is exploring one's analysis and conclusions to a colleague or other peers, on a continuous basis. Peer-debriefing was conducted in numerous ways. Throughout the candidature regular supervisory meeting were used to discuss the research approaches, techniques, and data. Constructive feedback was taken on board to refine the research procedure and the further refinement of the data was carried out. The confirmation seminar provided a good opportunity to gain a review at the faculty level.

'Member checking' allows the interview participants to check the accuracy of the opinions and interview transcripts (Johnson & Christensen, 2008). The interview transcripts were discussed with the participants in order to confirm the views and opinions expressed by them. It was conducted after the respective interviews of the recruited participants during the field visit to Nepal. The member checking proved to be pivotal in ensuring the views of the participants to ensure consistency with the generated data. Out of eleven participants, two participants did not want to participate in checking their interview again.

The research approach incorporated a far stronger conceptual understanding of what it was all about, and where it was heading. The use of the media contents aimed to corroborate the findings from the interviews. At every step of the study period the researcher consulted with the supervisors, faculty members, and knowledgeable colleagues.

Finally, careful and transparent records of the coding parameters, interview protocols, and research database were maintained to ensure ‘dependability’, which is about the extent that it can be replicated to reach comparable and convincing results (Lichtman, 2012; Yin, 2014). The interview protocol was discussed earlier in this section, and is attached as Appendix.

Ethical considerations

This research had limited ethical considerations as the material examined for the content analysis was material already in the public domain, and it was obtained with the support of the media organisations responsible. The researcher was fully committed to safeguard and protect the privacy of personal information and was aware of the issues regarding confidentiality level of benefit of the study. The thematic analysis was low ethical risk as those interviewed were experienced and senior personnel who were used to providing objective opinions without concern. Ethical approval was obtained from the QUT Human Research Ethics Committee; approval number: 1400000016. The documents relating to this approval are included in Appendix 1.

5.8 Summary

This chapter outlined the methods used in the current research, along with their theoretical basis. The chapter described the qualitative content analysis procedure of media messages, along with the methods used to capture the views of key experts, and to analyse and apply those findings. It detailed the justification of a qualitative research paradigm and the methodological approaches used in this study. The issues of ethical concern, health and safety, recruiting participants, and media outlets, along with the procedure for the data collection, data management, and analysis were described.

The next chapters outline the findings of the media framing of natural disasters, and the opinion of the key stakeholders involved in the study. The study then led to the recommendation for the formulation of the disaster management framework for effective news production, which were socio-culturally and environmentally appropriate for Nepal.

Chapter 6: ANALYSIS OF MEDIA

6.1 Overview

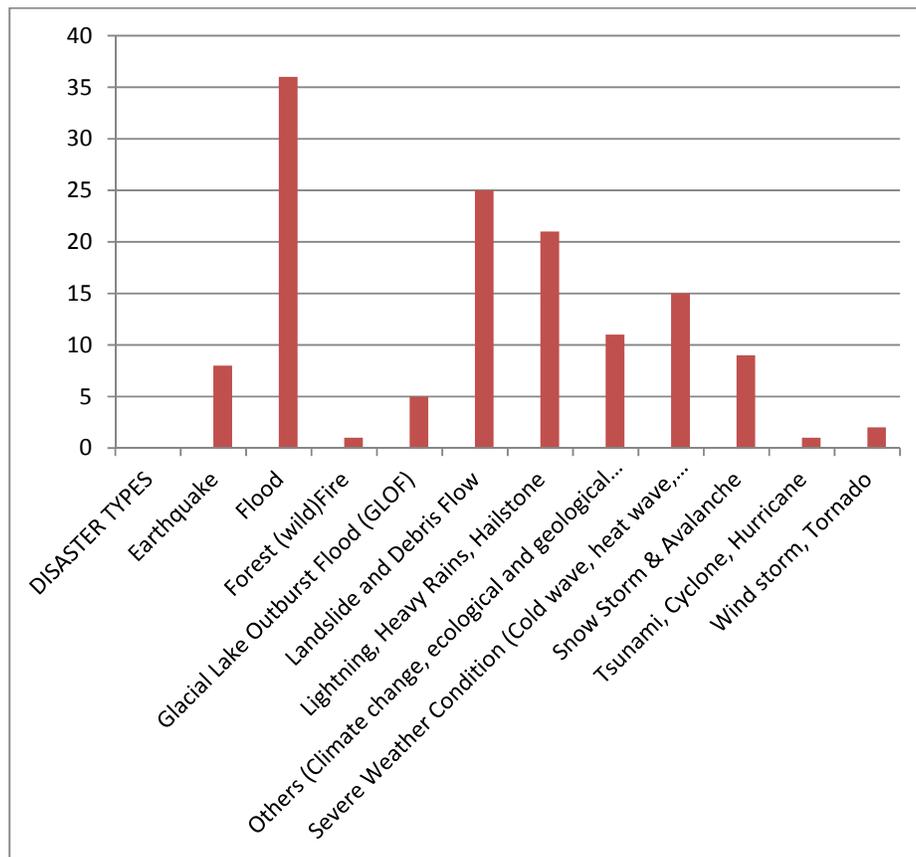
The previous chapter outlined the research plan, including the study's aims, objectives, research questions, significance, and methods. This chapter presents the findings of the media content analysis of the four different modes or outlets of media. The key findings are outlined for each of the four media modes, beginning with television, which is described in detail. The other modes are reported more in terms of their variation from television news reporting. The final section brings these together into a cohesive understanding of the way in which the media treats disasters. Within each mode of media, the frames used in reporting are outlined, as well as the focus of the media stories in terms of the PPRR cycle of disaster management.

The qualitative descriptive design of this research seeks to identify the frames used by the Nepalese media and their focus throughout the PPRR cycle of disaster management. This qualitative descriptive design is influenced by major traditional qualitative research designs (Magilvy & Thomas, 2009; Sandelowski, 2000). The analysis categorises stories into both predefined and newly emergent frames by the use of content analysis, and utilises the meaning of words and events, as suggested by Sandelowski (2000). This analysis forms the basis for further review by key informants to help develop a conceptual understanding of the role played by the media in disaster management. These methods embrace techniques, ideas, steps, and procedures from popular social scientists, such as Altheide (1987, 1996), Zhang & Wildemuth (2009), and Mayring (2004). Open coding was used while building concepts from textual data sources (Khandkar, (2009). The first round of coding categorized items according to the Framing Theory and also the PPRR cycle. The frames used included: human interest, conflict, morality, economic consequences and responsibility frames. New frames also emerged while analysing the various texts.

6.2 Television news

This first section of the findings addresses the treatment of disaster-related news broadcast by government-owned Nepalese Television (NTV). It covers stories (n=105) that were broadcast, in the main, 10:30pm news bulletin for the period of April, 2012 to March, 2013.

The stories were first categorised according to the nature of the event (Figure 6.1). Floods were the most commonly reported disasters (n=36), followed by landslides and debris flow (n=25). Floods and landslides impact significantly on public life; damaging infrastructure and property, and crippling public mobility. On the other hand, lightning and severe weather conditions (cold waves, heat waves, etc.) more often affect vulnerable people, particularly poor Nepalese communities in the mountains, hill sides, and the Terai (southern plains). While there have been numerous awareness-raising exercises in Nepal regarding earthquake safety and preparedness, the coverage of earthquakes (n=8) by NTV is relatively infrequent. Similarly, Glacial Lake Outburst Floods (GLOF), although infrequently reported (n=5), is of particular concern as it has the potential to cause considerable destruction.



Series 1: Number of stories

Series 2: Disaster Types

Figure 6.1 Focus of media stories on disaster source

While the focus of this research is on disasters in Nepal (2012-2013), Table 6.1 demonstrates that, in addition to an average 8.7 stories per month on Nepali disasters, the NTV news also reported international disasters at an average of 7.4 stories per month. The NTV presents a monthly average of 553.82 news stories in the nightly 10:30pm bulletin, and the average per news bulletin is 18.46 items. Thus, disaster stories comprise only 1.6% of all items. However, the priorities in the nightly bulletin are not necessarily the same as bulletins aired in the morning and afternoon. NTV often uses the nightly bulletin to disseminate international news; hence, the proportion of international news may be relatively higher than most bulletins. However, the disaster news broadcast during the previous bulletins were also included in this late night bulletin.

Table 6.1 also details the seasonal trends, positioning, and prominence of the disaster-related stories. The reporting of disasters naturally tends to reflect their timing and, thus, the reports increase during the wet season (May through to September), when the floods are more frequent. The other peak time is in the middle of winter (November to January), when avalanches and cold snaps adversely impact upon people in the mountainous regions.

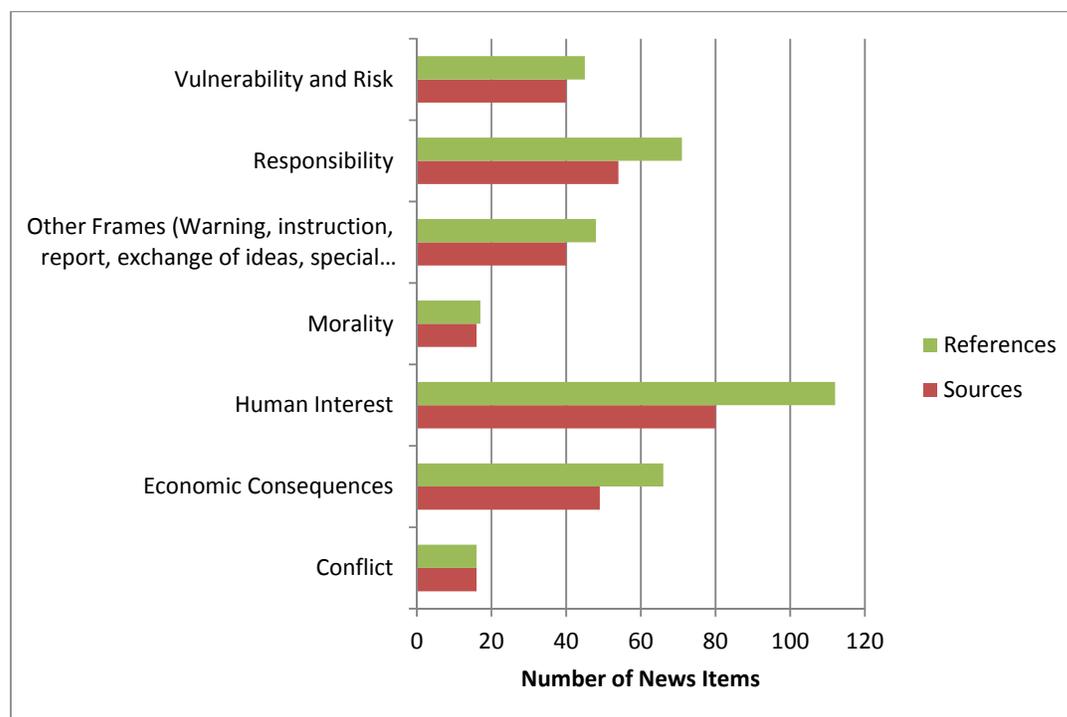
Table 6.1: Natural disasters covered by NTV (April 2012-March 2013)

| Nepal Television(N=105) | Apr-12 | May-12 | Jun-12 | Jul-12 | Aug-12 | Sep-12 | Oct-12 | Nov-12 | Dec-12 | Jan-13 | Feb-13 | Mar-13 | Yearly Ave |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------------|
| Headline National | 2 | 5 | 4 | 2 | 3 | 9 | 2 | 0 | 1 | 0 | 2 | 1 | 2.58 |
| Headline-International | 3 | 2 | 4 | 2 | 3 | 2 | 5 | 2 | 2 | 1 | 2 | 0 | 2.33 |
| National (Nepal) | 6 | 11 | 14 | 15 | 12 | 14 | 7 | 3 | 4 | 11 | 4 | 4 | 8.75 |
| International | 4 | 7 | 8 | 6 | 13 | 5 | 8 | 8 | 6 | 8 | 7 | 6 | 7.17 |
| Total Word Count/Month | 603 | 1002 | 1241 | 1272 | 1765 | 1566 | 639 | 329 | 550 | 1243 | 335 | 269 | 901.17 |
| Word Count / Story | 100.5 | 91.09 | 88.64 | 84.80 | 147.08 | 111.86 | 91.29 | 109.67 | 137.50 | 113.00 | 83.75 | 67.25 | 102.20 |
| Total News in Bulletin | 508 | 516 | 542 | 584 | 596 | 563 | 521 | 509 | 571 | 581 | 539 | 570 | 550.00 |
| News in the bulletin/Day | 16.93 | 17.20 | 18.07 | 19.47 | 19.87 | 18.77 | 17.37 | 16.97 | 19.03 | 19.37 | 17.97 | 19.00 | 18.33 |
| Percentage of National Disaster News in the bulletin | 1.18 | 2.13 | 2.58 | 2.57 | 2.01 | 2.49 | 1.34 | 0.59 | 0.70 | 1.89 | 0.74 | 0.70 | 1.58 |

News Frames used by NTV

The second research question sought to identify the frames used in the media's treatment of natural disasters. The frames were identified and further categorised into sub-themes/sub-categories, based on prepared coding guidelines (Code Book/ coding parameter). Frames arising from previous research accounted for most of the news content of NTV (Semetko & Valkenburg, 2000; Valkenburg, Semetko, & De Vreese, 1999). The findings in this section were largely based on the deductive approach, but newly emerged categories were determined using an inductive approach of category development throughout the process of coding.

The results of content analysis indicated that the television media's focus on reporting natural disasters was dominated by human interest, responsibility, and economic consequence frames (Figure 6.2), while conflict and morality frames are less frequent. The main new frame to emerge was vulnerability and risk, which reflected the growing interest of the media in stories related to prevention and preparedness, rather than response.



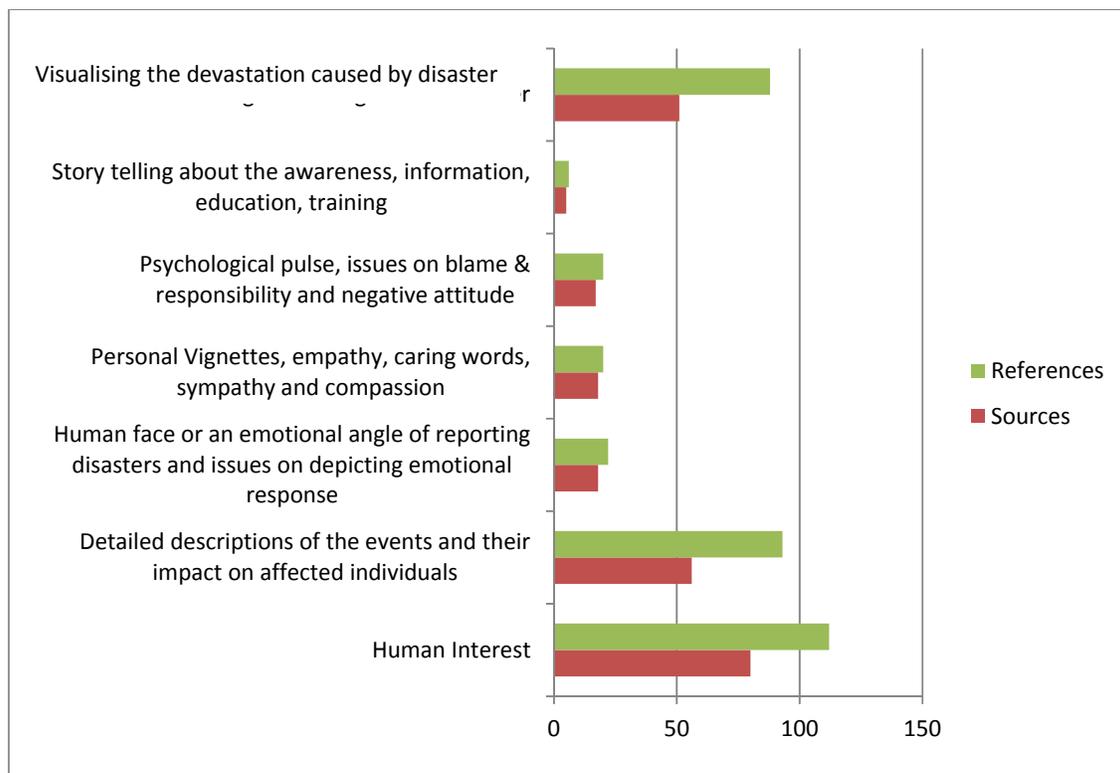
References: Coding frequencies (multitple coding)

Source:Numbers of news

Figure 6.2 Trend of NTV reporting by categories/frames

The human interest frame

Nepal Television (NTV) used the human interest frame (n=80) in more than 75% of the news stories aired. This frame were categorised into 6 sub categories/frames that includes detailed descriptions of the events and their impact on affected individuals (n=56) as well as visualising the devastation caused by the disaster (n=51). The human interest frame also addresses human interest issues, human face, or an emotional angle of reporting disasters and issues depicting emotional response (n=18). Stories included personnel vignettes, expressed empathy, or offered caring words, sympathy and compassion (n=18). Psychological responses, issues of blame and responsibility, and negative attitudes (n=17) were also found, although the least covered are was awareness,education and training (n=5). Figure 6.3 details the six subthemes that emerged from a detailed analysis of the human interest frame.



References: Coding frequencies (multitilpe coding)

Source:Numbers of news

Figure 6.3: Sub-categories/sub-frames within human interest frame/category

Detailed descriptions of the events and their impact on affected individuals (n=56)

Many reports focussed on the impact that disasters have on the lives and wellbeing of people. They identified areas where people are at most risk, and the people who are most vulnerable, physically or economically. The news also focused on the safety and wellbeing of emergency workers, along with the relative incapacity or inadequacy of support services, particularly medical centres and hospitals. There was a significant focus on the effects of climate change, ecological problems, and environmental degradation. Finally, the news focused on the involvement of people in the awareness, planning, mitigation, rescue, and response activities.

Visualising the devastation caused by the disaster(n=51)

This sub-frame particularly focused on floods and landslides, and their impact on the economy, settlement, and civilization. It emphasises the threats from local rivers, landslide-prone areas, and lakes incurring glacial outburst risk. People in country areas fear all disasters, while earthquake safety was the major concern in cities, such as Kathmandu. The stories also focused on the consequences of disasters, including obstructions to major highways, bridges, and mountain trekking trails, and the impact on the economy, community mobility, educational institutions, health sectors, and development plans and initiatives. Environmental disasters are prominent in the reports on the impacts of climate change as a result of the particular focus on international and national NGOs and UN agencies.

Human face or an emotional angle of reporting disasters and depicting emotional response (n=18)

Emotional responses were reported from ordinary people, the community, media agencies, and government and humanitarian agencies in the disaster-stricken areas. The Prime Minister and other dignitaries were reported visiting disaster sites to listen to the plight of the affected people and assure them of relief materials and compensation. NTV news also covered themes of condemnation, anger and negative attitudes towards disasters. The assignment of blame was directed towards the perceived apathy of the agencies towards solving the immediate problem in disaster sites. Poor families sharing their sorrow and pain by hugging and comforting each other and children were shown receiving warmth and protection from their elders and parents. The plight of the displaced was emphasised by focussing on people whose arable lands and property had been washed away. Finally, reports featured collecting the dead and transporting injured people to hospital, creating a sombre mood.

Personal vignettes, empathy, caring words, sympathy and compassion (n=18)

NTV aired various reports which included caring words and sympathy towards the people affected, such as the expression of the sympathy of political leaders extended to the families of the deceased, and for the speedy recovery of the injured. They also announced temporary financial arrangements and provided relief materials. The news reports of the cold wave in the Terai depicted people trying to protect the elderly and children from the cold. Displaced people were given shelter in the nearby villages, or moved to a safer location with the help of villagers, authorities, security personnel, and humanitarian workers. People in affected mountain regions were brought to the capital city and other urban areas. They were seeking help, even while trying to protect their own children and elderly people from the severe cold.

Psychological pulse, issues on blame & responsibility and negative attitudes (n=17)

People often reported negative attitudes. The perceived negligence by authorities in disaster-affected regions drew blame over responsibility breaches. The feelings of the people living in vulnerable areas were reflected in their perceptions towards the disasters, authorities, and the media. The psychological impact of affected people living in the slums and working on farms was highlighted in the news. There were reports of fear among people wishing to trek in Nepal, although not sufficient to deter adventurous instincts.

Story telling about awareness, education, training (n=5)

There were few attempts to address awareness, education and training in the news. However, there were reports of activities intended to make people aware of earthquake safety, climate change, and conservation of the iconic places. The emotional attachment of the people to the places of which they are proud was reported. The stakeholders and relevant agency's engagement in awareness, training and education programs were not perceived as minimising the impact of trauma and psychosocial chaos.

The responsibility frame/category

The responsibility frame (n=54, 51.42%) was the second most common frame, comprising more than 50% of the NTV news. These stories included the provision of government information, but they also addressed the responsibilities of the government and other agencies, as well as the urgency for immediate relief. There was limited reporting of the responsibility of the health sector or the distribution of relief. However, NTV did report the

inadequacy of the media's level of responsibility, public awareness and training in this aspect of disaster reporting.

This frame focused on government information and the responsibility of governments and other agencies in different crisis settings (n=47) and urging immediate actions from DM agencies and communities (n=30) in regard to preparedness for the future. Reports related to identification of roles in different crisis settings to be prepared for the future (n=13), blame and responsibility concern between the parties involved in DM (n=12) and responsibility for the funding of programs and the distribution of relief and compensation (n=9) were expressed noticeably. There was little of the health and humanitarian sector's responsibility (n=5) and the notion of the media's responsibility for aiding public awareness and training (n=3). Within this frame, seven sub-frames were identified.

Government information, suggestion and responsibilities of the governments and agencies (n=47)

There was a focus on government involvement in bilateral agreements, discussions, workshops, and conferences. The focus of responsibility was on mitigation plans and projects in flood-affected areas, river control, and water-induced disaster prevention, as well as on forecasting, issuing warnings, updating information, and educating the people, authorities and agencies. NTV relied largely on the information received from their reporters, government agencies, community leaders, and humanitarian agencies. The news focussed on the responsibility of humanitarian agencies, while mobilisations of the army, police, and government-led teams were mentioned very frequently. The reports also focussed on the awareness-creating national and international days/occasions, along with various awareness and education-related activities. The examination of the roles and responsibilities of Nepal in the international sphere was limited, but Nepal was credited with having led forums on climate change and its associated impact.

Urging immediate actions from DM agencies and communities (n=30)

The urgency of deploying emergency professionals, providing humanitarian assistance, and mobilising available resources was widely reported. NTV also highlighted climate change-related events and urged the involvement of agencies for immediate action. The reports noted that Nepal's leadership was hailed during the climate change conferences in recent years. There were also reports encouraging the formulation of district disaster committees,

emergency operation centres, emergency warning centres, search and rescue committees, and other rescue and rehabilitation frameworks.

Identification of roles in different crisis settings to be prepared for the future (n=13)

Nepal's role, according to international obligations and national commitments, was explored in the NTV news, including the responsibility for drafting plans and operationalising the spirit of international declarations. Negotiations to develop relevant projects and execute plans were often reported along with the specific roles of institutions, such as the Nepalese Army and the Nepal police. There were particular concerns expressed in regard to earthquake safety, focussing on the creation of awareness, preparedness, and response-related tasks amongst government agencies, UN projects, health and humanitarian organisations, and the community.

Blame and responsibility concern between the parties involved in DM (n=12)

NTV had limited news reports on themes of blame and responsibility. Public anger during the floods and landslides increased, and the authorities were blamed for not taking full responsibility, and were accused of not showing apathy. Delays in the reconstruction of damaged infrastructure and the reopening of the obstructed services prompted anger towards the government, but also the private sector; blaming their monopoly for apparent inefficiency. Criticism also focussed on the responsibility of neighbouring governments to attend to floods in bordering districts.

People are more vulnerable in the areas where severe weather conditions are prevalent, so the government confronted public anger because their livelihoods were most at risk in these areas. During adverse weather conditions, coordination activities were halted or disrupted, and limited resources fuelled blame towards the authorities.

Responsibility of funding for programs and distribution of relief and compensation (n=9)

Reports noted that limited resources were available for the search and rescue operations in the disaster- stricken districts. Nepal depends on donors, but donor's grants have not been adequate for the execution of the programs. The responsibility for monetary support to the affected people and the communities was recognised, but there have been enormous challenges to manage the funds, and to address the demands of the people.

Level of health and humanitarian sector's responsibility (n=5)

NTV news reports on the responsibility and capacity of the health sector was very limited. The health sectors were not well prepared to accommodate the increasing number of affected people, and there was a limited source of funds, equipment, and skilled manpower to cope with major disasters. Despite this, local health posts, medical centres, and hospitals were recognised for their ability to help. The involvement of institutions, such as the army, police, Red Cross, and volunteers in the disaster zones, was inevitable, but coordination was lacking due to the insufficiency of available funds.

Level of Media's responsibility, public awareness and trainings (n=3)

There was limited coverage on the media's roles and responsibilities in disasters. In spite of substantial reporting on the responsibility of different sectors involved in disaster management, there was little awareness and training-related activities undertaken within both government and non-government sectors of the media. The media themselves were infrequently focused on awareness-related activities for disasters.

The economic consequences frame/category

The economic consequences frame/category was less often used in disaster reporting. It tended to focus on the economic burden to the national economy, safety, and the livelihood of the people during and after disasters. NTV used the Economic consequences frame (n=49, 46.66%) in nearly 50% of the stories. This frame mostly included stories about the loss and damage of property, infrastructure, settlements, community, and government services, and issues that need early intervention (n=38), as well as those that track future economic concern (n=19). The stories also focussed on the loss of agriculture, ecology, environment, land, and industry (n=14). The NTV news depicted the role, involvement, and capacity-building of the community, as well as the private and government sectors (n=5). The news also reported on donors' contribution towards the reconstruction and redevelopment, and projects of national importance (n=3). Five sub-themes were identified under the economic consequences frame.

Loss and damage of the property, infrastructure, settlements, community and government services and issues needing early intervention (n=38)

The magnitude of the economic loss was often the principal focus of the reports. Loss and damage of property and infrastructure was mostly caused by floods, landslides, lightning and heavy rains; this traverses both public and private property. The reports focus on the on-going

challenge to relocate/resettle/rehabilitate/compensate displaced people and to rebuild damaged structures. Immediate intervention was often required in the reports to resume use of damaged highways, roads, and infrastructure, water supply, electricity, and emergency and essential services. There was also reported economic loss due to migration caused by floods and landslides, and the need for investment to normalise public life. More investment was sought to set-up emergency warning systems, and a call for more coordinated actions to offset the difficulties caused by the disasters in the mountains and hilly regions, to help revive the tourism industry. There were challenges reported, with calls to revive the richness of heritage sites, and act according to the international treaties, conventions, regulations and guidelines.

Depicting future economic concern and risk due to the damage caused by the disasters (n=19)

There was considerable discussion about the need for major investment on landslide projects, embankments, dam construction, and irrigation. Other reports focused on the economic liability caused by the obstruction of highways, roads, medical services (e.g. hospitals, medical teams and health centres). Also, there was focus on the obligation to rebuild damaged bridges, schools, and government infrastructure, and to ensure the resettlement of displaced people. Concerns were also voiced about the incapacity or inadequacy of the conservation of natural heritages and iconic places. The use of local resources and public participation, to some extent, contributed towards lifting the heavy burden on the national economy in disaster situations.

Economic consequences caused by the loss of agriculture, ecology, environment, land and industry(n=14)

Floods, landslides, droughts, heavy rains, and severe weather conditions were major causes of economic loss. Those people affected lose their arable lands, agricultural production, properties and access to essential services. NTV reports on the risk of economic loss and the need for greater investment in major infrastructure. The tourism industries and the livelihood of the people living in the middle hills and mountains are impacted by the severe weather, cold, snow storms, avalanches, landslides and floods. The reports focused on the deteriorating environment, climate change, and fragile ecology, although most reports focused on the conventions, workshops, and international gatherings and investment into programs targeted to address the deteriorating environment was highly dependent on foreign involvement.

Depicting the roles, involvement and capacity building of the community, private and government sectors (n=5)

Capacity building of the communities is strongly encouraged among the stakeholders working in disasters, but limited resources are available, and the reports focussed on the role of donor agencies in contributing towards training, workshops, and awareness-related programs. Community involvement in disaster management is increasing, but there are limited resources. Communities often report local and traditional techniques to render themselves safe from the on-going and potential disasters. The mobilization of people in disasters is constrained by resources. The army, police, Red Cross, UN agencies and humanitarian organizations are focused on disaster risk reduction (DRR) to areas within their reach. However, there were reports of slow responses from the local governments in the development of communities. The local NGOs were also involved in DRR activities in the disaster-prone zones.

Donor's involvement towards reconstruction and redevelopment of the damaged projects and projects of national importance (n=3)

There were limited reports of donors' involvement in essential services in the disaster-prone areas. Donors are involved in major projects relating to river control, embankments, dam constructions, establishing warning systems, climate change, the environment, and ecology. Donor funding is also used for the conferences, workshops, administrative and consultative services. Public concern about activities related to awareness, training, capacity building and community participation were reported in the NTV news, but there were few criticisms reported by the NTV about the lack of the proper use of funds from the donors.

Vulnerability and Risk frame/category

The vulnerability and risk frame/category (n=40, 38.09%) was the fourth most reported frame. This frame refers to the susceptibility of people, communities or regions. It emerged as a significant news frame which reflected the vulnerability caused by past and ongoing disasters. The disaster reports focused on the vulnerability of people, communities or regions (n=18), and the forecasting, prediction and assessment of vulnerability (n=16), socio-economic impacts (n=15), scientific assessment of hazards or statements of probability to assess risk (n=9), and comparisons and evaluation of potential hazards in response to risk assessment (n=9). There were few reporting on awareness, documentation, accuracy and specialised reporting (n=5).

Vulnerability or susceptibility of people, communities or regions to natural hazards (n=18)

The vulnerability of people to potential climate change-induced natural disasters was aired at an international level. The head of the state and government leaders, experts and top bureaucrats emphasised the urgent need to address the effect of climate change. Flash floods in the Seti River and in the western, mid-western, and far western regions were identified as major risks to the communities, along with heat waves, droughts, cold waves, and snow in mountainous regions. The delays were reported in the construction of dams, embankments, and river control. Public infrastructure, essential services and public mobility were found to be at risk because of the frequency of natural calamities and dwellings, the heritage sites and iconic places were considered vulnerable. The risk of displacement of the people from their ancestral settlements was also reported.

Forecasting, prediction and the assessment of the vulnerability to and risk of hazards (n=16)

Regular updates on weather forecasting and early warning systems were carried out in NTV's news reporting. The risk of floods, landslides, dam collapses, and erosion were assessed and reviewed by the experts. The impact on public mobility, health and other essential services was discussed, as were the measurement, prediction and assessment of vulnerability and risk. Concern was expressed as to the possible Glacial Lake Outburst Flood (GLOF) and the particular vulnerability of mountainous regions.

Socio-economic impacts of the hazardous events (n=15)

Government arrangements have established mechanisms to ensure the acquiring of factual information about the loss of lives, property and infrastructure. Late monsoons, droughts and cold snaps cause substantial losses in the agricultural and tourism industries. There were also increasing costs for river control, embankment, landslide projects, early warning systems and water-induced disaster management programs. There was pressure building for the locals to use their own resources and indigenous technology to help safeguard their own homes. Due to national and international commitments, government and donor agencies were urged to invest in the programs targeted to reduce the impact of climate change, and to promote the ecological importance of the reserves, both nationally and to the world.

Concerns, suggestions, directions and urgency of plan from the responsible level (n=9)

The Head of State, along with leaders of the bureaucracy, issued directions to immediately address the impact of climate change. There is a universal realisation, and solidarity among the national and international communities, in regards to taking action. Under the leadership of Nepal, developing nations have been urged to draft a plan aimed at combating the emerging problem of climate change. Suggestions about appropriate actions to address the consequences of climate change have been reported from the highest leading body of the government (e.g. The Prime Minister's Natural Disaster Relief Fund, Home Ministry, Chief District Officer, District Disaster Management Committees, and National Emergency Management Centre). There was considerable engagement reported from the responsible communities, locals, volunteers, and humanitarian agencies and professionals. Emergency operation centres were established to direct, coordinate and suggest the response and recovery tasks. Technical consultations, monitoring and guideline support from joint technical committees were formed to address high dams and landslide projects, embankment construction, river control, early warning systems, and GLOF. The locals were engaged in the scientific use of locally available resources to address the risk of natural disasters.

Comparison and evaluation of potential hazards in response to risk assessment (n=9)

A reported comparison was issued between the perceived contribution required from Nepal and criticism from developed nations in regard to addressing the impact of climate change-related disasters. The forecasting of severe weather and alerting the public was rendered difficult due to the limited availability of resources. Reports of risk assessment were not frequently explored, but regular updates on the general forecasting of potential disasters were aired. There was little (coverage on the scientific assessment of the risk of disasters, nor of regular suggestions for the use of scientific evaluation in impact assessment. News reporting tends to focus on the vulnerability of lakes, natural heritage, and places of national and international importance.

Issues of awareness, documentation, accuracy and specialised reporting (n=5)

There were reports of information asymmetry and challenges to maintain reliable documentation and timely updates. Delays were reported in the receiving details of the damage, causing confusion among communities. There were also reports of a lack of information about the severity of disasters, weather forecasting, and warning systems. The reports focussed on contributions from bilateral and multilateral organizations and donors for

early information on the situation of glacial lakes, dams, barrages and rivers, but little reporting on awareness, training, and community engagement.

Conflict Frame

The conflict frame (n=16.15.23%) was the least common frame/category, with approximately 15% of NTV's disaster news. The stories discuss disagreements between the governments, agencies and the public involved in DM (n=12); and the negligence and monopoly of the agencies, communities, government, and projects involved in DM (n=11). They addressed matters of compensation, response and relief (n=8). Conflict frame was scarcely reported because of the sensitivity of the issues. Nevertheless, disagreements between governments and involved parties were impacting upon the disaster management program and policies. There are five sub-themes identified in this frame.

Disagreement between the governments, agencies and public involved in DM(n=12)

There were reported disagreements between Nepal and developed nations in regard to the consequences of climate change. Conflicts were reported between communities/locals and government agencies with regard to the immediate relief support needed. People's anger was heightened as the risk of hazards was not adequately highlighted. They demanded urgent reconstruction, rehabilitation and recovery, and readily criticised the government, authorities and agencies involved in the major projects related to infrastructure construction and regulation. There were reports of highway blockages, obstructions, and protests by the people who were demanding relief, compensation, rehabilitation, and necessary support. The on-going anxiety of the farmers and poor people in the cold and drought-stricken regions fuelled conflict, as did the inadequate and ineffective fire brigade services in the major cities.

Negligence and monopoly of the agencies, communities and government in DM (n=11)

Conflict was aggravated further by the perceptions of indifference by the authorities towards the people. Through the lack of timely action, the government implied apathy towards the depletion of local resources resulting in population migration. There were reports of neglect in regard to protecting places of national and international importance, tourism destinations, lakes and ecologically important wetlands. Anger was also caused by apparent apathy and negligence when dealing with the effects of the cold, droughts, severe weather conditions, floods, and landslide-affected communities, as well as delays in clearing blocked highways. This focus on the negligence and monopoly of the government authorities and agencies

involved extended to the private sector agencies and their perceived monopoly of the travel agencies in the mountain regions.

Public demanding adequate compensation response and relief (n=8)

The displaced and affected people complained about the inadequacy of relief and compensation for their damaged property and the losses in agricultural production. They also demanded the reconstruction of flood-damaged homes and essential infrastructure, and reported on the inadequacies of the fire brigades and emergency professionals, and the failure of airlines to extricate people from mountainous regions.

Realization, willingness, assurance and agreement in response to the conflict among the parties involved in the DM (n=2)

Local administrations reported about the agreement with the angry locals after the blockage of highways on several occasions. Even though, acknowledgments from the authorities having limited resources were available during disasters.

Obstruction to public activities due to public anger and anger (n=1)

Protesters obstructed the highways, demanding the construction of an embankment along the rivers that were impacting upon the local dwellings and agriculture.

Morality Frame

The morality (n=16, 15.23%) frame depicts mostly the norms, values, ethics, or moral issues relating to the responsibility of the involved parties in disaster management (n=14). They also reflect the context of social perceptions and religious tenets or myths (n=9), and the need for management systems and the mutual cooperation to minimize losses and pain (n=5).

The moral duty of the organisations working in disaster management was emphasised in the reporting by NTV. For example, an Asia Pacific workshop on the exchange of rescue management skills, and cooperation to minimize the risk of disasters, such as earthquake, was held in Kathmandu. This focused on the moral duties of the humanitarian organizations, police, army, fire brigades, and agencies involved in disaster management. Likewise, the commemoration of the Great Earthquake of 1934, and other significant national and international days (e.g. National Earthquake Safety Day, Environment Day, International

Habitat Day, Everest Day, and Wetland Day) were used to communicate the commitment of the local agencies and humanitarian workers. There were two sub frames.

Norms, values, ethics or moral issues relating to the responsibility of disaster managers (n=15)

Reports of memorials, commemorations, national and international days contribute to increasing awareness of the people, which, in turn, support the norms, values, ethics, and religious tenets that they uphold. Key reported activities include community involvement in the identification of the deceased, as well as in the funeral services and rituals. Expressions of respect from dignitaries, leaders, and relevant personnel, along with the release of official statements and visiting affected people, helped to build public trust and safeguard cooperation. The cultural rituals and religious tenets remained intact, but news covering these themes was limited.

Context of social prescriptions and religious tenet or myths (n=8)

There was limited use of terms and phrases that described the religious tenets, myths and social prescriptions of the Nepali culture. Disasters are still regarded as “the fury of nature” and “the curse of God”. They link with the moral obligation of the neighbours and relatives to provide shelter to the affected. Dignitaries and high-level bureaucrats offered expressions of respect, and sympathy over the loss of lives and property. Identifying the deceased and injured, careful handling of the dead bodies, and respecting the rituals and religious tenets were observed. The public continued to remind the authorities of their moral obligation towards solving the deluge and drainage system problems.

Management system and mutual cooperation to minimise losses and pain (n=5)

There was concern over the lack of resources to minimize the losses and, accordingly, the government was urged to join hands with the locals and volunteers.

Other Frames

In almost 38% (n=40) of the new stories, the category of ‘Other Frames’ was identified. Overlapping characters between the frames was found to be significant in volume. However, most of the sentences under the ‘other frames’ included warnings, instructions, reports, the

exchange of ideas, special occasions, memorial/anniversary awareness and guidelines, and tended to be discussed in the regular and emerging frames.

Prevention, Preparedness, Response and Recovery (PPRR) reporting by NTV

Not surprisingly, the current study found that the NTV emphasize the response phase of the PPRR cycle was the focus of the news. NTV has reported response phase more than 65% (n=71/105) of the total news stories covered. The recovery phase was the second most reported phase with 42 % (n=44/105) followed by prevention related reporting remained 30% (n=24/105), while the preparedness (22%) was the least. Of all the 105 new stories reported by NTV, 18 did not address the disaster management cycle in a noticeable way.

Response

The response phase was reported in more than 65% (n=71/105) of the total news stories covered. There were seven sub-categories in the response theme.

Arrangements to respond; medical services, and other arrangements (n=37).

The reports focussed on the directions issued from the head of the government. There was the exchange of rescue management skills, and cooperation with international humanitarian organisations. The efforts of the rescue teams (including the police, army, volunteers, and locals, and the evacuation of people to safer places, including neighbouring villages) were reported. Other reports referred to the removal of obstacles and the resumption of vehicular movement, thereby normalising daily life. Additionally, there was a focus on the rescue of tourists.

Activating emergency operation centres, mobilizing emergency services, volunteers, specialists rescue teams (n=26).

Emergency operation centres were established in several disaster affected districts. The search and rescue teams were mobilised under the direction of natural disaster committees. The political parties and activists were called upon by their leaders to work for search and rescue operations. The reports described the use of heavy equipment and sniffer dogs in search operations, along with the army, the police, the Red Cross, and the general public. Additional emergency rescue operations were undertaken using helicopters and other

resources. The identification of the victims were challenging for search and rescue, and specialists teams. Importantly, the bodies of the deceased and injured were carefully handled.

Forecasts, media monitoring, public information on awareness, warnings, and severity of disasters in response to the public attention (n=24).

The government departments had taken charge of the recording and the forecasting of earthquakes, and the reporting of severe weather conditions, predicting the severity of extreme natural events, as well as the disseminating of climate-related information.

Monitoring was undertaken by the government departments using the available data from the internationally-renowned data bases, such as the United States Geological Survey (USGS).

Government priority centred on earthquake preparedness and awareness which was highlighted by prominent members of cabinet, specifically in response to the growing concern of potential earthquake risks in Kathmandu Valley.

Media monitoring was also limited, but the media announcements disseminated information about the severity of the disasters. The announcements related to outbreaks in disaster-hit areas, and they discussed the impact of these events for the services provided by the government, and the private and community agencies, including health centres.

Stories from the NTV included those on the impact of disasters related to the forced closure of public schools and crippled public mobility. Early warning systems were established in a limited number of districts where the risk of floods, GLOFs, and landslides was high. The ranking and categorization of the places that were most vulnerable to natural disasters (such as the ranking of GLOF, wetlands and heritages that are of national and international importance) were also reported. Further, the media monitored the loss of agricultural production in drought-stricken areas.

Emphasis, directives and instructions on the roles of agencies in disasters (n=17).

The mobilization of humanitarian assistance and the exchange of rescue management skills was the focus of much reporting. Disaster managers and leaders encouraged the revival of the community. There was increasing emphasis on the capacity of the health centres; growing numbers of patients posed problems to the centres during cold waves, heat waves, and epidemics. The role of the government and concerned agencies was highlighted by the

approach towards the earthquakes in Kathmandu. There was an emphasis on the proper use of funding provided by the donors.

Checking equipment, technology, resources and setting up an area for recording, packaging, freezing, drying and minor treatment(n=8).

News features checked equipment and technology, and recognised limited current resources. Discussions were undertaken in regard to the use of locally available resources to control floods (plantations, bamboo pilings, and the use of indigenous materials). The use of safety measures in disaster-affected areas were reported along with the failure of technicians to control and repair the embankment, causing floods, and erosion. Technical and ethical complications, and the autopsies in the morgue of the health posts in several places, were impacted due to limited resources and technology.

Concerns about the priorities and sources of funding (n=8).

The allocation of the resources was reportedly inadequate, along with the need for prioritisation. Multilateral and bilateral agreements were entered into for several projects in the disaster-prone areas. However, there was limited sources of funding, which affected people to complain about the priorities. There was an oft reported demand for compensation, relief materials, and resources in floods, droughts, and cold-stricken communities. Concern about the scarcity of funding was raised by the UN and other donors, with an acceptance of the insufficient resources within the government agencies to carry out rescue operations.

Recovery

Reports into the recovery phase were relatively less than in response phase (n=44, 41.90%), but are categorised into eight sub themes.

