

## **Media Managing of Hazards of the Dusts; with an Emphasis on Khuzestan Dusts**

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### **Abstract**

#### **Introduction**

This research investigates to which degree and how much the considered media have paid attention to the news of haze dust in Khuzestan.

#### **Materials and methods**

The statistical community for this study consists of the news articles related to the phenomenon of haze dust in Khuzestan province which have been published in 4 websites: IRNA and Tasnim news agencies, and Ministry of Agriculture Jihad and the Department of the Protection of the Environment in 1395. The data for this study has been collected and described based on the content analysis approach. The findings of the research have been presented in two descriptive and explanatory levels.

#### **Discuss and Results**

The research indicates that most published news articles relevant to the topic at hand belong to Tasnim news agency, and the fewest belong to the website of Agriculture Jihad. More than half of the articles (about 62 percent) belong to the topics of relief and action. Considering the inclusiveness of this issue in the region, no foreign news media exists for the topic of haze dust. About 42 percent of the news articles belong to the post-crisis period. In this respect, about 33 percent of the articles belong to the crisis period. By the same token, 24 percent of the articles are related to the pre-crisis period. Most of the articles are in the form of news and interviews (about 31 percent), and the fewest articles (almost 2 percent) belong to the statement category.

The data for this research indicate that more than half of the analyzed articles (almost 70 percent) are process-oriented. Moreover, the news element which is mostly emphasized is related to the element of "where" with 78 percent. In investigating the news value, the values of "encounter" and "inclusion" are paid attention to more than others with 44 percent, and the value of "exception" receives the least attention with 0.3 percent.

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It became evident that most articles (about 37 percent) have a neutral attitude. 35 percent of the articles display a positive attitude. The perspective of most articles has been information provision with 61 percent and, far behind it, is the preventive perspective with 20 percent. The latter perspective is especially highlighted based on past experiences whose effects can be compared with the current situation. About 57 percent of the images used are news-oriented pictures, and the least used images (about 3 percent) are graphic images. Furthermore, almost 41 percent of the articles have reference and the rest don't.

As for the target of the news articles, about 43 percent belong to the ministers and government officials, and parties and artists have the least share of attention (about 0.3 percent). The findings of this research in the field of covering geopolitical actions indicate that about 10 percent of the articles (32 cases) belong to negotiations with the officials of the countries at the forefront of this crisis, and about 6 percent (19 cases) belong to requests for the cooperation of international organizations.

**Keywords:** News Coverage, Natural hazards, Dust, Communication and crisis communication, Khuzestan.