

**PORTRAYAL OF CLIMATE CHANGE IN PAKISTANI  
ENGLISH NEWSPAPERS**



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**Portrayal of Climate Change in Pakistani English  
Newspapers**



**“Thesis submitted to the Department of Sociology, Quaid-i-Azam  
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**FINAL APPROVAL OF THESIS**

This is to certify that we have read the thesis submitted by Mr. Shafqat Ali, it is our judgment that this thesis is of sufficient standard to warrant its acceptance by the Quaid-i-Azam University, Islamabad for the award of the Degree of "MSC in Sociology".

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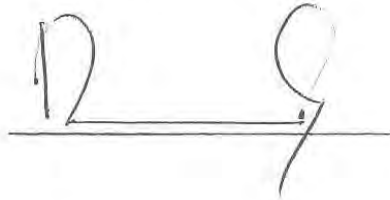
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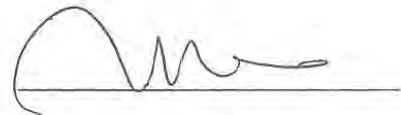
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## **Abstract**

*This study endeavors to investigate the representation of climate change in Three major Pakistani English newspapers Dawn, The News International and Daily Times, from January-December 2018. The Main objective of this study to know portrayal of climate change. To pursue these objectives, Researcher specifically investigated how these Newspapers portrayed climate change and issues such as Global warming, Glaciers melting, Deforestation, Urbanization, Pollution, and Rising sea-level. An order to carry out the study the researcher employed “Qualitative Content analysis” The finding of this research work claims that media failed to establish its professional coverage to climate change and print media of Pakistan often extended unsatisfactory coverage to climate change that possesses a serious threat to Pakistan. One more interesting finding of this research work demonstrated that Pakistan contributes less than 1% (0.46) in global climate change but unfortunately bears immense negative consequences and impacts of global climate change patterns including heat waves, melting of mountain glaciers, rise of sea level, heavier rainstorms, cyclones, floods and frequent droughts in country. The main purpose of this research work is to explore the responsible factors behind a sudden shift in climate change and irresponsible behavior of media and its outlets that needs to come up with its professional role while extending coverage to portrayal of climate change in Pakistan.*

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**Chapter No: 1**

**INTRODUCTION**

There is no trace of doubt in believing that environment executes its significant role in our life. A healthy and a clean environment is extremely necessary to live a peaceful and healthy life. As we experience more extreme weather changes, global warming, and environmental deterioration, environmental sustainability has become increasingly crucial. One and hand environmental sustainability and our life are directly associated to each other. While the world population grew and the need for more resources also increased. In this way, to meet the increasing demand for these resources, it has been observed that more industrial activities also grew around the world. Climate change means a change of climate which is attributed directly or indirectly to human activity that alters the composition of the global atmosphere and which is in addition to natural climate variability observed over comparable time periods (UN 1992).

Climate change has emerged as one of the most pressing environmental issues human worlds has ever faced (Moser and Dilling 2004). The average weather in an area over a long term is referred to as climate. Climate change is the result of a change in the average conditions (BBC 2021). The rapid change in climate by human actions for instance, Industrialization, Deforestation, Urbanization etc. Every living person on this earth is concerned about climate change. Because of the growth in human-caused greenhouse gases, the world is warming at a continuous rate, resulting in significant health, ecological, and humanitarian issues. The effects of climate change are alarming; not only will there be more floods, typhoons, storms, dry weather, and heat waves, but there will also be a decrease in food stocks, a serious water scarcity, and the tragedy of human life (World Bank 2018). Climate change, perhaps the most intensely political scientific issue at the millennium's turn, is being used to inform and forecast corollary science issues such as continued concerns about genetically modified organisms, nanotechnology dangers, and increasing threats to water quantity and quality (Boykoff 2003). Change in climate is becoming a more complicated global issue with every passing second, since its