Priorities for minimizing losses and restoration work (n=25)

The news reports emphasise the loss and damage of the disasters and Nepal's priorities for the conservation of natural heritage, wetlands, mountains, and actions against environmental degradation, climate change, and water-induced natural disasters. The commemoration of past disasters, victims, and thematic days were observed to increase awareness and education, and to encourage communities to work together to save lives and property. Political parties made it a priority to ensure involvement in search, rescue, and recovery. The priority was

given firstly to the safety of tourists. However, there was widespread public concern over the delays to mend highways that had been damaged by the disasters, and the local administration organised initiatives to address obstructions to public mobility and transportation.

Management of the recovery functions and practices (n=22)

Despite the limited funding, there was a continuation of the bilateral and multilateral commitments, with funding for on-going recovery. Initiatives were developed from the local administration to clear the obstruction caused by the disasters. The government made provision for a relief fund, and donations were made to the families of the deceased and those who had lost their properties, or had their arable lands eroded. The directives were issued from the government for the appropriate translocation and resettlement of the displaced.

Updating the accounts of the affected people, losses and damages relating to recovery (n=19)

The reporting focused on the admission and treatment of the disaster-affected people in the hospitals and medical centres. There was information asymmetry when consolidating reports about the deceased, displaced, injured, and affected people. The details were reported about the losses and the damage in the public infrastructure, agricultural production, arable lands, dwellings and private properties. The reports referred to the effect on regular activities, essential services, and public mobility due to severe weather, such as cold waves, heat waves, snow and droughts. The impact of the severe weather on tourism and ecology was the least reported. Government-issued updates discussed the total loss and damage, but being able to maintain the frequency and accuracy of the data seemed to be very challenging.

News about rehabilitation, relief arrangements and demands from the affected (n=15)

The international gatherings highlighted the need to provide both updated information on disaster management, and the mobilisation of humanitarian and relief assistance during recovery. There were reports of the on-going search efforts, and the identification of safer locations to relocate displaced people, and to provide immediate relief to the affected and displaced. The natural disaster rescue committees cooperated at a district level towards assisting with relocations, relief, and recovery tasks. The police, army, Red Cross, and humanitarian authorities and workers coordinated their efforts with those of the locals during the recovery phase. The people blamed the on-going road construction and the use of

explosives for the incidence of landslides, and demanded adequate compensation and relief due to the damaged sections of several highways and local roads.

The government announced the availability of relief funds as the preliminary support for the disaster victims and to assist with the relocation of the people. Despite the limited resources, heavy equipment, sniffer dogs, and the available technology were employed to assist with the recovery and relief activities in the disaster-affected zones. The directed attention of the government was towards the airlifting of stranded tourists, as well as the airlifting of the deceased and injured from the disaster sites. The recovery of traffic movements and public mobility was made possible because the local administration. Following the public anger, the administration took the initiative to resolve the problem, using their own expertise and resources in several places that had been obstructed during the disasters. Public demand increasingly pressured the local administration and authorities to act accordingly towards the immediate recovery activities.

Cleaning up, reopening business, educational institutions and transportation and normalizing the situation (n=13)

The government authorities, including the army and police, reported having participated in the clean-up to restore public life to normal. The available safety measures in some places were applied to commence the clean-up and to revive business and service facilities. People were given refuge in the nearby villages, camps, and temporary shelters, while the authorities coordinated these efforts with the help of the army, police, volunteers, locals, and humanitarian agencies. Also, air transportation was provided to weather-affected mountainous regions to bring back stranded, deceased, and injured people. It took a long time to mend the damaged sections of the roads in several disaster-hit areas. The communities used alternative roads and diversions, and temporary infrastructure, whilst the restoration efforts were in progress.

Commemoration or memorial services and observing special thematic days and occasions (n=6).

Important events and occasions were hailed as Nepal was hosting international conventions and gatherings. The national and international thematic days were observed in Nepal. The socio-economic and cultural thematic days helped to promote public awareness and education. However, the outcomes of these activities were not perceived as adequate.

Participation in the civil societies, and the government and non-government sectors, commemorated in the devastation of natural events of the past, was rare (for example, remembrance of the victims of the 1934 earthquake).

Rebuilding damaged structures or infrastructures (n=4)

The reports focused on the limited resources available to rebuild the damaged rivers, dams, embankments, dikes, government services, and infrastructure. They stressed the dependence on bilateral support and multilateral donors to invest in long-term recovery, and the role of bilateral and multilateral agreements. They also highlight the difficulties in reaching agreements with neighbouring nations.

Efforts on medical aid (n=3)

There was limited reported use of medical equipment, professional medical workers, and disaster medicines; however, they were not adequate in the recovery phases. The local health workers and medical teams from the army, police, Red Cross, and very few aid agencies, assisted with addressing the injured and the fatalities; the treatment took place in the local medical centres, the temporary camps, and the hospitals.

Concerns about the sources of funding and availability (n=2)

The reports emphasised the lack of adequate funding from the government, departments, and local administrations. The donors were not always there to support the necessary funding/grants in the situation of emergencies. The bilateral/multilateral donors and neighbouring countries were involved in the long-term planning and projects of national and international importance.

Prevention

Prevention was the third most reported frame, featuring in more than 30% (n=34/105) of the news aired. The detailed analysis revealed seven sub-themes.

Individual and group actions and behaviour contributing to prevention or mitigation (n=17)

There was an emphasis on the pre-disaster discourse in national and international forums, as well as the scientific and economic focus on the use of locally available resources to control the floods, as well as to minimise the severity of further disasters. The special arrangements

were described at the district level for disaster rescue committees, or the local administrations, to deploy joint teams of the army, police, and emergency workers.

Physical or engineering or design measures to ensure prevention or mitigation (n=16)

The government and bilateral and multilateral donors were committed to the funding to upgrade the irrigation schemes and prevent water-induced disasters. The main focus of these initiatives was job training, social and environmental capacity enhancement, and upgrading the master plans. The reports were focussed on the conservation of religious, touristic and heritage sites. Also, there were reports on the installation of nets, gabion wire embankments, plantation of bamboo trees, and execution of landslide projects, as well as repair work within the irrigation, embankments, and dams. Such reports also focussed on the alternative arrangements for vehicular movement, traffic management, essential services, and the deployment of the army, police, humanitarian aid workers, and locals to assist in the prevention tasks. They also focused on the limited town planning in disaster-affected districts.

Developing plans, building resilience, norms and structures to prevent disasters (n=14)

The reports often focussed on the conduct of national and international gatherings, seeking to elicit a common understanding, draft declarations, and the sharing of ideas on developing plan and building resilience. Nepal's leadership and proactive role among the LDCs assisted in addressing the impact of climate change. Further, there was a call to scientists from the head of the state to explore ways of mitigating the impact of climate change. The donor's involvement was reported as assisting with disaster resilient plans, building resilient infrastructure, such as improved irrigation, dam/embankment repairs, landslide projects and river controls. Additionally, there was training, capacity development, and facility management in a few districts.

Funding commitments, initiation of projects and planning (n=12)

Many reports focused on the joint efforts to address water-induced disaster prevention programs, but little existed on the use of available technologies to take maintenance measures. Equally there was little focus on the updating of inventories and records. Nevertheless, there was endorsement and enforcement of national building policies, and calls for its immediate implementation.

Capacity development, training, workshops, community mobilization (n=9).

The reports focused on job training, social and environmental-capacity enhancement for upgrading plans and facility management, and the local mobilization of resources, including the army, police, and aid workers. There was limited news about the active participation of locally available technicians.

Regulatory measures to ensure prevention or mitigation (n=3).

Bilateral and multilateral support was reported for the arrangement of dam and irrigation regulations and early warning systems in a few districts. Joint committees formed to address water-induced disasters in bordering districts. Also, there was endorsement and enforcement of national building policies, and calls for its immediate implementation.

Depicting media involvement, awareness and information dissemination (n=1).

One report on the role of media in the prevention-related activities referred to national awareness activities on earthquakes, paddy plantations, and the environment and climate change. Most activities were supported by the NGOs and the INGOs. Exhibitions and displays were occasional and they formed the basis of media campaigns, with comparatively less media emphasis on the response activities.

Preparedness

Eight sub-themes emerged from the analysis of preparedness (n=24, 22.85%) reports.

Focus on the plans and arrangements put in place before emergencies (n=17)

National and international gatherings were organised to discuss plans for the mainstreaming of disaster responses. Government authorities, the army, police and humanitarian workers took part in these gatherings, which are mostly focused on the major natural disasters, such as earthquakes. The donors' involvement in the disaster relief programs focussed on job training, social mobilisation, capacity enhancement, and facility management. The farmers reported economic efficient ways of using locally available resources in preparation for disasters. There were regular meetings and consultations between the district disaster management committees and the local administrations. Discussions took place for the use of open spaces or evacuation centres, the mobility of possible fire brigades, and the essential services in the instance of earthquakes and their major disasters.

Planning for the essential services and continued availability from different agencies in the situation of disaster (n=12)

Donors have continued with their involvement in preparedness planning, but the major concern is now funding. Preparations and the involvement of local administrations and district disaster management committees tackle the upcoming catastrophes. The rescue teams were kept ready for operations, while locals were warned not to go towards the affected areas. There was contingency planning and alternate planning for the roads, highways, and public mobility. The limited knowledge among the people, who were involved in the disasters, impacted on the effective preparedness activities.

Mitigating the effect of the disaster (n=10)

There have been discussions on mitigating the potential effects of the disaster and the emergency in national and international conferences/gatherings. Donors are involved in the projects of disaster prevention. There have been bilateral and multilateral meetings and agreement on the proposed plan to mitigate the potential impact of disasters in the districts of Terai, inner-Terai, and the middle hills. There was consultation between the district administrations and the local disaster management committees and the responsible authorities to manage the proposed emergency operation centres, and search and rescue teams. The use of the available safety measures in the affected areas has been witnessed. For example, maintenance was carried out on the dams and embankments before the possible worsening rainy season. Alternative traffic routes were declared, while the management of the equipment and manpower were undertaken for the possible natural disasters, which could cripple public mobility.

The determinants of a disaster to assess the risk (n=7)

Assessing the risk using the available data was reported as unsatisfactory. There was little reporting on the assessment of the risk. There was regular forecasting on the weather, earthquakes and climate conditions, but the complete and detailed reports were rarely presented. There was some monitoring of flood-levels, dam regulations, and early warning systems, but such monitoring was limited to a small number of disaster-prone areas. The experts drew the attention of the authorities to the possible impediments in mobilising fire brigades and medical support in the case of an emergency.

Update national policy, regulations, plan and testing the plan (n=6)

The NTV news reported less about policies, regulations, and plans, as there were few activities and breakthroughs in these areas during the data collection period. Nevertheless, there was an emphasis on testing, mock exercises, and demonstrations to educate the people, as well as to alert the authorities who were responsible for assisting the communities. Bilateral and multilateral agreements and memorandums of understanding were issued on high dam regulations, irrigation projects, hydro power plants, river controls, landslide projects, and water-induced disaster management programs. There were endorsements and enforcements of the national building policy, as well as a call for its immediate implementation, but the implementation part was futile. To some extent, stakeholders maintain a level of readiness for natural disasters, but this readiness was significantly compromised due to the lack of resources and adequate funding. There were updates and the sharing of agreements, conventions, declarations and national and international policies relating to climate change, the environment, and heritage conservation.

Preparing and keeping an up-to-date set of documentation and distributing this information to appropriate locations both on and off-site (n=6)

Opportunities to access much-needed information and resources were limited to only a few occasions, memorials, and national and international conferences. The international congresses were held together, with the gathering of documentation for future reference. The debriefing of the policy, regulations, and practices employed were also conducted. For example, information on town development and the construction of earthquake-resistant buildings was displayed on a few occasions. Discussions on the role of donors and national and international experts were undertaken to both prepare and keep up-to-date a set of documentation about the important issues. Also, there was an on-going need to process the available data during all phases of the disasters. Further, there were discussions of the inadequate distribution of plans and the documentation related to appropriate locations, both on and off-site.

Institutional procedures to notify appropriate people of the disaster and assemble them rapidly (n=4)

Institutional procedures were very limited and were lacking when preparing for disasters in Nepal. Less news was reported on this topic. Some forecasting, and the presentation of periodic reports from the agencies and authorities, were involved, along with a number of alerts issued to communities in instances of the potential risk of disasters. Emergency

operation centres under district administration were said to be on a 24-hour call. Early warning centres were regulated by agencies involved in disaster-risk reduction. The task of notifying people about the alternate management of traffic, essential services, and available facilities were controlled, in the main, by local administrations.

Commemoration or memorial services, observations, mock exercise, awareness (n=3)

The national and international thematic days were observed in Nepal to raise awareness, as well as to educate and alert people about impending disasters, and to mainstream disaster management issues in the media and the public throughout all stages of disaster management. The participation of the professionals, experts, and community members in mock exercises and exhibitions were noted, including NGOs, INGOs, government authorities, the army, police and humanitarian workers.

Synopsis of NTV news reports

NTV reported stories related to floods, landslides, and lightning disasters in the year 2012 and 2013, followed by earthquakes, extreme weather events, snow storms, avalanches, and glacial lake outburst. Negligible stories were reported on disaster types, such as wind storms and forest fires. The television used news items to depict other frames that include the responsibility (n=54, 51.42%), the economic consequences (n=49, 46.66%), vulnerability and risk (n=40, 38.09%), conflict and morality (n=16 each 15.23%). NTV reported disasters in response to the phase with 71 stories, the recovery with 44 stories, the preparedness with 24 news items, and the prevention with 24 news stories out of 105 disaster news collected.

NTV reports focused on the impact that disasters have on the lives and wellbeing of Nepalese. They identified areas, where the people were at most risk, and the people who were the most vulnerable: physically or economically. They emphasised the threats from local rivers, landslide-prone areas, and lakes incurring glacial outburst risks. The people in country areas fear all disasters, while earthquake safety was the major concern in cities, such as Kathmandu. The emotional responses were reported from ordinary people, the community, media agencies, the government and humanitarian agencies in the disaster-stricken areas. The news also focused on the safety and the wellbeing of emergency workers, along with the relative incapacity or inadequacy of support services, particularly medical centres and hospitals. The Prime Minister and other dignitaries were reported visiting the disaster sites to

listen to the plight of the affected people, and assure them of relief materials and compensation.

Moreover, NTV news also covered themes of condemnation, anger, and negative attitudes towards disasters. The assignment of blame was directed towards the perceived apathy of the agencies towards solving the immediate problem in disaster sites. Being government owned media, NTV was less critical in their news compared to other news agencies. The news covered the human interest aspect of the poor families, sharing their sorrow and pain by hugging and comforting each other and the children, and being shown receiving warmth and protection from their elders and parents. The reports also featured collecting the dead and transporting the injured people to hospital, creating a sombre mood.

There was a special focus on the government's involvement in the bilateral agreements, discussions, workshops, and conferences. The emphasis was on the responsibility linked to mitigation plans and projects in flood-affected areas, river controls, and water-induced disaster prevention, as well as forecasting, the issuing of warnings, the updating of information, and educating the people, the authorities and the agencies. NTV relied largely on the information received from their reporters, government agencies, community leaders, and humanitarian agencies.

NTV reported limited news on the themes of blame and responsibility. Public anger during the floods and landslides increased and authorities were blamed for not taking full responsibility, and was accused of not showing apathy. Criticisms also focussed on the responsibility of neighbouring governments to attend to floods in bordering districts. The conflict was aggravated further by the perceptions of indifference by the authorities towards the people. Through a lack of timely action, the government implied apathy towards the depletion of local resources resulting in population migration.

The magnitude of the economic loss was often the principal focus of the reports, which focused on the on-going challenge to relocate/resettle/rehabilitate/compensate displaced people, and to rebuild damaged structures. Immediate intervention was often required in the reports to resume the use of damaged highways, roads, and infrastructure, water supply, electricity, emergency and essential services.

The government arrangements used established mechanisms to ensure the acquisition of factual information about the loss of lives, property, and infrastructure. The late monsoon, droughts, and cold snaps caused substantial losses in the agricultural and tourism industries. There were also increased costs for river control, embankments, landslide projects, early warning systems, and water-induced disaster management programs. There were also reports of a lack of information about the severity of the disasters, weather forecasting, and warning systems.

The vulnerability of people to potential climate change-induced natural disasters was aired at an international level. Floods and landslides in the western, mid-western, and far western regions were identified as major risks to the communities, along with heat waves, droughts, cold waves, and snow in the mountainous regions. The public infrastructure, essential services, and public mobility were found to be at risk because of the frequency of natural calamities and dwellings, heritage sites, and iconic places were considered vulnerable. The risk of displacement of the people from their ancestral settlements was also reported.

Further, as well as reports on information asymmetry and the challenges to maintain reliable documentation and timely updates, there were reports of delays in receiving details of the damage; causing confusion among communities. Additionally, reports were issued in terms of the neglect related to protecting places of national and international importance, tourism destinations, lakes, and ecologically important wetlands.

Importantly, the reports of memorials, commemorations, and national and international days contributed to the increasing awareness of the people which, in turn, supported the norms, values, ethics, and religious tenets that they upheld. The key reported activities included community involvement in the identification of the deceased, and in funeral services and rituals. The cultural rituals and religious tenets remained intact, but the news covering these themes was limited. However, most of the sentences under the 'other frames' included warnings, instructions, reports, the exchange of ideas, special occasions, memorial/anniversary awareness and guidelines. Most of these issues were discussed in the regular and emerging frames.

The NTV reports focussed on the directions issued from the head of the government. The reported exchanges related to the rescue management skills and cooperation with

international humanitarian organisations. There were reports on the removal of obstacles and the resumption of vehicular movement, thereby normalising daily life. A focus was on the rescue of tourists.

The media monitoring was limited based on the resources available; nevertheless, the media announcements disseminate the information about the severity of the disasters. These announcements were about the possible outbreaks in disaster-hit areas; these announcements presented the impact of these events for the services provided by the government, and the private and community agencies, including health centres. Stories from NTV were on the impact of disasters related to the forced closure of public schools and crippled public mobility. In addition, there was an increased emphasis on the capacity of the health centres, as growing numbers of patients poses a problem related to the centres during cold waves, heat waves, and epidemics. Technical and ethical complications, the autopsies in the morgues of the health posts in several places were impacted upon, due to limited resources and technology. The role of the government and concerned agencies was highlighted by the approach of earthquakes in Kathmandu. Also, there was an emphasis on the proper use of funding provided by the donors.

The news also featured items about checking equipment and technology, and the recognition of limited current resources. Further, discussions were undertaken in relation to the use of locally available resources to control floods (plantations, bamboo pilings, and the use of indigenous materials). The use of safety measures in the disaster-affected areas were reported, along with the failure of technicians to control and repair the embankment, causing floods and erosion.

The allocation of resources was reportedly inadequate and needed to be made a priority. The multilateral and bilateral agreements were entered into for several projects in the disaster-prone areas. The news reports emphasised the loss and damage from the disasters and Nepal's priorities for the conservation of natural heritage, wetlands, mountains, and actions against environmental degradation, climate change, and water-induced natural disasters

Despite the limited funding, there was a continuation of bilateral and multilateral commitments and funding for the on-going recovery. There were initiatives from the local administration to clear the physical obstructions caused by the disasters. The government

made provision for a relief fund and donations were made to the families of the deceased, and those who lost their properties and their eroded arable lands.

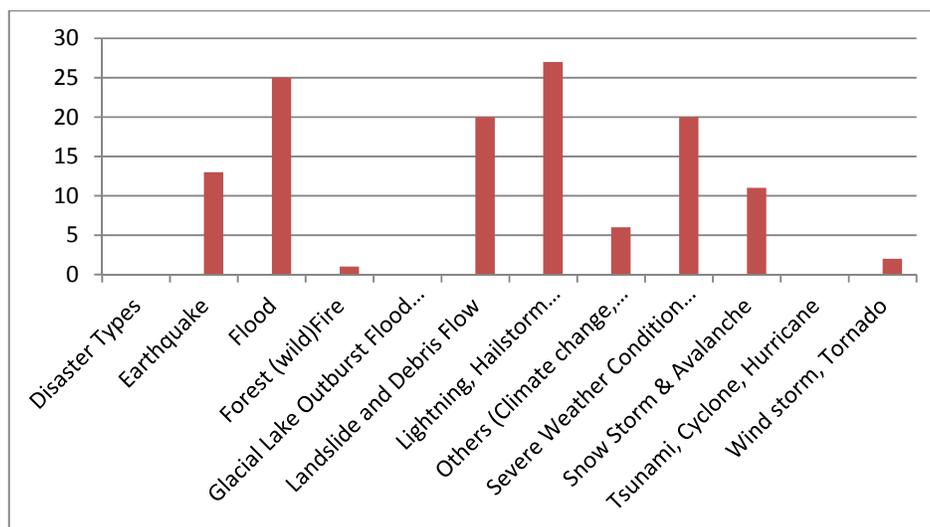
There was an emphasis on the pre-disaster discussion in the national and international forums, and a scientific and an economic focus on the use of locally available resources to control floods, and to minimise the severity of further disasters. Many reports focused on the joint efforts to address water-induced disaster prevention programs, but little was available for the technologies to take maintenance measures. Equally, there was little focus on the updating of inventories and records, or the endorsement and enforcement of national building policies, and calls for its immediate implementation.

Government authorities, the army, police, and humanitarian workers took part in these gatherings, which focused mostly on major natural disasters, such as earthquakes. Donors' were involved in the disaster relief programs focussed on job training, social mobilisation, capacity enhancement, and facility management. There were regular meetings and consultations between district disaster management committees and local administrations. Discussions also took place about open spaces or evacuation centres, the mobility of possible fire brigades and the essential services in the instance of earthquakes and major disasters.

6.3 Online news

This section addresses the treatment of disaster-related news by one of the oldest online news services in Nepal. News stories (n=113) were collected from its online archive <http://www.nepalnews.com/>. As with NTV news, a content analysis of the disaster news was completed using the techniques, idea steps, and procedures detailed above (Altheide, 1987, 1996; Mayring, 2004; Zhang & Wildemuth, 2009).

The stories were first categorised according to the types of disasters (Figure 6.4). Unlike NTV, lightning and hailstorms were the most commonly reported (n=27), followed by floods (n=25), landslides and debris flow (n=20), and severe weather conditions (n=20), including cold waves, heat waves, droughts, foggy weather, and low visibility. The reporting of earthquakes was dominated by stories about earthquake safety, awareness, and preparedness-related issues. The coverage of snow storms and avalanches emphasised their impact on mountaineers, tourism industries, and the national economy.



Series1: Number of news items

Series 2: Types of disaster

Figure 6.4: Focus of online new reports

Table 6.2 details the timing, positioning, and prominence of the disaster-related stories covered by Nepal News online. The table demonstrates that, in addition to an average of 9.42 stories per month on Nepalese disasters, news online also reported international disasters at an average of 3.17 stories per month. Nepal news online service covered a monthly average of 488.92 news stories; thus only 1.93 percent of the stories related to natural disasters (n=9.42 average, 1.93%). The average word count per story by Nepal News online was 142.70, so online news stories were longer than the news scripts used by NTV.

Table 6.2: Detailed overview of disaster reporting by nepalnews.com (May 2012–April 2013)

| Nepalnews.com (n=113) | May-12 | Jun-12 | Jul-12 | Aug-12 | Sep-12 | Oct-12 | Nov-12 | Dec-12 | Jan-13 | Feb-13 | Mar-13 | Apr-13 | Yearly Average |
|-----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------------|
| National (Nepal) | 11 | 12 | 12 | 15 | 7 | 6 | 4 | 7 | 23 | 7 | 4 | 5 | 9.42 |
| International | 2 | 1 | 0 | 1 | 3 | 1 | 2 | 6 | 2 | 6 | 4 | 10 | 3.17 |
| Disaster Type | | | | | | | | | | | | | |
| Total Word Count/Month | 1698 | 1920 | 1342 | 1924 | 1254 | 1305 | 356 | 1407 | 2714 | 686 | 486 | 669 | 1313.42 |
| No. of Story | 11 | 12 | 12 | 15 | 7 | 6 | 4 | 7 | 23 | 7 | 4 | 5 | 9.42 |
| Word Count / Story | 154.36 | 160.00 | 111.83 | 128.27 | 179.14 | 217.5 | 89.00 | 201.00 | 118.00 | 98.00 | 121.50 | 133.80 | 142.70 |
| Total News in Bulletin | 484 | 417 | 430 | 413 | 442 | 415 | 455 | 599 | 653 | 542 | 511 | 506 | 488.92 |
| % of National Disaster News | 2.27 | 2.88 | 2.79 | 3.63 | 1.58 | 1.45 | 0.88 | 1.17 | 3.52 | 1.29 | 0.78 | 0.99 | 1.93 |

News frames used by Nepal news online service

The stories were analysed for the frames used, as detailed in the methods section. The results indicated that the news online reports mainly focussed on the frames of human interest, responsibility, and economic consequences, with the newly emerging frame of vulnerability and risk, which demonstrated the media's growing interest in all phases of the disaster management cycle.

The online media tended to make more use of the technical terms, compared to the TV news. The average length of disaster stories were reported in the Nepal News online (approximately 140 words). It was more than the news aired by NTV; there were more items, namely, ten stories per month, approximately 1.93 percent of the total news. On average, three stories were devoted to international disaster news per month.

Human interest frame/category

As with the NTV news, more than 90% of the online news focussed on the human interest frame (n=102). However, the frames used overlapped with other frames. This is particularly apparent when looking at the media messaging before, during, and after natural disasters in Nepal. The sub frames included detailed descriptions of the events and their impact (n=75), visualising the devastation caused by the disaster (n=71), the human face or an emotional angle (n=48), personal vignettes, empathy, caring words, sympathy and compassion (n=25); also there was less reporting on awareness, education, and training (n=8), as well as psychological responses, issues of blame, and responsibility, and negative attitudes (n=5).

Detailed descriptions of the events and their impact (n=75)

Nepal news online reported detailed descriptions of the people affected by disaster events, particularly children, elderly people, and women; followed by the examination of the timelines of response and care of those affected. The reports also covered the involvement of locals in search and rescue, vulnerable infrastructures, people at risk, the identification of the deceased and injured, and the people affected by lightning.

Visualisation of the devastation caused by the disaster (n=71)

Nepal news highlighted the destruction of infrastructure and devastation caused by the impact of lightning, floods (flash floods), landslides, and storms. The news examined difficulties in

the search, rescue and recovery and, in particular, the loss of rescuers who were swept away by the floods. There were accounts of people displaced by the landslides and floods when their dwellings were inundated. News covered the devastation caused by the floods in the border districts, which was regarded as sensitive between India and Nepal.

The media covered the release of special and periodic reports by government agencies, which highlighted the loss of life and property, the fear of communicable diseases, and the fear of earthquakes. The reports also highlighted special weather forecasting of cold waves and snowfall, and were concerned with the impact of climate change. Finally, there were reports on the ethnic communities and their unplanned settlements, as well as about the poor families, elderly people, and children, and their vulnerability.

Human face or an emotional angle of disasters (n=48)

A particular focus on lightning-strikes was featured by the focus on those affected, as well as the considerable anxieties resulting from incidents that killed entire families. The news reported people rushing to the hospitals and health centres, especially the children and the elderly. The human face and emotional angle was also reflected in stories of the poor people compelled to remain indoors during cold snaps; they did not have the means to buy warm clothes, build stronger houses, or to prevent the forthcoming risks. There were also accounts of the human face of disaster impacts related to unidentified bodies, the handing over of the deceased bodies to the families, and the emotional anguish of the families. Further, the people were compelled to walk long distances to collect drinking water because of the damaged water supply system in the communities. Landslides and floods compromised agricultural livelihood and were threats. Difficulties were also described in terms of the search and rescue teams, and humanitarian aid workers, when rescuers died helping vulnerable people. Finally, the reports focussed on the reaction of authorities with political leaders and their efforts to engender a culture of emotional and practical support for the victims.

Personal Vignettes, empathy, caring words, sympathy and compassion (n=25)

The Nepalese culture of expressing sympathy and giving caring words to the families of the victims were reflected in the Nepal News online. This item was reflected in the provision of the refuge to the neighbours and relatives. The personal stories focussed on the loss of the

rescuers who were rescuing people from waterlogged areas, and on the loss of senior citizens and minors due to the bitter cold. People were described as having to face the challenge of running their daily lives, cooking food, and protecting their families, cattle, and farms from the severe weather. Further, the loss of their homes, arable lands, and means of livelihood were described. Still, they remained ready to live in their own traditional land, a land which helps inform their identity.

The psychosocial impact among the people living in the danger areas was a big challenge to the communities. Visits from the leaders and people from the authorities were intended to express their feelings of empathy towards the families of the victims. However, there was widespread frustration reported among the families of the victims, and the search and rescue teams, when hopes to find loved-ones turned into tragedy.

Story telling about the awareness, education, training (n=8)

The reports were focussed on the launch of books and reports on disasters as an effective way of raising awareness and educating people. The data from the government authorities were purportedly reporting the facts, which may contradict the actual facts causing frustration, but giving insights for training and learning purposes. Awareness-related activities were strongly encouraged, because of the problems among the minorities, marginalised communities, ethnic groups, and people living under severe poverty. The urgency of education and the awareness about the early warning systems was growing, but the families were limited in their ability to control risks and prevent disasters, due to limited resources. The social media and telecommunication tools were helping to educate people about the potential danger, but few people have access. Earthquake safety and awareness related to climate change and the environment were the focus of discussions, conferences, and workshops, while actions on earthquake safety and awareness towards building a safer culture have been gaining momentum.

Psychological responses, blame and responsibility and negative attitudes (n=25)

Nepal news sporadically covered the psychological responses of affected people, which led the communities to develop negative attitudes towards disasters, and the responsible authorities. The people near the border districts were worried about the apathy of the neighbouring governments towards repairing dams, in accordance with the agreement

between the countries. The ethnic and marginalised communities in the disaster-prone areas blamed the authorities, because their demands for a reservation of quota system had not materialised. Visits by political leaders offered emotional support, but, at the same time the affected people expressed the sentiment that they were being neglected by the authorities who were aggravating their concerns. The Nepal news online focussed on the demand of affected people for relocation to the safer places, as well as for adequate compensation. The people were psychologically distressed and traumatised when seeing victims mutilated.

Responsibility frame/category

The responsibility frame used in the news of Nepal News-online (n=83, 73.45%) addressed the provision of government information and the responsibility of agencies (n=65), urging immediate actions from DM agencies and communities to tackle the impact of disaster (n=53), and the level of the health and humanitarian sector's responsibility (n=22). There was less reporting under the subthemes of responsibility for funding the programs and the distribution of relief and compensation (n=16), identification of roles in different crisis settings to be prepared for the future (n=12), the level of the media's responsibility, public awareness and training (n=10) and blame and responsibility between the parties involved in DM (n=1).

Government information and responsibilities of governments and agencies (n=65)

Nepal News online uses government information widely, which is released through the National News Agency (RSS). Memorials and national and international thematic days were observed. There were reports of the involvement of district administrations, the army, the police and the government authorities in all phases of disaster management, and a focus on the prediction, forecasting and warnings. The commentary included the views of major international agencies. For example, the National Human Rights Commission (NHRC) urged the government to take the necessary measures to minimise the impact of natural disasters. Health workers with the medical teams were reported deployed by the government to control possible outbreaks of communicable diseases.

The government's commitment and obligation on climate change, the environment and natural disaster-related actions were reflected in several national/international conferences and gatherings. The responsibility of the agreed parties was highlighted in the management of the dam regulations, the embankments and the projects, as well as the coordination of the

aviation authorities. District administration offices were described as having the responsibility of clearing the debris and repairing the highway blockage caused by the disasters. The reports focussed on the responsibility of government teams to involve themselves in search and rescue activities, and on triage and emergency service arrangements.

Urging immediate actions from DM agencies and communities (n=53)

This aspect reported on the perceived slow response in recovery operations. The National Human Rights Commission (NHRC) urged the government to take the necessary measures to minimise the impact of natural disasters and provide adequate relief and compensation. The reports urged the local administration to activate emergency operation centres, to prevent the outbreak of communicable diseases, and to open up the blocked highways, local roads, and to help normalise the daily life. News online urged governments and global supporters to build resilience and formulate long-term plans to reduce the impact of climate change. The government authorities were urged to provide warm clothing and relief support for the cold-stricken people of the Terai. The public demanded the repair and regulation of irrigation systems, and the dams and embankments in the bordering districts. The immediate search and rescue efforts were needed while snowfalls and avalanches crippled the lives in mountain areas. The DAO and the authorities did their best to overcome such an emergency situation. The police, army, Red Cross, and humanitarian and community workers have been a source of hope for the affected people. Assurances were made by the authorities for the relocation of the displaced people.

Level of health and humanitarian sector's responsibility (n=22)

The responsibility frame also includes the capability of hospitals and health centres with limited resources to cope with the surging number of patients. It also addressed the lack of transportation. The reports focused on special health alerts and the mobilisation of health workers to respond to disaster affected areas. Aid workers from INGOs and the Red Cross were reported as participating in relief efforts. Reports also focussed on patients and families of the deceased who complained about the inadequacy of the health centres and hospitals, and the need for inexpensive transportation costs. The community hospitals have dealt patients as with well-established primary care, were also adept at the referral of patients to the local health centres. The government's commitment to meet medical expenses for the people injured in disasters was also the subject of the reports.

Responsibility of funding for programs and distribution of relief and compensation (n=16)

The responsibility of funding and distributing relief aid was maintained to only a limited extent by the government authorities and donors, as well as the relief materials and subsidies were not considered adequate. According to the locals in the cold-stricken areas, the government had done little to assist. The reports focussed on the responsibility of donors to release funds to build dams and embankments, and repair and regulate such infrastructure. During international gatherings, experts from various countries urged the government to ensure the equitable sharing of resources. The visits to the disaster-affected areas by relevant authorities resulted in the canvassing of government commitment towards resettlement and the relocation of the displaced, as well as the adequate compensation. Some organisations provided essential supplies, including drinking water and medicines, in the disaster-stricken communities.

Identification of roles in different crisis settings (n=12)

Nepal news online reporting contained significant reporting on national and international days, memorials and events relating to awareness, education, observation, and mock exercises. As one of the most highly impacted upon, and a member of the least developed countries (LDCs), Nepal has played a significant role in the coordination of efforts to address natural disasters. The Nepalese government has defined the roles of local administration under the Natural Calamity Act. News about the roles of the media has not been clearly identified in the news of Nepal News online. However, the roles of experts, diplomatic missions, and offices for regional cooperation were discussed during gatherings, conferences, and book and report releasing programs. Capacity enhancement of the local health centres and hospitals was impacted upon by the lack of coordination in the health sectors. Local NGOs, community, and humanitarian organisations were reported as having contributed to response and recovery tasks.

Blame and responsibility between the parties involved in DM (n=10)

Nepal news reported on the shortfalls in coordination of the response and recovery efforts. The reports focussed on delayed handling of the deceased bodies and the slow responses to legal procedures. National bodies, such as NHRC, urged the government to work towards the adequate delivery of medical aid and recovery. Vulnerable settlements have been demanding proper regulation and repair of the dams and embankments, and improvements related to the

failure to comply with bilateral agreements. Perceived apathy of the government towards the safety of ethnic groups impacted upon the safety of the communities. The government, responsible authorities, and cooperating NGOs and INGOS were criticised for not expediting the required efforts to act against the climate change-induced natural disasters. Highways, essential services, and public activities have been normalised, but the delayed response and limited resources fuelled public anger in many places.

Suggesting level of Media's responsibility, public awareness and training (n=8)

Responsibility of local journalists in the disaster-affected areas was not limited to their daily reporting; they also participated in search and rescue tasks. Some awareness and education-related activities reported in the Nepal News online. However, there was much less reporting on the media's role in disasters. National and international thematic days, memorials and events relating to awareness, education, observation, and mock exercises were observed. Books, reports, and occasional papers were issued to educate people living at risk and to update the public about the status of the impact of the disasters. There were news items about the lack of awareness and literacy in the ethnic communities who were living in disease-prone areas. The social media had some influence on disaster messaging. Earthquake risks related training of house wives had a unique impact within some of the communities. The media's responsibility in regards to their own safety was mostly discussed in the event of possible earthquakes. Disaster reporting was not a separate news beat and, therefore, the reporting was focussed on other matters.

Economic Consequences frame/category

The ***economic consequences*** frame of the natural disasters was the third most reported by the Nepal News online (n=43, 38.05 %). Unlike the responsibility frame, there was less overlap with other frames. The economic consequences frame included loss and damage of the property, infrastructure, settlements, the community, and government services and issues needing early intervention (35), depicting future economic concern and risk due to the damage caused by the disasters (n=22), and economic consequences, caused by the loss of agriculture, ecology, environment, land and industry (n=10). Less frequent sub-categories included the challenge of economic revival (n= 4), depicting the roles, involvement and capacity-building of the community, and the private and government sectors (n=4), and the donor's contributions towards reconstruction and redevelopment of the damaged projects and

projects of national importance (n=2). Detailed descriptions of the 6 sub-categories or frames are described below.

Loss and damage of the properties, infrastructures, settlements, community and government services (n=35)

Nepal news online reported on the loss of property and infrastructure, and the resultant impact on the economy. The food crisis, due to highway damage in the mid and far-western hills of Nepal, impacted on locals who were waiting for the delivery of food and essential goods from the cities. Landslides hampered work in the projects of national importance, and floods impacted on irrigation systems, dams and embankments in the Terai. The tourism industry was impacted due to extreme weather, heavy snow falls and avalanches, and transportation and public mobility in mountain regions, and local markets stopped due to disasters. The water supply was stopped in some places, causing damage to the pipelines and leading to costly repairs. Damaged suspension bridges in hilly and mountains regions led to losses in agriculture, tourism, and livelihoods, and the reported cost of resettlement of the people displaced was said to be enormous.

Depicting future economic concern and risk (n=22)

Also, Nepal News online reported news from the government controlled national news agency (RSS), which depicted future economic risk to the nation. Major predictors for the future economic burden were dominated by the costs of damaged houses, bridges, infrastructure, and arable lands. The damage to the highways in the western and far eastern part of Nepal caused problems with the supply of essential commodities and services to the disaster prone areas. The cancellation of flights, as well as the halting of land and air transportation, caused the loss of revenue for the government and local entrepreneurs. The markets, public mobility, and essential services in the hilly and mountainous regions were crippled by disasters, causing sluggish economic activities which can impact on the national revenue. Electricity, water supply and telecommunications authorities spent millions of rupees on the recovery and reinstallation of services in the disaster affected areas. The world report on the vulnerability of Nepal urged the need for investment on disaster preparedness and prevention. The cost of reviving hydropower, the repair and regulation of the embankment and dams at the major projects sites were said to be enormous, with the government having to be dependent on donors.

Economic consequences caused by the loss of agriculture, ecology, environment, land and industry (n=10)

Nepal news online reported on the loss of agriculture, food crises, livestock farming, and domestic animals depicting future economic consequences. Droughts, floods and severe weather conditions impacted badly on paddy plantations and other agricultural productions. Food shortage was caused by the frequent damage to the bridges and major highways. Cash crops, including vegetables, paddies, and wheat farms were hit hard by extreme weather events. Inundation and erosion was reported as damaging arable land. Settlements of the ethnic communities living on the river banks of disaster prone areas were ruined by the disasters which caused burdens for the families. Local forests and plants of high value were ruined, and wild life disappeared from the forests. Donor agencies offered food recovery programs by enabling farmers to increase their net sales and household incomes.

Reporting of the challenge to the economic revival (n=4)

Nepal news reported less often on the challenge to the economic revival after disasters. Head of the government and responsible people from the authorities realised the economic impact of the disaster and the future challenge. They confronted difficulties to manage the massive funding required for recovery and repair of damaged dams, embankments, irrigation systems, and infrastructure. Negotiations with donors had to be continued until agreements were reached by addressing future challenges. Small infrastructure projects were established to provide employment and boost the local economy and livelihoods, for example, the Food for Recovery Program of USAID (NFRP). The future challenge was depicted as the proper utilisation of products and services as necessary for the construction of infrastructure.

Depicting the roles, involvement and capacity building of the community, private and government sectors (n=4)

This subcategory was rarely reported in the news of the news online. The roles of the negotiators on issues, such as climate change and environmental induced disasters were highlighted. The heads of the government and authorities emphasized the need and importance of immediate response to the disasters; however, there was a lack of appropriate efforts to engage communities and develop local capability. The communities were involved in awareness and education related activities. Training and awareness activities on the capacity building of the community radio stations were conducted for disaster preparedness.

Donor's contribution to reconstruction and redevelopment (n=2)

Nepal news gave prominence to the aspects of donor contributions on reconstruction and redevelopment. Donor agencies offered grants for the completion of landslide projects, embankments and dam construction and repair. The management of the funds was the concern of the bilateral agreements. Small scale infrastructure projects were run with donors help in the disaster affected communities. These projects were set out to provide employment and to boost the local economy and livelihoods in the local communities.

Vulnerability and Risk frame/category

The Vulnerability and Risk frame/category (n=37, 32.74%) was reported most commonly by Nepal news online. This frame was an emerging frame which reflected the vulnerability caused by past and ongoing disasters, which place life and property under increased risk. The frame includes news on forecasting, prediction, and the assessment of vulnerability and risk of hazards (n=26), the vulnerability or susceptibility of people, communities, or regions to natural hazards (n=24), concerns, suggestions, directions and consultations from the responsible level (n=14, socio-economic impacts of the hazardous events (n=11), and comparison and evaluation of potential hazards (n=9). There was little reporting on the issues of awareness, documentation, accuracy, and specialised reporting (n=7), which means that there was less prominence given to the specialised reporting of natural disasters.

Forecasting, prediction and the assessment of the vulnerability and risk (n=26)

Nepal news shared technical data and related information from national and international links, databases, and organizations regarding the risk, vulnerability, and intensity of the disasters. Authorities and government departments warned farmers and locals about possible extreme weather conditions, and the threat to life and property. News stories envisaged risk and vulnerable situations, including the assessment of the vulnerability in the disaster prone areas. Mostly Kathmandu was alerted about possible tremors and the potential impact on vulnerable structures. News on the Nepal's earthquake vulnerability was built around Nepal's ranking as 11th in the world. News on the swollen rivers, vulnerable dams and embankments was included online, as were threats to plant species of medicinal importance. Concerns were raised by the INGOs and authorities about problems in mountainous countries in Asia, which urged that proper actions needed to be taken. The reports included commentary by experts, who predicted the possible collapse of structures and the vulnerability of buildings in which the radio stations were housed, thus threatening community communication.

Vulnerability or susceptibility of people, communities or regions to natural hazards (n=24)

Nepal news online reported on the vulnerability of the community in relation to communicable diseases, specifically referring to the warnings from the experts in the flood affected areas. They also reported on the risk of dam and embankment collapse, and the impact on the electricity, irrigation, and agriculture. Global experts warned of the possible calamities in the mountain regions, and strongly recommended that the negotiators in the international communities work towards making future communities more resilient to climate-related disasters. The reports also commented on the inadequacy of local health services to cope with normal challenges. Ethnic communities were considered vulnerable because their settlements were located along the river. Similarly, reports focussed on the vulnerability of villages in the hilly areas to landslides, as well as the vulnerability of heritage infrastructure and preserved sites.

