

# **The possibility of investigative environmental journalism**

## **- toward construction of environmental media**

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### **1. Back ground and objective**

The Mass Media which announce environmental problems, such as newspaper, magazine and internet, improve people's environmental consideration and promote environmental policy. Pollution banishment campaign by the mass media from the latter half of 1960's to 1970's played a role in promotion of environment policy of country and municipality. But, as environmental problem expands to global environmental problem from pollution, and problem becomes complicated, advocacy journalism in pollution problem has become impossible. This research, focuses on the character of the mass media and take up the problems of mass media in environmental journalism. In conclusion, I would like to propose investigative environmental journalism.

### **2. Current state of environmental journalism**

I investigated early research about environmental problem and mass media to understand the character of environmental journalism and current state of mass media. Through the internship, I experienced on editing of monthly environmental magazine, reporting in Newspaper Company and researching of television program production. in order to research circumstances of journalist. Moreover, I interviewed with newspaper reporter, director of television program, free lance journalist and so on. As a result, I noticed that the mass media cannot deal with new environmental problems. The character of mass media, such as restriction of researching cost, lack of environmental journalist, event-centered media and enterprising disturb adjusted environmental journalism.

### **3. Proposing of investigative environmental journalism**

In this research, I would like to propose for an investigative journalism to deal with environmental problems. Investigative journalism is represented by Watergate report ("the Washington post") and Recruit incident ("the Asahi"). Investigative journalism is a method of research which does not depend on official announcement. It indicates investigating by mass media originally. In Japan, however, real investigative journalism has declined on 1990's. The causes are depending on official announcement, making large amount compensation and high cost on investigative research.

The example of investigative research about environmental issue is the reporting program about Tokorozawa dioxin by "news station" of TV Asahi Corporation. This program was originally an investigative report and promoted environmental policy of country. But it gave farmers in Tokorozawa large rumor damage. Investigative journalism must be researched in detail. Tokorozawa dioxin report lacked this point.

But long term team report is suitable for environmental journalism. Team research makes it possible be verified by plural journalists. And there is early research that investigative journalism that gives the direct influence to the policy determiner's behavior. So, investigative journalism would play an important role on promoting environmental policy. Investigative journalism has many problem to do in current mass media. In America, new method of investigative journalism "CAIR" has been established. I wish that investigative journalism could rehabilitate the search for new style.