consequences influence every civilization, whether it is a hyper sophisticated and developed country or a third-world one (Ali 2021). Climate change emerged as a new issue in international politics and environmental agenda. It is firstly highlighted in 1980s. Climate change is a global phenomenon with several potential consequences in the future, including, flooding, increasing sea level, melting glaciers, pollution. As a result, climate change is seen as a serious threat to society. Nonetheless, not everyone can be aware of the dangers (Lazo Kinnell and Fisher 2000). Since the nineteenth century, it has become clear that “Greenhouse gas” CO<sub>2</sub> in atmosphere incoming heat energy from sun. As a result, more of the sun's heat is retained in the atmosphere, warming the earth's surface. UN Environment Program's International Conference is a separate UN agency that deals with environmental concerns. Through this organization, nations work together on environmental issues. Climate change, as we perceive it, refers to changes in the environment brought about by human activity in the ecosystem.

In 1972, Stockholm hosted the first United Nations Environment Conference. Climate change was discussed in that conference and its impacts for instance, chemical pollution, atomic bomb testing, and whaling are all topics covered in that meetup. As a result, the United Nations Environment Program (UNEP) was established (BBC 2013). In 1975 a scientist named Wallace Broecker used term "Global warming" into the public domain in the title of a scientific paper. The United Nations Framework Convention on Climate Change (UNFCCC) in 1992 as a framework for international collaboration to address climate change by reducing average global warming rises and as well as dealing with unavoidable impacts of climate change (UNFCCC 1992).

The Millenium Development Goals (MDGS) are eight goals to be achieved by 2015 that respond to the world's main development challenges. MDGS were established by United Nations in 2001. International Cooperation regarding climate change, and the Clean

Development Mechanism (CDM). CDM ensured industrial nations for sustainable environment. Environmental deterioration and social conflicts have placed societies under tremendous strain in recent decades, to the point where a historic worldwide political accord was established in September 2015. United Nations Sustainable Development Goals (SDGS) for 2030 were signed by 193 nations. The aim of these goals is universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity (UNDP). Africa and Asia are most effected by climate change in future. In recent years, Pakistan has been hit by massive flooding, droughts, and cyclones, which have killed and displaced people, ruined livelihoods, and damaged infrastructure. Climate change threatens to increase the frequency and intensity of these and other natural disasters in the future decades, a harsh reminder that Pakistan is one of the most vulnerable countries to the effects of climate change (Choudry 2017). Extreme weather disasters are more common, threatening people's livelihood. Wildfires are growing increasingly common as the risk of hot, dry weather rises as a due to climate change. Pakistan is a case study. Despite accounting for less than 1% of global carbon emissions, Pakistan is rated 8th on the German Watch Report's Long-term Global Climate Risk Index 2020. More than 250 million Pakistanis are expected to relocate to cities by 2030, up from 36 percent of the country's current population of 220-millions (Javed 2021).

Media is the most powerful socializing and opinion shaping source. Media coverage of multiple actors such as environmentalist, academia, scientists, organizational leadership, supporter, and denialist shaped public understandings of climate change. The relationship between science and the media's role in climate change reporting has been studied in many ways. The way carbon-intensive sectors, scholars' experts, politicians, as well as the media are portrayed has an impact on the struggle. Science and strategy, on the other hand, affect media pronouncements and public perception (Boykoff 2003). Media has a greater importance at global level

in terms of receiving and disseminating valuable information on various considerable issues. It is media who aware about that environmental threat. This is how the menace of climate change can be curbed down. Media is playing major role in society it addresses issues and their solutions. Climate change is alarming for the world. Media can play role to aware threats of climate change. As a media is playing role in every aspect of life. In several ways, it contributes to climate change. Furthermore, this is a complicated, long-term issue that necessitates a comprehensive comprehension of the scientific level by both journalists and the public (McKnight and Dunlap 2011). The portrayal of climate change in the media is not just the responsibility of media actors and institutions. Long-term progress, on the other hand, will necessitate a rethinking of relationships between and within the areas of study, politics, media, and civil society. While we've concentrated on the news media's institutional qualities when it comes to climate change coverage, this larger set of problems is just as important (Boykoff and Yulsman 2013). Climate change coverage in the media serves as a public awareness tool and a source of climate change information. Because there are several media depictions of climatic changes that have largely focused on Western civilizations, newspapers from non-Western societies have also focused on addressing environmental concerns.