Concern regarding the directions from authorities (n=14)

Further, Nepal news online reported on the responsibility of authorities to assess and reduce vulnerability and risk. The human right commission urged the government to take the necessary measures to minimise the impact of natural disasters. The experts urged the government to take measures to reduce the spread of communicable diseases. Global experts raised concerns about the deteriorating environment, climate change and its impact on the livelihood of the people. The local village development committees were challenged to convey the message to the communities they were leading. Experts and organisations working for the conservation of the wildlife, natural heritages, and places of national and international importance warned of potential disasters. Calls from humanitarian organisations urging the people of Kathmandu to participate in the training and preparedness activities to minimise the risks of quakes were reported online. Experts and technicians also warned that critical infrastructure, such as community radio, was ill prepared to withstand or operate in the event of an earthquake.

Socio-economic impacts of hazardous events (n=11)

NHRC urged the government to take the necessary actions and inform people about the impact of the disasters. Climate change and environmental degradation were highlighted in the international forums covered in Nepal news online. Poor communities living in the

disaster prone areas were in need of relief support because their dwellings were under the threat of natural calamities. Deforestation, unplanned settlements, and mismanagement in national parks, reserves, and settlements caused loss in plants of medicinal importance and wildlife. Major disasters, like floods, landslides, and droughts had ruined the livelihoods of the farmers, causing financial burdens to the government and the people. Irrigation systems, water supply, and essential infrastructure were damaged through disasters.

Comparison and evaluation of potential hazards (n=9)

There was less reporting on the evaluation of potential hazards. During the flood season of 2012, the far-western and mid-western regions were most vulnerable to communicable diseases than the eastern, mid- and western regions. The evaluation showed that landslides and heavy rains had enormous impact on hydropower plant, and painstaking work had to be done to revive the plants. Scientific evaluation, interpretation, and discussion of the impact of climate change in the mountainous countries were discussed in the international gatherings.

Awareness, documentation, accuracy and specialised reporting (n=7)

There has been little news on the issue of awareness, documentation, accuracy and specialised reporting. Some NGOs and INGOs have been working to promote specialised reporting of various disasters, including earthquakes. Book fairs, mock exercises, exhibitions, shake table demonstrations, and other awareness related activities were undertaken with the support of the INGOs and government agencies. Humanitarian agencies (such as Nepal Red Cross Society (NRCS), as well as some notable NGOs and INGOs) issued reports, flyers, and reports on these topics.

Morality frame/category

The Morality frame (n=22, 19.46%) was the second least common focus of online reports. It was characterized as a sensitive frame, which reflects the moral obligation, feelings and responsibilities of the parties and individuals involved in disaster risk reduction and its management. Nepal news mostly reported the news on management systems and mutual cooperation (n=17), norms, values, ethics or moral issues relating to the responsibility of the involved in DM (n=16), and the context of social prescriptions and religious tenet or myths (n=3). The three sub categories/frames were described below.

Management system and mutual cooperation (n=17)

This aspect of the news highlighted the issues of management systems and cooperation in disasters. The Government of Nepal was urged to discharge its moral responsibility, and to take the necessary actions to minimise the impact of the natural disasters. The experts on climate change, the environment, and mountain ecosystems urged the world to adapt, build, and develop community resilient to any natural calamities of the future. The disaster affected people have been looking for the support from the government and humanitarian agencies. On the basis of bilateral and multilateral cooperation and understanding, donor countries and international cooperation agencies contributed to disaster risk reduction. The government was reported as having realised its obligation to speed up the search and rescue of tourists and foreign nationals stranded in disaster affected areas.

Norms, values, ethics or moral issues (n=16)

Nepal news reported less on the norms and ethical concerns in response to disasters. The handling of deceased and injured people was found to be more sensitively reported. The miserable conditions of cold affected people in the Terai raised concerns among the authorities and humanitarian agencies. The treatment of the bodies of foreigners, who died, and people injured was reported with greater sensitivity. The norms and values forming the basis of the bilateral and multilateral agreements were questioned. People expressed their dissatisfaction as they did not get adequate support. The moral and ethical obligations of the governments of the world to act against the impact of climate change were not widely reported. Organisations working on disaster risk reductions paved the way, and showed the moral and technical supports needed to build earthquake resilient community radio stations.

Context of social prescriptions and religious tenets or myths (n=3)

The social prescriptions related to religious tenets or myths in their news were rarely reported online.

Conflict frame/category

The conflict frame (n=7, 6.19%) was the least reported frame online. Nepal news sought to characterise the why and how conflict was aroused in all phases of disaster management. The conflict frame was further categorised into the following sub categories: negligence and the impact of the monopoly of the agencies, communities, government, and projects (n=6), public seeking and demanding adequate compensation response and relief from parties involved in DM (n=5), disagreement between the governments, agencies and the public

involved in DM (n=4), and the realization, willingness, assurance and agreement in response to the conflict among the parties involved in the DM (n=3). Nepal news did not report in a visible way the obstruction to the public activities due to public anger, or from the parties involved in DM. All four sub-frames under the conflict frame were discussed as follows.

Negligence and monopoly of the agencies, communities, government projects (n=6)

Nepal news reported insufficient and ineffective response from the government and responsible authorities, which fuelled anger amongst the people affected by cold snaps and heat waves in Terai, and the demand for warm clothing and relief. The people expressed their dissatisfaction that the government had not abided by the agreements of the past to carry out repair works for dam and irrigation projects. Negligence towards addressing the issues of ethnic communities in disaster affected areas left children out of school, and the youth out of jobs. The monopoly of travel agents and airline companies impacted on the people stranded in the mountains and hilly regions during severe weather conditions.

Public seeking and demanding adequate compensation response and relief (n=5)

There was little news in this sub-category by Nepal news. The reports included public anger due to the demand for warm clothes and relief in cold stricken communities, and those in vulnerable situations near the damaged dams and irrigation infrastructure of districts bordering India. They blamed the governments for not repairing and regulating the dams and irrigation system. Disaster affected communities demanded necessary action from the local authorities to protect the communities from the inundation, flooding, and damage of essential infrastructure.

Disagreement between the governments, agencies and public (n=4)

There were reports online relating to the lack of coordination, as well as the monopoly between the public and private travel agents and airlines in response to airlifting people stranded in mountainous regions, due to cold and severe weather. Nepal news addressed the sensitive issues with China over Tibet, which impacted on the safety of mountaineers in Nepal.

Realization, willingness, assurance and agreement in response to the conflict among the parties involved in the DM (n=3)

There was little news relating to this aspect. Governments realised that they have not been able to make and institute effective plans and programs in response to minimising the impact of climate change and environmental problems related to disasters, largely because of a shortage of resources.

Reporting through Prevention, Preparedness, Response and Recovery (PPRR) categories in Nepal News Online Services

The response (n=78, 69.2%) phase was the most common focus of online news, followed by the recovery phase (n=66, 58.40%). However, the news pattern of Nepal News Online differs slightly. Nepal News Online reported more on prevention (n=21, 18.58 %), but it was given less prominence to the activities in the preparedness phase (n=16, 14.15%). More than 18% (n=21) of the disaster related news had no clear messages reflecting any particular coverage about the PPRR cycle.

Response

There are seven sub frames identified in the response phase.

Arrangements to respond and the consequences of the emergency, medical services, triage management and other arrangements (n=42)

This aspect of the news online portrayed the search and rescue operations, and focused particularly on children and vulnerable people, and their transfer to safer places, hospitals or homes. Decision making for the response and coordination was carried out by the disaster management committees at the national, district, and local levels. The direct intervention and concern from the responsible authorities impacted on the search and rescue efforts, but the limited resources restricted these actions. The identification of the deceased and injured, and handing them over to their families, or taking them to the hospitals or health centres, and the reporting of missing people, was the principal focus of these stories. The quick response to the sites where infrastructure and essential services had been affected was restricted by the lack of resources. District administrations, the chief district officers, and the authorised police and army officers were seen as responding to the queries of the search and rescue related activities. The involvement of political parties, the community and social organizations, during the search and rescue activities, supported major response task. The search and rescue

of foreign nationals and tourists, and attention to places of national and international importance and heritage sites, were prioritised.

Activating emergency operation centres, mobilizing emergency services, volunteers and specialist rescue teams (n=38)

This subcategory examined the role of emergency operation centres, disaster management coordination frameworks, disaster rescue committees, district level disaster management committees, etc. The Nepal government activated the National Emergency Operation Centre (NEOC) to coordinate disaster management efforts. However, the response activities were hampered by the limited resources, obstacles to the transportation, and bureaucratic delays. The NHRC urged the government and responsible authorities to take a more timely, prompt and effective response, and to provide necessary and humanitarian support. The reports focused on the limited medical facilities, and the lack of adequate number of specialists and health workers. However, the flow of information about the details of the loss and damage was asymmetric. Further, the issuing of warnings and instructions were the responsibility of the local administrations.

Forecasts, media monitoring, public information on awareness, warnings, and the severity of disasters in response to public attention (n=33)

Most of the news under this subcategory was dominated by the weather forecast, predictions, and information on severe weather condition. The public information, predictions, forecasting, and disasters related database information were provided by the government controlled agencies, but it was impacted upon by the lack of sophisticated technology. Information about precautions, and essential public service announcements (PSA) were circulated through the available media outlets, frequently by the government owned and highly influencing media. The Nepal news online information, in the main, quoted the National News Agency (RSS), or responsible authorities. News about the cold and severe weather impact on the dwellings where the poor and vulnerable ethnic communities live were dominated by the reporting as a whole. Awareness, education and understating the warning related activities have been limited.

Emphasis, directives and instructions on the roles of agencies (n=16)

The Nepal news online stories urged the government and responsible authorities to take timely, prompt, and effective response. The locals emphasised the need for action and for the

safety issues in the disaster prone areas. On many occasions the head of the state/government and responsible authorities emphasized the urgency of the actions to be taken. The international conferences, forums, and gatherings focused their discussions on collaboration to tackle the disasters caused by climate change, and environmental and ecological problems, whereas the political parties were urged to set the priorities in their policies.

Concerns about priorities, sources of funding and bilateral agreements (n=9)

Nepal, however, lacked robust negotiations in response to the aims articulated by international declarations and conventions. The priorities of the donor agencies and bilateral agreements were mostly focused on the floods, landslides, and climate change related disasters; but there was a lack of adequate consideration on how to help people affected by lightning, cold and drought. The local donor priorities impacted positively on the communities; but the lack of funding has been a growing concern. The priorities related to training, awareness, and information sharing was regarded as a donor driven approach.

Checking equipment, technology and resources and setting up an area for recording, packaging, freezing, drying and minor treatments (n=3)

Reporting on this subcategory focussed on the lack of a well-equipped and resourceful response. The vulnerable infrastructure lacked the proper and periodic assessment. The regulatory measures were not considered effective. Triage management and post mortem examination during the response phase were impacted upon by the lack of space, time, and resources. Also, there was dissatisfaction among the public about the use of required technology, expertise, and resources, which jeopardised their safety.

Recovery

There are nine subcategories included in the reporting related to the recovery phase.

Updating accounts of the affected people, loss and damage (n=38)

The Nepal news online service described the story of people and communities affected by disasters, with the information updated in relation to loss and damage. The reporting focussed on the types of disasters and the places where most of the impacts occurred. Further, the reports addressed the recovery of the deceased and injured people, as well as the procedures to take the deceased and injured to the allocated morgues, hospitals, or assigned places. The reports addressed the problems related to finding missing people and the difficulties involved

in accessing the hard hit areas. Joint teams of the police and the army, accompanied by the local administration, and were involved in updating the account of the affected, as well as the losses and damages. The preliminary estimation for the relief arrangements were reported as measures for relief distribution.

Priorities for minimizing loss and restoration work (n=34)

The mobilisation of the joint teams comprised of members from the army, police, and responsible officials was exposed in the Nepal news online. The reports included the allocation of the priorities to the remote areas where recovery was urgent. Extra health workers were mobilised in some places where there may have been a high risk of communicable diseases. The government emphasised the need and importance of global support to build resilient communities. Mainstreaming disaster risk reduction agendas within the political parties were rarely reported; however, high level visits to disaster affected sites and the coordination of relief arrangements focussed on the revival of essential services, such as restoration work to clear the highways. The temporary relocation of the displaced to safer locations was often reported as a government priority to provide medical expenses and to coordinate recovery functions. The use of the private sector resources, such as private airlines, to manage the tourists and foreign nationals was reported. Vulnerable community radio stations were urged to install backups and safety technology, as well as measures to withstand possible disasters. Also mentioned was the donor's priority to support socio-economically vulnerable people of the disaster stricken communities.

Management of the recovery functions and practices (n=33)

Key players in managing recovery related activities were the army, police, and local administration, along with the emergency operation centre at the national and local levels. The mobilization of the donors and the humanitarian agencies to support recovery was highlighted. The NRCS, humanitarian agencies, and private donors provided immediate relief. The reports on the activities at high level (i.e. Council of Ministers) were given prominence along with establishment of the Natural Disaster Rescue Committees to coordinate recovery. Despite the limited resources, the mobilization of health workers and volunteers was possible in the areas of possible outbreaks of communicable diseases. Mobilisations of the volunteers from the local ethnic communities seemed to be effective for the recovery functions.

Efforts on medical aid (n=21)

The recovery functions were impacted upon by the limited resources for medical aid. The government, the donor agencies, and the humanitarian organizations agreed to bear the cost of the treatment. However, the local health centres and hospitals were often reported as being unable to cope with the number of patients. The water purification tablets and the medicines to keep people safe from the possible outbreak of the communicable diseases were reported as distributed in the disaster affected areas. In the bordering districts, some affected people were treated in the Indian hospitals.

News about rehabilitation, relief arrangement and demands (n=19)

There were substantial demands reported for the relief from the floods, landslides, cold, and drought affected communities. There was news about the direct intervention from the Council of the Ministers to undertake rapid recovery. The public demands and protests were featured in the coverage of the news. Demands for the rehabilitation and relocation of the displaced, and for the repair, renovation, and rebuilding of damaged infrastructure was reported. The reports also addressed the management of temporary settlements and shelters. Donors supported relief and rehabilitation arrangements.

Rebuilding damaged infrastructure (n=8)

Delays in the rebuilding of damaged infrastructure fuelled public dissatisfaction with the authorities. Limited resources were available to carry out the rebuilding, repairs and renovation. People were waiting for the repair of the vulnerable dams in the bordering districts. The Council of Ministers was reported as issuing directives to reinstate public life as usual by undertaking immediate recovery functions.

Cleaning up, reopening business, educational institutions and transportation and normalizing the situation (n=6)

The role of the local administration was reported as crucial, but inadequately resource, which impacted on the recovery efforts. The humanitarian agencies, communities and local administration, with the support of the army, police, the Red Cross, and volunteers were reported as contributing to the restoration of normal life.

Concerns about the sources of funding and availability (n=4)

The limited resources, and its impact on timely rehabilitation and recovery, were the source of comments in the Nepal news. The donor's support was often appreciated, but the government's involvement in the recovery functions was characterised by delayed decision-making, limited resources, and less coordinated priorities.

Commemoration or memorial services and observing special days and occasions (n=2)

There were occasions to observe the memorials and important days of the years. Examples were the earthquake safety day, and the Earth Day, which was observed every year in Nepal. These activities were not reported frequently by the Nepal news online.

Prevention-Mitigation

Although there was relatively little reporting on prevention and mitigation, seven sub-categories were identified in online reporting.

Developing plan, building resilience, establishing norms and structure to prevent disasters (n=11)

Little reporting was observed on the formulation of plans, programs, policies, guidelines and frameworks. High level government agencies and responsible people, along with the political parties focussed on social and political agendas. The mainstreaming of disaster issues in the political arena was not the subject of much reporting. International communities were reported as trying to establish a minimum understanding, with the norms to cope with climate change related disasters. Books, guidelines and research findings were used to help formulate the new plans and policies. The donors' contribution to policy discussions, and workshops, and the participation of the community representatives were rarely reported.

Individual and group response, actions and behaviour contributing to prevention or mitigation (n=9)

News about the individual and group actions towards prevention or mitigation was reported rarely. The communities in some disaster prone areas were recognised as undertaking mitigation activities in their own capacity. The experts urged communities to adopt collaborative approaches to tackle climate change. International conventions and gatherings were organised to discuss disaster management and climate change, and these were reported

in the news online. On some occasions the government formed task forces, consortiums, and expert groups to update the programs, policies, and guidelines.

Capacity development, training, workshops, community mobilization to tackle disasters (n=7)

This aspect was rarely reported in Nepal news online. Donors, INGOs, NGOs and some humanitarian agencies were reported as contributing towards capacity development by organising symposiums, trainings, and workshops. Observing theme days, special occasions and awareness related activities were reported. There was some news on the engagement of community radios in terms of capacity development.

Physical, engineering or other measures for prevention or mitigation (n=6)

Discussions regarding the building of resilience and the codes for safer buildings and infrastructure were reported. The government had directed infrastructure owners and operators to undertake the maintenance and renovation of damaged infrastructure. The contribution of donors towards safer building resilience and the use of safer equipment was the subject of some reports.

Depicting media involvement, awareness and information dissemination (n=4)

News about the media's involvement in disaster prevention/mitigation was rare on the Nepal news online. The role of the media was acknowledged; the thematic days, awareness related programs, and the value of the media in circulating alerts, risks, and possible crisis information was reported by Nepal news.

Funding commitments and government and agency initiatives to develop projects and planning (n=4)

The government requested funds from the public and private sector, individuals, and donors to aid in prevention and mitigation. The donors had expressed their commitment, but there was less reporting on the conduct of projects within the mind-set of prevention or mitigation. Nepal was given assurances from international communities to work collaboratively and to tackle the problems caused by the climate change and the environmental problems.

Regulatory measures to ensure prevention or mitigation (n=1).

There was very little reporting of regulatory measures in online news.

Preparedness

The focus on the preparedness phase was limited to the Nepal online news. Eight subcategories were used.

Focus on the plans and arrangements put in place before the emergencies (n=18)

The Nepal news reported preparedness activities in noticeable levels, with the focus on the plans and the arrangements put in place. The national and international theme days were observed to create awareness, and train and build capacity in communities. The Nepal news addressed the arrangement of available resources and medication facilities in the local levels, especially in the local health centres. The government was reported as activating cabinet, district, and local level coordination committees, as well as the national and district level emergency operation centres. Awareness, workshops, training and capacity building related activities were carried out with donor's support. Awareness raising activities were undertaken, mostly preparedness for earthquakes led by some prominent organizations working on earthquakes. There was an emphasis on the government, donors, and non-government organizations about the need of for earthquake resistant buildings. The release of books, reports and publications on preparedness was a common feature. Special preparedness programs were supported by donors for income improvement and food security, with the experts urging community radios to practice preparedness by addressing backup power, maintaining equipment, and having a contingency plan.

Mitigating the potential effect of disasters (n=12)

The Nepal news reported on the practice of mitigating the potential effect of disasters. Government committees and emergency operation centres were active, with a high level emphasis on the preparedness plan; but these efforts were limited by a lack of resources. The locals initiated their own efforts to cope with the disasters in some disaster affected communities.

Preparing and keeping up-to-date documentation (n=10)

The news related to this aspect, which was rarely found in the portal of the Nepal news online. The contingency plans were put in place mostly by the government formed emergency operation centres. Copies of the evacuation plans, and the emergency operation

guidelines were not readily available. The organizations, such as the army, police, and NSET displayed their capacity for cooperation and information sharing.

Planning for the essential services and continued availability (n=10)

The reports recognise that the government and the organizations working in disasters had preparedness plans in place within a national framework. However, there were concerns about the coordination of preparedness activities.

Institutional procedures to notify appropriate people about the disaster and assemble them rapidly (n=10)

Very few organizations were reported as having practiced institutional procedures to notify people about the severity of potential disasters. The government does regularly update plans and procedures for the emergency operation centres. The early warning systems in areas of risks from floods, glacial lake outbursts, and landslides were in practice. There was little news about people's awareness of danger and their priorities to assemble or relocate to safer areas.

Update on national policy, regulations, plan and testing plans (n=6)

News about the update of the plans and regulations of the government and some influential organizations, as well as the provision of national and district level emergency operation centres, the local level committees, the district level search and rescue, the preparedness committees and the national natural calamity acts. Occasional mock drills, awareness, and education programs were reported, with national disaster management programs, policies and guidelines being reported. The books, brochures, display materials, and exhibitions contributed to inform and update the public about existing and upcoming plans, policies, and guidelines. Radio and TV stations were reported as running discussions and commentaries on the national programs and policies. The UN agencies, NGOs and INGOs have contributed to the update of policies, regulations, and plans.

The determinants of a disaster (n=6)

The factors or determinants of disasters in response to the preparedness related activities were rarely reported.

Commemoration or memorial services, observations, mock exercise, awareness (n=2)

Commemoration or memorial services were rarely reported. However, the theme days and mock drills were observed to raise awareness and educate people.

Synopsis of Nepal news (nepalnews.com) reports

Human interest frame was a mostly reported frame by the Nepal news online. Other frames prominently reported were , as follows; responsibility with 83 news items, economic consequences with 43 stories, vulnerability and risk with 37 items, morality with 22 items, and conflict with 7 news reports. This online news covered disaster stories (n=113) within the phases, namely: 78 in response, 66 in recovery, 21 in preparedness, and 16 in prevention.

The positioning and prominence of the Nepal news online demonstrates that, in addition to an average of 9.42 Nepalese disaster stories per month, the news online also reported international disasters at an average of 3.17 stories per month. The Nepal news online service covered a monthly average of 488.92 news stories; thus, only 1.93 percent of the stories relate to natural disasters (n=9.42 average, 1.93%). The average word count per story by Nepal News online was 142.70, so online news stories were longer than news scripts used by NTV.

Most surprisingly the majority of the news about lightening disasters was on the online portal of Nepal news. The news reports were very short and were without detailed descriptions of the events. The other disaster types were reported by Nepal news online, namely: floods, landslides, and extreme weather events. There were some reports of earthquake related issues, with news about storms and avalanches. The Nepal news reports covered climate change, ecology related reports, and detailed reports about the national and international conventions and guidelines. Forest fires, windstorms, and GLOFs were negligibly reported in the Nepal news portal.

Nepal news online reported a detailed description of the people affected, particularly children, the elderly people, and the women, followed by an examination of the timelines for the response and the care of those affected. The media covered the release of special and periodic reports by government agencies, which highlighted the loss of life and property, the fear of communicable disease, and the fear of earthquakes. The reports also highlighted special weather forecasting of cold waves and snowfall, as well as concerns with the impact

of climate change. Finally, there were reports on the ethnic communities, their unplanned settlements, and the poor families, elderly people, and children, and their vulnerability.

The reports focussed on the launch of books and reports on disasters as an effective way of raising awareness and educating people. The data from the government authorities were purportedly reporting the facts, or they may contradict the actual facts causing frustration, but giving insights for training and learning purposes. Awareness-related activities were strongly encouraged, because of the problems among the minorities, the marginalised communities, the ethnic groups, and people living under severe poverty.

The Nepal News online widely used government information and released through the National News Agency (RSS). Memorials and national and international thematic days were observed. As with the other three categories of the media in this study, the Nepal news reported the involvement of district administrations, members of the army, police and government authorities in all phases of disaster management, and a focus on prediction, forecasting, and warnings. The commentary included the views of major international agencies. Also, the National Human Rights Commission (NHRC) urged the government to take the necessary measures to minimise the impacts of natural disasters.

The responsibility frame also includes the capability of hospitals and health centres with limited resources to cope with the surging number of patients. It also addressed the lack of transportation. The reports focused on special health alerts and the mobilisation of health workers to respond to disaster affected areas. The aid workers from the INGOs and the Red Cross were reported as participating in relief efforts. The reports also focussed on patients and families of the deceased who complained about the inadequacy of the health centres and hospitals, and the need for expensive transportation. Community hospitals having well-equipped primary care were also adept at the referral of patients to local health centres. The government's commitment to meet medical expenses for the people injured in disasters was also the subject of reporting.

Landslides hampered work in the projects of national importance, while the floods impacted upon the irrigation systems, dams and embankments in the Terai. The tourism industry was impacted by extreme weather, a heavy snow fall, and avalanches, and transportation and public mobility in the mountain regions and local markets were stopped, due to disasters. The

water supply stopped in some places, causing damage to the pipelines and leading to costly repairs.

Nepal news online reported upon the vulnerability of the community to communicable diseases referring to the warnings from the experts in the flood affected areas. They also reported on the risk of dam and embankment collapse, as well as the impact on the electricity, irrigation, and agriculture. The reports also commented on the inadequacy of local health services to cope with normal challenges. Additionally, ethnic communities were considered vulnerable because their settlements were located along the river. Similarly, the reports focussed on the vulnerability of villages in hilly areas to landslides and the vulnerability of heritage infrastructure and preserved sites.

The Nepal news had the least reporting on the norms and ethical concerns in response to disasters. The miserable conditions of cold affected people in the Terai raised concerns among the authorities and humanitarian agencies. The treatment of the bodies of foreigners who died and the people who were injured was reported with greater sensitivity. The norms and values forming the basis of bilateral and multilateral agreements were questioned. People expressed their dissatisfaction as they did not get adequate support.

The moral and ethical obligations of the governments of the world to act against the impact of climate change had been reported in a little volume. The reports included public anger due to the demand for warm clothes and relief in cold stricken communities, and those in the vulnerable states near the damaged dams and irrigation infrastructure of the districts bordering India. Organisations working on disaster risk reductions had somehow paved the way, and showed the moral and technical support to build earthquake resilient community radio stations. The government realised that it had not been able to take effective plans and programs in response to minimise the impact of climate change, and the environmental problems related to disasters, largely because of a shortage of resources.

Nepal news online while dealing response phase portrayed the search and rescue operations and focused, in particular, on the children and vulnerable people, and the transferring of them to safer places, hospitals, and homes. Decisions making for the response and coordination were carried out by the disaster management committees at the national, district, and local

levels. The direct intervention and concern from the responsible authorities impacted on the search and rescue efforts, but limited resources restricted these actions.

Role of army, police, district administrations, chief district officers were seen as responding the queries during the search and rescue activities. The involvement of political parties, the community and social organizations during the search and rescue activities supported the major task of the response. Major priorities were on the search and rescue of foreign nationals and tourists, and the attention to places of national and international importance and heritage sites.

Nepal has been lacking robust negotiations in response to the aims articulated by the international declarations and conventions. The priorities of the donor agencies and bilateral agreements focused mostly on the floods, landslides, and climate change related disasters; but there was a lack of adequate consideration on how to help people affected by lightning, cold and drought. The local donor's priorities impacted positively on the communities, but the lack of funding has become a growing concern. The priorities on training, awareness and information sharing were regarded as a donor driven approach.

The Nepal news online service described the recovery of the deceased and injured people and procedures to take the deceased and injured to allocated morgues, hospitals, or assigned places. The reports addressed the problem of finding missing people, as well as the difficulty of gaining access to the hard hit areas. The joint teams of the army, police, Red Cross, and volunteers, accompanied by the local administration were involved in updating the account of the affected, as well as loss and damage. The preliminary estimation for the relief arrangements were reported as measures for relief distribution. The role of the local administration was reported as crucial, but inadequate resource impacted upon the recovery efforts.

The Nepal news reported on the preparedness activities to a noticeable level, with the focus on the plans and arrangements put in place. The national and international theme days were observed to create awareness, and train and build capacity in communities. The Nepal news addressed the arrangement of available resources and medication facilities in the local levels, especially in the local health centres. Awareness, workshops, the release of books, and training and capacity building related activities were carried out with donor's support.

Awareness raising activities were undertaken, mostly about preparedness on earthquakes; they were led by some prominent organizations working with earthquake. There was an emphasis of the government, the donors and non-government organizations on the need of earthquake resistant buildings. The experts urged the community radios to practice preparedness by addressing backup power, maintaining equipment, and having a contingency plan. The locals initiated their own efforts to cope with the disasters in some disaster affected communities.

However, there was little reporting on the formulation of plans, programs, policies, guidelines, and frameworks. Mainstreaming disasters issues in the political arena had not been the subject of much reporting. The international communities were reported as trying to establish a minimum understanding and norms to cope with climate change related disasters. The donors' contributions to policy discussions, and workshops, and the participation of the community representatives were rarely reported.

6.4 Radio

This section addresses the trend of disaster reporting by Radio Sagarmatha (n=89) its 4.45 PM bulletin. Stories were retrieved from the audio library of the Radio station and transcribed into English within the help of professional transcriber. As with previous modes, a content analysis of the disaster news was completed using standard techniques detailed above.

Radio Sagarmatha mostly reported extreme weather events (cold wave, heat wave, drought, foggy weather, low visibility) which is 23.59% (n=21) of the total (n=89), followed by landslide and related events (mudslide, debris flow, erosion, rock falling (n=17, 19.10 %) and news on climate change, ecological and geological problem, environmental issues relating to natural disasters (n=17, 19.10%). Radio Sagarmatha has also reported floods (n=15, 16.85%), lightning and hailstorm (n=11, 12.35%) followed by snow storm, snow fall & avalanche (n=10, 11.23%), forest (wild) fire 7 (n=7, 7.86 %), wind storm and tornado (n=5, 5.61%) and glacial lake outburst (GLOF).

Table 6.3: Detail of natural disasters covered by Radio Sagarmatha

| | May -12 | Jun- 12 | Jul- 12 | Aug -12 | Sep -12 | Oct -12 | Nov -12 | Dec -12 | Jan- 13 | Feb -13 | Mar -13 | Apr -13 | Yearly Average |
|------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|
| Headline National | 2 | 4 | 2 | 1 | 2 | 4 | 0 | 1 | 0 | 2 | 0 | 1 | 1.58 |
| National Total | 8 | 10 | 10 | 6 | 8 | 8 | 3 | 12 | 4 | 5 | 7 | 10 | 7.58 |
| International | 0 | 2 | 4 | 3 | 3 | 7 | 5 | 6 | 0 | 4 | 3 | 4 | 3.42 |
| Total Word Count/Month | 835 | 1711 | 877 | 481 | 874 | 956 | 263 | 1115 | 407 | 718 | 923 | 807 | 830.58 |
| Total National News in Disaster | 8 | 10 | 10 | 6 | 8 | 8 | 3 | 12 | 4 | 5 | 7 | 10 | 7.58 |
| Word Count / Story | 104. 38 | 171 .10 | 87. 70 | 80.1 7 | 109. 25 | 119. 50 | 87.6 7 | 92.9 2 | 101 .75 | 143. 60 | 131. 86 | 80.7 0 | 109.22 |
| Total News in Bulletin | 574 | 543 | 578 | 581 | 563 | 578 | 576 | 592 | 592 | 537 | 570 | 576 | 571.67 |
| News / Day | 19.1 3 | 18. 10 | 19. 27 | 19.3 7 | 18.7 7 | 19.2 7 | 19.2 0 | 19.7 3 | 19. 73 | 17.9 0 | 19.0 0 | 19.2 0 | 19.06 |
| % of National Disaster News | 1.39 | 1.8 4 | 1.7 3 | 1.03 | 1.42 | 1.38 | 0.52 | 2.03 | 0.6 8 | 0.93 | 1.23 | 1.74 | 1.33 |

Table 6.3 details an average of 7.58 stories per month on Nepalese disasters with an average of 1.58 stories per month in headline news. It reported a monthly average of 571.67 news stories, thus only 1.33 percent (approximately 7.58 news items per month) of the stories related to natural disasters. The average word count per story by Radio Sagarmatha is 109.70, so Radio news stories are shorter than in Nepal news and longer than that of the news aired by NTV.

News frames/categories used by Radio Sagarmatha

Radio Sagarmatha has given most prominence to human interest issues (n=64, 71.91%) as with Nepal NTV and Nepal news online, followed by responsibility (n=60, 67.41%) and economic consequences frames (n=46, 51.68%). There was less reporting on frames such as vulnerability and risk (n=44, 49.43%) and under the categories of other frames, warning, instruction, report, exchange of ideas, special occasion, awareness and guidelines (n=38, 42.69%) were in the reports. Radio Sagarmatha has some noticeable reports on morality frame (n=16, 17.97%) but negligible news on the conflict related activities (n=3, 3.37%). To avoid repetitions, *frames used by Radio Sagarmatha have been discussed without detail description of the individual sub categories.*

The Human Interest frame/category

Within the human interest frame the reporting of news items was similar to those published in the other media modes previously described. The six sub frames included detailed

descriptions of the events and their impact on affected individuals (n=49), visualising the devastation caused by the disaster (n=46). The human face or an emotional angle of reporting disasters and issues depicting emotional response (n=26), personal vignettes, empathy, caring words, sympathy and compassion (n=22), storytelling about the awareness, information, education, training (n=8) and psychological pulse, issues on blame & responsibility and negative attitude (n=7).

Reports described how disaster affected people rushed into the health centres and that health centres were struggling to cope the difficulties. Displaced people were forced to seek shelter. News about human casualty, loss of cattle and agriculture farmlands and damage in the infrastructure placed affected communities into difficult times. Identification and handling of the deceased and of the injured. Stories described lightning killed people while working in the farm, flood, landslides, inundation, severe cold and drought ruined life leaving communities paralysed. Power supply, roads and other essential infrastructure were ruined by the disasters and affected people were forced to be remained isolated from the rest of the communities.

Disaster mostly affected the elderly people, children and vulnerable group of people in the communities and these were the focus of many stories. The horror of the disasters was often reported including people buried alive and deceased mutilated body parts leading to difficulties encountered by families in identification. News reporting about the loss of all members of the family forced communities to face the cruelty of the nature and led to psychological impacts on people and communities.

The involvement of the responsible authorities in the management of disaster was contrasted with the personal vignettes, sympathy, caring words and compassion of those affected. People working in the disaster affected fields reported the need to halt search and rescue due to further worsening situations.

Weather forecasting, awareness, training and public information related activities were reported by Radio Sagarmatha. Poor and ethnic communities, slum dwellers, communities living in the disaster prone areas had no option to make their life better and safer due to limited resources, lack of proper attention and capacity of the local administration and

responsible authorities and donors. Stories on the recollection of the devastating disaster of the past from which disaster managers can visualise what went wrong and how people were perished. Reports described the release of Annual and periodic reports on the loss of lives, property and infrastructure but news about awareness, training and ideas to deal with the human face of disasters are less frequently reported.

The Responsibility frame/category

The responsibility frame covers the subcategories previously detailed for TV and online news and includes government information, suggestion and responsibilities of the governments and agencies (n=51), urging immediate actions from DM agencies and communities to tackle the impact of disaster (n=25), the level of health and humanitarian sector's responsibility (n=20), identification of roles in different crisis setting to be prepared for the future (n=15), suggesting level of Media's responsibility, public awareness and trainings (n=13), blame and responsibility concern between the parties involved in DM (n=10) and responsibility of funding for programs and distribution of relief and compensation (n=8).

Radio Sagarmatha aired the stories on the involvement of government agencies such as fire brigades, army, police, local administration and officials, experts, health and emergency workers in disaster management. Most of the essential information was disseminated by the responsible officials of the government (police, army, administration at national and local level. Health posts and hospitals were impacted by limited resources and facing problems to cope growing number of patients. Health experts and organizations have urged people to be aware of unhygienic water and practice precautions as there has been possibility of outbreaks of communicable diseases.

Reports focussed on the responsibility of the officials and the activation of disaster management related committees in the national and local levels. The role and responsibilities of the government and participating nations in the international conventions and gatherings are mentioned in significant volumes. Training provided to emergency workers, sharing/providing information about vulnerability and risk and raising awareness, identifying roles of the involving parties in the disaster management have been frequently highlighted by Radio Sagarmatha.

Responsibilities of donors are driven by the reporting of the mainstreaming media. Local and community initiatives to protect ecology and environment and tackle the impact of climate change are also reported in the news. News on expert groups' observation, monitoring, assessment and recommendations were included in reporting by Radio Sagarmatha. Reports of local communities, NGOs and pressure groups raising funds and managing relief materials to help affected people and communities were included.

Awareness and information sharing on earthquake preparedness and environmental issues are dominant in new reports. Warning systems were installed in some places. National and international days on some themes were observed and Radio Sagarmatha aired special programs related to these events.

The responsibilities of the nations for sustainable development were highlighted along with the responsibilities of the medical and professional sectors to manage emergency operation services. Radio Sagarmatha highlighted issues of vulnerable groups of ethnic and marginalised groups. There have been reporting about the lack of proper planning and discussion in the news of radio Sagarmatha. Issues about the investment in disaster preparedness have been brought forward for the debate as Radio Sagarmatha reported significant events relating to this concern.

The Economic Consequences frame/category

The economic consequence frame/ category has consisted six sub categories which addressed the loss and damage of property infrastructure, settlements, community and government services and issues needed early intervention (n=28), the economic consequences caused by the loss of agriculture, ecology, environment, land and industry (n=21), the depiction of future economic concern and risk due to the damage caused by the disasters (n=16), reporting of the challenge to the economic revival after the occurrence of disasters (n=15), depiction of the roles, involvement and capacity building of the community, private and government sectors (n=9) and donor's contribution on reconstruction and redevelopment of the damaged projects and projects of national importance (n=7)

Radio Sagarmatha focused on the economic burden and costing and its impact on the health sector, public and private infrastructure, highways and essential services. Repetition of

maintenance of the damaged roads, highways, dams, essential infrastructure, and hydropower caused monetary loss. Challenges to the livelihood of farmers caused by severe weather impacted on the Terai and mountainous regions. Scripts from the reports of Radio Sagarmatha addressed the paralysis of public life causing sluggish economic activities. Annual and periodic update by the responsible authorities on the damage and losses in monetary terms and future challenges of bouncing back was referred in the major bulletins of Radio Sagarmatha.

National and international days related to climate change, environment, ecology and disasters were observed to raise awareness, to educate and inform. High level concerns for economic revival were reflected through the news reports. The news reported on investment to overcome climate change related problems and on investments in preparedness, recovery and mitigation plans.

Vulnerability and risk frame/category

The vulnerability and risk frame is the newly emerging frame arising from this research which drew significant commentary. The commentary extended across the sub categories of vulnerability or susceptibility of people, communities or regions to natural hazards (n=25), Socio-economic impacts of the hazardous events (n=23), concerns, suggestions, directions and consultations from the responsible level (n=19), forecasting, prediction and the assessment of the vulnerability to and risk of hazards (n=9), issues of awareness, documentation, accuracy and specialised reporting (n=8) and comparison and evaluation of potential hazards in response to risk assessment (n=7).

The scenario of vulnerable communities has been covered by radio Sagarmatha. Reports focussed on communities in fire affected zones, infrastructures of national importance, essential, vulnerable structures and risk to particular communities. News on the seismic vulnerability and potential disasters has been aired quoting experts, observers and government agencies along with fear for the spread of communicable diseases in disaster affected zones. Agreements, memorandum of understanding, deceleration and bilateral efforts and initiatives for the reduction of climate change induced risk have been covered by Radio Sagarmatha.

Updates from government at both national and local levels have outlined the consequences of natural disasters and warned of future risk. Major concerns were discussed in regard to the sensitive issues in the bordering districts which discussed the cross national responsibilities. Warning and alerts systems were set up in major dams in Terai and GLOF prone zones of the mountainous regions. Intervention from the local administration to save communities by regulating transportation, government services, education institution and local businesses were reported. Nepal's participations on international forums, government's presentation and roles were featured with special reports and discussion within the bulletin of Radio Sagarmatha. The role of women, children and vulnerable groups and communities in risk reduction were discussed. Releases on the findings of Environmental Impact Assessment (EIA) reports, joint response reports and experts opinion were reported.

Morality frame/category

The morality frame was used to capture reports on the norms, values, ethics or moral issues relating to the responsibility of the involved in DM (n=11), management system and mutual cooperation to minimize losses and pain (n=7) and the context of social prescriptions and religious tenet or myths (n=5).

Social norms, values and moral obligations are the driving factors for the involvement of locals in search and rescue task. Happiness and fear both occurred in the communities that faced extreme weather events. Humanitarian support came from all walks of life. Dignitaries and responsible authorities provided moral support to the communities and people affected although there is little news on religious tenet or myths in the bulletin. Support provided for ethnic minorities, vulnerable groups and people in need of support was emphasised. Mutual cooperation between countries and idea sharing among the experts and professionals in the international level has been the focus of new reports. Special reports were aired while commemorating past events.

Radio Sagarmatha has played a role in seeking to mainstream disaster issues and bring political parties to the disaster management agendas. Local administrations and emergency operation centres have been the focal point to activate disaster management activities and they have been regarded as a framework to lodge people's demands and responding their plights. Army, police, Red Cross, communities, emergency and humanitarian aid workers have been supporting affected people.

Conflict frame/category

The conflict frame was used to address concerns relating to potential negligence and monopoly of the agencies, communities, government, projects involved in DM (n=6), the public seeking and demanding adequate compensation response and relief from parties involved in DM (n=5), disagreement between the governments, agencies and public involved in DM (n=4), realization, willingness, assurance and agreement in response to the conflict among the parties involved in the DM (n=3) and obstruction to the public activities due to public anger or from the parties involved in DM.

Conflict frame is rarely used by Radio Sagarmatha. Some concerns are reported in relationship to individuals, groups and communities disregarding Environmental impact Assessment reports. Disagreements between the political parties and their apathy towards formulating and mainstreaming disasters in their agendas have drawn the attention of the editors and reports. Ironic messages of the affected communities to the head of the state and responsible authorities represented dissatisfaction of the people who have not been receiving relief and help for relocation and rehabilitation have been mirrored in the news.

Other frame/category, warning, instruction, report, exchange of ideas, special occasion, awareness and guidelines (n=38, 42.69%)

This frame has covered most of the overlapping characters of the frames used by the Media outlets as well as issues that don't fit within predefined frames derived from the framing theory. For example news related to broader aspects of the environment, ecology and political agendas which did not specifically address disasters. Donor's overall judgement and funding criteria have been discussed which even though has touched some aspects of disaster management.

Reporting through Prevention, Preparedness, Response and Recovery (PPRR) categories in Radio Sagarmatha

As in other media, the Response phase ($n=74, 83.14\%$) has been mostly reported by Radio Sagarmatha followed by reporting on recovery phase ($n=34, 38.20\%$). Unlike Nepal news online, Radio Sagarmatha has least priority on preparedness ($n=13, 14.60\%$). There has been moderate reporting of Prevention ($n=23, 25.84\%$). As a community radio station Radio

Sagarmatha has reported predominantly about the environment, ecology and climate change related discourses. There are still more than 15% (n=14) of the natural disasters related news without any clear messages that reflects any particular characters of PPRR cycle.

Response

Reporting on the response phase covers arrangements made to respond the consequences of the emergency: Medical services, triage management and other arrangements (n=28), emphasis, directives and instructions on the roles of agencies in response to disasters (n=25), forecasts, media monitoring, public information and awareness, warnings, and severity of disasters in response to the public attention (n=24), concerns about the priorities, sources of funding, bilateral agreement (n=18), activating emergency operation centres and mobilizing emergency services, volunteers, specialists rescue teams (n=18) checking equipment, technologies, resources and setting up an area for recording, packaging, freezing, drying and minor treatment(n=3). Commemoration or memorial services and observing special days and occasions (n=5) are reported in a negligible amount.