### **1.1 Mass Media and its Role**

Media and society are strongly intertwined. Now nowadays, it is indeed easy to observe how much media has influenced society. The media represents our society, how it functions, and what it entails. With advancements in technology, our society has seen an expansion in people's opinions and ideas. Our everyday lives have become highly depended on media. It has had such an impact on the public that individuals now require newspaper with their morning tea. Print, electronic, and social media have all risen to prominence as the primary source of information. There is no

second opinion over here that media is reflection of society, and it depicts work of society. Media is either printed or electronic only medium, which helps people aware. People have such a habit of Newspapers, blogs, features, and the headlines of their chosen newspaper are among the things they read. We utilize a range of media, such as television, radio, books, magazines, and newspapers, to stay informed about what is going on in the world around us. The media conveys information, entertainment, and other messages. The term "media" in this context refers to any forms of communication that gather, store, modify, and disseminate data (Chitra and Neelamalar 2013). Mass media is made up of a diverse set of media technologies that enable mass communication to take place on a wider scale with more viewers and readers.

Currently, majority of population of this world rely on media for various purposes in one way. The present is a media-driven era that has changed everyone's lives. Today's society relies heavily on media innovation. Media brings a remarkable social change in at all themes it covers-from stimulation to all the continuous issues. The media is a vital part of society. Basic objective of media is (1) to notify, (2) to instruct, (3) to divert and (4) to shape people's attitudes It allows us to keep up with what's going on in the world. The media has a strong social and cultural impact on society and what's more it can accept an effective part to obtain positive change overall population (Nasir 2013).

## **1.2 Mass Media and its Types**

Mass media is considered the mainstream media which refers to the large compendia that aim to cover a large arcade, like the whole population of a country and focuses on global events. Mass media expertise through which these messages happen includes happens includes diverse outlets for example radio, TV, Cinema, newspapers, and magazines. Because of media technologies, mass media can be classified into three categories.

### **1.2.1 Digital Media**

After the 1950s, the world witnessed another revolution in mass communication with the introduction of smartphones phones and web media, such as email, online networking sites, websites, and web-based television and radio. Such means of mass communication comprise digital media (Fourie 2008). Social media is constantly becoming one of the most popular and widely used forms of communication. Social media has brought individuals from all over the world together on one platform to share their feelings, thoughts, emotions, information, and much more. Numerous social networking services, such as Facebook, WhatsApp, Instagram, Twitter, LinkedIn, Google, and others, allow people to communicate their ideas, opinions, and thoughts on a single platform. The growth of science and technology has brought the globe closer together. Many web journals give analysis or news on specific subjects: Others work as more individual online journals. A common blog joins content, images and different illustrations, and connections to different web journals, website pages, and related media. The media has continued to spread this message to the public all over the world, yet media reports, news articles, and even magazines have depicted this subject to their own pre-determined techniques both worldwide and locally. Regardless, media attention is especially strong in carbon-poor countries with Kyoto Protocol duties. The way media reports on environmental change in English-speaking countries, notably the United States, has been widely discussed, whereas examinations of it in various countries have been less thorough (BBC 2013).

### **1.2.2 Broadcast Media**

Television, radio, cinema, and recordings such as tape cassettes, gramophone records, cartridges, and CDs all fall under the category of broadcast media (Lorimer et al. 1994).

### **1.2.3 Print Media**

Print media includes periodicals, books, pamphlets, and newspapers, and represents the traditional methods of mass communication. Unlike the electronic media, notably television, which broadcasts news and opinions around the clock but only half-succeeds in converting viewers into fans, print media creates a gratifying relationship with its readers. Print media has a wide variety of capabilities and has a huge influence on everyone from individuals to the public. If the television enlightens via images, the daily newspaper enlightens with words. The print media holds a unique place in the collective consciousness of each civilized society. When there was no electronic media, print media played a critical role in molding public opinion. Since media and public are indivisibly connected with each other, a sound harmony between the two mainstays of society is basic, keeping in mind that the one ought to manage the other for extremely untenable reasons (Nasir 2013).