Radio Sagarmatha reported that emergency search and rescue functions have been undertaken under the leadership of local administration and emergency operation centres. Army, police, medical teams, health workers, volunteers and local people have been deployed in the major disaster affected areas. People have been offered to take refuge at the nearby villages, relatives and friends. However limited resources and lack of timely availability of protective equipment have impacted the response, search and rescue trainings, skill and capacity building activities.

Donor's response on policy, bilateral agreements, technical supports and funding arrangements was echoed in the news. Field observation and acquiring details about the loss, damage and situation of the disaster affected areas and immediate technical support to the search and rescue efforts. Activation of various committees from national to local level can be seen in the news of radio Sagarmatha.

Updated information on weather forecast, warning and alerts from the national level agencies were covered in the regular bulletins of Radio Sagarmatha which was specially reported during and after the disasters. Reports were prompting discussion on the national agendas to

present in the international forums in response to climate change and environmental problems. National planning level discussion, interactions and briefing had been reported.

Donor's appreciation and acknowledgement on effective initiatives were taken to tackle disasters further assurance of cooperation and assistance. Involvement of private sectors in some of the special and prioritised response works they found to be reluctant in overall search and rescue efforts. Decisions to close down essential services, educational institutions and transportation arrangement were made in crisis. Follow up reporting covered the operation tasks to resume blocked road, highways and essential services. Suggestions from the medical professionals to practice maximum precautions in the disaster affected zones were made. Radio Sagarmatha emphasized the reports available from the expert groups and monitoring in response to the situation of disaster prone zones.

As a community Radio, Sagarmatha has given prominence to the news related to local initiation, community engagement and mobilisation of locally available resources in disaster response or search and rescue efforts and helping vulnerable ethnic communities. Priorities of decision making and implementation were given on the basis of mutual cooperation of the stakeholders. Radio Sagarmatha aired featured reports of the past events which depicted moral response of the authorities to the loss of life and property.

Recovery

Reporting on the recovery phase by Radio Sagarmatha covers issues such as the management of the recovery functions and practices (n=16), updating the account of the affected people, losses and damages relating to recovery (n=13), efforts on medical aid (n=9), cleaning up, reopening business, educational institutions and transportation and normalizing the situation (n=7), news about rehabilitation, relief arrangement and demands from the affected (n=7), priorities for minimizing losses and restoration work (n=7), concerns about the sources of funding and availability (n=5) and rebuilding damaged structures or infrastructures (n=4).

Pressure has increased in the local health centres and hospitals which face challenge to tackle the possible outbreak of communicable diseases. Despite limited resources medical and health sectors were engaged in recovery of the affected people. Victims or the displaced have been given temporary shelter by their neighbours, relatives and friends. The identification and

handling of deceased, injured, updating missing people and undertaking legal procedures required were described.

Efforts to resume the vehicular movement, power supply and essential services were reported. Radio Sagarmatha had coverage on the arrangement of additional services including mobilisation of the private sector in relief distribution and recovery along with the involvement of local communities in collecting relief and recovery materials.

Government actions to tackle climate change, ecology and environment related program, policy and regulations in national/ international forums. Government roles in minimizing risk have been discussed in national/international forums which led to strategies for protection and preservation of natural resources. Observing national/international days on thematic issues/agendas helped to create awareness, educate and inspire people and communities.

International conferences and conventions are focused on sustainable development which relates to the disaster risk reduction strategies as well. Donors including UN line agencies have been informing, advising and cooperating with Nepal government in shaping DRR related plans and activities. Tourists and foreign national affected by the disasters have been given prominence while undertaking recovery functions.

Prevention-Mitigation

The focus on prevention and mitigation has addressed individual and group response, actions and behaviour contributing to prevention or mitigation (n=11, developing plan, building resilience, establishing norms and structure to prevent disasters (n=11), capacity development, training, workshops, community mobilization to tackle disasters (n=9), depicting media involvement, awareness and information dissemination (n=7), regulatory measures to ensure prevention or mitigation (n=6), physical or engineering or designed measures to ensure prevention or mitigation (n=5) and funding commitments, initiation of government and agencies to develop projects and planning (n=5)

Government agencies, NGOs, community organizations have been involved in limited activities related to mitigation and prevention of disasters. Donors have been helping to formulate disaster management plans and policies. There have been some discussions

reported from national and international forums on mitigation and prevention but there is less volume of news have been reported on this aspect.

Training, awareness, education and observation of international and national days at the expenses of the donors were reported by radio Sagarmarha. News reported on the development of a code in the national budgeting framework on climate change. Inadequate equipment and technology in the national and district level have impacted the prevention and mitigation related activities.

Assessments of risk factors and regulatory measures to control dams, alerting about GLOF risks, flood warnings and regulating transportation were in place but have limited impacts. Medical and health professionals have appealed in the wake of severe disasters such as demanding supports for the medical aids, hospital resilience, executing awareness and education related activities.

Regional cooperation and knowledge sharing within the major disasters affected regions were described along with commitment to formulate policies based on the impacts of climate change, environmental and ecological problems. Discussion on issues such as right to information, information dissemination and disaster communication were included in the coverage.

Preparedness

The focus of Radio Sagarmatha on preparedness covered focus on the plans and arrangements that are put in place before the occurrence of emergencies (n=8), update on national policy, regulations, plan and testing the plan (n=6), mitigating the potential effect of the disaster and an emergency (n=5), preparing and keeping an up-to-date set of documentation and distribute them to appropriate locations on-and off –site (n=4), commemoration or memorial services, observation, mock exercise and awareness (n=4), institutional procedures to notify appropriate people about the disaster and assemble them rapidly (n=3), planning for the essential services and continued availability from different agencies in the case of disaster (n=2) and the determinants of a disaster to assess the risk (n=2).

Preparedness related activities were reported in very limited volume by Radio Sagarmatha. Hospital preparedness has been reported as ineffective and impacted on by increasing number of patients. Discussion on disaster preparedness, communication, training, education and awareness in national and international level but outcomes were limited. News covered regulation of transportation and issuing guidelines and instruction to look at dams and embankments before possible disasters.

Synopsis of Radio Sagarmatha news reports

Radio Sagarmatha, the first community radio in South Asia, along with human interest aspects, has given prominence to the news in different phases that includes; responsibility with 60 stories, economics consequences with 46 reports, vulnerability and risk with 44 news items and morality 16 items followed by conflict 7 news items. Findings revealed that an average of 7.58 stories per month on Nepalese disasters with an average of 1.58 stories per month in headline news. It reported a monthly average of 571.67 news stories, thus only 1.33 percent (approximately 7.58 news items per month) of the stories related to natural disasters.

The average word count per story by Radio Sagarmatha is 109.70, so Radio news stories are shorter than in Nepal news and longer than that of the news aired by NTV. Radio Sagarmatha reported disaster in different phases with 89 disaster news items as per its archives that includes 74 items in response, 37 in recovery, 23 in prevention and 13 news items in preparedness phase.

Unlike other three outlets Radio Sagarmatha has reported extreme weather events the most as the programs and policy of this station have been a part of a widely acknowledged community forum Nepal Forum of Environmental journalists (NEFEJ). However this stations does not only cover environment, ecology and climate change related issues, but also the subjects of public scrutiny, good governance, development, politics, trade, culture and disaster management. In the beginning this station had very good reputation in the public and was leading most of the community radio stations of the nation. Now, due to huge competition with the commercial media outlets and resources constrains, this station has been struggling for its sustainability. Other disasters that Radio Sagarmatha mostly reported are flood, landslides, lightning, earthquake and avalanche. There was negligible reporting on windstorm and forest fire.

If we look into the reports of radio Sagarmatha, it describes how disaster affected people rushed into the health centres and that health centres were struggling to cope the difficulties. Displaced people were forced to seek shelter. News about human casualty, loss of cattle and agriculture farmlands and damage in the infrastructure placed affected communities into difficult times. Identification and handling of the deceased and of the injured. Stories described lightning killed people while working in the farm, flood, landslides, inundation, severe cold and drought ruined life leaving communities paralysed. Power supply, roads and other essential infrastructure were ruined by the disasters and affected people were forced to remain isolated from the rest of the communities.

Radio Sagarmatha aired the stories on the involvement of government agencies such as fire brigades, army, police, local administration and officials, experts, health and emergency workers in training, skill development and disaster management. Most of the essential information was disseminated by the responsible officials of the government (police, army, administration at national and local level). Health posts and hospitals were impacted by limited resources and facing problems to cope growing number of patients. Health experts and organizations have urged people to be aware of unhygienic water and practice precautions as there has been possibility of outbreaks of communicable diseases.

Responsibilities of donors are driven by the reporting of the mainstreaming media. Local and community initiatives to protect ecology and environment and tackle the impact of climate change are also reported in the news. News on expert groups' observation, monitoring, assessment and recommendations were included in reporting by Radio Sagarmatha. Reports of local communities, NGOs and pressure groups raising funds and managing relief materials to help affected people and communities were included.

Awareness and information sharing on earthquake preparedness and environmental issues are dominant in new reports. Warning systems were installed in some places. National and international days on some themes were observed and Radio Sagarmatha aired special programs related to these events.

Radio Sagarmatha focused on the economic burden and costing and its impact on the health sector, public and private infrastructure, highways and essential services. Scripts from the

reports of Radio Sagarmatha addressed the paralysis of public life causing sluggish economic activities. Annual and periodic update by the responsible authorities on the damage and losses in monetary terms and future challenges of bouncing back was referred in the major bulletins of Radio Sagarmatha.

Nepal's participations on international forums, government's presentation and roles were featured with special reports and discussion within the bulletin of Radio Sagarmatha. The role of women, children and vulnerable groups and communities in risk reduction were discussed. Releases on the findings of Environmental Impact Assessment (EIA) reports, joint response reports and experts opinion were reported.

Social norms, values and moral obligations are the driving factors for the involvement of locals in search and rescue task. Dignitaries and responsible authorities provided moral support to the communities and people affected although there is little news on religious tenet or myths in the bulletin. Support provided for ethnic minorities, vulnerable groups and people in need of support was emphasised. Special reports were aired while commemorating past events.

Radio Sagarmatha has played a role in seeking to mainstream disaster issues and bring political parties to the disaster management agendas. Conflict frame is rarely used by Radio Sagarmatha. Some concerns are reported in relationship to individuals, groups and communities disregarding Environmental impact Assessment reports. Ironic messages of the affected communities to the head of the state and responsible authorities represented dissatisfaction of the people who have not been receiving relief and help for relocation and rehabilitation have been mirrored in the news.

Radio Sagarmatha, emergency search and rescue functions can be found undertaken under the leadership of local administration and emergency operation centres. Army, police, medical teams, health workers, volunteers and local people have been deployed in the major disaster affected areas. However limited resources and lack of timely availability of protective equipment have impacted the response, search and rescue trainings, skill and capacity building activities. Radio Sagarmatha had coverage on the arrangement of additional services including mobilisation of the private sector in relief distribution and recovery along with the involvement of local communities in collecting relief and recovery materials.

International conferences and conventions are focused on sustainable development which relates to the disaster risk reduction strategies as well. Donors including UN line agencies have been informing, advising and cooperating with Nepal government in shaping DRR related plans and activities.

Tourists and foreign national affected by the disasters have been given prominence while undertaking recovery functions. Training, awareness, education and observation of international and national days at the expenses of the donors were reported by Radio Sagarmarha. News reported on the development of a code in the national budgeting framework on climate change. Inadequate equipment and technology in the national and district level have impacted the prevention and mitigation related activities.

Assessments of risk factors and regulatory measures to control dams, alerting about GLOF risks, flood warnings and regulating transportation were in place but have limited impacts. Medical and health professionals have appealed in the wake of severe disasters such as demanding supports for the medical aids, hospital resilience, executing awareness and education related activities.

Preparedness related activities were reported in very limited volume by Radio Sagarmatha. Hospital preparedness has been reported as ineffective and impacted on by increasing number of patients. Discussion on disaster preparedness, communication, training, education and awareness in national and international level but outcomes were limited. News covered regulation of transportation and issuing guidelines and instruction to look at dams and embankments before possible disasters.

6.5 Print

This section addresses disaster reporting by the national English daily newspaper Republica; a publication of Nepal Republic Media Pvt. Ltd. ‘Republica’ (n=177) disaster related stories were retrieved from the online archive of the Republica daily. One of the major reasons behind the selection of Republica English daily is, it is an English version of the Nepalese national daily ‘Nagaraik’ which normally covers disaster news in its English publication as well. A content analysis of the news reports was completed using techniques and steps

detailed in the methods and categorised in accordance with news frames and reporting throughout the PPRR cycle.

Reporting trends of natural disasters by Republica daily

Republica English daily mostly reported news on flood, inundation and incessant rains (n=66) followed by extreme weather events such as cold wave, heat wave, drought, foggy weather and low visibility (n=17). News also addressed landslide, mudslide, debris flow, erosion, rock falling (n=38), earthquake related activities (n=18) followed by news on lightning, hailstorm, hailstone with 8.47 % (n=15). Some reports have been categorised as general as these stories talk about all types of disasters (n=9) or reports on general issues such as climate change, ecological and geological problem, environmental issues (n=8).

As with the other three categories of media Republica daily has also given prominence to human interest frames (n=136, 76.83%) followed by responsibility news frame (n=99, 55.93%) and economic consequences frame (n=89, 50.28%). There have been modest level of reporting on vulnerability and risk related titles (n=73, 41.24%) followed by the ‘other’ category which includes general reporting and overlapping frames (n=65, 36.72%). Unlike the other three media modes, Republica daily has given prominence to the news about conflict (n=32, 18.07%) and to the morality frame (n=24, 13.55%).

Table 6.4: Detail view of natural disasters covered by Republica daily

| Republica daily (n=177) | May -12 | Jun -12 | Jul-12 | Aug -12 | Sep -12 | Oct-12 | Nov -12 | Dec -12 | Jan-13 | Feb -13 | Mar -13 | Apr -13 | Tota l | Yearly Average |
|------------------------------------|---------|---------|--------|---------|---------|----------|---------|---------|--------|---------|---------|---------|---------|----------------|
| Cover story with photo caption | 3 | 2 | 3 | 2 | 2 | 3 | 0 | 1 | 2 | 1 | 0 | 0 | 19 | 1.58 |
| Cover story without photo caption | 1 | 3 | 2 | 2 | 4 | 0 | 2 | 1 | 3 | 1 | 0 | 0 | 19 | 1.58 |
| Inside story with photo caption | 4 | 4 | 8 | 7 | 4 | 3 | 0 | 4 | 7 | 1 | 4 | 4 | 50 | 4.17 |
| Inside story without photo caption | 14 | 12 | 10 | 13 | 11 | 5 | 6 | 3 | 10 | 10 | 3 | 10 | 107 | 8.92 |
| Word counts | 6960 | 3293 | 4648 | 5664 | 5986 | 3803 | 2345 | 2445 | 5876 | 2544 | 2607 | 3388 | 49559 | 4129.92 |
| No. of Story | 20 | 18 | 18 | 23 | 19 | 11 | 7 | 8 | 19 | 13 | 7 | 14 | 177 | 14.75 |
| Word Count / Story | 348.00 | 182.94 | 258.22 | 246.26 | 315.05 | 345.7273 | 89.00 | 305.63 | 309.26 | 195.69 | 372.43 | 242.00 | 3210.22 | 267.52 |
| National Disaster News | | | | | | | | | | | | | 177 | |

Table 6.4 demonstrates that Republica daily has covered 14.75 news items on average per month which is 8.33% of the total news covered in one year. Republica has comparatively longer stories than in other three media outlets; an average of 267 words per story. There have been some stories on the cover story with photo and captions (1.58 news items per month) which accounts for less than one percent (0.89%) of the total yearly news. But news on the inside pages without photos and captions dominates the news positioning by Republica (5.03% of the total news) followed by news in inside pages with photos and captions (4.17 news items per month). Hence, national daily newspaper Republica has been reporting disaster news more frequently and in more detail than the other three categories outlets such as Radio, TV and Online.

News frames used by Republic daily

The human interest frame/category

The human interest frame (136,76.83%) is the most common presentation of disaster related news and includes detailed descriptions of the events and their impact on affected individuals (n=116) personal vignettes, empathy, caring words, sympathy and compassion (n=57), visualising the devastation caused by the disaster (n=53), human face or an emotional angle of reporting disasters and issues on depicting emotional response (n=53), psychological pulse, issues on blame & responsibility and negative attitude (n=14) and storytelling about the awareness, information, education, training (n=10).

Reports focus on information sharing about humanitarian and logistic support and coordination and on mock exercises and how they address the people's needs and instil confidence. Stories also focus on the sorrow of the affected people particularly those missing or injured. Stories also focus on the impact of limited resources on local health centres. They visualise the horror of disasters. The people killed and injured were portrayed with the words of sympathy and compassion including the comments of the onlookers, family and friends. Friends and families were in a dilemma and feeling helpless.

Republica also presented detail reports on the major threats to the ecology impacted the environment and livelihood that ruin vegetation and local settlements. News reports mentioned that people were forced to relocate in safer places leading to uncertainty in the

future. People living in the vulnerable areas of the bordering areas confronted a sense of helplessness as they perceived their problems have not been realised by either of the countries. People have been warned off the impact of climate change and low production by local and national media but they have been obliged to live and endure difficulties. Reports focussed on the frustrations of the locals living near the vulnerable dams, embankments and settlements.

People in some settlements have been forced to demolish their houses and compelled to accept inadequate compensation. Settlements of the ethnic, poor people and Dalit communities were cut off from the rest of the neighbouring districts, villages, markets and educational institutions. People from the cold and snow affected communities were forced to move from their traditional land.

Some have left their places to sale their local productions for the livelihood during their stay in lower hills and the cities in the southern planes. Projects run by and local VDCs have expressed their great concern over the emotional side of the affected people but limited resources impacted people's livelihood. People lost their life and some were stranded in the tourist hub due to avalanche and most of them were tourists.

The emotional face of telling the story has been emphasised by stories about the handling of the deceased body and handing them over to the family and relatives. Stories included vignettes, emotional plight, caring words and sympathy related messages of the onlookers, witnesses and locals during the search and rescue efforts and most of the victims were elderly, women and children. People have been dying in the far-flung areas in the absence of proper communication. People in the flood and landslides affected areas have suffered from the lack of pure drinking water and some volunteer and social organization have tried to help them. Words of sympathy and care were not enough to address the plight of the people affected and families who lost their loved ones.

People were not able to go to work, businesses were been shut down and the impact on economy and livelihood crippled the social life of the people. Market price hikes and shortages of essential goods and supplies have left people frustrated. People could not be able to protect their cattle and wildlife near the national parks and reserves were also affected by the impact in their habitat.

Responsibility frame/category

The responsibility frame (n=99,55.93%) was used to emphasise the accountability and included government information, suggestion and responsibilities of the governments and agencies (n=55), urging immediate actions from DM agencies and communities to tackle the impact of disaster (n=30), responsibility of funding for programs and distribution of relief and compensation (n=25), level of health and humanitarian sector's responsibility (n=25), suggesting level of Media's responsibility, public awareness and trainings (n=14), identification of roles in different crisis setting to be prepared for the future (n=10) and blame and responsibility concern between the parties involved in DM (n=10).

Republica daily reported that despite limited resources, the government has discharged its responsibility by formulating and putting forward preparedness and response plans. Systems of detecting and monitoring disasters and setting up warning systems have been possible due to the help of donors. Scientific measurement of the intensity of the droughts and other disasters were lacking in government sectors. Government has announced compensation, relief and temporary arrangements for the displaced and affected people.

Government departments and concerned authorities have discharged their responsibly to inform the public about the forecasts, predictions and alerts/warning to be issued.

Responsibility of the local authorities to regulate highways patrolling, transportation, public services, educational institutions were detailed in the news reports.

Some political parties have raised their concerns on disaster related topics but have utilised limited efforts to incorporate policies about mainstreaming disaster management. A report focussed on the fact that the Government had planned to launch mobile health pilot program under which mobile phones with customized apps were distributed to health. Stories also focussed on the role of authorities to repair, re-establish halted essential services. More focus was given to the management activities to reduce earthquake risk by implementing and monitoring building codes.

Experts have realised and committed to conduct studies on impact of climate change and study on planned adaptation to contribute in policy formulation in agriculture, ecology and

production sectors. Participants in international forums discussed the impact of extreme weather and climate change induced catastrophes. Experts have suggested government to take strong position while dealing with international communities in response to the issues of climate change.

Emphasis has been given to undertake public awareness and training to the people working in the government and community organisations. Joint and unilateral teams of technicians have monitored and inspected the vulnerable sites in the bordering districts of Nepal.

Representatives from the countries who have effective trauma centres have in many occasions trained Nepalese health and emergency workers. The Army, Police, Red Cross, Community organisations and local administrations were responsible in every effort made in the disaster affected zones.

Donor's responsibility in overall disaster risk reduction programs and policy found to be limited but impacts of their involvement were significant. Victims of the disasters have urged stakeholders and social organizations to help with relief and recovery. Government had tried to form a new unit of security forces to deal with disaster management. However, Army and police departments had their own divisions to tackle disaster and this was resisted.

Temporary arrangements for the relocation and rehabilitation of the victims were considered the responsibility of the local administration.

Economic Consequences frame/category

The economics consequences frame (n=89,50.28%) was used to focus on the loss and damage of the properties, infrastructures, settlements, community and government services and issues needed early intervention (n=66), depicting future economic concern and risk due to the damage caused by the disasters (n=47), economic consequences caused by the loss of agriculture, ecology, environment, land and industry (n=39), reporting of the challenge to the economic revival after the occurrence of disasters (n=21), donor's contribution on reconstruction and redevelopment of the damaged projects and projects of national importance (n=19) and depicting the roles, involvement and capacity building of the community, private and government sectors (n=17).

The cost of implementing sophisticated disaster response plan in major economic hubs and coordinating humanitarian support units was said to be significant. Donors support on monetary, technical and equipment part was expected. Farmers and locals in the cold, drought and flood affected regions have been hard hit and the impact of this adverse situation feared to incur major threats to the livelihood and national economy as a whole. Issues of compensation were crucial for the government and donors involved in recovery measures.

Republica has reported in less volume about the economic impact of the disasters such as storm and lightning. Impact of extreme weather events had been experienced in the ecology, environment, reserves and heritages sites which were posing threats to the economy and livelihood.

Tourists' hubs and places of national and international importance have been impacted by the disasters and have sought support from government and donors. Reports focussed on the high costs of repairs, renovation and construction, regulation of the highways, government infrastructure, dams and embankment. Similarly the high costs of search and rescue operation in the mountain regions and for the foreign nationals and tourists were featured as well.

Future economic impact on the communities displaced from their traditional land was described. The introduction of a specific budget code to streamline program and costings regarding the impact of climate change was widely reported.

Vulnerability and risk frame/category

The vulnerability and risk frame (n=73, 41.24%) is the newly emerging frame from this research. It focussed on vulnerability or susceptibility of people, communities or regions to natural hazards (n=45), forecasting, prediction and the assessment of the vulnerability to and risk of hazards (n=32), concerns, suggestions, directions and consultations from the responsible level (n=25), socio-economic impacts of the hazardous events (n=17), comparison and evaluation of potential hazards in response to risk assessment (n=14) and issues of awareness, documentation, accuracy and specialised reporting (n=10)

Government departments were had leading responsibility to forecast, predict, monitor, warn and alert about the potential risk of damage in lives and properties. However assessment of

the risk and vulnerability in the major economic hubs was reported as being carried out only in the selected areas. There were discussions on the vulnerable structure of the community Radio stations because of the importance of community radio stations. Reports focussed on the need and importance of reliable mechanism for quick information dissemination and awareness raising activities.

There was limited reported use of sophisticated technology to monitor and control disasters and the involvement of donors in providing database, software, technology and essential equipment. News about monitoring of areas vulnerable to natural hazards was reported but with a focus on comparisons with other countries. People were susceptible to communicable diseases in disaster hit areas. Hospitals and health centres had to struggle to cope with the growing numbers of the patients.

Various studies into identification of vulnerable communities, hazards and the multifaceted impacts of the hazards were reported. Hotels and resorts near the tourists' hubs, reserves and parks were examined because of their economic importance. Bridges, highways and projects of national importance were affected by the disasters but damage was not prevented because of weak governance mechanisms to ensure resilience. Supervision of the buildings and monitoring construction activities have been reported quoting government regulations and sources. Reports focused on many infrastructures waiting to be repaired, renovated and reconstructed.

Communities in the upper mountainous and southern plane of Terai have been assessed as vulnerable to extreme weather events and frequent natural disasters. Most of the disaster prone areas have not been able to set up warning, alert and information system.

Conflict frame/category

The conflict frame (n=32, 18.07%) included negligence and monopoly of the agencies, communities, government, projects involved in DM (n=22), realization, willingness, assurance and agreement in response to the conflict among the parties involved in the DM (n=21), disagreement between the governments, agencies and public involved in DM (n=17), public seeking and demanding adequate compensation response and relief from parties involved in DM (n=16) and obstruction to the public activities due to public anger or from the parties involved in DM (n=5).

Republica depicted scenarios of the confusion during major disasters which could create misunderstanding among the people and agencies. Community forest users groups and community organisations have expressed their worry over failure and the apathy of authorities. Locals were reported sending their kids to look after their cattle in the forest; a concept that was considered disgraceful by humanitarian and community agencies.

There were reports of a lack of instruction and suggestion from the experts about the risk of loss and damage. People living in the areas where dams, embankment and infrastructure were at risk blamed the government for not paying attention to solve their problem. There were reports of a lack of programs to clean the canals, repair dams and embankment and minimise risks at the projects of national importance which fuelled anger of the public. Civil societies blamed government for not taking necessary steps towards minimising the risk of climate change and to take strong position in international forums.

Due to sluggish response from the government authorities, people were demanding adequate relief arrangements, compensation and immediate relocation to sustain communities. Cultural traditions in some communities impacted on vulnerable people and communities. Reporting about the breaching of instruction, guidelines and legal parameters can be seen in the Republica daily. Coordination between all involving parties was impacted by the adverse situation caused by the disasters itself. Essential services damaged and halted by the disasters could not be timely reinstated due to sluggish response from the authorities and concerned parties.

The head of the government expressed his displeasure over the pace of relief and rescue efforts for responding the plight of the affected people. Displaced families in some disaster prone areas were left without any support and even some were taking refuge in the nearby forests. Relief materials had not reached to the affected which caused humanitarian concerns reported by the media. The lack of research and on site study about the risk and vulnerability in the disaster prone areas aroused dissatisfaction in the communities.

Morality frame/category

The morality frame (n=24, 13.55%) included norms, values, ethics or moral issues relating to the responsibility of the involved in DM (n=19), management system and mutual cooperation to minimize losses and pain (n=9) and context of social prescriptions and religious tenet or myths (n=7).

Duties of immediate response to the people and community affected and providing necessary supports and compensation to them were regarded as the major responsibility of the government and local administration. Government and non-governmental sectors were considered legally bound to follow the plans and directives following high level endorsement. Head of the government and responsible officials have expressed concerns over the sluggish response from the authorities which was regarded as moral and positive acknowledgement. Villagers, neighbours and relatives of the affected and displaced people have shown generosity to help them.

The duties of community organizations and national and local level disaster management committees were regarded as essential in all phases of disaster management. Parties involved in the bilateral agreements have not shown their moral responsibility to fully abide by the agreed terms and conditions. Protest, putting pressure and demanding for the immediate actions have influenced by the government authorities to pay attention in right time.

Other Frames/categories (warning, instruction, report, exchange of ideas, special occasion, awareness and guidelines)

This frame has been discussed as an overlapping frame which has covered the issues on wide ranging topics such as detail reports, articles, exchange of ideas, special occasions and some of the education and awareness related activities. However, most of the features identified in this frame are covered in predefined and emerging frames. News about special events, national international gathering and detailed findings of the ongoing studies are included in this sub category.

Reporting through Prevention, Preparedness, Response and Recovery (PPRR)

Republica daily has reported more about the response phase (n=104, 58.75%) as with other media modes and least priority is given to preparedness (n=19, 10.73%). Coverage on recovery (n=84, 47.45% and prevention-mitigation (n=39, 22.03%) phase has been

significant during the featuring of disaster news in Republica daily. A number of articles (n=24) were found to not have a clear connection to elements of the PPRR approach. Summary of the reporting throughout the cycle of disaster management (PPRR) have been presented as follows.

Response

Reports on the response phase (n=104) included forecasts, media monitoring, public information and awareness, warnings, and severity of disasters in response to the public attention (n=42), activating emergency operation centres, mobilizing emergency services, volunteers, specialists rescue teams (n=36) and arrangements made to respond the consequences of the emergency - medical services, triage management and other arrangements (n=34). Likewise; emphasis, directives and instructions on the roles of agencies in response to disasters (n=28), concerns about the priorities, sources of funding, bilateral agreement (n=16), checking equipment, technologies, resources and setting up an area for recording, packaging, freezing, drying and minor treatment (n=10) and commemoration or memorial services and observing special days and occasions (n=2) were reported accordingly.

Republica daily reports included discussion on the plan which lays out the emergency response arrangements including search and rescue capacity for injured and missing people in the national and district level. Declaring disaster affected zones is the responsibility of the government, especially local administrations. Reports also focused on the role of Army, police, Red Cross and emergency workers in the research and rescue operation.

Reports focussed on the limited equipment and technologies available to clear obstacles and debris and to smoothly run essential services. Local administration announced a shutdown of educational institutions, local markets and air and land transportation to keep people and community safe during severe disasters. Reports focused on search and rescue of vulnerable groups such as children, women and elderly citizens and on the distribution of essential items by the local administrations.

Limited use of message notification, satellite images and use of available sophisticated technology for disaster warning and response has caused ineffectiveness in disaster

management. There were some reports about the use of SMS reporting system to inform and alert health workers. Public were alerted to exercise maximum precautions and temporary arrangement of essential supplies. Scientific assessment of the effect of disasters, forecast, prediction, data analysis and assessment and measurement of the intensity have been lacking. News of Republica daily reflected the reactions of some political parties to sympathise affected communities and people.

Recovery

Reports relating to the recovery phase (n=83) included management of the recovery functions and practices (n=40), updating the account of the affected people, losses and damages relating to recovery (n=31), priorities for Minimizing losses and restoration work (n=25), news about rehabilitation, relief arrangement and demands from the affected (n=24), efforts on medical aid (n=23), concerns about the sources of funding and availability (n=16), rebuilding damaged structures or infrastructures (n=9), cleaning up, reopening business, schools and transportation and normalizing the situation (n=7) and commemoration or memorial services and observing special days and occasions (n=2).

Republica daily covered issues about the need for planning for the recovery phase by organising simulation or mock exercises.

They discussed the need for information required to start recovery and relief functions. National accounting of the devastation in economic terms and estimation of recovery costings was discussed in the reports. Reports described the involvement of district administrations in distribution of relief support and the activation of district level relief committees.

Republica included announcements of the immediate relief and compensation for the disaster victims including assistance provided by humanitarian agencies, local NGOs and individuals to help victims with relief materials. A special emphasis was given to the recovery for foreign national and tourists. Donor's support to revive damaged roads and other important infrastructure that were ruined by disasters has been mentioned in the news. Involvement of technicians and their suggestions for the regulation of irrigation, dams and embankments were referred in the news

There were reports of local administration's decision to close down educational institution, highways and other services and of the challenges experienced to recover from the loss in agricultural production, infrastructure and essential services. Farmers and locals affected by disasters demanded compensation, exemption from certain duties and necessary relief and rehabilitation in the cold, drought and flood affected zones.

Health workers and volunteers were reported assisting army, police and local administration. These reports focussed on recovering dead bodies, identifying injured and referring them to the appropriate health centres. Some social and charity organizations supported affected people to revive water supply and sanitation. Concerns were raised for the safety of people involved in recovery functions.

Ethnic communities in the remote parts have gradually started to change traditional culture and adopt modern life styles which could help them to be safe in extreme natural events. News about the participation from community, volunteers and private sectors in recovery functions at regional and local levels was reported by Republica. Training and skill development support for Nepalese emergency professionals were provided by the international renowned institutions. A discussion about the need and importance of formulating separate unit from the security forces to deal with disasters was in the coverage of Republica.

Print media including Republica promoted discussion in the national and international forums about the need and importance of formulating effective plans for the recovery of communities. Information asymmetry about the actual data of the people and community looking for relief and compensation confused the recovery actions. Issues of compensation to be provided for the people affected by natural calamities in the bordering districts have been reported seriously.

Prevention-mitigation

Reporting under the prevention/mitigation (n=39) domain included physical or engineering or designed measures to ensure prevention or mitigation (n=22), individual and group response, actions and behaviour contributing to prevention or mitigation (n=19), regulatory measures to

ensure prevention or mitigation (n=17), capacity development, training, workshops, community mobilization to tackle disasters (n=10), developing plan, building resilience, norms and structure to prevent disasters (n=10), funding commitments, initiation of government and agencies to develop projects and planning (n=9) and depicting media involvement, awareness and information dissemination (n=8).

Discourses about prevention were dominated by earthquake, climate change and environment related issues fostered by formulation of the Nepal Risk Reduction Consortium (NRRC). A mock drill on prevention plan for a major commercial hub was reported by Republica. Reporting also focussed on the provision of adequate and essential supplies in case of emergencies for major commercial hubs and places of national and international importance. The newspaper commented on the provision of national level disaster management programs, Natural Calamity Act and legal provisions to deal with prevention and mitigation efforts were put in place but it was lacking timely update. There was discussion on working plans and papers in various forums which contributed to prevention strategies in Nepal. Concerns about the prevention and mitigation were raised within political parties but were not sustained. The paper explored Government's willingness to form a separate wing of security force to deal with disaster at a national level.

Reports focussed on recommendation and guidelines to deal with water induced disasters but donor influenced and also violation of building codes and breaching bilateral agreements in response to disaster prevention in bordering districts. Government of Nepal participated in many international forums that emphasised the need of sharing ideas, adopting technology and knowhow on geospatial support systems required to deal with climate change, mountain ecosystems and livelihood. Building codes, regulation of dams and embankment control and national guidelines on particular precautions about the mitigation and prevention were focused on some selected natural disasters.

Donors were reported to be supporting the government to install technologies to help prevent disasters but sustainability remained a problem. Community consumer right groups and community organizations have practised their own way of protecting people from major disasters. Despite low funding; systems of monitoring, regulating and detecting potential disasters in a limited number of disaster prone areas had garnered some supports from the government and agencies. Discussion also focussed on the capacity of trustable prediction,

forecasting and analysis of the data on extreme weather events have been lacking. Awareness, training, education and information sharing activities are in limited volume and focused in some selected disasters only.

Preparedness

Reports on preparedness (n=19) included the subcategories such as; commemoration or memorial services, observations, mock exercise, awareness (n=11), focus on the plans and arrangements that are put in place before the occurrence of emergencies (n=7), planning for the essential services and continued availability from different agencies in the case of disaster (n=6), preparing and keeping an up-to-date set of documentation and distribute them to appropriate locations on-and off –site (n=6), update on national policy, regulations, plan and testing the plan (n=5), mitigating the potential effect of the disaster and an emergency (n=4) and the determinants of a disaster to assess the risk (n=2).

Republica daily has limited reporting on the preparedness phase. Reports focussed on mock drills, the lack of adequate logistic and stock piles, access to humanitarian aids and its coordination and the use of technology to detect, predict, forecast disasters and analyse data available from international sources. Reports did focus on natural resource management issues. Emergency services preparation was broadly discussed. The lack of fire brigades in the major cities impacting on preparedness capability, lack of preparedness for technological and chemical hazards and training, awareness, skill development and knowledge sharing amongst response agencies were presented.

NRRC was reported trying to work with all sectors in response to the risk reduction methods applied, such as early warning system, to the provision of providing shelters for the people in need, to help organising mock drills and spreading awareness. Discussion and recommendation to improve preparedness capacity within the Radio stations has also been in the news reporting. Radio stations as critical medium for emergency information were found to be ill-prepared.

Synopsis of Republica daily news reports

Republica daily has reported disaster related news in the wider space, with a significant number (n=177) of news stories throughout the year (14.75 news items on average per

month; 8.33% per year. The print news agency had comparatively longer stories than in the other three media outlets, with an average of 267 words per story. Some stories were the cover story, with photos and captions (1.58 news items per month; for less than one percent (0.89%) per year). The inside pages, without photos and captions, dominated the news positioning by the *Republica* (5.03% of the total news), followed by the news on the inside pages, with photos and captions (4.17 news items per month). Hence, the national daily newspaper, “Republica”, reported disaster news more frequently, and in more detail than the other three categories outlets, such as radio, TV, and online.

Unlike the other three media, it had distinct features for reporting disaster types. Despite reporting floods (in the top most rank), its pages reported landslides, and extreme weather events (e.g. cold snaps, droughts, and heat waves). It reported news about earthquakes and forest fires, which were not a priority for the other three media. However, radio Sagarmatha aired programs related to earthquakes. However, like the other media, it reported fewer stories on wind storm, and GLOFs. Like the other outlets, the *Republica* reported news, along with most focused human interest frames, prominence given to the frames (i.e. responsibility with 99 stories economic consequences with 89 stories; vulnerability and risk with 73 news items; conflict with 32 stories; and the morality frame with 24 news reports). Similarly, the response phase was reported within 104 news items; followed by recovery: 84 items, prevention: 39 reports; and preparedness: 19 news items.

The reports focused on information sharing about humanitarian and logistic support, coordination, mock exercises, and how they addressed the people’s needs and instil confidence. The stories also focused on the loss, damage, and sorrow of the affected people, particularly those missing or injured. The impact of limited resources on the local health centres was echoed in its pages; followed by negative impacts, and visualising the horror and devastation of disasters. The ‘*Republica*’ presented detailed reports on the major threats to the ecology, the environment, and livelihood through ruined vegetation and local settlements.

The people living in the vulnerable sites in the bordering areas confronted a sense of helplessness as they perceived that their problems were overlooked by these countries. They had been warned off the impact of climate change and the low production by local and national media. Nevertheless, they were obliged to live and endure the difficulties.

Republica daily reported that despite limited resources, the government discharged its responsibility by formulating and putting forward preparedness and response plans. Systems of detecting and monitoring disasters, and setting up the warning systems were possibly due to the help of donors. The government announced compensation, relief, and temporary arrangements for the displaced and affected people, but it was criticised for its inadequacy. Nevertheless, the government departments and concerned authorities discharged their responsibility to inform the public about the forecasts, predictions, and alerts/warnings. The responsibility of the local authorities to regulate highway patrolling, transportation, public services, and educational institutions were detailed in the news reports.

The cost of implementing sophisticated disaster response plans in major economic hubs, and coordinating humanitarian support units was said to be significant. The donors support monetary, technical, and equipment. Reports related to the farmers and locals being hard hit by the cold, droughts, and floods in the affected regions, and the impact of this adverse situation feared to incur major threats to the livelihood and national economy, as a whole. Issues of compensation were crucial for the government and donors involved in the recovery measures.

Government departments were responsible for forecasting, predicting, monitoring, warning, and alerts about the potential risk of damage to their lives and properties. However the assessment of the risk and vulnerability in the major economic hubs was reported as being carried out only in the selected areas. There were discussions on the vulnerable structure of the community radio stations because of their importance. The reports focussed on the need and importance of reliable mechanism for quick information dissemination and awareness raising activities. Hotels and resorts near the tourists' hubs, reserves, and parks were examined because of their economic importance. Bridges, highways, and projects of national importance were affected by the disasters, but damage was not prevented because weak governance mechanisms did not ensure resilience. Some overlapping frames covered the issues on wide ranging topics, such as detailed reports, articles, the exchange of ideas, special occasions, and the education and awareness related activities. News about special events, national international gatherings, and detailed findings of the ongoing studies were included in this sub category.

The Republica depicted scenarios of the confusion during major disasters which could create misunderstandings among the people and agencies. Community forest user groups and community organisations expressed their worry over the failure and the apathy of the authorities. The cultural traditions, in some communities, impacted upon vulnerable people and communities.

The duties of community organizations, and national and local level disaster management committees were regarded as essential in all phases of disaster management. The parties involved in the bilateral agreements did not show their moral responsibility to fully abide by the agreed terms and conditions. Protests, putting pressure on, and demanding, immediate actions have been influenced by the government authorities to pay attention at the correct time. The Republica daily reports included a discussion to the plan, which laid out the emergency response arrangements, including the search and rescue capacity for injured and missing people at the national and district level. Declaring disaster affected zones was the responsibility of the government, especially local administrations. Additionally, the reports also focused on the role of army, police, Red Cross, and emergency workers in the research and rescue operation.

There were reports of the local administration's decision to close down educational institution, highways, and other services, and of the challenges experienced to recover from the loss in agricultural production, infrastructure, and essential services. The farmers and locals affected by disasters demanded compensation, exemption from certain duties, and necessary relief and rehabilitation in the cold, and drought and flood affected zones. The ethnic communities in the remote parts are gradually changing their traditional culture and adopting modern life styles, which could help them to be safe in extreme natural events.

Training and skill development support for Nepalese emergency professionals were provided by the international renowned institutions. A discussion about the need and importance of formulating separate units from the security forces to deal with disasters was in the coverage of the Republica. Discourses about prevention were dominated by earthquakes, climate change, and environment related issues, as fostered by the formulation of the Nepal Risk Reduction Consortium (NRRC). A mock drill prevention plan for a major commercial hub was reported by the Republica. It also focussed on the provision of adequate and essential

supplies in the case of emergencies for major commercial hubs and places of national and international importance.

The newspaper commented on the provision of national level disaster management programs, the Natural Calamity Act, and the legal provisions to deal with the prevention and mitigation efforts, but it lacked timely updates. Concerns about prevention and mitigation were raised within the political parties, but they were not sustained. The paper explored the government's willingness to form a separate wing of the security force to deal with disasters at the national level. The preparedness related reports focussed on mock drills, the lack of adequate logistics and stock piles, access to humanitarian aids and its coordination, and the use of technology to detect, predict, forecast disasters, and analyse data available from international sources.

Emergency services preparation was broadly discussed. The lack of fire brigades in the major cities, impacting on preparedness capability, the lack of preparedness for technological and chemical hazards and training, awareness, skill development and knowledge sharing amongst response agencies, were presented. As in the other media, the reports revealed that the preparedness capacities of the radio stations and critical mediums for emergency information were found to be inadequate.

6.6 Summary

This analysis detailed the reporting frames and focused on each four media modes: print, TV, radio, and online. The focus of the Nepalese media varies according to the types of disaster. However, there were commonalities in the majority of the impacting disasters.

The four modes were used as a consistent framing approach to construct the stories, although they may deal with the frames in different ways, and place different emphases on the different frames.

The chapter described the status and focus of the coverage of natural disasters by Nepal Television to identify the frames most often used in the news content. Not surprisingly, this study found that all four media emphasized the response phase of the PPRR cycle, just as the human interest and responsibility frames were reported as the focus of the news. Despite the importance of preparedness in reducing the impact of disasters and the extensive nature of recovery, this section identifies the dominance of reports that focus on response. The limited

disaster reporting, for example by NTV, impacted upon the national disaster management programs and strategies.