#### **1.2.3.4 Specification of Print Media**

Daily newspapers can communicate with their readers by publishing articles that comment on a variety of topics. Previously, the Pakistani print media obscured certain serious difficulties. In any event, the question is whether these depictions are moral. With a specific end goal to snatch readers. Consideration, print media in Pakistan apparently adopts a model “Hedonism model” which says, “Do what feels awesome whatever cost might be”. The daily papers are affected economically with daily papers strategies as indicated by the administration and agents. The Dawn, The News International and The Daily Times. These are private possession, but



these impacted by the government as they are subject to them for commercial to a degree (Razi 2014).

### **1.3 Statement of Problem**

In Pakistan the leading English newspapers are Dawn, The News International and Daily Times. These three dailies are being in the access of people of authority to address the burning issues in social circles. These newspapers have intellectual thoughts of different bureaucrats and an academician which becomes a source of awareness for policy makers and common public. Pakistan is one of the most vulnerable countries due to climate change. It ranked 5<sup>th</sup> most vulnerable among other countries (Dawn 2019). The issue of climate change is cross-borders which needs collective efforts to be handled. In Pakistan, due to the climate change issue, loss of lives, livestock, and agriculture sector badly affected due to climate change. According to German watch think tank studied on coverage of climate change is compulsory for Pakistan. Furthermore, this report tells, 9,989 lives lost Pakistan, resulting in a loss of US\$ 3.8 billion. and Pakistan faced 152 severe weather events between 1999 and 2018. Climate change is becoming great threat to the world and its looming on global world, but Pakistan media specifically printed media do not heightened climate change as a as threat.

### **1.4 Research Question**

How Pakistani English Newspapers portray climate change as an issue of serious concern?

### **1.5 Objectives of Study**

- To know about the contribution of literature/articles/opinions in English newspapers of Pakistan that portray the climate change.
- To find the role of Print media coverage in climate change issues in Pakistan.
- To know at what English Newspapers is framing climate change in Pakistan.

### **1.6 Significance of the Study**

In this context it is very important to see how mainstream English newspapers of Pakistan cover the issue of climate change. This is also important to see how these English newspapers educate minds of the people, and in what direction they give opinion on the issue of climate change. In This study researcher will investigate how climate change has been covered as an issue of serious concern.

It will help those people who is interested to do content analysis in any other type of mass media and those who wanted to do the same study for other newspapers in Pakistan. The research will also reduce the practice of the same issue in mass media with awareness of climate change. The main aim of this research was knowledge generation which will help different academics inquiring about Climate Change and their consequences.

**Chapter No: 2**

**LITERATURE REVIEW**

It has been globally observed that climate change is very important domain in terms of studying it and analyzing the external changes in the world that taken place due to climate change. This area of climate change has been given the huge coverage by media institution at global level. There is no doubt in believing that media extends awareness and inform public regarding many important issues and climate change is one of them. Moreover, the earth possesses the massive influence in terms of changing the external environment of climate change. It has been observed that there is close relationship between internal part of earth and external part of climate change. Moreover, authors explains that “the variation in earth’s global temperature and regional weather pattern over time. This variation can be due to internal forces of earth, like changes in geothermal activity, forces external to the earth, like changes in solar activity, or human activity” (Dunlap and Michelson 2002).

## **2.1 Weather and Climate**

In considering the climate change and its impact the weather varies Minute by minute, hour by hour, day by day, month by month, and season by season, the weather can change dramatically. Temperatures fluctuate; some days are dark and wet, while others are sunny or cloudy while at others we are refreshed by a soft breeze or buffeted by a strong wind. Floods and droughts occur infrequently. In other words, Weather refers to short-term variations in the atmosphere; climate refers to longer-term alterations. Climate can be thought of as the typical weather for a specific place and time, usually thirty years. Increases in average temperatures across decades, for example, show that the climate is changing (Armstrong et al. 2018).

## **2.2 Historical Background of Climate Change**

In the late 1980s and early 1990s, a wave of environmental activities fueled the establishment of the climate change regime which began in

1987 with the finding of the stratosphere's "ozone hole" and the release of the Brundtland Commission's report *Our Common future* (World Commission on Environment and Development 1987). The United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro in 1992 was the pinnacle of the movement. An earlier wave of worldwide environmental engagement culminated in the Stockholm Conference in 1972 and the foundation of the Stockholm Environment Institute many years later United Nations Environment Programme (UNEP). By regulating specific pollutants, the government has chosen to focus on local, acute, and largely reversible kinds of pollution, such as oil spills and dumping hazardous trash at sea (Daniel 2016). The most recent cycle of environmental action has focused on longer-term, irreversible global problems such as ozone depletion, biological diversity loss, and greenhouse warming (Clark 1989). It is media who can be aware about threats of Climate change and may play role to decrease emission of carbon and ensured governments to act against factors if Pakistan's media has a good impact on governance, politics, socioeconomic activities, education, and even religion. The media can shape public opinion and behavior and following the introduction of private television channels that are not under the jurisdiction of the government, a tremendous shift has occurred, culminating in a significant media impact on public opinion (Sabir 2011). More than a century ago, the greenhouse warming idea was proposed by the Swedish chemist Svante Arrhenius (1896), Climate change was not until the 1990s that climate change became a political concern. The organizers of the First World Climate Conference tried unsuccessfully to entice policymakers to attend as late as 1979, Even in 1985, when a major climate change workshop was held in Villach, Austria, US government officials who attended went without clear instructions. The United States Congress, on the other hand, began holding hearings on global warming in the late 1980s. The subject of Climate change was also brought up and debated in the United Nations General Assembly, as well as international gatherings like the 1988 Toronto Conference. The Hague

and Noordwijk Conferences in 1989, as well as the Second World Climate Conference in 1990, drew many ministers and even several heads of state. The World Commission on Environment and Development was tasked with developing "a worldwide agenda for change." The United Nations General Assembly issued an urgent request to establish long-term environmental plans for achieving sustainable development.

### **2.3 Role of Media in Enhancing information and Shaping the Public Opinion on Climate Change.**

Media is powerful source of knowledge which greatly impacts on public opinion. Media playing major role in shaping public understanding on climate change through academia, environmentalists and through print and social media (Mughees 1997 cited as Saleem 2007).

The media's essential role in the social construction of threats/risks has been highlighted by social theorists (Luhmann 1993 cited as Mythen 2004). The media is obviously a form of public debate, but it is also a particularly strong agency with its own logic and procedures for representing topics, as well as the ability to influence political decisions (Thompson, 1995). Public awareness is heavily reliant on the media when it comes to a problem like climate change, which is beyond our perceptual capacity of experience and is relied on expert information (Höijer 2010).

There is a lot of proof which guarantees when media gives rub inclusion to this issue and when less inclusion anyway a top in media inclusion happened in mid-2007, driven by the IPCC Fourth Assessment Report and Al Gore's narrative *An Inconvenient Truth*. In 2009, this combine got half higher because of shared endeavors of Climatic Research Unit email contention and the United Nations Climate Change Conference. In 2017, we saw media thought regarding natural change and an Earth-wide temperature help to and from development" with June seeing the best overall media consideration on the two subjects. This climb is "by and

large credited to news enveloping United States (US) President Donald J. Trump's withdrawal from the 2015 United Nations (UN) Paris Climate Agreement, with continuing with media at the G7 most noteworthy point a large portion of a month earlier, thought was paid to the emerging US isolation (Boykoff et al. 2017).

The media has been endeavoring to pass on this message to the overall population all over the planet however internationally and locally, media reports, news stories and even publications give the depiction to this issue with their own pre-set strategies. Notwithstanding, the Media consideration is particularly high in carbon subordinate nations with responsibilities under the Kyoto Protocol. The way the media report on environmental change in English-speaking nations, particularly in the United States, has been generally contemplated, while investigations of announcing in different nations have been less significant (BBC 2013).