The findings of this phase indicated that the natural disasters were being reported within an inadequate understanding of the important principles of disaster management and the PPRR cycle. Mostly, the Nepal news online reported lightning strikes and gave a low priority to prevention and preparedness. In the main, Radio Sagamatha reported extreme weather events. The station, however, was more concerned about the issues relating to the environment, ecology, and climate change, and disasters. Significantly, the research highlighted the prominence that should have been given to the most common and highest risk events, such as floods, landslides, lightning, and earthquakes.

The implications from this research involved the need to identify how the Nepalese media portray natural disasters across the PPRR cycle and balance them in their news reporting. The findings further discuss as follows.

- i. Emphasise common disaster types;
- ii. Recognise emerging frames, such as vulnerability and risk-related stories;
- iii. Emphasise the need for a balanced approach throughout the PPRR cycle; and
- iv. Recognise the growing interest in this field, such that the media, communities, government, and agencies should act cooperatively.

Eventually, sections of this chapter examined the approaches taken by on-line, radio, and print media in order to identify any variations in their presentation.

Chapter 7: INTERVIEWS

7.1 Introduction

Chapter six detailed the findings of the analysis of media stories on disaster management; describing the framing and focus of the stories. This chapter reports the study of phase three; it takes the findings of the content analysis and the concepts from the literature review, and seeks the views of key participants and experts in disaster management. Previous chapters have outlined the context and methods of this study.

The analysis presents the key findings and themes discovered from the in-depth and semi structured interviews of the key participants. The themes emerged from interviews with four media professionals (five disaster managers and two community representatives). The participants included reporters working in disasters, policy makers, government officials, and community leaders involved in the disaster management activities in Nepal.

The data analysis involved thematic analysis in which the outcomes of the interviews were analysed and patterns (themes) identified (Braun & Clarke, 2006). This study focused on the general aspects of the media portrayal of disasters which were observed and opined through the eyes of the stakeholders involved in the disaster management of Nepal. The analysis was informed by *a priori* interests to address the last two research questions: “How could Nepalese media play an effective role and improve their performance to contribute to the disaster management throughout the PPRR cycle?” and “What significant components are required for the development of disaster management framework/model for news making in Nepal?”

Furthermore, this interview analysis sought contributions from the participants on the outcomes of the content analysis of four categories of media outlets (TV, Online, Radio and Print) as outlined by the first two research questions: “How do media in Nepal portray natural disasters across the PPRR cycle?” and “What frames are frequently used by the Nepalese media to report natural disasters?” Additionally, the present study emphasised the Nepalese media’s perspectives in order to develop a disaster management framework for news making, which may guide effective media management in disasters. It allowed the study to investigate

what each participant actually expected, and what was eventually attained from the involvement of media professionals, disaster managers, and community representatives.

The study investigated the general opinion of the participants on the basis of the media analysis of four categories of Nepalese media outlets. The thematic analysis was informed by *a priori* interests in how media messages are framed and prioritised around the four research questions described in the preceding chapters. The coding, in the main, was undertaken by the principal investigator, and proceeded iteratively according to the principles of thematic coding. The preliminary codes, reduced to inductive codes, were identified and then categorised and developed into more abstracted themes. These codes with significant characters captured the participants' contextual responses to the media role in the natural disasters of Nepal. A subset of eight transcripts was reviewed independently by the researcher, and themes discussed with the supervisory team, then revised. The reviewed coded text was re-categorised to validate the connections and relationships between the themes, which were then finalised into general findings, exceptions, and differences between the participant groups.

Section 7.2, below, examines the rationale for the prominence in disaster reporting and the associated frames and phases followed by the Nepalese media outlets (recruited in this study). It addresses the first two research questions, but from the perspectives of the participants. Also, it is used to support the study by integrating the participants perspective to validate and represent the basic segments of the data, such as: “Media coverage of natural disasters”, “Media operation strategies for natural disasters”, and “Critical issues in the management of media for natural disasters”.

Section 7.3 addresses the characteristics of effective media reporting of natural disasters, such as “Ideas of the stakeholders to improve media’s role throughout the PPRR”, and “Significant components/important elements for effective media response” leading to the required disaster framework/model for news making in Nepal.

The units of analysis for the study were formed by multiple sentences of the interview contents. In this first phase, the coder listened to the audio taping of the interviews, and read and re-read the interview transcriptions. The interview was transcribed immediately after its completion to keep the in-depth discussion of the interview and its contents fresh in the

memory of the researcher, as well as to assist in sense making of the interview (Gillham, 2005). The identified codes were aggregated and organised into several themes (as discussed in section 7.4).

Recruitment of the interview participants was based on the referral from the agencies working in media and disasters sectors, experience of the media professionals, community leaders and disaster managers and decision making level of the participants. Interviews were taken in the sites of the participants. All 11 interviews were recorded and transcribed as described in the plan.

The inductive codes (the number of the codes) were classified under the basic segment of the data. The interviewees also responded to the findings of the media analysis and made comments as desired. Findings of the content analysis were discussed prior to the interviews. However, the inductive codes revealed some evidences of rival explanation, which was obvious in qualitative study (Yin, 2014). The codes generated from the interviews of three categories of participants (Journalists, disaster managers and policy makers and community representatives)) are detailed in this chapter.

Section 7.4 consolidates the key findings of the interview data in the light of the research questions. The fifth segment of the comments from the participants addressed the major research questions, namely: “What significant components are required for the development of disaster management framework/model for news making in Nepal?”. It was described as consolidated information with the other remaining four segments of the interview data.

The researcher reduced, from 268, the number of inductive codes to 171. The associative codes were summated and aggregated to generate the six most significant themes, with 15 subthemes. These themes were reviewed and finalised after the iterative process of analysis, which is described in this section of the chapter. The chapter concludes with section 7.5 with the interview findings and information regarding the link between these findings and the discussion in Chapter 8.

7.2 Media prominence and the associated frames and phases

While there were some general commonalities of opinion among the categories of participants, each participant had distinctively conceptualised their observation in their own way regarding the media coverage of natural disasters in Nepal. Consequently, the outcomes

were not identical for each category of recruited participants, such as: the media professionals, disaster managers/policy makers, and community representatives. As explained in Chapter 5, the five key segments of the interview excerpts were informed by RQ1 & RQ2, with the inductive codes being aggregated to generate the themes.

7.2.1 Media coverage of natural disasters

The media coverage of natural disasters segment of the interview data consists of both the identified low and high frequency codes/themes. From the first round of the open coding (56 preliminary inductive codes), 29 significant and frequent codes were generated to represent the varieties of the three categories of participants. Table below details the significant codes with the descriptors generated during the analysis.

Table 7.1 Codes used in identifying media coverage

| Descriptor | Code |
|---|-------------|
| <i>Media Professionals</i> | |
| Post disaster reporting | PDR |
| Lack of in-depth/wide coverage | LWC |
| Low prominence/priority to natural disasters | LPP |
| Disparity between media categories and coverage | DMC |
| Lack of sensitization during pre and post disasters | LSPP |
| Low priority to preparedness and mitigation | LPPM |
| Domination of political events | DPR |
| Information asymmetry | IA |
| <i>Disaster Managers/Policy Makers</i> | |
| Media space for PSAs | SPSA |
| Uncertainty of awareness, education based programs | UAP |
| Donor driven featured program | DDFP |
| Lack of critical/analytical views from the government media | LCAV |
| Influence of mass consumption and commercial benefit | IMCB |
| Limited editorials and opinions | LEO |
| Influence of economic factors to involve media | IEF |
| Similar reporting trend | SRT |
| Individual interest and biasness | IIB |

| | |
|--|------|
| Lack of accurate, balanced and credible reporting | LABC |
| Limited use of technology and innovative ideas | LTII |
| Lack of disaster beat reporting | LDBR |
| Increasing disaster reporting | IDR |
| Lack of appropriate framework | LAF |
| <i>Community Representatives</i> | |
| Media effectiveness in disasters | MED |
| Disparity between geographical diversity | DGD |
| Limited coverage of local issues | LCLI |
| Lack of cultural sensitivity | LCS |
| Lack of field based reporting /observation | LFBR |
| Inadequate resources to involve local advocacy | IRLA |
| Influence of FM Radios/Print medias in the countryside | IRP |

7.2.2 Media operational strategies for natural disasters

The media operational strategies for natural disasters segment reports the outcomes of the preliminary coding. It also refers to the 45 inductive codes which were aggregated to generate 32 significant codes (with both low and high frequency of references made by the participants). Some overlapping opinions had connections to patterns of media coverage and critical issues of media management in disasters. Table 7.2 consists of the descriptor and codes aggregated from the important codes of this data segment.

Table 7.2 Codes used to identify operational strategies

| Descriptor | Code |
|--|-------------|
| <i>Media Professionals</i> | |
| Lack of specific framework to guide media | LSFM |
| Inadequate skill and training for media | ISTM |
| Focus on human interest | FHI |
| Lack of pre-natural disasters and preparedness reporting | LDPR |
| Lack of disaster beat reporting | LDBR |
| Lack of specific strategies adopted | LSSA |
| Limited knowledge on specific strategies amongst journalists | LKSJ |

| | |
|--|------|
| Donor driven skill development | DDSD |
| Inadequate institutional arrangements to educate journalists | IAEJ |
| Reporting of influential persons and power centres | RIPP |
| News protocol vs severity of disasters | NPSD |
| Impact of commercial benefit and sustainability issues | ICSI |
| <u><i>Disaster Managers/Policy Makers</i></u> | |
| Limited critical review from media | LCRM |
| Ad-hoc media mobilisation | AMM |
| Limited pre-information to the community | LPC |
| Limited understanding about Nepal as disaster prone | LUND |
| Media priority to political events | MPE |
| Superficial and event based reporting | SEBR |
| Lack of distinction between expert and general opinion | LDBO |
| Lack in authenticity and credibility of media | LACM |
| Low investment and prominence on preparedness, prevention and rehabilitation | LIPR |
| Emphasis of national media towards economic and political activities | NMEP |
| Government focus on response impacted media operation in preparedness | FRIP |
| Limited use of technology and innovative ideas | LTII |
| NGO/INGO's information sharing on preparedness and awareness | NIPA |
| Lack of effective communication strategies in all sectors | LECS |
| No framework for media engagement to change people's behaviour | NFME |
| Less impact on policy, planning and development mechanism | LIPD |
| <u><i>Community Representatives</i></u> | |
| No information about the pattern and style of media reporting | NIMR |
| Lack of specialised reporting | LSRD |
| Continuation of FM Radios | CFR |
| Inclusion of all types of local media | ILM |

7.2.3 Critical issues in the management of media for natural disasters

Before summing the associative codes, the major data segments identified, during the thematic analysis, 63 inductive codes. These codes were aggregated to generate 50 significant codes related to the aspects of 'critical issues in the management of media for natural disasters', having both low and high frequency references made by the participants. There

were some overlapping codes that were interrelated to patterns of media coverage and media operation strategies. Table 7.3 includes the codes with the descriptor aggregated from the important inductive codes of this data segment.

Table 7.3 Codes used in identifying critical issues for media management

| Descriptor | Code |
|---|-------------|
| <i><u>Media Professionals</u></i> | |
| Human Interest focus reporting | IFR |
| Scant to specialised disaster reporting | SSDR |
| Domination of political reporting | DPR |
| Specific framework to engage media in disasters | SFEM |
| Sluggish nature of disaster journalism | SNDJ |
| Ambiguity, challenges and situational difficulties to disaster journalism | ACDR |
| Less selective government media compared to private media | LSGN |
| Identification of vulnerable areas | IVA |
| Collaboration between stakeholders | CBS |
| Crucial role of media in DRR | CRMD |
| Changes in trend, behaviour and culture of handling disasters | CTBCD |
| Editorial judgement and guidance | EJG |
| Impact of event based reporting | EEBS |
| Commercialisation of media and contents | CMC |
| Unhealthy competition among the media for scooping/breaking the story | UCMS |
| Higher public expectation from media industry | HPEM |
| Research findings and information withholding | RFIW |
| <i><u>Disaster Managers/Policy Makers</u></i> | |
| Claim of satisfying reports despite limited resources | SRDLR |
| Detrimental impact of response reporting to mitigation | DIRM |
| Importance of effective mitigation reporting to save lives and properties | IEMR |
| Media understanding about the outcome of human factors | MUOHF |
| Stronger media for stronger nation against disasters | SMSN |
| Consultation and coordination of free media with agencies working in DRR | CMAD |
| Code of conduct for journalists | CCJ |
| Lack in authenticity and credibility of media | LACM |

| | |
|--|-------|
| Incorporating special provisions in national strategy for DRR | ISPNS |
| Difficulties in professional development for disaster reporting | DPD |
| Sustainability and livelihood of media and journalists | SLMJ |
| Limited attractions towards disaster journalism | LADJ |
| Information about types of disasters and impacts | ITDJ |
| Donor's involvement in resource generation | DIRG |
| Endorsement of inclusive acts and necessary amendments | ELNA |
| Framework and policy for media involvement in disasters | FPMI |
| Coordination with the government and overall mechanisms | CGOM |
| Investment in preparedness for better response | CPBR |
| Resource mobilisation for disaster mitigation | RMDM |
| Identification of media roles for the advocacy for particular groups | MRAPG |
| Influence of FM Radios compared to larger media outlets | IRCLM |
| Information sharing for resource mobilisation | ISRM |
| Consistency of dialogue, discourse and advocacy | CDDA |
| Concerns about fear and panic creating media | CFPM |
| Contribution to cultural awareness | CCA |
| Dependency on database from international portals | DDIP |
| <u>Community Representatives</u> | |
| Issues of accuracy credibility and balanced reporting | IABC |
| Self-driven initiatives by communities for the prevention | SICP |
| Current system of managing disasters involving stakeholders | CSMDS |
| Resources and capabilities of the communities | RCC |
| Field based reporting to avoid second hand information | FRASI |
| Realisation of difficulties about unstoppable disasters | RDUP |
| Existence of superstition, cultural belief and myths | ESCBM |

7.3 Characteristics of effective media reporting of natural disasters

This section addresses the characteristics of effective media reporting of natural disasters (RQ3 and RQ4 to determine those that are most important in Nepal. The important characters of media management in disasters were determined previously, on the basis of the outcomes of RQ1 and RQ2. Some commonalities and overlapping characters were identified during the analysis of the in-depth interviews (n=11) of three categories of the participants. Significant

themes were generated and are described in the subsections of this chapter. The outcome of these findings are distinguished according to the ideas and significant components distinctively conceptualised by the participants, and they are to be included in the disaster management framework for effective news production, which is socio-culturally and environmentally appropriate for Nepal.

7.3.1 Ideas of the stakeholders to improve media’s role throughout the PPRR cycle

While looking at the data segment related to the stakeholder’s ideas to improve the role of the media throughout the PPRR cycle, the researcher identified 33 inductive codes (later reduced to 17 themes, before reviewing for the final themes). The participants’ observations on the media’s role in disasters varied according to the categories of the participants’ areas of responsibility. Interrelated overlapping codes for the characteristics of effective media coverage of natural disasters were merged to determine the final themes, which distinctly denoted the participants’ ideas to improve the media’s role throughout the phases of disasters management. Table 7.4 includes the themes aggregated from the important inductive codes of this data segment.

Table 7.4 Themes generated from inductive codes

| Descriptor | Code |
|---|-------------|
| <i>Media Professionals</i> | |
| Pre-disaster reporting training and education | PDRTE |
| Balanced reporting throughout the phases of disaster management | BRPD |
| Shift of reporting to pre-disasters phases | SRPP |
| Practice of disaster beat reporting | PDDR |
| Reporting with prominence to minimise risk | RPMR |
| Responsibility of state and state controlled media | RSCM |
| State responsibility to incorporate media role | SREM |
| Policy dialogue initiatives from media | DIM |
| <i>Disaster Managers/Policy Makers</i> | |
| Continuous and priority reporting of disasters | CPR |
| Importance of feedback from DRR agencies to media | IFDA |
| Involvement of technical sectors with media and DRR agencies | ITSMD |
| Information sharing for mitigation | ISM |
| Emphasis on HFA | EHFA |
| Government commitment for equal and balanced information flow | GCEBI |

| | |
|--|----------|
| Activation of emergency operation centres with data sharing | AEOCDS |
| Investment on preparedness without undermining other phases of DM | IP |
| Media involvement to formulate national strategy for DRR | MFNSD |
| <i>Community Representatives</i> | |
| Accuracy, balance and credibility throughout PPRR cycle | ABC-PPRR |
| Incorporating stakeholder's role throughout PPRR | ISR-PPRR |
| Addressing the issues of superstition, cultural belief and myths | AISCBM |
| Inclusion of community media to address local problems caused by disasters | ICMALP |

7.3.2 Significant components/important elements for effective media response

Participants of the in-depth interviews concluded their observations about the media, reporting trends and the way forward for effective media management in natural disasters. The researcher identified 71 descriptive codes and reshuffled or rearranged these codes into 43 potential significant codes, described in Table 7.5.

Table 7.5 Significant codes used in identifying significant elements for effective media management

| Descriptor | Code |
|---|-------------|
| <i>Media Professionals</i> | |
| Leading responsibility of the government | LRG |
| Competent and disaster specialised reporting | CDSR |
| Identification and update on vulnerability | IUVA |
| Watch dog role of media | WDRM |
| Addressing the gap between disaster intensity and limited reporting | AGDLR |
| Implementation of international standard and guidelines | IISG |
| Identifying role of traditional media in DRR strategies | IRTMD |
| Mainstreaming natural disasters to development | MNDD |
| Reinforcement and promotion of ethical issues to regulate media | RPERM |
| Revisiting the preference of news protocol | RPNP |
| Regulatory mechanism and budgetary prominence | RMBP |
| Media desk in NGO/INGOs to collaborate with government | MDNCG |
| Disaster beat reporting practice | SDBRP |
| Education, awareness and training for journalists | EATJ |

| | |
|---|--------|
| Understanding obligation of government media reporting protocol | UGMRP |
| Media strategy to highlight government programs and policies | SMHGP |
| Social responsibility and alertness of media in disasters | SRAMD |
| Editorial and management support to prioritise disasters | EMSPD |
| Balance reporting for social, political, economic and disasters issues | BSPED |
| Lobbying to provide space for local and national media in disaster reporting | LPSM |
| <i><u>Disaster Managers/Policy Makers</u></i> | |
| Realisation of agencies to prepare and incorporate media for disasters | RAPIM |
| Balanced approaches of reporting disasters encompassing PPRR cycle | BARDP |
| Disaster risk management on economic way | DRMEW |
| Understanding of cost benefit and effective way of DRM by media | CBEDM |
| Education, training & business continuity plan by media & academic institutions | CBECMI |
| Proactive media and follow up reporting | PMFR |
| Collaborative approach to address communication gap between stakeholders | CACGS |
| Media involvement to formulate national strategy for DRR | MFNSD |
| Interest and rights of media professionals | IRMP |
| Need of acts incorporating preparedness to amend and endorse by parliament | AIPP |
| Formation of professional groups and societies for disaster communications | FPGS |
| Media, civil society and government collaboration with information sharing | MCGCIS |
| Effective execution of communication strategy from EOC action plan | ECSEP |
| Media to change public behaviour and ignorance | MCPBI |
| Forms on sensitization of empirical findings and reports | SEFR |
| Involving legislative members to policy dialogue and sensitisation | ILPDS |
| Development of database system | DDS |
| <i><u>Community Representatives</u></i> | |
| Inclusion of community organisations to collaborate with media and agencies | ICCMA |
| Meaningful and logical share of the responsibility among the stakeholders | MLSRS |
| Shift in media focus from politics to problem of victims | SMFPPV |
| Role of community Radio for awareness and pre-disaster information | RCRAPI |
| Focus of national print media to local disasters | FNPMLD |
| Culturally and linguistically sensitive media approach | CLSMA |

7.4 Description of the key findings of the interview

The current study focused on the general aspects of the frames or phases of disasters and stakeholder's opinion on the reporting trends and required components for an effective media reporting of natural disasters in Nepal, as followed by media during the reporting. The analysis was conducted within the dataset of 11 in-depth interviews of the participants recruited from the media, organisations involved in disaster management, and the community. Fifteen participants were approached, but only eleven agreed to participate. Table 7.6 describes the background of the 11 participants.

Table 7.6 Background of participants

| Category of participants | Number |
|---------------------------------|---------------|
| Media professionals | 4 |
| Disaster managers/Policy makers | 5 |
| Community representatives | 2 |
| Total | 11 |

The key findings were consolidated by compiling and summing the associative codes in relation to the research question, divided in two aspects: 1) Media prominence and the associated frames and phases; and, 2) Characteristics of effective media reporting of natural disasters. This consolidation of elements into themes is represented in Table 7.7.

Table 7.7 Consolidated themes capturing the range of media roles

| Two aspects to categorise the opinion of the participants |
|--|
| Media prominence and the associated frames and phases <ul style="list-style-type: none">• Media coverage of natural disasters (Codes: 29 out of 56)• Media operation strategies for natural disasters (Codes: 32 out of 45)• Critical issues in the management of media for natural disasters (Codes: 50 out of 63) |
| Characteristics of effective media reporting of natural disasters <ul style="list-style-type: none">• Ideas of the stakeholders to improve media's role throughout the PPRR cycle (Codes: 17 out of 33)• Significant components/important elements for effective media response (Codes: 43 out of 71) |

While reviewing the important features of the 171 codes derived from the 268 preliminary codes, the researcher identified six themes, with some sub-themes associated with the aggregated codes. These themes are consolidated into Table 7.8.

Table 7.8 Consolidated themes

| THEMES |
|--|
| 1. Disaster reporting trend and focus |
| Post disaster and politics dominant reporting |
| Ambiguity, challenges and situational difficulties for specialised and disaster beat reporting |
| 2. Viability, sustainability and resources |
| Donor driven, mass consumption and commercial benefit approach of media |
| Addressing the gap between disaster intensity and limited reporting |
| 3. Framework for media management in natural disasters |
| Guidance and framework for disaster reporting from national to local level |
| Selecting news and setting the angle |
| Timeliness, opportunities and limitations |
| 4. Collaboration among the stakeholders |
| Policy advocacy, consultation and coordination for media engagement in disasters |
| Information sharing between national and international level |
| Main streaming natural disasters in the national agenda |
| Involvement of stakeholders for education, awareness and training for journalists |
| 5. Local and cultural aspects |
| Cultural sensitivity and inclusiveness |
| Promotion of local media |
| 6. Media ethics and regulation |
| Managing constrains and ethical reporting |
| Being critical and consolidating effective agendas |

7.4.1 Disaster reporting trend and focus

This first theme (disaster reporting trends and focus) related to disaster reporting by the Nepalese media outlets. The major theme was categorised into three subthemes on the basis of the responses received from all categories of participants.

Post disaster and politics dominant reporting

In Nepal, the media includes both Nepali language and English broadcasting. There is relatively less disaster reporting in the Nepali language as commercial and political interests tend to determine the nature of the reporting. From the perspectives of the media, disaster reporting in Nepal has mostly focussed on the post disaster phase and utilising the human interest frames and angles, as determined by the content analysis (Chapter 6). However, there was no such specific trend or framework adopted for Nepalese disaster reporting. These observations seemed to be similar in all forms of journalism and in all modes of media: print, TV, radio, and online. Also little focus centred, in the Nepalese media, on preparedness, resilience, or the provision of information before a disaster occurs. Preparedness and awareness related activities appear to have been impacted upon by low investment, low priority, and low prominence.

Most experts interviewed supported these observations, as derived from the data. The majority agreed that there was a negative impact on disaster management programs, strategies and plans, a result of the sole focus on post disaster events. One participant who represented the community media stated:

...the government media reflects their own culture and style of reporting or framing of the government dominant issues...[but they are] not doing sufficient work for natural disaster...[and are not] analytical or critical to prompt views against their role in disasters and can't foresee disasters...(journalist)

The local media, including community radio and government owned national and regional radio stations have, to some extent, given priority to natural disaster issues, including climate change, the environment, and ecological issues in their news and programme activities. One prominent academic and disaster manager compared the reporting of commercial media with government and community media outlets, stating that:

...But there has been hope resting on Radio Nepal [but] ...very little disaster reporting or programs related to natural disaster. Community radio stations are more positive about disseminating issues related to natural disasters...private media...[with] money, largely they are seen as very much interested in disaster coverage...[seeing] both the interest of mass consumption and commercial benefits. Similarly, in terms of natural disaster management, a few media...[are] reporting publishing or broadcasting editorials or opinions in their respective media. In terms of all media types, community radio stations are doing very well and supporting natural disaster management and agencies working on it.... (Academician)

Further the participant also noted that “if we could invest for natural disaster management work then we could save millions of dollar from possible loss of property”. The participants also observed that several media modes tended to deal more with preparedness activities, including the print media (broadly) or certain specialist magazines, television and radio. Additionally, when the disasters were politically important or large scale, then there was significant reporting. If the disaster occurred in a remote corner of the country, and it did not have any political impact, then any story from the disaster area did not receive the attention that it and the people deserved. For example, one participant, who had been working for a number of agencies involved in disaster management, stated:

...Firstly, media covered the news if the disaster was very significant or huge, like the Sunkoshi landslide, [or], if there was a dominant politician representing that particular constituency ...then media reported this event with prominence...”

However, this particular participant giving an example claimed that *a technology developed for fire resistance thatched roofed house, especially suitable in the Terai region, was not [a news] priority...[but] after a demonstration of this technology of resistance to catching fire was picked up by...some local and small media outlets...[then it was reported in some national media.....(Disaster management expert)*

A trend was observed by the participants related to mainstream media reporting of local disasters, namely, that they tended to occur only after the local media have raised these issues. While local disasters may be reported by national television, generally TV news tends to cover economic and political issues. Also limited prime time reporting occurs, with most

events having no follow-up reporting. Moreover, small scale events tend not to draw much interest from the central media; local issues are readily forgotten.

Recently Nepal has been seeking a more proactive and coordinated role for the media. A participant representing a professional network of disaster management agencies and individuals revealed that:

...after the occurrence of a disaster and its consequences, follow-up reporting is not done. For example, the Koshi flood affected thousands of people, [at the time it had] considerable coverage in the news media, but one month after there was less coverage about the actual loss to the economy, lives and properties. In any big disaster, Nepal has been losing a significant portion of GDP (approx. 7%). There have been estimations that if we all spend one dollar, we can save 18 dollar from our national treasury, if we formulate preparedness and pre-disaster response mechanisms..... (Disaster management expert)

A Government official observed that following the launching of the Natural Disaster Act in 1982, the Nepalese media became more focused on the response to disasters. There has been some progress in terms of a broader scope of reporting, with some coverage on the pre-response and awareness related activities; although this action is not sufficient for disaster management efforts as a whole.

From the perspectives of community representatives, disaster reporting in Nepal has been inadequate and ineffective, which is in contrast to what was expected by the local people of the district and village development committees. Moreover, there was disparity between the geographical diversity and media categories, being especially crucial for the far western and other remote parts of the nations. They have been lagging behind in obtaining full access to the media and to disaster information. Interest in reporting natural disasters in remote areas, such as in the mountains and the Terai, appears to be very low. There was also a similar relative disinterest from the government departments.

A participant, representing a Terai community and working for local community based disaster management programs, stated:

...Most media are found giving front page coverage of high profile political leaders rather than giving priority for raising awareness and addressing the local level issues...[There is an important need for]...local media to give importance for

managing a system of presenting, broadcasting local level issues and topics of natural disasters in the local languages and culture...(community leader)

The study participant identified the potential role for the media in addressing pre-disaster prevention and preparedness. They expressed the view that the media has a considerable role to play in highlighting real experiences at the grassroots level; thus bringing the attention of these issues to the appropriate authorities.

On the other hand, the community remained wary of the media's unnecessary exaggeration of events, which may negatively impact on the public. The participants identified the need for more reality, and factual or field based reporting, rather than reliance on second hand information and 'telephone journalism'. Further, the participants were also critical of the lack of depth coverage by the media, and the low prominence/priority given to disasters and, in particular, to the phases of preparedness and mitigation. They expressed the view that the lack of sensitization during pre-disaster phases is impacting on the ability to address local issues, particularly when confounded by a lack of field based reporting by media professionals.

Further, the participants confirmed the dominance of human interest in disaster reporting and the emphasis on the response phase. The dominant discourse appears to be detailed reports of the loss of life and property, as well as the psychosocial impact on communities. Additionally, there appears to be a lack of specialised reporting, which may contribute to the community's understanding of the trends in disasters, the behaviour of the people during disasters, and the management philosophy and culture in handling disasters. Indeed the media have been criticised for its role in not shifting their focus from politics to the problems of the victims and ruined societies. Such an omission could, eventually be a contributory factor to disaster outcomes if the practice of disaster beat reporting is not improved.

Ambiguity, challenges and situational difficulties for specialized and disaster beat reporting

Continuous and significant issues have been reported in relation to ongoing errors, information asymmetry, and the lack of balance and credible reporting throughout the phases of disaster management. In the current study, the participants noted limited critical analyses

of the views from the government and some private media outlets, which have tended to include only superficial reporting and, especially, a lack attention to the specialised nature of disaster journalism. Reporting with ambiguity has challenged the clarity of the news reports. Importantly, the participants reported active discussions on the role of disaster journalism and the need for specialised, skilled, and trained media professionals in these areas, both in the field and at the news desk. One interviewee (Participant1: Journalist) stated the importance of specialised reporting of natural disasters, as follows:

Covering news events during and pre-disaster situation would be more important. In general, we have the high coverage of only post-disaster events by all types of media. There must be a disaster beat reporting system, and occasional skills and training opportunities for the journalists reporting disasters...[they need] separate schooling on this topic...from the curricular and institutional arrangements of disaster journalism education and research so that they can reduce errors and information asymmetry...(journalist)

Interestingly, the participants noted that specialised disaster journalism does tend to be segregated into two broad aspects: the environment and climate change. The view is that disaster reporting is related to development as disasters provide an opportunity for new development, or rebuilding, or reviving ruined communities. Nepal's vulnerability to floods, earthquakes, landslides, and lightning requires in-depth and disaster specialised analysis about the factors contributing to the negative impacts.

Often, there is little distinction between the version of disasters offered by media experts and by the general public. This calls into question the authenticity and credibility of the media. The preference given to the most at risk events appear lacking, with the emphasis placed on psychosocial impacts, fear, anxiety, and panic, which may create a public impression of a lack of balance in reporting. Field based reporting is a way to avoid second hand information, but the government media reporting protocol and the economic limitations imposed by locals and commercial media outlets challenges the access to primary information sources. The identification of hazards, the evaluation of vulnerability, and the assessment of the potential impact on the community are also regarded as the 'watch dog' role of the media. These activities require proactive media and follow-up reporting of the events, without ambiguity and error.

It would help the community for the media to help change public behaviour and ignorance by ensuring accuracy, credibility, and balance in their reporting. Some attempt has been made to give empirical findings and reports that are accurate, balanced, and credible. The study's participants emphasized the need for, and importance of, competent disaster specialised reporting. A broadcast journalist participant stated:

Private media are more selective. But NTV has a responsibility to cover both public and national level issues and interest at any time...concerned bodies should have understood about the presence of the media within their reach and issues or programs being aired. If we have that congenial environment of taking media on board before covering the catastrophes and analysing its real importance and value, such hurdles would not make any difference to NTV... (Journalist)

Further, the participants spoke of the potential for curricular for disaster journalism and risk communication in the education sector. They noted that prominent experts had, since 1998, been talking about developing curriculum for the media in disaster reporting. Some achievements had been made. An expert working for earthquake related programs in a non-government organisation in Kathmandu revealed the exciting initiatives surrounding the introduction of disasters into the curriculum:

...A prominent journalist working for the national news agency (RSS), Mr. Shree ram Singh Basnet, had contributed to the development of the curriculum and he was acknowledged in the later days for his contribution to sensitise disasters by designing this particular curriculum. Nepal had the opportunity to present this disaster curriculum, but since then no priority could be given for further development in the curriculum on larger scale, and introduce it into the university, colleges and institutional level... (Journalist)

The position of the participants was that expert reporting would be supported if there was a separate beat for disaster reporting in media practice in Nepal, equally prominent with existing streams, such as the army, police, the economy, law, politics, and the parliamentary and health sectors. The lack of a specific beat contributes to a lack of consistency which, in turn, contributes to ambiguity, challenges in coverage, and other difficulties.

7.4.2 Viability, sustainability and resources

Donor driven, mass consumption and commercial benefit approach to media

The media in Nepal was seen by the participants as having been involved in donor funded disaster management and public awareness activities. The donors include the government and its departments, or national and international non-governmental organisations, and the business sector. Special programs are funded by the government, the private sector, and INGO/NGOs; however, there has been less investment from the private sector in disaster related advocacy, programs, and activities through the media. This issue is of significance in discussing sectorial and stakeholder roles in disaster awareness, skill development, and training, and to bring about specialised reporting in practice within the media houses.

The private sector has been investing in some disaster management works and, therefore, the media could benefit by providing a separate beat to look after natural disasters. This assertion is based on the principle of social responsibility of the business houses. Similarly, Government and other agencies have no separate organisations to look after media reporting for disasters. Likewise, some institutions involved in research, environment, climate change, and disasters have invested significant amounts in expensive and glossy publications, but they are not seen to be contributing to the media or the discourse with the community, but rather glossy reports to impress major donors.

The media's investment in disasters has been regarded as unproductive, leading to competitive disadvantage. Periodic programs have been established nationally, and in the community, and some commercial radio stations have funded directly or indirectly such programs, especially via international donors. Additionally, substantial spending on political reporting and on business/commercial activities has been seen, but not on disaster reporting, which is not seen as commercially attractive. The participants identified that flood and landslide management preparedness or mitigation was considered a priority of the government, but there has been inadequate investment. The Home Ministry, which is the umbrella organization for disaster management, has only a small section to look into disaster management. Financial resources have been obtained mostly by international donors, while the government has not itself invested in the use of media in disaster management.

The participants observed that there has been criticism when the government does not give proper attention to preparedness activities. Thus, the government must ensure more focus on

preparedness. Moreover, awareness, training, and education based programs have been uncertain due to inadequate collaboration in addressing the communication gap between the stakeholders. Sectors working in disaster management require investment in the media and the integration of the media into programs and policies, with priority given to using skills, knowledge, tools, and equipment for wider disaster coverage.

The media itself also needs to invest in, and lead, public information. There are two sides of media's approach; one is to invest in preparedness for a better response, and the other is to invest in disaster risk reduction for saving lives and property. A representative participant from a disaster management agency stated:

*...So if we see that media is...a fully powerful tool...[it] makes big changes in the society. However, they need to review their plan and strategy at this crucial juncture. Let's not focus only on the response or specific event, but also on all phases of disasters. There have been many studies on risk assessment, such as the Kathmandu Valley risk assessment. Media could even sensitize [the community] about risk perceptions to let the people know in advance of any catastrophes. The media has additional advantage because they could reach at one time throughout the country...
(Disaster manager)*

In the view of the participants, the role of the media has only focussed on mass consumption and the commercial benefit approach, but it also needs to exact its social responsibility. While recognising the commercial realities, participants expect that the media should be able to utilise its commercial gains for the broader benefit of society at large.

Also, the participants recognised that there is a portion of the media that is not only reporting disaster occurrence, but also publishing or broadcasting editorials or opinion about other aspects of disaster management, which may influence the public debate. While utilising media through donors' investment has some positive implications, a disaster expert reported that:

I don't think that there is concrete effort made by the media to address and make an environment for all forms of natural disaster reporting. An idea of running a separate commercial channel, like that of Animal Planet or Discovery, is not viable in Nepal. I don't know if these would be continued, if there is no source of funding by an

institution, like NSET. How will it exist if there is no funding? Today through the funding of NSET, 30 radio stations in several districts have been airing 10 different PSAs, and also at least 10 advertisements in newspapers related to natural disasters within a month. But in the case of online media, I don't know very much, but yes, they do have coverage of natural disaster reporting or news, though there is no direct sponsorship program... (Disaster expert)

Improving public awareness using the media needs sustainable funding and resources, achieved by convincing the funder of the need for, and importance of, media involvement. The outcomes of communicating risk and other information required to keep the community safe from hazards has to be consolidated within commercial, community, and government media outlets.

Addressing the gap between disaster intensity and limited reporting

The participants observe that the media in Nepal is naturally driven by the resources allocated to its sustainability. Print, broadcast, online, and community media have their own way of adopting programs and strategies to ensure the resilience of their institution. Commercial and private sector media give priority to the issues, news, and events that contribute to income generation and the livelihood of the employees or journalists working for them. However, there is concern that the media should not only be involved in commercial competition, but also in the discharge of their public duty and social responsibility. The participants noted that, in situations of severe disaster when there is a need for real support in the communities, the media and disaster management agencies should provide that support through effective involvement in disaster risk reduction.

Further, the donors have to support disaster management activities, not only during response to disasters, but also throughout the preparedness and recovery periods. Community representatives expressed their concern over the role of the media, which they said should not be concerned only with the economic or commercial benefit. Support should be given for covering disasters and by informing and educating people living at risk of disasters. Editorial judgement sometimes needs to go beyond its protocol to mainstream disasters. In this regard, one participant stated:

There is weakness and lacking in disaster reporting. Event and intensity based and post-disaster reporting have neither prompted sensitization in pre-disaster awareness, education and wider coverage, nor supported disaster mitigation in a visible way. ...Public perceptions in disaster situations rely firstly on media than the government authorities for the support.... (Community media journalist)

Limited reporting and low priority are driven by commercial interest. So disaster reporting should not only depend on the sustainability and livelihood of the media and the employees, but also on an understanding of the costs and benefits of effective disaster risk management. The public has high expectations of all forms of media, so the media's duty, to some extent relies on public sentiment about including all categories of media into disaster management activities.

7.4.3 Framework for media management in natural disasters

A disaster management framework for effective news making has been a matter of longstanding discussion among the media, disaster management agencies, and the government bodies in Nepal. While there is specialised reporting system in law, politics, women, sports, environment and ecology, and business and technology within Nepalese media, there has been no disaster reporting in a managed way. Disasters have been reported under current affairs, or conflict, or the environment, as there has not been any particular framework or guidelines to guide disaster reporting. The study's interviews with purposively selected participants have identified a range of issues which can be structured into three themes to determine the 'Framework for media management in natural disasters'.

Guidance and framework for disaster reporting from national to local level

As disaster management agencies, the media and the community are looking to government to define and engage all stakeholders in disaster management in an effective and innovative way. However, first, there needs to be a framework to guide media in disasters. Currently the legislative base is in limbo as draft new legislation is yet to be approved by the Nepal Parliament. This confusion is causing inconvenience in the management of various natural disasters and, therefore, the current ad-hoc approach to search, rescue, and relief is being hampered, currently carried out using the old Disaster (Rescue) Act introduced in 1982.

The draft of the new Disaster Management Act is before the Constituent Assembly. This bill was prepared to help mitigate the risks of a calamity. The draft will pave the way for a framework for media management in disasters, but it requires the framework to help articulate the legislative provisions into practice. This uncertainty was a major concern of the participants. Even after the passage of this new legislation, further legislative elements will be required, resulting in considerable additional debate.

The guidance and framework required to inform the media should be based on an understanding of the disaster cycle. A view on this aspect was obtained from one expert's interview data set, which stated:

For example....When we talk about the landslide cycle, natural disaster risk management doesn't follow this proposed management framework. A landslide has its own cycle. When we look at this cycle, there seems to be management of a natural cycle. They are not a hazard cycle. In the media, they continue the reporting; let's say for 10 days, then, the reporters forget about any natural disaster reporting. So they should also report about hazards, and also of the failure of the government and agencies relating to natural disasters. Nature creates hazards, but disaster is man-made. There is nothing called natural disaster, it is all created by human consequences. The media should understand this topic or issue, which could be explained in this proposed framework... (Disaster manager, expert)

The participants in this study have urged the government to focus more on a comprehensive approach throughout the PPRR cycle of disaster management. Information sharing with national and international non-governmental organisations (NGO/INGOs) on preparedness and awareness has been regarded as an essential aspect. This proposed framework could involve the media in the process of formulating a national strategy for DRR. Regulatory mechanism, budgetary prominence, government commitment for equal and balanced information flow, with data sharing, are also important while, at the same time, activating emergency operation centres. All participants expressed different values and they were interrelated to other lobby and interest groups of the community, so that they could contribute to reforms in media response to disasters. Some participants have been working for these interest groups.

A framework which focusses on establishing a media desk in NGO/INGOs could be significant, allowing stakeholders to collaborate more closely with government. The nation's emphasis on international guidelines and standards, such as the Hyogo Framework of Action (HFA) requires implementation, and it is the prime responsibility of the government, as well as the state and state controlled media. The study's participants considered that a framework and policy for media involvement in disasters would also be helpful in regulating the actions of the media and of the policy dialogue.

A disaster manager, in his response to the query related to the strategy and framework of media management in disasters, highlighted the major components in the following way:

...A notion of stronger media for stronger nation against disaster depends on the effective execution of a communication strategy from the EOC action plan, development of a database system, a media strategy to highlight government programs and policies, media engagement to change people's behaviour, impacts on policy, planning and development mechanism, identification of vulnerable areas, Investment in preparedness for better response, information sharing for resource mobilisation, etc... (Disaster manager)

While there has been some comment in government documents highlighting the communication strategy for disasters, this has a limited role. A government official, who took part in the interview, related the following:

In the national or central level we have a specific framework that consists of a 49 points plan of action. And among all these, an important factor is communication strategy. The Ministry of Home Affairs is also planning to collect suggestions and advice to include in the media for upcoming communication strategies. The media should also be aware and interact to bring out the real content of disasters and be critical about the government's omissions. They can contribute to this by incorporating the views of the civil society and all concerned bodies to make our country disaster resilient..... (Community media person)

The limited knowledge of specific strategies amongst journalists, and the lack of effective communication strategies in all sectors have been impacting upon editorial judgement within the news room. Similarly, withholding information from the government could hide research

findings and important and crucial information. Therefore, any framework needs to ensure an effective code of conduct for journalists, as well as adequate arrangements to educate journalists.

Investment in preparedness was considered by the participants as important, but not so as to undermine the other phases of disaster management. Thus, the framework should recognise the obligation of the government media, including reporting protocol, and social responsibility and alertness of media in disasters. Education, training, and business continuity plans by the media and academic institutions are essential components to address the communication gap between stakeholders.

Selecting news and setting the angle

Importantly, suggestions from the participants relate to the issue of editorial judgement and guidance. High volumes of stories mean that the editors and reporters have to exercise considerable judgement in the selection of the news items. The participants from the media sectors expressed the view that the government media are less selective compared to the private media. Events with economic consequences and the responsibility of authorities for search, rescue, and recovery appears to be the priority for the news.

Moreover, the participants believed that the community seeks to be well informed about the pattern and style of media reporting in relation to their local disasters, which might help contribute to the identification of risk and vulnerability. The current trend in reporting, with its focus on response and emotional human framing, needs to change to a more comprehensive approach, which is continuous throughout the disaster management cycle, and is based on genuine objective priorities. Limited critical review from the media might be the cause of the community's limited understanding of the obligations of government media.