The effects of Climate changes are disturbing; not exclusively will be there more floods, typhoons, storms, dry season, heat waves yet additionally there will decrease food stock, outrageous water shortage and misfortune of human existence (World Bank 2018). Considering the threats of Climate change to the human world and powerful position of media in the modern world, it is obvious that media can play a significant role in not only spreading awareness regarding the posed climatic threats but also in overcoming these threats. Climate change depiction in the media is not exclusively the responsibility of media actors and institutions. Rather, long-term progress will need a recasting of interactions between and within the fields of research, politics, media, and civil society. While we've focused on the news media's institutional characteristics in covering climate change, this broader collection of concerns is equally critical (Boykoff and Yulsman 2013).

Media reports and public opinion, on either hand, are shaped by science and strategy. The problem has been covered by the media in numerous

nations (the United States, the United Kingdom, India, Germany, Australia, New Zealand and Japan), and it has been demonstrated that press coverage and public concern influence environmental scientific and strategy decisions and exercises. Several studies have been conducted on the link between science and the role of the media in climate change reporting. The way carbon-intensive sectors, researchers/environmental/climate experts, politicians, and the media are depicted has an impact on the conflict (Boykoff and Boykoff 2004 cited as Antilla 2005).

#### **2.4 Media Extends Massive Coverage on Climate Change**

Climate change contributes to disasters. The media is interested in legislative/political matters and reports on news associated with ideological organizations and the government, but they do not seek out scientists (Sharif and Medvecky 2018). He argued that solid information, job, and impact writers should communicate environmental challenges with clarity so that people can understand them and build systems that can help mitigate the worst effects of global climate change (Sundblad 2008). The Study explains media inclusion about Climate change in Pakistan. Their study focused on environmental reporting in Pakistan. This study on Qualitative Content Analysis. For information assortment meetings of writers were led. It was tracked down those environmental writers confronted different difficulties while announcing natural issues. It was uncovered that ecological detailing is not needed among publications and newsrooms around the country. It was reasoned that nation is going over friendly, political and condition of war problem that does not permit a lot of consideration of climate issues. Natural disasters are also common occurrences in Pakistan weather conditions exacerbate its various vulnerabilities to disasters, making it one of the world's most disaster (Kazmi and Pervez 2011). In addition, in the last few years, Climate has become incredibly unique and liberated in terms of broad communications



(International Media Support), 2009; Mezzera & Sial, 2010; Shoeb, 2008; Yousaf, 2012) and is involved in almost all the country's endeavors. Since the media's role in calamity reporting has grown increasingly important (Iqbal et al. 2014). It is critical to establish a meaningful relationship between the media and the executives involved in the climatic condition. So, media may affect the overall population, calamity casualties, fiasco the board units, policymakers, and public and worldwide contributors (Yousaf et al. 2013).

## **2.5 International Media on Climate Change**

The board of disaster preparedness considers awareness to be one of the most important components, which is required both before and after a disaster. It is suggested that the media can assist people cope with disasters by encouraging mass mindfulness (Brown and Minty 2006 as cited Ashlin and Ladle 2007). In the Context of Climate Politic in US Media principally include incorrect equilibrium to make Climate logical agreement as questionable and dubious which cannot be predominant account somewhere else. Generally, the exploration of similar nature on environmental change regularly covers US and European (EU) nations for instance Grundmann (2007) thought about US and Germany.

Moreover, his research uncovers that in Germany Climate has been displayed as a talk of Climate with logical conviction while US acts same as indistinct portrayal of Climate change. In addition, Berglez (2011) in Swedish, Billet (2009) in India the two investigations acknowledge Climate change and logical agreement. Billet (2010) additionally says that Indian Media make princely nations as liable for Climate change in the less evolved nations.