Timeliness, opportunities and limitations

According to the findings of the current study, the daily news schedule, access to disaster sites, and strict deadlines has impacted upon the story making art of the journalists. Government media have the privilege of utilising government resources, while local and community media professionals have been facing limited information, as well as the limited use of technology and innovative ideas. Some privately owned and widely circulated media utilise government resources. Adequate skills and training for media professionals, and

information about the existing code of conduct, could minimise their difficulties. News rooms may benefit if NGO/INGOs shared information on preparedness and awareness. Further, the participants considered that addressing the gap between disaster intensity and limited reporting is possible by executing policy dialogue, the use of technology, and innovative ideas.

Government media sources have their own news protocol, which sometimes does not let the reporters engage with particular disaster events. An experienced reporter from a government media outlet revealed that:

We have a national level of responsibility and duty to cover whole national issues, including the events of the head of state, and the government activities. Also we have responsibility to cover the news of public interest. We have little different liability than that of the private media houses. Still our media has been covering nearly 25 news stories of the Kathmandu Valley from our central news reporting section. In districts we have about 60 news items a day, received from the local or district reporters. Despite some technical and infrastructural challenges, our station has a larger responsibility to cover news from national and international level... ('Government media' journalist)

In all categories of the media, the stories for a particular disaster are prepared under strict editorial instructions. However, if managed sensibly within a clear framework, this could be simplified; the changed situation could present an opportunity for the media and journalists to further contribute to society.

7.4.4 Collaboration among the stakeholders

Media professionals, disaster managers, and community representatives (the participants) were keenly aware of the shortcomings in disaster coverage as a result of ineffective collaboration between the stakeholders. Constraints of time, space and resources were the reason behind the ineffectiveness impacting upon the media's role in disasters. Multilateral collaboration for sharing information within national and international levels was seen as the key to effective media engagement, as reflected in the opinions of the participants. In the findings, this theme is divided into two subthemes:

Policy advocacy, consultation and coordination for media engagement in disasters

In line with other qualitative studies ‘objectivity’ was reflected by the participants as the most appreciated characteristic. All three categories of the participants emphasised the importance of collaboration between the stakeholders, including consultation and coordination of the free media. Firstly, government bodies have the responsibility for revisiting policy, plans, and frameworks relating to disaster management and the support of the media. However, policy dialogue needs to originate from the media as well. The National action plan and national strategy for disaster risk reduction must be a matter of policy dialogue and commentary run by the media, which will be supportive. However, the media, disaster managers and policy makers need to follow a consistent dialogue. Such a discourse and advocacy would help make people develop informed judgment about the need and importance of media friendly disaster plans. The effective execution of a communication strategy, formulated for emergency operation centres, is also needed.

On the other hand, the involvement of technical sectors, along with the media and DRR agencies, can impact on the information database, technical knowhow, and overall disaster plans. Thus, other stakeholders need to build rapport and maintain coordination, including the government and related agencies (e.g. the line ministries of the government, NGO/INGOs, businesses, academic institutions, professional and civil societies, and the law and judiciary sectors).

The observations of the participants echoed the value of professional groups and societies for disaster communication advocacy and policy. There has been a trend for creating a media desk in NGO/INGOs to collaborate with government. It is important to include media, not only for their involvement in national strategy for DRR, but also to incorporate their links to the community through local and community media. It was also considered essential to include community organisations for collaboration with concerned stakeholders.

Information sharing between national and international level

Information sharing issues were identified by the participants, especially those from the non-governmental sectors and agencies. This concept involved promoting consultation and coordination between the free media and agencies working in the DRR. Feedback received from the DRR agencies to the media has been crucial, as there has been limited information

flow from the government and the media before, during, and after disasters. There may be a memorandum of understanding for information sharing between the major stakeholders. It may also be used for resource mobilisation and income generation, which could help their sustainability. For example, an expert from international agency working for the disaster management in Nepal stated:

...the media has a greater role in preparedness and risk reduction even in the response phase. When government capacity is overwhelmed then they could also ask others to share information so that people will come and give support. So while developing a strategy we need to look at what kind of intervention is required, who the target groups are, and what details we have within our reach. Information sharing between stakeholders of course can create space for dialogue and round table discussion. It will contribute sensitization for the DRM. It will help to know about the necessary data and information required for the discussion in the parliament. However, we cannot consider that everything will be understood by everyone. The media can generate resources and open the space for dialogue and become involved in active information sharing at a national and international level....(Expert from INGO)

There is information about Nepal's disasters in the international databases "DesInventar-CRED", relief web, and prevention web, including renowned international agencies' database and websites, such as the UN and ICRC. Such information needs to be accurate and from credible sources. The media, civil society and government collaboration with information sharing can be more beneficial for mitigation (prevention), planning, or long term disaster management strategies. Emergency operation centres run in the central and local levels can also benefit from information sharing between the concerned parties, such as the police, the army, humanitarian agencies, health centres, and the community. Some participants expressed concern about the safety of information sharing during and after disasters. Two journalist participants stated that:

No proper priorities, space and time have been given to natural disaster incidents in Nepalese media...[they] are not focusing on presenting or publishing their concern about the safety measure of pre-disaster information.

Similarly, most research has been done in Nepal into the natural disaster or geological study sector. Researchers publish frequent and reliable reports, but priority to disseminate the findings of these studies still needs to be amplified in the media, they remain happy reading it and enjoy slide presentations to make their related institution or accounted persons happy. However, they claim these reports are not meant for public consumption or interest or information.... (Journalist)

The development of databases within media houses is costly and, therefore, the media has not generally taken it up. The media covers events on the basis of their level of interest and not in accordance with a significant analysis of the critical issues. Nevertheless, the media's role is significant; it should be focused on reporting the news, as well as to influence policy and to inform the public.

Mainstreaming natural disasters in the national agenda

The participants reflected on the term 'the watch dog role of media' as a phrase which captures the social responsibility role of the media, and which does extend to monitoring the work of the government, agencies, and donors involved in disasters. Despite its massive use and development in social media, traditional media can still be instrumental in mainstreaming issues related to disaster risk reduction. Sensitive issues raised in the disaster affected areas, public dissatisfaction; moral and ethical prospects of the affected people, have their own limitations before any disclosure. So, the obligation of government media reporting may extend beyond that of private and community media. Nonetheless, social responsibility and the alertness of the media to disasters contribute to the mainstreaming of natural disasters for national and international attention. The identification of the media's role in public advocacy for vulnerable groups is possible. Professional and civil societies, along with working journalists, can increase their capacity for disaster communications. They can also understand the cost benefit and effectiveness of disaster risk reduction and communicate that through editorial judgement and management support, so as to prioritise attention on disasters.

Involvement of stakeholders for education, awareness and training for journalists

One of the most important aspects discussed by the participants throughout this study was their reflection on the need for education, training and business continuity plans, from media and academic institutions, which is essential for education, awareness and training for

journalists. National and traditional media, along with online and community media, have their role to advocate for the development of skilled, trained and high calibre journalists. Community radio stations have been identified as a crucial component for creating awareness and pre-disaster information. The participants considered that disaster related curriculum and study units need to be developed and endorsed at both the university and institutional level. Reporters need to be academically informed with skills and ideas to execute and dissect the complex issues picked up from the disaster prone areas or specific geographical situations. Field based observation and reporting of the people, events and problems can be more objective and helpful to maintain truth and the actual scenario of the disaster impacted areas if journalists are reasonably educated in this field.

...Journalist and media play very important roles and should be armed with basic skills, techniques, knowledge and needs. There should be a group of journalists who can deal, address and mention the natural disaster in a very competent, professional and right way. Practical exposure should also be there. Disaster risk reduction without skilled journalists cannot be imagined Academic participant working for national level institution) (Journalist)

Concerned stakeholders and government bodies were considered by the participants to be responsible for the education and the informing of the media house or journalists. All media house journalists should be made aware of, and educated for, effective reporting so that all sectors of journalists, at any time or situation, can report on natural disasters without any delay and confusion.

For example, no local and national media can be seen as aware or much interested in airing, broadcasting, or publishing preparedness and awareness creating news and information, especially related to the control of a fire problem at the local level. Awareness should be created to control fire in the forest during the dry season, and precautions are required to address the annually recurring problem of diarrhoea and dysentery leading to death of hundreds of local people in the Terai and remote areas of Nepal (A community representative participant from Sarlahi district, south Nepal).

Also, the participants indicated that few media provide coverage in pre-response and awareness phases of disaster management. Thus, the local media should also be incorporated into a system of presenting and broadcasting local issues and topics of natural disasters in

local languages and culture. Therefore, the locals can properly understand the local problem and identify solutions. Hence, the local media needs to be educated in these issues.

7.4.5 Local and cultural aspects

The interviews highlighted the derivative nature of the local media news, namely the lack of awareness, skills, and knowledge about disaster reporting. There is community sensitivity about the impact of disasters on the essence of local culture and the recognition that disasters can destroy the norms and values of the communities. This identified theme was divided into two sub themes.

Cultural sensitivity and inclusiveness

Cultural sensitivity has been a pressing issue for the communities living in the slums and in the remote parts of Nepal. Community representatives through during the study's interviewee commented on the local media's role in presenting and broadcasting local issues, and in the local languages and culture. For example, stories about communicable diseases with expert views, but in the local language would be of benefit to the locals. The local and ethnic communities are also worried about untouchability, racist acts, and livelihood problems in the disaster affected indigenous communities. A passionate community participant worker stated that:

I have repeatedly been advocating on this regard. In our district (in the Terai) many local and ethnic communities don't understand the Nepalese language. There is also need to address typical cultures and lifestyles for the dissemination of real information related to the concern of the locals. A local level media monitoring body should be established to get rid of the problems related to local community, culture and the real problems of the locals.... (A community worker)

The notion of reporting culture, social capital, traits and style of indigenous identity in all walks of life for the marginalised, poor and backward communities of particular locations has very significant value for the community and the nation. However, there is lack of field based reporting and observation in this regard. Inadequate resources have been committed to cultural awareness and local advocacy.

Target groups need to be identified. If you are going to the Terai, then you need to give news or information in the local language, such as Maithili and Bhojpuri. If it is the rainy season people can be seen in the paddy field for harvesting, then day time broadcasting may not work for them. So identify specific ways to communicate...More often, we are talking more about earthquake, but not much about landslide ...[which is needed for] the welfare of these communities, we need to tackle this problem in the planning stage so that it contributes to locals and their wellbeing... (Participant from a INGO)

The existence of superstition, cultural beliefs and myths has caused backwardness in some communities; this impacts on disaster preparedness and response management. Addressing these issues is the responsibility of national and local media. Inclusion of community media to address the local problems caused by disasters and cultural complexity needs to be adhered to in media reporting. The role of community radio is important, not only for normal awareness and pre-disaster information, but also for the sake of local communities. A culturally and linguistically sensitive media approach was identified as the major concern of the community representatives and community media professionals. However, self-driven initiatives from the community for the prevention of disasters have been in wide practice in the rural Nepal.

Promotion of local media

The participants reiterated the influence of radio, and local and national print media in the countryside, but their concerns related to the pattern and style of media reporting. Their preference was that these issues to be picked up originally by the local media, then by the national and regional media, hence, reinforcing further the role of local radio as the most accessible mode.

The role of media also lies in educating and informing backward, and local or grassroots communities because they are illiterate. They feel that if there is...[the] media in their villages, they expect the media to take their issue to upper levels of government or concerned bodies...field reporting or field observation is the most lacking part of Nepalese media at local level. Some...advocacy [is achieved] through pen drives, telephone conversation, and second hand references... (Community representative)

The influence of radio is unlimited, speaks directly to local needs, and informs about the use of indigenous technology. For example, a technology developed to contend with or resist fire from thatched roofed houses, especially in the Terai region, was tested and welcomed by the local people. However, it did not receive proper coverage in the national media, until it was promoted by the local media. Promoting local media can also address the issues of superstition, cultural beliefs and myths, while also helping with local lobbying, public advocacy, and attention to pressing local issues. Importantly, it can help gain external attention by gaining the attention of the national media.

7.4.6 Media ethics and regulation

The media ethics and regulations theme deals with two aspects: managing constraints and ethical reporting, and being critical and consolidating media attention.

Managing constrains and ethical reporting

'Managing constrains and ethical reporting' were considered by the participants as the key for Nepalese media reporting of disasters. Journalists and disaster managers were keen to better understand the shortcomings in the story making process of the media in disasters. As in other studies journalists and government representatives articulated their commitment to keeping the public informed during disasters and during the prevention and preparedness phases. This ethical foundation was derived from the observation of the participants. They were aware of the possible impact on the public if the reporting goes beyond the normal moral and ethical judgements. Hence, this issue needs to be included in any framework of disaster news making.

The exception to full information perceived by the participants lay in the extent of the information provided in massive disasters and concurrent threats. They challenged whether reporting with a sense of panic can best serve the public. Journalists frequently commented on the goals of the media as prompting the sensationalising of the stories. This sensationalising was achieved by the use of catchy and dramatic headlines. While such a tendency had the potential to cause harm on some occasions, the core of the issue was to ensure accuracy, balance, and credibility as a means of restraining the media and the reporters.

Thus, the code of conduct for journalists needs to be upgraded, also taking into account disaster journalism. Authenticity and credibility of the media depends on the performance of the reporters and the reputation of the media house. Consistency of dialogue, discourse, and advocacy can contribute to ethical reporting and limit damage. Addressing the issues of superstition, cultural beliefs and myths needs a careful approach by the media, guided by ethical parameters and available regulations.

Also, the media seeks to change public behaviour and inform them by offering a balanced report of social, political, and economic agendas, and disasters issues. Giving an example, one participant highlighted their perceptions about how media's preferences did not change, even in the situation of a severe natural calamity.

Yes, all Nepalese media coverage must be there in the Sunkoshi landslide, but our TV and radio stations and broadsheets were focused on our visiting guest (the Indian Prime Minister). From a development and journalistic point of view the ethics of our media houses and journalists must have inspired them to report this event. However, the news protocol of the government media agencies obviously was driven to this important political event... (Journalist, private media)

The implementation of international standards and guidelines, and the reinforcement and promotion of ethical issues to regulate media interest and the rights of media professionals are the crucial factors that the media participants highlighted. One example is presented in the following statement:

Generally there is no such specific trend adopted in the Nepalese reporting system for natural disaster or no such specific indication of specialised reporting. There is no such regulatory body...to guide and monitor overall reporting...only the Ministry of Home Affairs, which is looking into the case of natural disasters...no code of conduct designed to guide reporting natural disasters... (Journalist)

Being critical and consolidating effective agendas

The media professionals observed that one of the most important roles of the media is to raise questions and critique the people leading disaster management agencies, as well as the performance of government departments. This requires objective observation and a professional manner, which can best be reinforced by keeping the media profession within a systematic and disciplined framework. Hence, critical views or arguments would be better if they were based on soundly evaluated evidence. However, the critical role of the Nepalese media is often considered evidence of biased reporting. Disaster reporting does required in-depth analysis to identify the real story, therefore, there needs to be specialist reporters trained and skilled in disaster communications, who understand how to source stories from their in-depth investigations and valid sources. This study incorporates this concept into a viable framework for effective disaster management by the media by including the concept of a specialist reporter.

7.5 Summary

This chapter outlined the key factors and characteristics of effective media management appropriate for Nepal. The data segments, according to the guiding research questions, were logically separated, and clearly described the opinion of the recruited participants. Their responses matched the factors that influence an effective media role in which is described in the next chapter. Chapter 8 discussions consolidate all the components identified and determined as formulating a media management framework for natural disaster coverage, its focus, prominence, and priority for the future.

Chapter 8: DISCUSSION

8.1 Introduction

The aim of this study was to examine the Nepalese media's treatment of natural disasters, with a view to the development of a framework for improved media management of disasters throughout the prevention, preparedness, and response and recovery phases. The specific objectives of this research were to describe the media's coverage, identify the frames used and determine the characteristics of effective management. This would aid in the development of a conceptual framework which may guide more effective news production and which is culturally and socioeconomically appropriate.

This chapter (Phase 4) brings together the key findings (Chapter 2, 3 and 4) of the research as described in the literature and context (Chapter 6 and 7) and addresses the research questions and study objectives. This phase identified the frames, angles, prominence and reporting trend throughout the continuum of PPRR and conceptualised the objective reflection of the study participants representing three major categories of stakeholders involved in the management of disasters in Nepal. The key findings have been condensed in the form of significance, frames, patterns and themes, and are put together within the context of the literature to create the proposed framework for effective media management.

Exploration of the useful frames used by Nepalese media to disseminate news stories through the PPRR cycle fits into a *qualitative descriptive design*, which is philosophic in tradition, and influenced by qualitative research designs (Magilvy & Thomas, 2009; Sandelowski, 2000). Emerging themes or frames are not unexpected in qualitative studies such as the current study, probing into areas which have not been well researched, at least in the Nepalese context (Yin, 2014). Investigators conducting qualitative studies involving descriptive designs feel closer to their data in essence of words and events, than do investigators involved in grounded theory research, phenomenology or narratives (Sandelowski, 2010).

Study four is organised into four major sections. Section 8.2 summarises what is known about how the media treat disasters from the literature and findings of the media content analysis. This section opens the way forward to the development of disaster management framework for news production.

Section 8.3 summarises what is known of the factors that influence effective media management based on the findings from this study. Also summarised are key factors identified during the analysis of the media contents and observations made by the key informants which supports the conceptual understanding of the disaster management framework of news reporting in Nepal.

Section 8.4 details how the identified factors influence effective media management and the characteristics of effective media treatment of disasters. Section 8.5 presents the disaster management framework for effective news reporting of Nepalese media. The framework was derived from the themes identified in the literature, content analysis of media reporting and perspectives of the key informants. It recognises that there are three separate perspectives of the media itself, the policy makers and the community and these three lenses provide different views of the common core of domains. Section 8.6 talks briefly about the contribution the literature and findings of the study made to the proposed framework. Finally, Section 8.7 provides a summary of the framework, and a brief discussion on how the framework may be further elucidated and applied.

8.2 Understanding media treatment of disasters

The context

This study sought to understand the prevailing status of media treatment of natural disasters by identifying the frames, angles and prominence applied to media stories throughout the PPRR continuum of disaster management. The study was situated in Nepal as a disaster prone country with an emerging and expanding media.

This study found that communities, governments, media and agencies are not prepared, or forewarned, of the risk of natural hazards. Nepal is resource poor and prone to natural disasters. The country is seeking increased involvement of an effective media to aid with connecting communities, agencies and governments, and advocating for communities in disaster. The role of the media in Nepal is evolving and thus observations made during this transition may be informative for other emerging nations and also reflective of developed societies.

Nepal is a small, landlocked country at the centre of one of the most tectonically active zones on earth, with significant natural hazards causing significant loss in lives, properties and infrastructure (CBS Nepal Database, 2011a, 2014; M.B.P Chhetri, 2010; Dhoubhadel, 2012; MoHA-Nepal-Government, 2011). The number of deaths, injuries and displacements associated with disasters increases every year (Chhetri & Bhattarai, 2001). The occurrence and impact of natural disasters is associated with the mountainous terrain and weather, and is aggravated by rapid increases in population, deregulated development and environmental degradation (Dixit, et al., 2007).

Nepal's socioeconomic situation has been deteriorating since 1996, under the stress of frequent natural disasters and a decade-long, armed political conflict which has claimed more than 13,000 lives and left thousands displaced from their homes (INSEC Online, 2005-2012). National development has also been severely adversely impacted (Hodgson, 2013). There are more than 100 castes and ethnic groups living in the diversified geography of this small Himalayan nation.

It is necessary that the media is able to promote a disaster resilient society within the well managed setting of the main constitution, laws, policies and frameworks (Gurung, 2011). In the changing political scenario, there are new prospects for the media to work in different sectors of the Nepalese community (Gurung, 2001; Singh, 2004; Whelpton, 2005). Media were liberated as a result of the people's movement, guaranteeing the rights to information in every sphere of the society (Hachhethu, et al., 2009; Onta, 2006 ; Thapa & Mishra, 2003). Presently, Nepal is rich in community and private radio stations including approximately 350 radio stations, out of more than 600 radio stations licenced by the government (Media Directory, 2014; MoIC-Nepal, 2015). Professional organisations are also actively engaged in advocating for the rights of the media professionals.

Disaster management in Nepal has changed since 1982 when the first Natural Calamity (Relief) Act (NCRA) was promulgated. The National Action Plan on Disaster Risk Reduction (DRR) of 1996, the 10th five year plan (2002-2007), the 11th plan (2007-2012) and the Hyogo Framework of Action (HFA 2005-2015) were key milestones which highlighted the need and importance of sustainable infrastructure development in the country (HFA/UNISDR, 2005; Nepal Disaster Report, 2013). The Local Self Governance Act, 1999 (LSGA) empowered

local bodies to govern themselves and recognised the development needs at the local level (Dangal, 2011; Nepal Disaster Report, 2013).

Within these frameworks, Nepal has recognized that building community resilience, sustainable development and climate change induced disaster risk reduction are the three most important areas. The contribution of the media, as a complementing agency, has been recognised without pinpointing any particular role or framework for media commitment during disasters. The gap in policy and action to engage media in disasters lies in the ability of the nation to act efficiently and to integrate an appropriate framework for media functioning in disaster risk reduction strategy.

Studies have highlighted that the media in Nepal is progressively covering disaster news although the majority of these stories are reported under current affairs, climate change and environment and, sometimes, within the issues of conflict. Government documents and priorities have emphasized the formulation of mechanisms to improve communication for disaster management. There has been a discussion on the need for separate department or council of a new government portal on DRM. Flagship communications groups, as described by National Risk Reduction Consortium (NRRC), need further strengthening to expedite the role of traditional and new media supported by the responsible agencies. It also needs to be responsible to the targeted communities. These initiatives will no doubt hold media accountable for its role in natural calamities.

Nepal requires an appropriate policy framework for news production to regulate the media sector in the event of disasters. Nepal, as a disaster prone country, should seize this chance to bring the media into the national initiatives and emphasise for disaster management. The media must take an active role in delivering more ‘enlightening’ and ‘helpful’ information that supports disaster managers and experts, and benefits all stakeholders to effectively engage in DRM.

In 2009, an international consortium was formed to develop a long term action plan building on the National Strategy for Disaster Risk Management (Dangal, 2011). According to the latest Nepal Disaster Report (2013) there are numerous initiatives in place including the Central Natural Disaster Relief Committee (CNDRC), Local Disaster Risk management Planning (LDRMP), The Disaster Preparedness and Response Plan (DPRP) for Districts

2010, The National Disaster Response Framework (NDRF), Local Adaptation Plan for Action (LAPA), The National Adaptation program of Action (NAPA) and The National Building Code (NBC)-1993. The country is still looking to a central autonomous council (National Disaster Management Council) to address the recommendations of the National Strategy for Disaster Risk Management NSDRM (2009). This council is expected to exercise full power and responsibilities, and take necessary actions in the situation of disasters in Nepal (IFRC-NRCS, 2011).

The guiding principles adopted in the recent 3rd World Conference on Disaster Risk Reduction (WCDRR), held in Sendai Japan, highlighted the role of developing, or least developed, countries. Developing countries, in particular, the least developed countries, face specific disaster risk challenges and need adequate, sustainable and timely provision of support and capacity-building from developed countries and partners tailored to their needs and priorities (Sendai Framework-UNISDR, 2015). Priority 1 of the Sendai Framework-UNISDR (2015) advocates for the understanding of disaster risks at national and local levels and emphasizes the role of the media to strengthen public education and awareness in disaster risk reduction (Sendai Framework-UNISDR, 2015). Nepal's national strategy (NSDRM) emphasized the need for information and communication activities in all stages of disaster management in Nepal (Dangal, 2011; NSDRM, 2009).

The role of the media in disaster management

This study draws on the four theories of the press which established a “typology for media in the minds of media researchers and educators” (Siebert, et al., 2000). However the research focuses on *the social responsibility theory (20th century)*, whereby, the press identifies its role in contributing to society's development and makes that responsibility the basis of their operational policies (Siebert, et al., 2000).

This study has also employed framing as an informing theory, to distinguish media stories on the basis of their focus, prominence and positioning. This study used predefined frames to categorise media content (Semetko & Valkenburg, 2000), but also allowed the possibility of identifying context specific new frames. In this context, the stories about disasters are ‘framed’ by journalists, where a description is provided from a certain perspective and, with a specific interpretation, of the issue or event (Goffman, 1974).

Past studies show that the frames or angles, and media releases or contents of disaster reporting, are distinct in trends of reporting which are dependent on the nature and capacity of the stakeholders involved in disaster risk reduction strategies. For example, media releases issued by state emergency management agencies (SEMAs) in the USA contain more information regarding disaster planning than they do disaster response (Liu, 2009). The human interest frame was employed in less than one percent of the media releases and, among the entire disaster list, hurricane Katrina was the most frequently quoted. Likewise, a study conducted by Morse and Miles (2007) found that, out of four capital types (natural, human, social, and built), as frames of reference associated with Hurricane Katrina and Hurricane Rita (2005), natural capital received relatively less attention in media coverage. On the other hand, the 'attribution of responsibility' frame was the most predominantly used in crisis news coverage of some USA media in 2006 (Cho & Gower, 2006).

In the context of this research, the *human interest* frame portrays disasters in terms of their impact on individuals or communities (Liu & Kim, 2011). The *economic consequences* frame focuses on the negative or positive economic effects of the crisis (Liu & Kim, 2011). The *responsibility frame* takes the perspective of who is to blame for the crisis occurring (Liu & Kim, 2011). The *morality frame* deals with the event, problem or issues from the perspective of moral and religious beliefs. This frame is most often quoted, inferred or referred to indirectly in the news (Neuman, et al., 1992; Semetko & Valkenburg, 2000). The *Conflict frame* is used to emphasise disagreement among the individuals, groups, or organizations and is the second most common frame used in the media content during a crisis (Semetko & Valkenburg, 2000).

There is value in examining the application of these theories to the resource constrained and developing environment, and in the context of disasters, in Nepal. It is also of value to determine if framing theory helps translate macro theories of press and priorities with news stories about disaster. It is expected that this study will contribute to practicing specific news making tasks pertaining to natural disasters.

The media's coverage of disasters has been studied extensively, as disasters are one of the most important and salient issues of the present time. The media help isolated people and communities to feel connected with the outside world through information, communication

and dialogue (Nicholls, 2012; Susan. Nicholls, et al., 2010; Perez-Lugo, 2004). The media can play a unique role in all stages of disaster management.

Regrettably, the aims of the media and those of disaster mitigation organizations do not currently match (Cate, 1994). The media's role in society is often vague. Mass media have been identified as a primary stakeholder, if not a sole source of information about such issues as global warming and the environment (Sinaga, 2011). In the political discourse, the media have been the dominating stakeholder, because they focus the agenda according to the frames or angles of social events, needs, and involvement (Semetko & Valkenburg, 2000).

There have been studies of the role of social media in disasters that have suggested suitable frameworks to deal with these situations (Lang & Benbunan-Fich, 2010). For example, a study of the use of social media in disaster situations has made a bold step to formalise the use of social media by proposing a framework based on four modules: (1) *selection*, (2) *facilitation*, (3) *deliberation*, and (4) *aggregation*. The utility of the proposed framework is exemplified via two case studies of social media use in two disaster situations; one following the Virginia Tech tragedy, a man-made disaster, and the other during the 2009 British blizzard, a natural disaster (Lang & Benbunan-Fich, 2010).

In this present context, a new approach of 'development journalism' relating to social responsibility is proposed (Ostini & Ostini, 2002; Wray, et al., 2004). Disaster reporting is regarded as part of development journalism. Development journalism has been described as a rational, independent thorough enquiry into the problem and conditions of a developing country written in a way that is readily understandable to the citizens of that country (Malla, 1982). The media should be focused on the emerging demand for more 'enlightening' and 'helpful' information so that disaster managers and experts will benefit by selling the message of disaster reduction as an opportunity.

Mass media and disaster management scholars lack evidence in the reporting focus or angle of stories related to natural disasters, and this research addresses that gap. In the light of the impact of catastrophes, the lack of functional and effective operation of the media is concerning. The gap between the mass media and disaster management experts and scholars demands that Nepal needs to identify and integrate a suitable framework in order to improve coordination and cooperation. Furthermore, the media's role in natural disasters is to underline

the need of focusing local hazard and local issues and to address the cultural sensitivity. The framework must address how responsible authorities may be better linked to understand the vulnerability of local communities.

The results of this study along with identified frames, angles, phases of reporting and prominence and positioning of the story indicate that the current frames used may not necessarily address the needs of the community and the disaster managers. Identified frames are affected by the interest groups, agencies and individuals outside of the media territory, as well as the cultural values, norms and societal principles. This study indicates that the frames and angles identified in the reporting of disasters involve problems of society. Eventually, the reporting of the disaster phases with public and media criticism and attention mostly depicted that there have been initiatives undertaken for the solution of the problem.

8.3 Factors that influence effective media management

This research described the way in which the Nepalese media categorise and report on disasters. The study examined the content of 4 categories of media outlets (print, online, TV and community radio) so as to explore whether there are any fundamental differences or commonality in the style, prominence and frames used in disaster reporting.

Using content analysis, the study established that the mass media mostly covered natural disasters using the human interest angles and concentrated on the post disaster phase. Disaster reporting was generally a small component of overall reporting representing only 1.6% of all TV reports, 1.33% of Radio news and 1.93% of online news service reports, focussed largely on the impact on affected individuals, families and communities. Personal vignettes and the emotional angle of reporting were detailed in the reporting of National Television (NTV) and community radio. Despite hundreds of news reports published in the print daily, the numbers of disaster news reports per month are encouraging, with 8.33% of total disaster news reported in the selected daily newspaper. However, this figure does not represent the percentage of disaster news reported out of total news published.

Reports focussed on the areas where people are at most risk and the people who are most vulnerable; physically or economically. They emphasise the local threats from local rivers, landslide-prone areas and lakes incurring glacial outburst risk. Emotional responses were reported from ordinary people, community, media agencies, government and humanitarian

agencies in the disaster-stricken areas. News also focused on the safety and wellbeing of emergency workers, along with the relative incapacity or inadequacy of support services, particularly medical centres and hospitals. Reports featured collecting the dead and transporting injured people to hospital, creating a sombre mood.

Themes of responsibility, condemnation, anger and negative attitudes towards disasters were also present. The assignment of blame was directed towards the perceived apathy of the agencies. There was special focus on government involvement in bilateral agreements, discussions, workshops and conferences. Criticism also focussed on the responsibility of neighbouring governments to attend to floods in bordering districts. Conflict was aggravated further by perceptions of indifference by the authorities towards the people.

Vulnerability and risk factors were identified as an emerging frame used by the Nepalese media. This highlights the increasing concern of the media in the dissemination of available facts, expert opinions, warnings and risk associated with the safety of the people and communities.

The magnitude of the economic loss was often a focus of the reports, in which the on-going challenge to relocate, resettle, rehabilitate, and compensate displaced people and to rebuild damaged structures was described. Reports also focussed on memorials, commemorations, national and international days intended to contribute to increasing awareness of the people and to support the norms, values, ethics and religious tenets that they uphold. There was some discussion of national and international forums and scientific and economic focus on the use of locally available resources to mitigate and control floods, and to minimise the severity of further disasters. The vulnerability of people to potential climate change-induced natural disasters has been the subject of much international concern.

Issues of cultural sensitivity have contributed to conflict and morality related issues being covered comparatively less by the Nepalese media. It is likely that media are unenthusiastic to take the risk of presenting issues related to these aspects, which requires a media ethics and code of conduct that can protect the media while reporting the facts with careful editorial judgement and moral responsibility.

This study found that the media emphasizes the response phase of the PPRR cycle, as well as the human interest and responsibility frames. Despite the importance of preparedness and the extensive nature of recovery, the media reporting is dominated by the response phase. Media can be guided to include preparedness and prevention in their reporting and featured programs. There is no need to reduce response and recovery reporting in the media, however, creativity is needed to find how media can best contribute to preparedness and prevention in order to reduce the loss of lives, properties, and infrastructure damage. The debate about the investment in preparedness from all stakeholders can be mainstreamed by sensitizing, to draw the attention of concerned agencies, government authorities and media itself.

The four modes of media use a consistent framing approach to the construct of stories, although they may deal with the frames in different ways, and place different emphasis on the different frames. Conflicts and differences in perspectives among the stakeholders are inevitable. The role of media should be to reflect these views and give space for differences and similarities in perspective creating a public forum, thus giving the matter prominence. Likewise, developmental or social responsibility should not be government or authority driven.

The implication of this research is that there is a considerable need for greater balance in news reporting which emphasises common disaster types, recognises emerging frames such as vulnerability and risk-related stories, emphasises the need for a balanced approach throughout the PPRR cycle and recognises the growing interest in this field, such that the media, communities, government and agencies should act cooperatively. These frames and the sub-themes identified in the content analysis formed the basis of the interviews with key informants in regard to identifying a more effective role for the media.

8.4 How those factors influence effective media management

Experts provided in-depth knowledge and suggestions for effective media engagement for disasters. Improving the response of the media in disasters has been described as three approaches.

1. How can media and media professionals be more effective contributors to operational strategies for natural disaster management in Nepal?
2. How can disaster managers and policy makers incorporate policy, program, guidance and framework for better media role in disasters?

3. What would be the community's expectation of the role of the media sector?

Interviews of the participants from the three sectors identified a range of factors that influence the effective role of the media. Analysis of these factors has enabled the development of a preparedness tool comprising straightforward assumptions about the media's changing roles across disaster phases, including acknowledging media's role during disasters, rapid changes in the scenario of the economic and social development, along with the fragmentation in the political judgement about disaster management agendas.

The media can be a mediator, as it is not a unidirectional communicator of official information, ensuring the media has a role at the centre of the disaster managers/community relationship. This means media can be in the middle as an emotional supporter and communication bridge. The characteristics of effective media management in disasters may be viewed from these three perspectives.

Firstly, media have been expected to be attentive and pay attention towards realising the need, and importance, of disaster friendly reporting, by providing editorial supports and revisiting existing protocols of reporting. Nepalese media abide by the regulations and policies of the media houses that support their commercial interests. This relationship might divert media attention from engagement in real time reporting of disasters, as this reporting does not increase revenue. Training skills are required for the salience and effective reporting of disasters to enable the “principles of selection, emphasis, and presentation composed of little tacit theories about what exists, what happens, and what matters” (Gitlin, 2003).

The media also plays a watch dog role in disasters in order to safeguard the public interests (Prajapati, 2012). According to the basic postulates of social responsibility theory, “media has certain obligations toward society and these obligations also include the role of media as a “watch guard” to keep an eye on the working and efficiency of all other institutes of society”(Muzamill, 2012).

Media reporters can have expertise in identification of hazards, risks and vulnerability through specialised reporting. This kind of reporting may promote positive reporting. Development focussed journalism in Nepal consists of four factors: “development journalism (positive coverage of leaders, country, and events); citizen educations [sic] (inform and

educate public on political matters); public advocacy (investigate leaders and give voice to people); and culture (entertain, provide cultural fare)” (Ramaprasad & Kelly, 2003).

The media can tackle issues related to viability, suitability and resources, collaborate with stakeholders to ensure sustainability, comply with government guidelines and codes of conduct, address ethics provisions important for the media and support policy dialogue.

The media’s perspective of policy makers and disaster managers may also vary. Disaster managers can be regarded as very supportive if they provide key information. The media, as well as the disaster management organisations, need to communicate to people. The linkage and social utility functions of the media are an important complement to their regular day-to-day job of disseminating information to the public (Nazari, et al., 2011). Nepalese media have traditionally relied on police, army and local administration to provide information, but the provision and reporting of confusing estimates of damage contribute to the public distrust of both authorities and the media. These findings have clear implications for the way the media and public must engage in sharing the available information of disasters (Cowan, et al., 2002).

Reinforcement of national and international guidelines, frameworks, programs and policies is the duty of the government and related agencies. There is need for an appropriate policy and disaster management framework or model for news production, to regulate the media sector in the event of disasters. The media should be focused on the emerging demand for more ‘enlightening’ and ‘helpful’ information so that disaster managers and experts will benefit by selling the message of disaster reduction as an opportunity. In Nepal, both electronic and print media houses are reporting disaster news and information, but these efforts have not been well managed and have not optimised the access to information during disasters (Chhetri, 2011; NSDRM, 2009; Pradhan, 2007)

A media friendly environment within the agencies working in DRM will ensure more effective collaboration between the media and community and create an environment for policy dialogue. Government, agencies and media need to invest more in preparedness and mitigation without undermining other phases of PPRR.

Unfortunately, the Nepalese media has limited discussion or coverage of effective engagement of the community in disasters. Issues related to promotion of local culture, indigenous knowledge and cultural attributes were overshadowed by the political content in the media. Often, members of the community do not go to the authorities directly, but try to solve an issue by themselves, no matter how serious it is. If well managed, media can provide information relating to the crisis or disaster that has impacted the community (R. Gurung, 2011).

Caution must be used while addressing superstition, cultural beliefs and myths and local issues in the media. Communities are more interested in the use of local languages which can, at least, be possible from community radio stations and local, small scale, media. Larger media follow up the stories raised by the local media. Experts advocate the involvement of the community and the media in awareness, training and skill development programs. Experts further encourage media to take an active role at local, national, regional and global levels to contribute to raising public awareness and understanding to disseminate risk, hazards and disaster information (IDRC-GRF, 2014). There is a need for the involvement of private or community sectors in large, social issues, such as disasters, epidemics, and environmental problems.

Organisations of the Nepalese professional journalists and other rights-based organisations including professional societies can be regarded as major contributors to refocusing the media onto the national discussion related to natural disasters. Because of the lack of specialised journalist or reporting skills, sometimes media are creating panic and fuelling public anger towards the apathy of the authorities. For example, inundation problems along the ‘Nepal-India border’ have contributed to dissatisfaction of people on both sides.

The media has to deal with the personal impacts of reporting in extraordinary situations. It is, therefore, much easier for reporters with experience and specialisation in disaster journalism (Iqbal, et al., 2014). There have been some efforts to activate disaster journalists or to organise media professionals involved in disaster reporting.

The array of factors that appear to influence disaster media management synthesised from the analysis of the media contents and the interviews includes the following:

- Endorsement of the value of effective policy, planning and framework guiding media

- Sensitization and mainstreaming of disaster issues throughout the PPRR cycle
- Balance response of media throughout the cycle of PPRR
- Awareness, training, skill, knowledge and information sharing
- In-depth, credible, accurate and balanced reporting
- Development of the practice of specialised journalism for disasters
- Addressing cultural sensitivity, moral, ethical and local issues
- Revisiting news protocol and editorial judgement
- Encouragement to the local and community media
- Sustainability, viability and fair competition
- Responsibility of the government, donors, NGOs/INGOs and related stakeholders
- Incorporating national/international guidelines and standards

These perspectives differ between the stakeholders. Therefore, these perspectives were further consolidated, through analysis for consistent meaning, into the following different views of the three broad stakeholder groups. The *Media* professionals identified a range of factors that they considered appropriate to the effective media management of disasters.

These factors can be consolidated into four sub-themes:

- ***Competent and specialised reporting***. This subtheme addresses the perceived requirement for accurate, credible and balanced reporting throughout the PPRR and with emphasis on all disaster types.
- ***Contributing to policy analysis*** emphasises the watchdog role of the media as a contributor to social responsibility.
- ***Collaboration with stakeholders*** implies the value of information sharing and the pragmatism of shared approaches to training and awareness.
- ***Socio Cultural inclusiveness*** reflects the perceived need for cultural sensitivity and is reinforced by demands for local language and inclusion of local media sources.

The *policy makers and disaster managers* have similar perspectives of the role of the media.

- A ***focus on policy development*** with a plea for the media understands the cost benefit of initiatives and practical limitations and support for communication strategies of disaster management agencies.

- A need for *collaboration*, which reflects the multidisciplinary nature of disaster management and the need for cooperative approaches to maximise outcomes.
- Collaborative approaches to *lobbying and advocacy* to assist disaster management agencies to support policy and legislative proposals.

The views of the *community* may be consolidated into three sub-themes.

- The need for *inclusion* of the community in raising awareness and mobilising resources appropriate to the community need. The community is a source of information and perceives the importance of local knowledge and understanding to support policy development and response management.
- The need for *social and cultural relevance* to reflect the actual needs of the community and to ensure trust.
- The need for *collaboration with stakeholders* to avoid confusion and ensure consistency of awareness raising and information provision.

From these subthemes it is possible to extract five core domains which substantially characterise the media's role in disaster management.

1. The need for **accurate, competent and balanced reporting** throughout the PPRR cycle and utilising known frames to engage the reader and inform and guide actions.
2. **A collaborative and inclusive approach** to reporting which partners the media with stakeholders to ensure cohesion and consistency of approach.
3. **Cultural and social relevance** to ensure that the messages are relevant and meaningful to the community.
4. **Engagement in policy development** to meet the social responsibility of the media.
5. **Holding to account** policy makers, disaster managers and the media to support the watchdog role.

The investigating team have attempted to capture this in the following diagram (Diagram 8.1).

FRAMEWORK (NDFMMF)



Diagram: 8.1 “Natural Disaster Friendly Media Management Framework (NDFMMF)”

In this diagram the domains are likely to be viewed differently through the separate lenses of community, policy makers and disaster management and the media itself.

8.5 Summarising the components of “NDFMMF”

The media

Media outlets describe the frame setter and communication role of the media between the agencies involved in disaster management and the communities. The framework emphasises the value of specialised reporting for disasters that could either be disaster journalism or disaster communication with reporting throughout all phases of disasters. The media can contribute to building community resilience by focussing more on the shift towards other phases of PPRR cycle. Social responsibility of the media lies on the principle of social utility.

The media, as well as the disaster management organisations, need to communicate to people. The linkage and social utility functions of the media are an important complement in the Nepalese context, which ensures the media’s capability for their regular day-to-day job of disseminating information to the public (Nazari, et al., 2011). Community radio stations give prominence to local issues, climate change, ecology and impact of disasters as they are socially responsible to the communities they are serving. Print media outlets have the coverage but the preparedness focus reporting in concern to local disasters are in limited volume.

All four media outlets must address the gap between disaster intensity and limited reporting. Questions about information asymmetry, in-depth, credible, and accurate and balanced reporting throughout the PPRR cycle have been raised. Media have been relying on local administration but the verification of the news from other sources of information is lacking. Education, awareness, training and skill development will address this gap.

For example, NSET Nepal and Nepal Press Institute, along with some other institutions, organised programs to inspire and train media professionals for ABC in their reporting. The major task of media in Nepal is to mainstream natural disasters through extensive and increased knowledge in order to identify and report hazards, vulnerability and risk.

In Nepal, government media and other private and community media do not share similar access to government resources. Community media have been struggling with resource mobilisation raising questions as to their continued existence and sustainability. Some international donors and government agencies are supporting media on the basis of their

agendas and their influence in some interest groups. Revisiting in-house media, editorial policy, and news protocols are impacted by the influence of donors and the issues of sustainability and viability.

There have been some issues related to complying with existing guidelines, regulations and frameworks which are prompting revision. Media organisations are subject to the code of conduct, ethical consideration and legal provisions set by the government, which are supervised by the department of information, press council and observed by the professional societies. The media can work to compel government and concerned agencies to include some mandatory provisions relating to media inclusion in disasters.

The media are subject to understanding and incorporating government obligations, programs and policy, but there can be some initiatives if this framework is taken on board. National media have limited coverage on the issues relating to grassroots community.

For example, one of the interviewees said:

“...technology developed thatched roofed house picked up by some national media only following the reporting of some local and small media outlets.”.....

Issues of timeliness, opportunities, limitations, constraints, access to disaster sites and strict deadlines have impacted on the story making art of the journalists. Government media have the privilege of utilising government resources, while local and community media professionals have been facing limited information and limited use of technology and innovative ideas. Government media sources have their own news protocol which sometimes prohibits the reporters engage with particular disaster events. The media needs further collaboration with stakeholders to increase information sharing in order to exchange ideas and expertise at national and international levels.

Cultural sensitivity and inclusiveness have been a pressing issue for the communities living in the slums and in the remote parts of Nepal. Local media’s role in presenting and broadcasting local issues in local languages and cultures are highlighted by the participants of the study. For example, stories about communicable diseases with expert views, delivered in local languages are beneficial. Local and ethnic communities are more worried about

alienation, racist acts and livelihood problems in the disaster affected indigenous communities.

This framework has described the need for a shift in the balance in reporting to pre-disaster phases of PPRR. The media needs to improve in volume of disaster coverage as well as the prominence and positioning of the story. Positioning of disaster stories in national media have been impacted by political events and commercial benefits. Finally the sustainability of the media requires maintenance of relations with donors, including the business sectors.

Community Sectors

The principal beneficiary of this framework is the community sector. Developing a way to include community organisations and the public is vital in disaster management. Meaningful and logical dissemination of the responsibility in DRM, is important for both community sectors and the media. Local members of the community have emphasised the need for the distribution of awareness and pre-disaster information through the use of community media and community radio, which will, in turn, attract national print and broadcast media coverage.

Participants from the community sectors advocated the idea of supporting culturally and linguistically sensitive reporting approaches. Disaster stories in local and ethnic languages have high impact on the community, but the involvement of national media is still necessary to ensure appropriate resource application. Local communities have also been seeking a shift in media focus from politics/current affairs to reporting on victims of disasters and affected communities. Participants expressed a desire to be informed about the pattern of media reporting of natural disasters. For this purpose, media organisations and agencies can organise sessions for information sharing and exchange of ideas with the stakeholders. Community organisations and people in disaster prone communities need to build rapport and provide feedback to financial donors about the programs funded.

One of the major components in this framework relating to community role is to ‘join hands’ with support agencies and the media for public awareness, education and skills development. For this reason the community must become involved in the promotion of the role of the media. Civilians can provide constructive and critical criticism to the programs of the government and agencies through use of these media. Communities can collaborate with civil societies ensuring media advocacy for disasters.

Finally, sharing indigenous knowledge and techniques about community preparedness and prevention can be facilitated via the media. Media sharing of information with communities that may be affected by disasters such as cold snaps, drought, floods & landslides, with an emphasis on local impacts, is highly valued at the community level. Further, the media may also be helpful in addressing local superstitions, cultural beliefs and myths. The community should rely on media news sources that contain reliable information. Field observation is required to avoid information asymmetry and second hand information.

Disaster managers and policy making sector

Government and agencies need to prepare and incorporate the media into the disaster management process. A collaborative approach will close the information gap between the stakeholders and address the constraints of time, space and resources behind the perceived ineffectiveness of the media's role in disasters. Multilateral collaboration for sharing information within national and international levels is perceived as a key to effective media engagement. Equally, the media understands of the cost benefit and effectiveness of DRM will assist the implementation of initiatives.

Government and agencies need to include clear provisions of training, awareness, and skill and knowledge development for media and community. National level effective execution of communication strategies from Emergency Operation Centres with DRM action plans need to ensure information sharing for the other parties involves in Disaster Risk Reduction. Involving legislative members for policy dialogue, and inclusion of disasters in the political agenda, can support the development of a much needed new peak body to deal with disasters.

There have been difficulties accessing documentation, thereby restricting the availability of findings and special reports. Government and agencies must develop a national database linking to international portals for more effective information sharing. For example, Nepal is relying on national databases of the home ministry and CBS, as well as the CRED database and relief web/Prevention web data portals for the research and producing reports (CBS Nepal Database, 2014; CRED, 2012, 2013; reliefweb, 2015).

Disaster managers and policy makers' need to support professional societies and groups related to disasters. Agencies can contribute to encouraging the media to change public behaviour. There have been some practices of employing communication experts on the media desks of GOs/NGOs/INGOs. For this purpose guidance is needed for developing, amending and updating frameworks, guidelines and policy related to disasters that incorporate media and coordinating stakeholders including humanitarian agencies for media briefing.

There are some concerns that the framework for media management of natural disaster in Nepal should include a right to information, rights for the media sector and reduced information withholding. Government and disaster experts should address concerns relating to the arrangements for a disaster related curriculum in the academic and institutional sectors. The facilitating role from government is crucial. Exchange of experts from national/international sectors can benefit academic institutions and their capacity to support media education on disasters. Supporting community and local media, and community organisations is another task of disaster managers and agencies. Agencies acknowledge that the issues covered by the media can promote a feeling of responsibility amongst media professionals.

Finally, government and agencies, along with disaster management experts, must have special rapport building abilities with donors, including from business sectors, for the suitability of the programs and policies run.

8.6 Contribution of the literature and findings of the study to the proposed framework

In Nepal, both electronic and print media houses are reporting disaster news and information, but these efforts have not been well managed and have not optimised the access to information during disasters (Chhetri, 2011; NSDRM, 2009; Pradhan, 2007). Furthermore, the media's role has been described in the guidelines, standards and documents released from the international agencies, including the United Nations and its various units that are involved in disaster management throughout the world.

The contextual and theoretical review of the literature identifies gaps in understanding and progress towards the noteworthy impact and effective process of the media operation in disasters. Nepal has recognized three important areas that include building community

resilience, sustainable development and climate change induced disaster risk reduction. However, the contribution of the media as a complementing agency has been stated without pinpointing any particular framework of media commitment during disasters. Firstly, it identifies the lists of stakeholders, but the activities required include limited accountability of the media, their mandate, scope, and disaster management wing of the ministry of home affairs, National Emergency Operation Centre (NEOC), needs to work to support agencies involved in disaster response management. Agencies supporting these activities include media monitoring and professional bodies such as the Press Council, Federation of Nepalese Journalists (FNJ), Radio Nepal, telecommunications sectors and Nepal television (NTV).

The gap in policy and action related to engaging the media in disaster lies in the ability of the nation to act efficiently and to integrate an appropriate framework for media functioning in disaster risk reduction strategy. As the studies have highlighted, the media in Nepal is progressively covering disaster news along with current affairs, conflicts, politics, business, law, arts and technology beats. Mostly, disaster stories were found to be reported under current affairs, climate change and environment, and sometimes within the issues of conflict.

Despite the need and importance of substantial reporting of the occurrence of disasters, Nepalese media have a limited emphasis on disasters in online, print, electronic, or outlets. Community radio stations were, however, found to be more proactive in picking up the local and national disasters. There is also little public and organizational attention and discussion on the disaster management strategy, so improved operations of the media throughout the continuum of PPRR cycle is required.

Government documents and priorities have emphasized the formulation of mechanisms to improve communication for disaster management. There has been a discussion on the need to develop a separate department, or council, of a new government portal on DRM. However, Flagship communications group, as described by National Risk Reduction Consortium (NRRC), needs further strengthening to expedite the role of traditional and new media for the undertaking of systematic work supported by the responsible agencies. It also needs to be responsible toward the targeted communities. These initiatives will no doubt hold media accountable in the situation of natural calamities.

Therefore, Nepal needs an appropriate policy with framework for news production to regulate the media sector in the event of disasters. Nepal, as a disaster prone country, should seize this chance to bring the media into national initiatives and increase emphasis for disaster management. The media need to have an attentive and active role in delivering more 'enlightening' and 'helpful' information that supports disaster managers and experts and benefits all stakeholders in order to effectively involve them in DRM.

This research addresses the gap as mass media and disaster management scholars lack evidence into the reporting, or fixing the focus or angle, of the stories related to natural disasters. In the light of the huge impact of catastrophes in the past, the lack of functional and effective operation of the media is concerning. To address the gap associated with the mass media and disaster management, experts and scholars are urging Nepal to act effectively and integrate suitable framework essential for the enactment of the programs and provisions related to disaster risk reduction.

Furthermore, from the literature review, the researcher understands that the media's role in natural disasters is to underline the need of focusing local hazards and issues, address cultural sensitivities, to make responsible authorities and their framework accountable and establish how media are linked with the vulnerable conditions of the community (B. Bhattarai & Ojha, 2010; T. R. Bhattarai, 1992; Bose & Koshy, 2015; Neupane, 2015).

In conclusion, the study of the frames, angles, phases of reporting and prominence and positioning of the story indicates that frames often are not the epitome of ideal management of disasters, or not ideal for disaster managers. Identified frames are affected by the interest of groups, agencies and individuals outside of the media territory, as well as the cultural values, norms and societal principals.

Therefore, the study shows that the frames and angles identified in the reporting of disasters are dominated by the problems and complications in the society and the reporting of the disaster phases with due public/ media criticism and attention mostly depicted initiatives for the solution of the problem within the onset of effective media management through the continuum of the PPRR cycle.

8.7 Evidence trail for the framework developed

The proposed “Natural Disaster Friendly Media Management Framework (NDFMMF)” was developed using consistent themes distilled from the content analysis of media reports and the thematic analysis of the interviews taken from the participants of this research. It is expected that components discussed in this phase of the study will have positive and significant impact in the news production pertaining to natural disasters. “Media” related components have been described in four major and consistent factors that deal with *(a) competent and specialised reporting, (b) contributing to policy analysis, (c) collaboration with stakeholders, and (d) socio cultural inclusiveness.*

The evidence trails from chapters 6 and 7 relating to policy makers and disaster managers is reflected in the table below which consists of *(a) focus on policy development (b) collaboration, and c) Lobbying and advocacy.* The final aspect of the evidence was collected from the findings which deal with the factors such as *(a) inclusion, (b) social and cultural relevance, and (c) collaboration with stakeholders.* The table 8.1 presents the evidence trail for the framework developed.

Table 8.1: Evidence trail for the development of the Natural Disaster Friendly Media Management Framework (NDFMMF)

1. MEDIA

| | |
|--|---|
| <p>1.Theme heading: Competent and specialised reporting</p> <p>Theme description/rationale: Journalists should know about the complexities of disasters such as vulnerabilities, risks, conflicts, human aspects, responsibilities related issues etc. It addresses the perceived requirement for accuracy, balance and credibility (ABC) in the reporting throughout the phases of disaster management (PPRR). By enhancing the reporting techniques to integrate details like context/situation of death/property damage, journalists can provide appropriate knowledge to protect people in the future and support disaster managers and enhance the reputation/credibility of the media.</p> | |
| <p>Evidence from content analysis</p> | <p>Evidence from interviews</p> |
| <p>Conflict frame identified a lack of media reporting on cross-country risk mitigation strategies, which highlights sensitivities to bilateral relations between India and Nepal. Also accurate reporting about the public seeking and demanding adequate compensation, response and relief. (See: Chapter 6, Conflict frame and sub-</p> | <p>Journalists are reporting disasters with error, information asymmetry and lack of ABC (accurate, balance and credible) norms, which are limited in terms of critical analysis. Example: “An interviewee (Participant1: Journalist) stating on the importance of specialised reporting of natural disasters said: <i>“Covering news events during and pre-disaster situation would be more important. In general, we have the high coverage of only post-disaster events by all types of media. There must be disaster beat reporting system and occasional skills and training opportunities for the journalists reporting disaster. Journalists also need separate schooling on this topic that can be ensured from the curricular and institutional arrangement of disaster journalism education and research so that they can reduce errors and information asymmetry.”</i></p> |

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| category 2 ‘nepalnews’ online’). | (See Chapter 7, 7.4 and Consolidated Theme 1. Subtheme-2) |
| <p>Implications:</p> <p>Addresses the need of accurate, competent and balanced reporting through PPRR cycle and utilising known themes, frames and factors to engage the reader and inform and guide actions being taken such as understanding of the technical terms, risk and vulnerability, conflict and human interest aspects. Disaster communication, disaster beat reporting system and specialised disaster reporting will be in practice.</p> | |
| <p>2.Theme heading: Contributing to policy analysis</p> <p>Theme description/rationale: This research builds on the social responsibility of the media in relation to a social crisis followed by the contribution to policy making. Safeguarding people’s needs and interests in response to the disaster management is an important aspect of this study. The framework should recognise the obligation of government media; include policy for the in-house reporting protocol, social responsibility and alertness of media in disasters.</p> | |
| <p>Evidence from content analysis</p> | <p>Evidence from interviews</p> |
| <p>Radio Sagarmatha has played a role in seeking to mainstream disaster issues and bring political parties to the disaster management agendas. Local administrations and emergency operation centres have been the focal point to activate disaster management activities and they have been regarded as a framework to lodge people’s demands and respond to their plights. Army, police, Red Cross, communities, emergency and humanitarian aid workers have been supporting affected people. (See chapter 5, 6.4: Radio and Morality frame, last para).</p> | <p>Media are expected to emphasise watchdog role for the formulation of new policies and strategies guided by the social responsibility principles. For example, contribution to the policy related advocacy role in the government documents that have highlighted the communication strategy for disasters. A government official who took part in the interview related to this study said:</p> <p style="text-align: center;"><i>“In the national or central level we have specific framework that</i></p> |

| | |
|--|--|
| <p>Responsibility of the local authorities to regulate highways patrolling, transportation, public services, educational institutions were detailed in the news reports.</p> <p>Emphasis has been given to undertake public awareness and training to the people working in the government and community organisations. Issues from the vulnerable sites in the bordering districts of Nepal were expected to contribute in the centre while formulating news strategies and programs.</p> <p>(See chapter 6 and 6.5, economic consequences frame)</p> | <p><i>consist of 49 points plan of action. And among all these, important factor is communication strategy. Ministry of home affairs is also planning to collect suggestion and advice to include media for upcoming communication strategies. Media should also be aware and interactive to bring out real content of disasters and critical about the government's lacking part. They can contribute on this by incorporating the views of the civil society and all concerned bodies to make our country disaster resilience.”</i></p> <p>(see chapter 7,7.4.3, Theme 3, Sub-theme 1 and later portion of the quotes)</p> |
| <p>Implications: It is expected that the media are the key contributors for the sensitisation of the issues, policies and programs related to DRR. Mainstreaming disaster events and impacts will be possible by careful categorisation of the news under prescribed and emerged frames discussed in this document. It will further pave the way for media to discharge their responsibility to the society.</p> | |

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|---|--|
| <p>3.Theme heading: Collaboration with stakeholders</p> <p>Theme descriptions/rationale: The media needs an attentive and active role in practicing the use of more ‘enlightening’ and ‘helpful’ information that supports disaster managers and experts and benefits all stakeholders to be effectively involved in DRM. This aspect implies the value of information sharing and the pragmatism of shared approaches to training and awareness.</p> | |
| <p>Evidence from content analysis</p> | <p>Evidence from interviews</p> |
| <p>Information sharing, observation, mock exercises and awareness programs have been organised at local, national regional level. An example of its kind is SAARC conference on earthquake security. Army,</p> | <p>Participants observe that there has been criticism that if the government does not give proper attention to preparedness activities, thus the government must ensure more focus on preparedness. Awareness, training and education based programs</p> |

police, Red Cross, UN and other donor’s communities have been taking part and cooperating in exhibition, mock exercises and information sharing. Featured reports on memorial services of the past tragedies can be found in the archive of Radio Sagarmatha (so as in NTV). International days were observed to educate, aware and inform people and communities.

(See chapter 6, 6.4, Preparedness aspect of PPRR)

Capacity building of the communities is strongly encouraged among the stakeholders working in disasters. Community involvement in disaster management is increasing, but there are limited resources. The mobilization of people in disasters is constrained by resources. The army, police, Red Cross, UN agencies and humanitarian organizations focused on disaster risk-reduction (DRR) to areas within their reach. Local NGOs are also involved in DRR activities in the disaster-prone zones.

(See chapter 6,6.1 NTV, Economic Consequences frame, sub-category,4)

have been uncertain due to the inadequate collaboration to address the communication gap between stakeholders. Sectors working in disaster management required investment in the media and integration of media into programs and policies with priority given to using skills, knowledge, tools and equipment for wider disaster coverage.

The media itself also needs to invest and to lead public information. A representative participant from a disaster management agency stated:

“...So if we see that Media is said to be a fully powerful tool and make big change in the society. However, they need to review their plan and strategy at this crucial juncture. Let’s not focus only for the response or specific event but also for all phases of disasters. There have many studies been done in risk assessment such as Kathmandu Valley risk assessment. Media could even sensitize about this risk perception to let people know in advance of any catastrophes. Media has additional advantage because they could reach once at a time throughout the country.”

(See chapter 7, 7.4.2, and theme 2, and sub-theme 1, donor driven...)

Implications: It is believed that media can be an active partner in all phases of disaster management. Information sharing, training, awareness and promotion of disaster management program and policies are the major areas that deal with this factor.

4.Theme heading: Socio cultural inclusiveness

Theme description/rationale: It reflects the perceived need for cultural sensitivity and is reinforced by demands for local language and inclusion of local media and community.

| Evidence from content analysis | Evidence from interviews |
|---|---|
| <p>Due to sluggish response from the government authorities, people were demanding adequate relief arrangements, compensation and immediate relocation to sustain communities. Cultural traditions in some communities impacted on vulnerable people and communities. (See Chapter 6, conflict frame, Print media Republica daily)</p> <p>There has been limited use of terms and phrases that describe the religious tenets, myths and social prescriptions of the Nepali culture. Disasters are still regarded as “the fury of nature” and “the curse of god”. (See chapter 6, NTV, morality frame, sub-frame 2, social prescriptions...)</p> | <p>Cultural sensitivity has been a pressing issue for the communities living in the slums and in the remote parts of Nepal. Members of the community commented on the local media’s role in presenting and broadcasting local issues in local languages and culture. For example, stories about communicable diseases with expert views delivered in local language can benefit locals. Local and ethnic communities are more worried about the isolation, racist acts and livelihood problems in the disaster affected indigenous communities. A passionate community worker recruited in this study stated:</p> <p style="text-align: center;"><i>“I have repeatedly been advocating on this regard. In our district (in Terai) many local and ethnic communities don't understand Nepalese language. There is also need to address typical culture and lifestyle for the dissemination of real information related to the concern of the locals. Local level of media monitoring body should be established to get rid of the problem related to local community, culture and real problem of locals.”</i></p> <p><i>(See Chapter 7, theme 5, sub-theme 1,2)</i></p> |
| <p>Implications: Addressing social and cultural aspects of the society will be the key for socially responsible media. It will further strengthen relationships between all stakeholders. Communities can be benefited by the proactive role of the media that includes preservation of social and cultural tenets, values and norms, ensuring community ownership.</p> | |

2. POLICY MAKERS AND DISASTER MANAGERS

1. Theme heading: A focus on policy development

Theme description/rational: Policy makers and disaster managers with a plea for media’s understanding of cost benefit of initiatives and practical limitations can support communication strategies for disaster management. They should support policy development by involving media in their programs and activities or these groups should be encouraging media by funding or mobilising resources and providing consultative supports the media need. In regards to the policy focus from the policy makers and disaster managers, there have been some commonalities in the opinion of the participants recruited for this study. Thus, the outcomes were not identical for each category of recruited participants such as media professionals, disaster managers/policy makers and community representatives. Disaster managers and policy makers need to follow consistent dialogue, discourse and advocacy, to improve people’s judgment about the need and importance of media friendly disaster plans. Effective execution of a communication strategy formulated for emergency operation centre would be highly beneficial.

Evidence from content analysis

There has been endorsement and enforcement of national building policy and calls for its immediate implementation. (See Chapter 6, 6.2, NTV, Prevention phase, sub-category 4).

NTV news talks less about policy, regulations, and plans as there are not many activities and breakthroughs in these areas during the data collection period.

Evidence from interviews

Participants indicated that the media in Nepal has been involved in donor funded disaster management and public awareness activities. The programs are somehow involved in the advocacy of policy development.

Participants recognised that there is a portion of the media that is not only reporting disaster occurrence but also publishing or broadcasting editorials or opinions about other aspects of disaster management, which may influence the public debate. While utilising media through donors’ investment have some positive implications, said a disaster expert during the

(See Chapter 6, 6.2, NTV, Preparedness phase, sub-category 5).

Government actions to tackle climate change, ecology and environment related programs, policies and regulations in national/ international forums. Government roles in minimizing risk have been discussed in national/international forums, which led to strategies for protection and preservation of natural resources. Observing national/international days on thematic issues/agendas helped to create awareness, educate and inspire people and communities.

(See Chapter 6,6.4 Online news, recovery phase)

There have been bilateral and multilateral agreements and memorandums of understanding on high dam regulation, irrigation projects, hydro power plants, river controls, landslide projects and water-induced disaster management programs. There has been endorsement and enforcement of national building policy and a call for its immediate implementation, but the implantation part is futile.

(See chapter6, 6.2, NTV, Preparedness)

interview:

“I don't think that there is concrete effort made to media....I don't know if these would be continued, if there is no source or funding by the institution like NSET. How it will come up, if there is no funding. Today through the funding of NSET, 30 radio stations in several districts have been airing 10 different PSAs and also at least 10 advertisements in newspapers related to natural disasters within a month. But in case of online media, I don't know very much, but yes, they do have coverage of natural disaster reporting or news, though there is no direct sponsorship program.”

(see chapter 7,7.4.2, theme 2, subtheme 1, viability)

Participants of this study considered that addressing the gap between disaster intensity and limited reporting is possible by executing policy dialogue, use of technology and innovative ideas. A disaster manager, in his response to the query, related to the strategy and framework of media management in disasters has highlighted the major components:

“...Notion of stronger media for stronger nation against disaster depends on the effective execution of communication strategy from EOC action plan, development of database system, media strategy to highlight government programs and policies, media engagement to change people’s behaviour, impact on policy, planning and development mechanism, identification of vulnerable areas, investment in preparedness for better response, information sharing for resource mobilisation etc.”

(See chapter7,7.4.3, framework, Guidance)

Implications: Media can be regular advocate for policy dialogue and common forum for the elements of society that contributes to DRR. Policy makers and disaster managers can utilise media in a wiser way.

2. Theme heading: A need of collaboration
Theme description/rationale: This aspect reflects the multidisciplinary nature of disaster management and the need for cooperative approaches to maximise outcomes. There needs to be an affective collaboration between the stakeholders involved in disaster reduction in Nepal. The major stakeholders should be collaborating for the management of information sharing, programs and funding arrangements.

| Evidence from content analysis | Evidence from interviews |
|--|---|
| <p>Nepal news online stories urged government and responsible authorities for timely, prompt and effective response. Locals emphasised the need of action and issues of safety in the disaster prone areas. In many occasions head of the state/government and responsible authorities have emphasized the urgency of the actions to be taken. International conferences, forums and gatherings focused their discussions on collaboration to tackle disasters caused by climate change, environment and ecological problems whereas political parties were urged to set the priorities in their policies.</p> <p>(See chapter 6,6.3,online media, response phase, sub-category 4, emphasis, directives and instructions on the roles of agencies)</p> | <p>Participants observe that there has been criticism that the government does not give proper attention to preparedness activities, thus the government must ensure more focus on preparedness. Awareness, training and education based programs have been uncertain due to the inadequate collaboration to address the communication gap between stakeholders. Multilateral collaboration for sharing information within national and international levels was the key to effective media engagement as reflected in the opinion of the participants. For example, an expert from an international agency working for the disaster management in Nepal stated:</p> <p><i>“...So while developing strategy, we need to look what kind of intervention required, who the target groups are and what details we have within our reach. Information sharing between stakeholders, of course, can create space for dialogues and round table discussion. It will contribute sensitization for DRM...”</i></p> <p>(See chapter 7,7.4.4,theme 4,sub-theme 2)</p> |

Implications: Policy makers and disaster managers are regarded as the facilitators for the appropriate use of media in disaster management. It is

expected that community, media and policy makers collaborate and complement in every aspect of disaster management in hazard prone society.

3.Theme heading: Lobbying and advocacy

Theme description/rationale: Collaborative approaches among the three major stakeholders and other agencies associated with disaster management in Nepal require lobbying and advocacy to assist disaster management agencies to support policy and legislative proposals. An example is lobbying for the establishment of an apex body for DRM using the media and public, and also utilising legislative members and their political parties to mainstream disaster related issues, policies and programs required in Nepal. Amendments, formulations and restructuring of the frameworks, guidelines, laws, bylaws, and policies should be dealt within the collaboration of the major stakeholders. This theme mostly supports the legislative frameworks for disaster management in Nepal.

| Evidence from content analysis | Evidence from interviews |
|---|--|
| <p>Response from the agencies on policy, bilateral agreements, technical supports and funding arrangements was echoed in the news. Activation of various committees from national to local level can be seen in the news of Radio Sagarmatha. Reports were prompting discussion on the national agendas to present in the international forums in response to climate change and environmental problems. National planning level discussion, interactions and briefing had been reported.</p> <p>(See chapter 6,6.4, response)</p> <p>There has been endorsement and enforcement of national building policy and a call for its immediate implementation, but the</p> | <p>At first, government bodies have responsibility for revisiting policy, plans and frameworks relating to disaster management and the support of the media. However, policy dialogue needs to originate from the media as well. The National action plan and national strategy for disaster risk reduction must be the matter of policy dialogue and commentary run by the media, which will be supportive.</p> <p>Currently the legislative base is in limbo as the new draft legislation has yet to be approved by the Nepalese Parliament. This confusion is causing inconvenience in the management of various natural disasters and therefore the current ad-hoc approach to search, rescue and relief is being carried out as per the old Disaster (Rescue) Act that was introduced in 1982.</p> <p>An expert view on this aspect is obtained from the excerpts of the interview data set</p> |

implementation is futile. To some extent, stakeholders maintain a level of readiness for natural disasters, but this readiness is significantly compromised due to lack of resources and adequate funding. There have been updates and the sharing of agreements, conventions, declarations and national and international policies relating to climate change, environment and heritage conservation. (See Chapter 6, 6.2, preparedness, sub-category 5, update national policy,)

which is stated as:

“For example... When we talk about landslide cycle, natural disaster risk management doesn't follow this proposed management framework. Landslide has its own cycle. When we look at this cycle, there seems to be management of natural cycle. Media should understand this topic or issues which could be explained in this proposed framework...”

(See chapter 7,7.4, theme,4, all sub-themes)

Implications: As a facilitator policy makers and disaster managers can utilise media for lobbying that supports, guidelines frameworks, programs and policies to be formulated or emended or reinforced. Legislative members and political parties can benefit by drawing the media’s attention or the media can draw from the legislatives.

3. COMMUNITY

| | |
|---|---|
| <p>1.Theme heading: Inclusion</p> <p>Theme description/rationale: Local issues are echoed in the opinion of the participants of this study. Community can be engaged in raising awareness and mobilising resources appropriate to local needs. The community is a source of information and perceives the importance of local knowledge and understanding to inform policy development and response management. Active participation of community in the local media is discussed in the interviews of the participants. This idea will improve the capacity of media by incorporating local languages and addressing cultural sensitivity and inclusiveness of local issued, indigenous knowledge and capacity. Inclusion will address the need and importance of the local community and media into mainstream development.</p> | |
| <p>Evidence from content analysis</p> | <p>Evidence from interviews</p> |
| <p>The head of the government and authorities emphasized the need and importance of immediate response in disasters but there has been a lack of appropriate efforts to engage communities and develop local capability. Communities are involved in awareness and education related activities. Training and awareness activities on the capacity building of the community radio stations are conducted to be prepared.</p> | <p>Self-driven initiatives from the community for the prevention of disasters have been in wider practice in rural Nepal. Participants have reiterated the influence of radio and local and national print media in the countryside but their concerns related to the pattern and style of media reporting. Their preference was these issues to be picked up originally by local media, then by regional and national media, hence reinforcing further the role of local radio as the most accessible mode.</p> <p><i>“...The role of media also lies to educate and inform backward and local or grassroots communities because they are illiterate, they feel that if there is a presence of sensible media in their villages, they have their expectation that media will take their issue to the</i></p> |

| | |
|---|---|
| <p>(See Chapter 6,6.3, subcategory 5)</p> <p>Data from the government authorities are purportedly reporting the facts, but may contradict the actual facts causing frustration but giving insights for training and learning purposes. Awareness-related activities are strongly encouraged, because of the problems among the minorities, marginalised communities, ethnic groups and people living under severe poverty. The urgency of education and awareness about the early warning systems is growing, but families are limited in their ability to control risks and prevent the disasters due to limited resources.</p> <p>(See chapter6,6.2, Human interest, subcategory 5)</p> | <p><i>upper level or concerned bodies. The trend of field reporting or field observation is the most lacking part of Nepalese media in local level. Some individuals are found to be doing their advocacy through information using pen drive, telephone conversation and second hand references...” (Participant 11, Community representative 2)</i></p> <p>(See Chapter 7,7.4.5)</p> <p><i>“For example, no local and national media can be seen aware and much interested in airing, broadcasting or publishing preparedness and awareness creating news and information, especially to control fire problems in the local level. Awareness should be created to control fire in forest during dry season and precautions required to address annually recurring problem of diarrhoea and dysentery leading to death of hundreds of local people in Terai and remote Nepal.” (A community representative from Sarlahi district, south Nepal)”</i></p> <p>(See Chapter 7,7.4.5)</p> |
| <p>Implications: Inclusion of local issues, organisations and media promotes local knowledge, social integrity and norms and values. Feelings of ownership are developed in the community if inclusion is effectively practised.</p> | |

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| <p>2. Theme heading: Social and cultural relevance</p> | |
| <p>Theme description/rationale: This aspect of evidence found in the data reflects the actual need to ensure trust in the community. Issues of cultural sensitivity were discussed during interviews. Socially responsible media are the key medium to expedite values, norms and strengthening local identity and the capability of the community.</p> | |
| <p>Evidence from content analysis</p> | <p>Evidence from interviews</p> |
| <p>Morality frame was discussed in the news reports of Nepalese media based on the</p> | <p>The notion of reporting culture, social capital, traits and style of</p> |

social and cultural relevance.

Reports of memorials, commemorations, national and international days contribute to increasing awareness of the people, which in turn, support the norms, values, ethics and religious tenets that they uphold. Key reported activities include community involvement in the identification of the deceased and in funeral services and rituals. Expressions of respect from dignitaries, leaders and relevant personnel along with the release of official statements and visiting affected people helped to build public trust and safeguard cooperation. Cultural rituals and religious tenets remained intact, but news covering these themes was limited.

(See Chapter 6, 6.2, morality, sub-category 1).

There has been limited use of terms and phrases that describe the religious tenets, myths and social prescriptions of the Nepali culture. Disasters are still regarded as “the fury of nature” and “the curse of god”. There is a reported moral obligation of neighbours and relatives to provide shelter to the affected. Dignitaries and high-level bureaucrats offered expressions of respect, sympathy over the loss of lives and property. Identifying the deceased and injured, careful handling of the bodies and respecting the rituals and religious tenets were observed. The public continued to remind the authorities of their moral obligation towards solving deluge and drainage system problems.

(See chapter6,6.2, Morality, subcategory 2)

indigenous identity in all walks of life for the marginalised, poor and backward communities of particular locations has a very significant value for the community and nation. However, there is lack of field based reporting and observation in this regard. Inadequate resources have been committed to cultural awareness and local advocacy.

“...Target groups need to be identified. If you are going to Terai, then you need to give news or information in local language such as Maithili and Bhojpuri. If it is rainy season people can be seen in the paddy field for harvesting, then daytime broadcasting may not work for them. So these are the issues you need to identify in certain ways to communicate. Sometime we talk about Tsunami and other even if we are in landlocked country. More often, we are talking more in earthquake but not much in landslide and people who are dying from landslide to get response are the audience or readers of these particular media we are talking about. For the welfare of these communities, we need to tactile this problem in planning stage that contributes locals and their wellbeing...” (Participant 9, INGO).

(See Chapter 7, Theme 5, local and cultural aspects)

Implications: It is expected that society will be more lively and cohesive with the responsible media culture, which will promote and engage the media towards DRR. Cultural sensitivity and local values and norms are reflected in the media reports.

| 3.Theme heading: Collaboration with stakeholders | |
|---|--|
| Theme description/rationale: This theme talks about the consistency and effectiveness of the media reports that benefit community at large. It is expected to avoid confusion and ensure consistency of awareness raising and information provision. Major stakeholders are community, media and policy makers and disaster managers. Also, there are some other agencies that deal with this aspect of collaboration to mainstream disaster management initiatives, programs and policies such as humanitarian agencies/GOs//NOGsINGOs. Moreover, there should be collaboration for policy advocacy, consultation, information sharing, and coordination for media engagement in disasters within the support of community. | |
| Evidence from content analysis | Evidence from interviews |
| <p>An example of the problem depicting lack of collaboration and information sharing.</p> <p>Republica daily depicted scenarios of the confusion during major disasters which could create misunderstanding among the people and agencies. Community forest user groups and community organisations have expressed their worry over failure and the apathy of authorities. Locals were reported sending their kids to look after their cattle in the forest, a concept that was considered disgraceful by humanitarian and community agencies.</p> <p>There were reports of a lack of instruction and suggestion from the experts about the risk of loss and damage. People living in the areas where dams, embankment and infrastructure were at</p> | <p>It is also considered essential to include community organisations for collaboration with concerned stakeholders. Participants emphasised the importance of collaboration between stakeholders including consultation and coordination of the free media. At first, government bodies have responsibility for revisiting policy, plans and frameworks relating to disaster management and the support of the media. However, policy dialogue needs to include the community as well. The national action plan and national strategy for disaster risk reduction must be the matter of policy dialogue and commentary run by the media which will be supportive to the community.</p> <p><i>“...Information sharing between stakeholders, of course, can create space for dialogues and round table discussion. It will contribute sensitization for DRM. It will help to know about necessary data and information required for the discussion in the parliament. However, we cannot consider everything can be understood by everyone. Media can generate resources and open the space for dialogue and involve in active information sharing in national and international level.”</i></p> <p>(See Chapter 7, theme 4, all subthemes)</p> |

risk blamed the government for not paying attention to solve their problem.
(See chapter6, 6.5, responsibility frame)

Implications: As an important factor collaboration between stakeholders would benefit the community. It will bring all stakeholders to see how effectively the communities are engaged in the DRR.

8.8 List of significant components supporting ‘NDFMMF’

The “**Natural disaster friendly media management framework (NDFMMF)**” developed for the incorporation of media in disaster risk reduction in Nepal has been described on the basis of the 10 factors (Media-4, Policy makers and disaster managers-3, and the community-3) distilled from the finding of the thematic and content analysis. These factors were further synthesized into subthemes with five core and common domains which significantly characterised the media’s effective engagement for the disaster management in Nepal.

Firstly, the media has been described as the communication bridge and frame setter, which is closely related to components identified. The second, and one of the major complementing parts of this framework, is about the components influencing media on behalf of the disaster management and policy making sectors. Complementing sector here is regarded as facilitator for an effective media management in disasters, which comprises of important points as mentioned in table 8.1. Finally, this framework outlines the significant components suggested by the experts in response to the engagement of community to contribute disaster coverage by the media. However, this role of the community is oriented to address the particular problems caused by the disasters. The below shows the lists of components used to describe the “**Natural disaster friendly media management framework (NDFMMF)**”.

Table 8.2: List of significant components supporting ‘NDFMMF’

| <p align="center">Media: Communication bridge and frame setter</p> | <p align="center">Disaster managers and policy makers: facilitator</p> | <p align="center">The Community: Principal beneficiary</p> |
|---|--|---|
| <p>Competent and specialised reporting (Disaster beat in practice) Watchdog role of socially responsible media Addressing gap between disaster intensity and limited reporting Emphasis on common disaster types In-depth, credible, accurate and balance reporting throughout PPRR cycle Education awareness, training and skill development Mainstreaming natural disasters Increase in knowledge to identify and report hazards, vulnerability and risk Production of featured programs, specialised news reports and designing PSAs Revisiting in-house media and editorial policy/ news protocol and management support Complying with existing guidelines, regulations and frameworks Abide by the code of conducts, ethical consideration and legal provisions Lobbying and media advocacy for ensuring space for local and national media Engagement of professional societies for media advocacy Understanding and incorporating government obligations, programs and policy Mitigating geographical disparity, biasness and self-interests Timeliness, opportunities, limitations and managing constraints Collaboration with stakeholders with information sharing Cultural sensitivity and inclusiveness Shift of reporting to pre-disasters without undermining other phases of PPRR Exchange of ideas and experts in national and international levels Improve in volume of disaster coverage, prominence and positioning of the story Maintaining relations with donors including business sectors</p> | <p>Realisation of agencies to prepare and incorporate media for disasters Understanding cost benefit and employing effective way of DRM Provisions of training, awareness, skill & knowledge development for media & community Collaborative approach for closing information gap among stakeholders Effective execution of communication strategy from EOC and DRM action plan Lobbying for the establishment of apex body for DRM using media and public Forms of sensitization of empirical findings and special reports Involving legislatives for policy dialogue and inclusion of disasters in political agenda Development of national database linking international portals for information sharing Supporting professional societies and groups related to disasters including media Encouraging media to change public behaviour thorough programs and budgetary support Ensuring rights to information, rights for media sector Arrangements for disaster related curriculum in the academic and institutional sectors Guiding for developing, amending and updating frameworks, guidelines and policy Government focus on response impacted media operation in preparedness Supporting community and local media, and community organisations Reinforcing media desk in GOs/NGOs/INGOs Arranging exchange of experts from national/international sectors to support media Addressing the issues covered by the media in response to DRM Contribution to improve disaster coverage, prominence and positioning of the story Mitigating problem of information withholding Coordinating stakeholders including humanitarian agencies for media briefing Special rapport building with donors including business sectors</p> | <p>Inclusion of community organisation and the public to collaborate with media and agencies Meaningful and logical share of the responsibility in DRM along with media Emphasis on community media / community radio for awareness and pre-disaster information Seeking focus of national print media to local disasters Supporting media and agencies for culturally and linguistically sensitive media approach Seeking shift in media focus from politics/current affairs to disaster victims Informed about the pattern of media reporting of natural disasters Providing feedbacks to the donors about the programs funded and building relations Joining hands to support agencies and media for public awareness, education and skills Involving in the promotion of local media Being constructive and critical to the programs of the government and agencies Joining hands with civil societies ensuring media advocacy for disasters Sharing indigenous knowledge and techniques about community preparedness & prevention Special concern to the impact of disasters such as; cold snaps, drought, floods & landslides Tackling the issues of superstitions, cultural belief and myths Mobilising resources and capabilities of the communities Field observation to avoid information asymmetry and second hand information Play a role as media news source with reliable information</p> |

8.9 Summary

The current study has demonstrated that media reporting of disasters in Nepal can be strengthened by utilising a framework formulated to denote the role of the three major sectors involved in disaster management. The “Natural Disaster Friendly Media Management Framework (NDFMMF)” has been developed to expedite the media involvement throughout the phases of PPRR cycle. The media can be a mediator as it is not a unidirectional communicator of official information, which ensures an effective media role. **NDFMMF** describes the media as the emotional supporter, problem solving partner and bridge of communication.

This investigation highlights the priority of reporting that should be given to the common types of disasters such as; floods, landslides, lightning and earthquake related disasters. This includes:

1. Emphasis on common disaster types, the frames used and emerging frames for example vulnerability and risk related frames,
2. Prominence of disaster planning and preparedness coverage using balanced approach without undermining other phases of PPRR cycle,
3. Increasing the story length, effective positioning of the coverage,
4. Collaboration between media, disaster management agencies and community organisations.

There have been some issues related to complying with existing guidelines, regulations and frameworks, which are prompting revision as per the matter of time. There needs to be a revisiting of editorial policy, ensuring the amendments in existing news protocol within the media houses and effective information sharing among the stakeholders. Unlike, the government information (releases) in the developed nations, the Nepali media are focused on the post disaster information releases and stories which are impacting preparedness and prevention planning phase in response to disasters. Therefore, the media, communities, government and agencies should act accordingly for the formulation of news making models, which can ensure balanced and effective reporting. This message can be well incorporated in the news of the different media categories of Nepal, by enhancing the impact of disaster responses.

Chapter 9: CONCLUSION

9.1 Overview

The current study examined the Nepalese media portrayal of natural disasters by identifying the news frames, focus, and trends followed through the continuum of prevention, preparedness, response and recovery (PPRR) cycle of disaster management. This study sought to determine the characteristics of effective media management for natural disasters in Nepal, in order to formulate and suggest a disaster management framework for effective news production which is socio-culturally and environmentally appropriate for Nepal. This chapter summarises the conclusions from the present study. Section 9.2 details a synopsis of the study. The practical and theoretical implications of the study are described in Section 9.3. Section 9.4 highlights the reliability, validity and limitations of the study. On the basis of the limitations, Section 9.5 discusses directions that can be taken by future research. The final part of this Chapter concludes with Section 9.6 which provides a reflection of the study.

9.2 Synopsis

The current study was developed to address the limited research on the role the Nepalese media plays in the management of natural disasters. There is value in examining the application of the four theories of the press to the resource constrained and developing environment of Nepal, particularly in the context of disasters. It is also of benefit to determine if framing theory helps translate macro theories of press and priorities with news stories about disaster. This study seeks to fill the gap in research, aiming to explore the application of these concepts to Nepal, and to examine them throughout the disaster management cycle (PPRR). In the light of the significant impact of disasters in the past, the lack of substantive action and effective operation of the media in disasters is concerning. This disparity has awoken demand for Nepalese media to act more effectively and incorporate an appropriate model or framework for the implementation of a disaster risk reduction strategy.

To provide a convincing theoretical foundation for the study, the framing theory was used with the complimenting principals of the agenda setting task of the media, as a second level agenda setting theory. There were five key frames of news media messaging derived from the study of Semetko and Valkenburg (2000). The concept of framing was introduced to draw the experience of the participants and pattern of the news produced by the Nepalese media as described by Goffman (1974) and Entman (1993). Theoretical framework used in this study

formed the basis for categorising the media stories pertaining to natural disasters. Mass media news frames used in this study were human interest, responsibility and economic consequences, conflict and morality. Emerging frames, such as vulnerability and risk perception of the reporting, were also often identified. Framing theory describes how people make sense of their outside world by using expectations from their experience, helping people locate, perceive, identify and label events. In this context, the messages in the mass media are 'framed' by journalists, which means that a description is provided from a certain perspective and with a specific interpretation of the issue or event (Goffman, 1974).