The media's portrayal of climate scientific agreement in the United States is primarily made up of balanced reporting, which cannot be the dominating storey in other countries. For example, the majority of

comparative climate change research focuses on the United States and the European Union (EU) Grundmann (2007) compared US and Germany. His study reveals that in Germany climate has been shown as a discourse of 39 climate catastrophe with scientific certainty while US behaves same as unclear depiction of climate change. Moreover, Berglez (2011) in Swedish, Billet (2010) in India both studies accept climate change and scientific consensus. Billet (2010) also says that Indian Media make affluent countries as responsible for climate change in the less developed countries

Schmidt et al. (2013) study directed in 27 unique countries observed that how very different countries are leaning toward environmental change peculiarities and their state or private media assuming its due part in such manner. This review incorporated an example of 27 nations who have invested in ozone harming substance emanation decreases under the Kyoto Protocol, for example, Germany just as nations that are unequivocally impacted by the results of environmental change like India. This study further tells the headway of media thought for climate change in these countries from 1996 to 2010 have been extended outstandingly speedy regarding how much media thought and researching whether it contrasts and pointers assessing the significance of natural change and climate methodologies for a country. This survey deduced that ecological change consideration has extended in all countries. Regardless, as a rule media thought levels, similarly as the level of advancement as time goes on, contrast unequivocally between countries. furthermore, the findings reveal, first and foremost, that climate change is a hot subject in the media in every country. This is consistent with the idea. Climate change was mentioned in 0.62 percent of the stories published in the 37 newspapers studied between 1997 and 2009. This sum may look small at first glance, yet it is still significant. Other commonly discussed scientific topics in the media, such as stem cell research or human genome research, were assessed to be receiving "hype" coverage in the media.

Additionally, this study concluded Comparative research on climate change information are critical for greater understanding how civilizations receive and respond to this global issue. Our research compares media attention to climate change over 15 years and in 27 countries, moving further than the small-N analyses that currently dominate the subject. As a result, it offers fresh perspectives on previously overlooked (developing) nations, as well as a longitudinal and cross-national viewpoint. As a result, it adds to the body of knowledge regarding climate change media communication. Second, we discovered a substantial link between both the pressure to take climate change action and media attention; media coverage in countries with Kyoto Protocol responsibilities is, on average, more extensive than in others. Furthermore, Annex B nations with a high carbon reliance receive special attention. Carbon-intensive civilizations, which are under special pressure to modify lifestyles and economic outcomes generation patterns, appear to engage in considerable debates about climate change and politics. Future research should look beyond topic focus and consider the influence of media discussions in determining social responses to the climate change challenge. Both comparative investigations using text mining and corpus linguistic methods to categories huge text corpora and traditional content analysis for single samples are possible in this regard (Koteyko 2010).

According to (Antilla 2005) examined: US newspaper coverage of the science of climate change. This two-component study integrates a quantitative review of twelve months of US newspaper coverage of weather science with a qualitative, comparative analysis of media-created themes and frames the use of a social constructivist technique. In addition to an exam of newspaper articles, this paper consists of a reflexive contrast with attendant cord stories and medical texts. Special interest is given to articles constructed with and framed through rhetoric emphasizing uncertainty, controversy, and weather skepticism. The Newspaper Association of America (NAA) mentioned that in 2003, 54.1% of the full

person populace study weekday newspapers; Sunday readership became at 62.5%.<sup>6</sup> Although the NAA statistics mirror a decline in newspaper readership,<sup>7</sup> this discussion board continues to be a critical supply of public expertise. In mild of this, the twin desires of this paper are to study the breadth and sourcing of US The Newspaper Association of America (NAA) said that in 2003, 54.1% of the total adult population study weekday newspapers; Sunday readership become at sixty-two.5%.<sup>6</sup> Although the NAA facts reflect a decline in newspaper readership,<sup>7</sup> this forum is still a critical supply of public information. In mild of this, the twin dreams of this paper are to examine the breadth and sourcing of US newspaper insurance of medical findings regarding weather trade and to conduct an evaluation of the framing of press reviews made thru newspapers and their cord/information service resources.