This study has referred all the angles, frames and reporting patterns that are identified and emerged to deal with the problem through effective media management in disasters. *Ideally*, the research builds on the social responsibility of the different categories of media outlets involved in disaster management of Nepal. The most important aspect is to address the lack of public awareness, impacts of the human, social, economic, vulnerability, risk, moral and conflict aspects and the inability to demand social responsibility initiatives from enterprises, community and government controlled media outlets or agencies.

The present study examined the way in which the media's priorities are determined and how the risk and impact of natural hazards is being treated throughout the disaster management phases. As a result, the study has the potential to inform conversations about the strategies for the effective crafting of media messages in response to the management of disasters in Nepal. The results of media analysis of this study and experts' opinion contributed the development of a framework to guide the media in understanding and playing the important roles in all phases of the disaster management process.

This study adopted a qualitative research approach, using qualitative content analysis and in-depth interviews of the stakeholders involved in disaster management. For this purpose, four categories of media outlets such as; print, online, television and radio were selected on the basis of their circulation, reputation, background history and impact in the communities. Similarly, 11 participants representing media, disaster management agencies and policy making bodies and community sectors were recruited for the interviews. Out of four media, Radio Sagarmatha represented community radio, Nepal Television was from the government owned national media sector, and 'Republica' daily represented a national and privately

owned English daily, and Nepal news was representing online and private sectors. The news stories (n=484) were collected from the archives of the selected media.

Five interview participants were representing disaster managers and policy makers, four from media sectors and two from the community. Three media categories were chosen from their English edition and broadcast, except Radio Sagarmatha. Radio news was transcribed using professional transcriber with consent. Consent forms for the interview participants were signed and recorded before the interview procedure began. The media contents were stored and coded manually, by a single coder, using NVivo 10. Twenty articles were coded during the pilot study to determine possible sub categories of the news frames and maintain the consistency of the coding.

Four research questions (RQ) guided this study and generated several key findings. The first research question (RQ) on how do media in Nepal portray natural disaster across the PPRR cycle, this study found that media prominence and positioning has been very limited. For the second research question (RQ) on what frames were frequently used by the Nepalese media to report disaster, the study found that Nepalese media are reporting natural disaster mostly in post disaster phases and with human interest, economic consequences, responsibility and vulnerability and risk frames. The four modes used a consistent framing approach to the construct of stories, although they may have dealt with the frames in different ways, and placed different emphases on the different frames. Low priority on the preparedness and prevention phase has impacted public safety in disasters. Prominence and positioning of media coverage varied according to the media type. Republica daily has given comparatively wider space than other media outlets, but the stories mostly focused on response phases of disaster. The common disaster types were categorised as floods, landslides, extreme weather events and earthquake but there were differences in the priority of reporting.

To address the third research question (RQ) regarding how could Nepalese media play an effective role and improve their performances to contribute to the disaster management through PPRR, the findings suggest key factors influencing effective media response and characteristics of effective media role in disasters. The identified factors include; endorsement of effective policy, planning and framework guiding media, sensitization and mainstreaming of disaster issues through PPRR, balancing response of media throughout the

cycle of PPRR, revisiting news protocol and editorial judgement and practice of specialised journalism for disasters, amongst others.

The characteristics of the effective media response were distilled as follows:

Firstly, the media have been expected to be attentive to, and pay their attention towards, realising the need and importance of disaster friendly reporting by providing editorial support and revisiting the existing protocols of the news reporting process. Secondly, disaster managers can be regarded as very supportive if they are playing their role by providing key information to media and sharing relevant information without any information withholding. Thirdly, feedback from the disaster managers to the media is also important so that the media can improve their programs and reporting. These findings led to the framework of media management in disasters, particularly;

“Natural disaster friendly media management framework (NDFMMF)”

“Natural disaster friendly media management framework (NDFMMF)” deals with the grouping of the factors that appear to influence disaster media management synthesised from media analysis and opinions of the media and disaster management experts and community representatives. There have been some efforts to activate disaster journalists or to organise media professionals involved in disaster reporting. However, these efforts can be more effective if stakeholders (Media, disaster managers and policy making agencies, community) are guided by the responsibility of implementing the factors discussed in the NDFMMF framework.

Important factors distilled from the findings are listed as follows:

Endorsement of the value of effective policy, planning and framework guiding media

Sensitization and mainstreaming of disaster issues throughout the PPRR cycle

Balance response of media throughout the cycle of PPRR

Awareness, training, skill, knowledge and information sharing

In-depth, credible, accurate and balanced reporting

Development of the practice of specialised journalism for disasters

Addressing cultural sensitivity, moral, ethical and local issues

Revisiting news protocol and editorial judgement
Encouragement to the local and community media
Sustainability, viability and fair competition
Responsibility of the government, donors, NGOs/INGOS and related stakeholders
Incorporating national/international guidelines and standards

NDFMMF framework discussed in the study consists of range of factors that are appropriate to effective media management of disasters. There have been four consolidated sub-themes for media, three for policy makers and disaster managers and three for community sectors.

‘**Media**’ sector deals with the components such as:

- ***Competent and specialised reporting***: accurate, credible and balanced reporting
- ***Contributing to policy analysis***: watchdog role and social responsibility
- ***Collaboration with stakeholders***: information sharing, shared approaches, training and awareness.
- ***Socio cultural inclusiveness***: cultural sensitivity and inclusion of local media sources, language and indigenous knowledge

‘**Policy makers and disaster managers**’ deal with the components such as:

- ***Focus on policy development***: support for communication strategies of DRM
- ***Collaboration*** multidisciplinary nature of disaster management, cooperative approaches to maximise outcomes
- ***Lobbying and advocacy***: support policy and legislative proposals

‘**Community**’ deals with the components such as:

- ***Inclusion***: raising awareness, mobilising resources, inclusion of local knowledge and understanding, supporting policy development and response management.
- ***Social and cultural relevance***: reflecting actual needs and ensuring trust, dealing with cultural aspects
- ***Collaboration with stakeholders***: avoiding confusion and ensuring consistency of awareness raising and information provision

Although disaster reporting in Nepal has been increasing over time, special attention with specialised and balanced reporting throughout the phases of disaster management is required. Media management is not the only means to better handling of disasters. There are freely

accessible online information resources, seminars, workshops and conferences, collaborative research initiatives, government and donor sponsored scholarships and the mobility of people with overseas training and skill development.

This study underlines how effective media framing, or disaster news crafting skills, can be useful for the media industry, disaster management organisations and communities. Results found herein will allow Nepalese media to benchmark its disaster reporting skills and knowledge, against international standards, by formulating its own framework of effective engagement of media in crafting disaster stories. Therefore, there is significant potential for institutional development; specialised disaster beat reporting, with balanced prominence, positioning and focus of the news. Finally, this study will contribute to the development of a disaster friendly media curriculum in the Nepalese academic and institutional sectors that may not have been depicted in the current literature.

9.3 The practical and theoretical implications

Findings in this study have both practical and theoretical implications for media, DRR agencies and government, and community sectors, particularly in the decision making level of the involved agencies.

9.3.1 Practical implications

This analysis has detailed the reporting frames and focus used by each of four media modes; print, TV, radio and online. Key findings on the reporting culture and trends used by the media and reflections made by the participants indicate that all concerned parties need to collaborate from the stage of revisiting the disaster priority within their own organisations, to implementing their institutional framework of media management. Long and short term planning, policy revision, guiding principles and effective framework that incorporate media in crisis of natural calamities must be developed.

Despite the importance of preparedness in reducing the impact of disasters and the extensive nature of recovery, this study identifies the dominance of reports that focus on response. Limited disaster reporting by Nepalese media has impacted the national disaster management programs and strategies. The findings of this research indicate that natural disasters are being reported within a limited understanding of the important principles of disaster management

and PPRR cycle. Importantly, this research highlights the priority that should be given to the most common and highest risk events, such as floods, landslides, lightning and earthquakes.

The findings of this research suggest the need for greater balance in news reporting which:

- 1) emphasises common disaster types
- 2) recognises emerging frames such as vulnerability and risk-related stories
- 3) emphasises the need for a balanced approach throughout the PPRR cycle;
- 4) recognises the growing interest in this field such that the media, communities, government and agencies should act cooperatively.

Furthermore, this study supports the common domains which substantially characterises the media's role in disaster management.

- **Accurate, competent and balanced reporting** throughout the phases of DM and utilising known and emerged frames to engage the reader, inform and guide actions
- **A collaborative and inclusive approach** to reporting which partners the media with stakeholders to ensure cohesion and consistency of approach.
- **Cultural and social relevance** to ensure that the messages are relevant and meaningful to the community.
- **Engagement in policy development** to meet the social responsibility of the media.
- **Holding to account** policy makers, disaster managers and the media to support the watchdog role.

Expected outcomes: The outcome of this study is multifaceted. It has both policy and practical implications. The benefits of the study will be noticed at the micro-, meso-, and macro- levels.

- At the micro-level common people will be benefited, as the effective dissemination of information in news and different modes of media will enable to support a reduction in the loss of human lives and property. Civilians will be well 'prepared for', 'able to prevent', 'respond to' and 'recover from' natural disasters.
- At the meso-level the media industry will be benefited because they will have their own 'disaster management model of news production' as an effective disaster reporting tool.

This will improve editorial judgement and priority for the reporting of natural disasters in Nepalese media. The Nepalese media will report disaster events effectively to seek support from the government, agencies and people involved in disaster management.

- At the macro-level this study will assist government and international agencies to develop appropriate policies and disaster risk reduction strategies for better management of natural disasters. In addition, this study will contribute to the existing, limited literature on media treatment of disaster events and further research will be benefitted accordingly.

9.3.2 Theoretical implications

The framing theory supported by social responsibility and agenda setting theory employed in this study adopted predefined frames suggested by Semetko and Valkenburg (2000). These frames are derived on the basis of framing and agenda setting theory (Entman, 1993; McCombs & Shaw, 1972). As described by Goffman (1974), it is important to know how the messages in the mass media are ‘framed’ by journalists, which means that a description is provided from a certain perspective and with a specific descriptions.

Earlier, the investigator discussed the theoretical base of the study which is built around the approach of social responsibility of media in framing natural disasters. Therefore, intensive media attention in Nepal will not only bring the disaster management topic to the mainstream of the public agenda, it can also explore the possibility of solving problem at hand with different perspectives of effective media management. It will enable the self-reinforcing processes of news production, magnify specific frames making DRR issues dominant in the public arena (Vasterman, 2005).

On the basis of social responsibility theory discussed after the shift towards libertarianism in the 20th century and it is even now more relevant and popular in the first part of the 21st century (Siebert, et al., 2000; Wei, et al., 2012). This social responsibility duty of the press can support people to reunite and rebuild their society ruined by catastrophes (Muzamill, 2012). As discussed in various realms of the sociology of natural disasters, the existing media is mainly viewed as management tools used to influence people’s preparedness and response to natural disasters (Perez-Lugo, 2004). The factors consolidated in the ‘NDFMMF Framework’ interacts with the existing theoretical understanding of media framing of natural disasters to support the community/society. This perception also extends beyond the

responsibility of transferring information and salience so as to suggest that the media message exercises an agenda of both objects and attributes (Maher, 2001; M. McCombs, 2005).

The news search and reporting tendency can be characterized by confirmation and consonance of the issues and the problem in the disaster affected areas. Frames used in most of the practices can be reinforced over and over again to receive more attention than before because of continuous flow of the dominant news themes about any event or statement. It will prompt and influence other media to practice self-referential practice in the news by following the same trail (Vasterman, 2005).

To determine and further explain the theoretical implication in detail, the impetus to use qualitative methods for this research was based on the evolution of framing of disaster news as an emerging paradigm of second level agenda setting theory (Maher, 2001). The theoretical base for this study is derived from the conceptualisation of the social responsibility of the media. The media identifies its own responsibilities to the public and makes them the basis of their operational policies. This approach is more practice oriented and includes its own self-regulatory arrangements that accord with its responsibility to the public (Entman, 1993; Siebert, et al., 2000).

This study found that media messages can be crafted within prescribed frames that can prompt the readers and audiences to better understanding. It can also be used in other studies which seek to know about the socio economic, responsibility, morality, conflict, vulnerability and human interest aspects related to any social and media research. The theoretical framework used in the current study has been adopted to suit the stories into the frames predefined, and make room for the emerging frames closely related to the existing frames. Both deductive and inductive use of coding was used for the analysis of the 484 media stories collected from the four categories of Nepalese media. This process was undertaken to explain framing as a process by which Nepalese journalists present natural disaster news with selected images and words to emphasize or promote a certain interpretation.

9.4 Reliability, validity and limitations

While some factors limiting the current study were predicted and taken into account during the research design stage, unexpected limitations were encountered during data collection and analysis. Four media outlets did not provide consent for data access on time, so the researcher

had to choose another print media of like category and strength. In the data collection and interview stage, the researcher had to face delays due to safety and travel ban issues. The researcher had to travel to remote Nepal for interviews of the community representatives, because the participants faced difficulties travelling to Kathmandu where the researcher was stationed.

Content and thematic analysis is largely theoretical, thus only a few categories, or frames, may have emerged. Content analysis as an empirical study design may not yield adequate data for the interpretation of how these frames persuade the public to prepare and respond to disasters. Subsequently, study 4 was designed to analyse the outcomes of content and thematic analysis, in the process of formulating a disaster management framework for news making in Nepal. Even after the findings of this study, further discussion may be required to investigate how the factors affecting effective media roles in disasters interact with various other dimensions of disaster management and media management principles.

In order to minimise personal subjective opinions and ensure accurate results, several strategies have been followed as suggested by Yin (2014) such as, theoretical framework, interview and coding protocol. Only one translator and coder were used, to maximize reliability. The directed approach used for the qualitative content analysis presents challenges to the naturalistic paradigm. Use of theory may have inherent limitations in that researchers approach the data with an informed but, nonetheless, strong bias (Mayring, 2000).

The findings of the content analysis and in-depth interviews cannot be generalised (Creswell, 2012). The selection of the participant interviewee samples was purposive and recruitment of the representative media outlets was based on the wider circulation, larger audience, history, popularity and prominence of the selected media outlets. The researcher hopes the findings of the media analysis and in-depth interviews will provide thorough and contextual accounts of the media portrayal of natural disasters in Nepal. Readers can draw ideas and lessons, comparing similar circumstances, which could enrich their practices in managing editorial priority and media in disasters.

From an ontological perspective, this research is based on the actual trend of media reporting of disasters in Nepal. This trend is described within the methods outlined, through qualitative content analysis of media reports and thematic analysis of interviews with key experts. The

complexity of undertaking qualitative research in the setting of non-English speaking informants is widely recognized. Few empirical studies exist which explore the influence of translation on the findings of the study (Twinn, 1997). Primarily, in-depth interviews were conducted in both Nepali and English using a purposive sampling and snowballing technique to ensure maximum variation among the participants.

The contents of the major media outlets are more reliable as a true representation of disaster reporting, as the recruited media are leading sources and representative of their media type. The reliability and the validity of the theory are influenced by the studies of framing of media content. Findings from the interviews may raise questions about the significance of the conceptual design and sampling to the validity of the study, therefore, only one translator and coder has been used to maximize reliability.

Framing was used as an agenda setting task of the media to balance the emergence of too many frames and themes. Coding protocol was developed by adapting previous research (Chapter 5). Arguments presented in this research are built on the knowledge and understanding of the themes identified in the text, or evidence that supports a descriptive interpretation as the methods and processes of analysing themes or patterns (Guest, et al., 2012). A small pilot study was conducted to ensure this method was achievable and the methods clarified.

A qualitative content analysis is different from a quantitative content analysis. The qualitative approach is motivated by a desire to understand and describe how various categories of media outlets portray disasters. It describes distinctive characteristics which are reflexive and highly interactive in nature and used tested and validate concepts, data collection, and analysis.

Validity of this research is also grounded in the selection of different categories of media and their wide coverage. The sources quoted within the news stories of these selected media are considered to be trustworthy, as the nature of news gathering and processing is more practical and the reputations and coverage of these media outlets are widely recognized. Most of the news was retrieved from the secured archive of the respective media outlets with their permission. Due to the empirical design of the study, it may not be possible to analyse the interaction effect of the media frames with the journalists' and disaster managers' frames.

Thematic analysis of interviews is subject to the research and theoretical biases of the researcher. This study has employed safeguarding measures to present a relatively unbiased analysis, such as involving two or three coders in the validation of initial categories during the pilot study. It is recognised, however, that the themes found in the dataset may have been inadvertently influenced by the interests and background of the experts, coders and the researcher. The researcher has employed measures to mitigate such limitations by representing diverse participants. Coverage of disaster events for this study were temporally limited, as data was collected for natural disasters occurring in the year 2012/2013, therefore, it is possible that all categories of disaster have not been represented herein.

9.5. Summary

The present study will contribute to the knowledge of how Nepalese media are involved in the disaster risk reduction activities in Nepal. It provides some initial lessons for government, community and media to help improve the framing of disaster messages. This research highlights the priority that should be given to common disaster types with balanced reporting throughout PRR cycle. Therefore, the media, communities, government and agencies expected to act accordingly for the conceptualisation of news making models which can ensure effective, balanced and trustworthy reporting. This message can be well incorporated in the media news by enhancing the impact of disaster responses.

In Nepal, public expectation from media varies according to the role of media. Society relies on the heterogeneity of media outlets to reflect the complex socio-political forces at work. There is the possibility of media manipulation of any situation, as has occurred in different countries and in different contexts (Ghimire & Upreti, 2014). The principal source of news for most people in Nepal is community radio. There are approximately 350 radio stations, and most are independent and community owned. Radio Nepal is the government controlled national transmission run from Kathmandu and regional transmission centres. Nepal also has 568 registered daily newspapers among a total of 6,500 newspapers and magazines. Only about a dozen such publications have a wide circulation, such as the government owned Gorkhapatra Daily and the privately run Kantipur Daily and Nagarik Daily. There are 81 licences issued to run TV stations in Nepal but only about a dozen of TV channels operate regularly (FitzGerald, Poudel, & Gurung, 2015; MoIC-Nepal, 2015).

The media in Nepal has been instrumental in keeping people connected and updated about the 2015 earthquake of 7.8 magnitude that hit the country on Saturday April 25. At first the quake did not create a major reaction, as small scale tremors are not infrequent in the country. Indeed, the Nepalese people were initially uncertain about the extent of the disaster as local media struggled to react. Enhanced understanding of the scale of the disaster began to occur when pictures of the damage started emerging from the international media which gave some insight into the magnitude of the devastation. The time taken by the Nepalese media to respond is not unexpected. Nepalese media outlets categorise disasters as current affairs, without a specific accountability for disaster reporting and in addition the Nepalese media was also damaged and had limited continuity at first.

The results of this study will contribute to the development of skills and knowledge in the Nepalese media, which may be applied within the existing and future guidelines and policies. While many possibilities to access freely available external knowledge exist, for the Nepalese media, disaster managers and communities, indeed, all shareholders, there remains much value in enabling continuous efforts to improve the portrayal of natural disasters in the media, beyond the scope of this study.

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APPENDICES:

Appendix 1: Consent form and letter to participants

Recruitment E-mail

Subject Title:

"Developing a disaster management model for news production in Nepal: A qualitative study on Nepalese media portrayal of disaster events using news frames and PPRR cycle of disaster management"

Dear Sir/Madam

My name is Bharat Raj Poudel from the School of Public Health and Social Work at Queensland University of Technology (QUT). I'm doing a PhD on Nepalese media reporting of natural disasters.

If you'd like to help me in this study I'm looking for different participants including media professionals, disaster managers and community leaders representing four categories of media outlets, disaster management organizations and community based organizations to complete 20-30 minutes face to face in-depth interviews.

Please view the attached Participant Information Sheet and Consent Form for further details. Please note that this study has been approved by the QUT Human Research Ethics Committee (approval number: 140000016).

In case, you are willing and interested to be interviewed I may be contacted any time for a face-to-face interview as per the contact details mentioned below.

Many thanks for your consideration of this request.

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Professor Gerard Fitzgerald

Principal Supervisor and Director at CEDM

School of Public Health and Social Work

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Developing a disaster management model for news production in Nepal

QUT Ethics Approval Number 140000016

RESEARCH TEAM CONTACTS

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a.mehta@qut.edu.au

STATEMENT OF CONSENT

By signing below, you are indicating that you:

- Have read and understood the information document regarding this project.
- Have had any questions answered to your satisfaction.
- Understand that if you have any additional questions you can contact the research team.
- Understand that you are free to withdraw at any time, without comment or penalty.
- Understand that you can contact the Research Ethics Unit on +61 7 3138 5123 or email ethicscontact@qut.edu.au if you have concerns about the ethical conduct of the project.
- Agree to participate in the project.

Please tick the relevant box below:

I agree for the interview to be audio recorded.

I do not

Name

Signature

Date

Appendix 2: Possible Interview questions and parameters for coding

1. Possible Interview questions (may change after the analysis of media contents)

Q.1. I am interested to understand the status of media coverage of disasters in Nepal.

Q.2 What according to you are the features and current status of media operation strategies for natural disasters in Nepal?

Q.3. What according to you are the critical issues in the management of media for natural disasters in Nepal?

Q.4. What could be done to improve media's role in disasters throughout the PPRR cycle?

Q.5. What could be the important elements for effective media response in the event of any natural disasters?

2. Parameters/criteria of news frames for coding purpose

Relative terms are already discussed in the earlier sections. For the study of media framing and phases of disaster cycles, contents will be read to determine frames by seeking answers of some relevant questions and PPRR components will be determined by determining the focus of the comprehensive disaster management approach. Mostly the techniques of using parameters are adopted from the studies of Brunken (2006), Liu (2007) and Liu (2009). The sentence relating to relevant frames will be coded within NVivo.

Table 1: Determining media frames in the news stories

| Frame | Description |
|--------------------------|--|
| 1. Human interest | News story provide about a situation or story of any affected individual in the disaster |
| | News story using any personal vignettes, empathy caring words or sympathy or compassion |
| | Story telling how people are affected by the disaster |
| | Story visualising the feeling of outrage due to the disaster |
| | |
| 2. Conflict | Reflection of the disagreement between any parties involved in the disaster zone |

| | |
|--------------------------------|--|
| | About the critics of individuals or groups |
| | Stories depicting winner or loser |
| | |
| 3.Economic Consequences | About financial losses |
| | Infrastructural, asset and property loss |
| | Future economic consequences of the disaster |
| 4.Morality | Story expressing values, ethics or any moral issues |
| | Story making reference to any religions tenets or myths |
| | Story that offers a special prescription to behave in a manner that affected people can tolerate |
| 5.Responsibility | Suggesting or urging agencies to tackle the impact of disaster |
| | Suggesting the level of government responsibility |
| | Suggesting the level of media's responsibility |
| | Suggesting the level of health sector's responsibility |
| | Suggesting urgent action |
| | Story talking about the money, materials and relief stuffs distributed |
| | News that suggests preparing country for future events |
| Other frames considered | Evacuation, instructions, special intervention, vulnerability assessment |

3. Parameters/criteria of PPRR approach for coding purpose

At the same time, PPRR approach of disaster management will be used to categorise a particular news story or news content which 'best fit' to one of the stages of PPRR model. This means, the news and contents collected pertaining to natural disasters in Nepal will be categorised either under any one of the heading of 'prevention' or 'preparedness', or 'response' or 'recovery' that best fits. The sentence relating to relevant frames will be coded within NVIVO.

Table 2: Determining the use of PPRR in the news/story

| Stages | Description |
|---------------------|---|
| Prevention | focus on eliminating and reducing the severity of the disaster |
| | Focus on developing norms and structure to prevent disasters |
| | Physical and legal measures of the disaster |
| Preparedness | Focus on arrangement that was put in place prior to the disaster |
| | News about the determinants of a disaster to assess the risk |
| | About essential services from different agencies in the case of a disaster |
| | News about mitigating the potential effect of the disaster |
| Response | Does the news story tell about arrangements made to respond the consequences of the emergency |
| | News story emphasise on different agencies role of mitigating harm and damage during and after the disaster |
| Recovery | News about any sort of rehabilitation, relief arrangement etc. Pertaining to the disaster |
| | Discussion on the management of the recovery functions and practices |
| Other phases | If emerged, can be categorised and named. |

Appendix 3: Ethics



University Human Research Ethics Committee
HUMAN ETHICS APPROVAL CERTIFICATE
NHMRC Registered Committee Number EC00171

Date of Issue: 15/4/14 (supersedes all previously issued certificates)

Dear Prof Gerard FitzGerald

This Approval Certificate serves as your written notice that the proposal has met the requirements of the *National Statement on Ethical Conduct in Human Research* and has been approved on that basis. You are therefore authorised to commence activities as outlined in your proposal application, subject to any specific and standard conditions detailed in this document.

Project Details

Category of Approval: Human Negligible-Low Risk
Approved From: 15/04/2014 **Approved Until:** 15/04/2016 (subject to annual reports)
Approval Number: 1400000016
Project Title: Developing a disaster management model for news production in Nepal
Experiment Summary: This study seeks to understand the prevailing status of media portrayal of natural disasters and to develop a disaster management framework/model to improve the effectiveness and efficiency of news production by Nepalese media through the continuum of prevention, preparedness, response and recovery phases of disaster management.

Investigator Details

Chief Investigator: Prof Gerard FitzGerald
Other Staff/Students:

| Investigator Name | Type | Role |
|-------------------------------|----------|-----------------------------------|
| Prof Michele Clark | Internal | Associate Investigator |
| Dr Amisha Mehta | Internal | Associate Investigator |
| Adj/Prof Meen Poudyal Chhetri | Internal | Associate Investigator |
| Mr Bharat Raj Poudel | Student | Ethics- Student- Course- Doctoral |

Conditions of Approval

Specific Conditions of Approval:

No special conditions placed on approval by the UHREC. Standard conditions apply.

Standard Conditions of Approval:

The University's standard conditions of approval require the research team to:

1. Conduct the project in accordance with University policy, NHMRC / AVCC guidelines and regulations, and the provisions of any relevant State / Territory or Commonwealth regulations or legislation;
2. Respond to the requests and instructions of the University Human Research Ethics Committee (UHREC);
3. Advise the Research Ethics Coordinator immediately if any complaints are made, or expressions of concern are raised, in relation to the project;
4. Suspend or modify the project if the risks to participants are found to be disproportionate to the benefits, and immediately advise the Research Ethics Coordinator of this action;
5. Stop any involvement of any participant if continuation of the research may be harmful to that person, and



University Human Research Ethics Committee
HUMAN ETHICS APPROVAL CERTIFICATE
NHMRC Registered Committee Number EC00171

Date of Issue: 15/4/14 (supersedes all previously issued certificates)

immediately advise the Research Ethics Coordinator of this action;

6. Advise the Research Ethics Coordinator of any unforeseen development or events that might affect the continued ethical acceptability of the project;
7. Report on the progress of the approved project at least annually, or at intervals determined by the Committee;
8. (Where the research is publicly or privately funded) publish the results of the project in such a way to permit scrutiny and contribute to public knowledge; and
9. Ensure that the results of the research are made available to the participants.

Modifying your Ethical Clearance:

Requests for variations must be made via submission of a Request for Variation to Existing Clearance Form (<http://www.research.qut.edu.au/ethics/forms/hum/var/var.jsp>) to the Research Ethics Coordinator. Minor changes will be assessed on a case by case basis.

It generally takes 7-14 days to process and notify the Chief Investigator of the outcome of a request for a variation.

Major changes, depending upon the nature of your request, may require submission of a new application.

Audits:

All active ethical clearances are subject to random audit by the UHREC, which will include the review of the signed consent forms for participants, whether any modifications / variations to the project have been approved, and the data storage arrangements.

Further information regarding your ongoing obligations regarding human based research can be found via the Research Ethics website <http://www.research.qut.edu.au/ethics/> or by contacting the Research Ethics Coordinator on 07 3138 2091 or ethicscontact@qut.edu.au

If any details within this Approval Certificate are incorrect please advise the Research Ethics Unit within 10 days of receipt of this certificate.

End of Document

Appendix 4: Abstract acceptance



"From Thoughts to Action"

Global Risk Forum GRF Davos
IDRC 2014 Secretariat
Promenade 35
CH-7270 Davos
Switzerland

Queensland University of Technology(QUT)
Centre for Emergency and Disaster Management(CEDM),
Bharat Raj POUDEL
Centre for Emergency and Disaster Management(CEDM),Institute of
Health and Biomedical innovation(IHBI),Queensland University of
Technology(QUT) O-Block,Level 7, Room O D730A ,Victoria Park
Road Kelvin Grove
Brisbane, QLD 4059
Australia

Davos, Switzerland, 04/Jul/2014

To Whom It May Concern

This letter is to confirm that **Bharat Raj POUDEL** is kindly invited to participate in the **5th International Disaster and Risk Conference IDRC 2014**, to be held in Davos, Switzerland from 24 - 28 August 2014. The IDRC Davos 2014 is organized by the Foundation Global Risk Forum GRF Davos, and is expected to gather over 1'200 participants from all over the world. The conference language is English.

Bharat Raj POUDEL is author/co-author of the following accepted contribution(s):

Title: Developing a disaster management model for news production in Nepal: a framing analysis on Nepalese media portrayal of disaster events using news frames and PPRR cycle of disaster management

Conference Track / Type of Submission: Oral Presentation

Author(s): POUDEL, Mr.Bharat Raj; FITZGERALD, Prof.Gerry; CLARK, Prof.Michele; MEHTA, Dr Amisha; POUDYAL, Dr.Meen B.

Presenting Author: POUDEL, Mr.Bharat Raj

Status: Accepted

All short abstracts will be published in the conference programme and short abstracts book. The extended papers will be published electronically in the conference proceedings.

Please note that registration fees, travel, subsistence and accommodation expenses will not be supported by the conference organization.

We are looking forward to welcoming **Bharat Raj POUDEL** at the 5th International Disaster and Risk Conference IDRC Davos 2014. For any further information we are at your disposal at any time.

Best regards,

A handwritten signature in black ink, appearing to read "W. Ammann".

Walter J. Ammann
Chairman IDRC Davos 2014
President GRF Davos

December 16, 2015

Dear Mr. Poudel:

Thank you for submitting a presentation proposal for the 6th annual International Crisis and Risk Communication (ICRC) Conference.

I am pleased to notify you that your submission "*Managing media for natural disasters: An analysis of Nepalese media contents using news frames and PPRR cycle.*" has been **accepted** and is being scheduled for inclusion on the conference agenda.

You should now complete the online conference registration process which can be found at or <http://communication.cos.ucf.edu/icrc/> under the tab "Register". Failure to complete the registration process will void the presentation acceptance and shall result in the removal of the presentation from the conference agenda. The early bird registration deadline is January 31, 2016.

The conference registration fee covers entrance into the entire two-day ICRC Conference, which includes access to presentations, sessions, hospitality, receptions, and meals. You are responsible for your travel and accommodation arrangements and reservations. Information about housing, schedules and other travel information may be found on the conference website.

A comprehensive Speaker's Kit is attached, outlining more details regarding the conference, your presentation and logistics.

Please confirm, at your earliest convenience, that we have the following information correct so we may begin using it in our promotional materials:

Name: Bharat Raj Poudel

Title: Ph.D. Candidate

Affiliation/Company: Queensland University of Technology

Presentation Title: Managing media for natural disasters: An analysis of Nepalese media contents using news frames and PPRR cycle

Slide presentation

Your finished slide presentation should be submitted in advance of the conference by **Feb. 12, 2016**. Due to our full schedule, each presentation session runs for 10 – 15 minutes. We need a copy of the presentation by this time to include in the conference materials and have pre-loaded on the projection system in the venue.

Signed Authorization and Waiver Form

Please review, respond and sign the authorization and waiver form in the speaker's kit. There is an important waiver regarding possible recording or videotaping that it is important for you to review.

Appendix 5: Submitted articles under write up scholarship

Revision requested for **IJDRR_2016_280**

David E. Alexander (International Journal of Disaster Risk Reduction) <Evisesupport@elsevier.com>

 You forwarded this message on 7/06/2016 12:25 PM.

Sent: Mon 6/06/2016 6:12 PM

To: Bharat Raj Poudel

Ref: **IJDRR_2016_280**

Title: Natural disasters in the news: An analysis of news frames used by community radio in Nepal
Journal: International Journal of Disaster Risk Reduction

Dear Mr Poudel,

Thank you for submitting your manuscript to International Journal of Disaster Risk Reduction.

I will be willing to send the paper out to referees if you will first make some corrections, as follows:-

- The abstract is configured in the wrong format for the journal.
- So are the references.
- "Diagram 1" - this is unintelligible. It should also be Figure 1.
- The use of bold type is inappropriate.
- There appear to be unsupported web citations in the reference list.

Please download and read the journal's Author Information Pack and prepare your manuscript in accordance with its instructions.

I look forward to receiving the resubmitted article.

Kind regards,

Prof. David Alexander
Editor-in-Chief
International Journal of Disaster Risk Reduction

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Elsevier B.V., Radarweg 29, 1043 NX Amsterdam, The Netherlands, Reg. No. 33156677.

[PR] Submission Acknowledgement

Walter J. Ammann <info@planet-risk.org>

 You forwarded this message on 22/03/2016 11:23 AM.
Extra line breaks in this message were removed.

Sent: Tue 22/03/2016 11:03 AM

To: Bharat Raj Poudel

Dear Bharat Raj Poudel,

Thank you for submitting the manuscript "Nepalese media portrayal of natural disasters: Looking through the Lenses of news frames and Phases of Disaster management" to Planet@Risk. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Manuscript URL: <https://planet-risk.org/index.php/pr/author/submission/243>

Username: bharat_2014

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Walter J. Ammann
Planet@Risk

Global Risk Forum GRF Davos
Planet@Risk
<http://www.planet-risk.org>

Developing a disaster management model for news production in Nepal: A framing analysis on Nepalese media portrayal of disaster events using news frames and PPRR cycle.

Mr. Bharat Raj POUDEL¹, Prof. Gerry FITZGERALD², Prof. Meen B. POUDYAL³

¹Queensland University of Technology (QUT), Brisbane, Australia; ²Centre for Emergency and Disaster Management (CEDM), QUT, Brisbane, Australia, ³Nepal Centre for Disaster Management (NCDM), Kathmandu, Nepal.

Corresponding Author E-mail: bharatraj.poudel@student.qut.edu.au

Study Significance: This study seeks to understand the prevailing status of Nepalese media portrayal of natural disasters and develop a disaster management framework to improve the effectiveness and efficiency of news production through the continuum of prevention, preparedness, response and recovery (PPRR) phases of disaster management.

Methods & theoretical framework: The study is currently under progress. It is being undertaken in three phases. In phase-1, a qualitative content analysis is conducted. The news contents are categorized in frames as proposed in the 'Framing theory' and pre-defined frames. However, researcher has looked at the theories of the Press, linking to social responsibility theory as it is regarded as the major obligation of the media towards the society.

Thereafter, the contents are categorized as per PPRR cycle. In Phase-2, based on the findings of content analysis, 12 in-depth interviews with journalists, disaster managers and community leaders are conducted. In phase-3, based on the findings of content analysis and in-depth interviews, a framework for effective media management of disaster are developed using thematic analysis.

Findings: As the study is currently under progress hence, findings from the pilot study are elucidated. The response phase of disasters is most commonly reported in Nepal. There is relatively low coverage of preparedness and prevention. Furthermore, the responsibility frame in the news is most prevalent following human interest. Economic consequences and conflict frames are also used while reporting and vulnerability assessment has been used as an additional frame.

Discussions: The outcomes of this study are multifaceted: At the micro-level people will be benefited as it will enable a reduction in the loss of human lives and property through effective dissemination of information in news and other mode of media. They will be 'well prepared for', 'able to prevent', 'respond to' and 'recover from' any natural disasters. At the meso level the media industry will be benefited and have their own 'disaster management model of news production' as an effective disaster reporting tool which will improve in media's editorial judgement and priority. At the macro-level it will assist government and other agencies to develop appropriate policies and strategies for better management of natural disasters.

Note: As the study is under progress hence, the researcher is expected to present more significant findings by the month of June 2014. The data collected in three phases are currently being processed in Nvivo-10.

Short Biography: I am a PhD Candidate (Final Year) at Queensland University of Technology, Brisbane, Australia. Previously, I have completed a Master of Emergency Management from Southern Cross University, Australia and M.A in Anthropology from Tribhuvan University, Nepal. I have been associated with international agencies like UNDP, Nepal Center for Disaster Management (NCDM), and Nepal Academy of Science and Technology (NAST), Radio Sagarmatha and Nepali Times Australia. My interest areas are media management in disasters, Risk Communication and DRR.



ATENEO DE MANILA UNIVERSITY
SCHOOL OF SOCIAL SCIENCES
Department of Communication

CERTIFICATE OF PARTICIPATION

This certificate is presented to -----

Bharat Raj Poudel
(Queensland University of Technology)

for presenting his paper

Developing a disaster management model for news production in Nepal: A framing analysis on Nepalese media portrayal of disaster events using news frames and PRR cycle

at

(Un)Covering Disasters: A Conference on Disaster Journalism and Risk Communication
on July 24, 2014 at the Ateneo de Manila University


JAIME MANUEL Q FLORES
Acting Chair
Conference Co-convenor


INEZ PONCE DE LEON, Ph.D.
Assistant Professor
Conference Co-convenor

Appendix 6: Correspondence to Nepalese organisations



Queensland University of Technology
Faculty of Health
School of Public Health
Victoria Park Road
Kelvin Grove Qld 4059 Australia
Phone +61 7 3138 6879 Fax +61 7 3138 3369
www.hlth.qut.edu.au/ph

Professor Gerry FitzGerald MD, FACEM, FRACMA, FCHSM
Director, Centre for Emergency and Disaster Management
School of Public Health, Queensland University of Technology
Victoria Park Road, Kelvin Grove Qld 4059

Dr Meen Chettri
Chairman, DPNET Nepal
Nepal Red Cross Building
Kalimati, Kathmandu
NEPAL

22nd July 2013.

Re: PhD student Bharat Raj Poudel

Dear Dr Chettri,

We would be grateful for your assistance to obtain access to media sources in Nepal for the purposes of furthering Bharat's PhD studies. As you are aware, his project aims to identify the manner in which media currently reports disasters and to develop and validate a framework for understanding.

The project has two principal components:

1. An analysis of the media's reporting of disasters and
2. Interviews with media experts, disaster managers and community leaders in Nepal to help guide the analysis of the content and to help develop a framework for understanding.

As discussed when you were here, I request your assistance in securing permission to access the media content (e-mail confirmation or soft copy on letter head) from the media organisations below to access news pertaining to natural disasters from May 2012 until April 2013.

The permission letters are urgent and important because written authority is required to accompany our submission to the QUT's Ethics Committee to obtain approval to proceed with the research. This is an urgent need and the next steps of this PhD work depends on this data collection.

The organisation Bharat is interested in obtaining data from include:

1. The Kathmandu Post
2. Radio Sagarmatha (Prime News Bulletin of 6 :45 PM)
3. On-line: www.nepalnews.com
4. Nepal Television (Evening English Prime News Bulletin)

As a Chairman of NCDM AND DP NET Nepal and as an external PhD supervisor, we also request your assistance to help recruit participants for his in-depth interviews (approximately 12 participants representing media and community organisations and disaster managers).

Thanking you for your assistance,

Kind regards,



Gerry FitzGerald

Professor of Public Health

Principal Supervisor



नेपाल टेलिभिजन

सिंहदरबार, पो.ब.नं. ३८२६
काठमाण्डौ, नेपाल

NEPAL TELEVISION

Singha Durbar, P.O.Box No. 3826
Kathmandu, Nepal
Fax: 977 01 4200212
email: nepaltv@wlink.com.np
URL: www.ntv.org.np

पत्र संख्या:
Ref No: 996

NEPAL TELEVISION

मिति:
Date: 28 Oct. 2012

Mr Bharat Raj Paudel

Queensland University of Technology (QUT)

Brisbane, Australia

I am happy to learn that you are following research work on **Disaster Management Framework/Model of News Making in Nepal** and thank you for selecting Nepal Television to conduct your search. We feel proud to provide you opportunity to go through the disaster news contents of 10pm bulletin for your esteemed research.

I thank your supervisory team and would like to wish for your excellent success in all endeavors in this regard.

Prakash Jung Karki

Director

News



25 November 2013

To whom it may concern

This is to inform that Nepalnews.com is happy to be associated with Mr. Bharat Raj Poudel in his research titled "Disaster Management Framework/Model of News Making in Nepal" for his Ph.D. degree from Queensland University of Technology, Brisbane, Australia. He has the company's permission to access archives from May 2012 to April 2013 for analysis of disaster related news.

His topic of research is novel and we feel that it will be of benefit for newsrooms in Nepal. We wish Mr. Poudel luck in his degree.

Yours Sincerely

Paavan Mathema
Managing Editor
Nepalnews.com



Bharat Raj Poudel 

Search email 

Folders

Inbox 3

Junk 5

Drafts 44

Sent

You are welcome to have data access



tikaram Rai (ktmtoday@gmail.com) Add Actions
To: poudelbr@hotmail.com
Cc: Durga Karki

tikara

This content is blocked for your safety.

Parts of this message have been blocked for your safety.
Show content | I trust ktmtoday@gmail.com. Always show content.

Dear Mr. Bharat Poudel.

I am pleased to welcome you, Ph. D student of Queensland University of Technology, Brisbane, Australia here in Radio Sagarmatha, First Community Radio in South Asia. As a Station Manager, I kindly inform you that I will give you to access in radio station for studying on news from May 10 2012 to April, 2013 particularly disaster management.

I am looking forward to your good endeavor in the days ahead.

Cc: Ms. Durga Karki, Chief Producer, please cooperate him.
With the best regards

Tika Ram Rai
Station Manager
Radio Sagarmatha FM 102.4MHz
Bhanimandal, Lalitpur
P.O.Box No. 5143
Cell No:00977-9851032739
Email:ktmtoday@gmail.com

Bharat Raj Poudel

From: Kosmos [kavya98@hotmail.com]
Sent: Thursday, 28 November 2013 9:06 PM
To: Bharat Raj Poudel
Subject: RE: Request from Bharat Raj Poudel,a PhD student from QUT,Australia

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Bharat,

First of all, I would like to appreciate your endeavor to delve on the much important issue of disasters and media's understanding on the topic. I hope it'll be very helpful for the media in Nepal also to know what's going on.

As for your request, you can please go ahead and use whatever material we have on our site and whatever we have published till now.

Wishing you all the best for your work.

Thanks
Kosmos

> From: bharatraj.poudel@student.qut.edu.au
> To: kavya98@hotmail.com
> CC: mbista@yahoo.com
> Date: Wed, 27 Nov 2013 23:44:03 +1000
> Subject: Request from Bharat Raj Poudel,a PhD student from QUT,Australia
>
> Mr.Bharat Raj Poudel
> PhD Candidate
> Center for Emergency and Disaster Management(CEDM)
> Faculty of Health,Queensland University of Technology(QUT)
> Brisbane,Australia
>
>
> To,
> Kosmos Biswokarma
> The Editor-in Chief
> The Republica Daily
> Nepal Republic Media Pvt.Ltd
> IDA Complex,Bagdurbar,Kathmandu
>
>
>
> 25 November 2013
>
> Re:Request for news access and support for PhD research
>
> Dear Editor -In -Chief