Additionally, this study used method The National Newspaper Association estimates that more than one hundred fifty million US citizens study neighborhood or network newspapers.<sup>10</sup> Most of the foregoing textual analyses had been involved with a small variety of newspapers which may be study nationwide. While this look at also consists of climate technological information coverage by means of nationally study newspapers, due to the superiority of neighborhood newspapers, loads of network newspapers are covered into this overview. The body of newspaper articles tested here consists of memories that include clinical content material fabric regarding weather change collected from 5 Internet belongings, all of which supply abstracts<sup>11</sup> of articles. The primary supply is the internet database NewsLibrary.Com,<sup>12</sup> which at the time of facts series encompassed 251 US newspapers (which consist of the Washington Post). To complement these records, the virtual versions of four newspapers (which have been not included in NewsLibrary.Com) were employed as supplementary sources: the New York Times, the Los Angeles Times, the Chicago Tribune, and USA Today. These 255 newspapers are primarily based totally absolutely in forty-three states and

the District of Columbia. Many of the research cited above analyzed newspaper coverage of weather exchange, which include the political size, over more than one year or a long time, but this look at should be considered as a photograph of the socially constructed news of weather science during the term of one March 2003 to 29 February 2004. The populace of 544 newspaper articles included 246 unique bills that had been mentioned simplest through way of unmarried newspapers. The last (non-singular) 298 articles (fifty-five% of the population) have been posted thru 90 three newspapers and guarded 32 discrete clinical claims (that is, 32 scientific research have been mentioned by a couple of newspaper). As this look at compares difficulty topics and frames in the press, and towards the clinical texts, the body analysis that follows is directed closer to the press coverage of those 32 scientific claims.

Bokoyff and Boykoff (2004) analyzed the journalistic norm of balance<sup>8</sup> because it associated with insurance of worldwide warming via 4 prestigious US newspapers<sup>9</sup> (from 1988 to 2002) and concluded (p. 134): creates each discursive and actual political area for the US authorities to shirk responsibility and postpone action regarding worldwide warming. Furthermore, his study tells that, A long-time US reporter and editor, proposes that the ethic of journalistic stability ought to be evoked while the story involves opinion; but when there is a query of reality reporters need to research the tale to discover which claims are genuine.

Höijer (2010) study examined the emotions evoked by media coverage of climate change using the framework of social representations theory, specifically the notions of anchoring and objectification. The focus of this research is to show how the media converts abstract scientific facts about climate change into social representations or common sense. Climate change is one of society's most important issues, with some seeing it as a threat on par with terrorism and conflict. The United Nations' Intergovernmental Panel on Climate Change (IPCC) reported in 2007 that the average global temperature has increased by 0.74 degrees Celsius over

the last century, that eleven of the hottest years since 1850 have occurred in the last twelve years, and that carbon dioxide levels in the atmosphere have never been higher in 650 000 years. This paper presented a qualitative investigation of how Swedish media socially construct or show global climate change, with a focus on how fear, hope, guilt, compassion, and nostalgia are encoded into the verbal and visual representations. The aim is not really to give a thorough review of climate change coverage in the media, but to show how the media may employ a range of emotions to help people comprehend climate change. The practice of portraying abstract ideas as real occurrences in the physical world to materialize them is known as objectification. When the media connects individual storms, heat waves, or floods to climate change, for example, the abstract issue becomes concrete. Emotional anchoring and objectification might be used to augment these methods. They're communication systems in which a new event is linked to well-known positive or negative emotions like dread or hope. As a result, the unknown might be viewed as a danger, a risk, or something nice and joyful. Emotional anchoring and/or objectification can be found in words, photographs, and artwork. For instance, referring about biotechnology in terms of pollution metaphors is an emotionally charged metaphor. This topic could well lead to the conclusion that emotionally anchoring and objectifying climate change in the media is a useful method for increasing public participation in the problem and helping people in developing collective identities based on a mix of emotions such as dread, optimism, guilt, compassion, and nostalgia. However, we should consider the possibility that emotionally charged doom scenarios will disillusion and paralyse the public, and that the public – at least a portion of the public – will become indifferent and turn away from media information, as evidenced by research on other issues such as human distress. As a result, emotions are considered discursive phenomena. A qualitative examination of two climate change series in Swedish media, one in a tabloid daily and the other on public service television news, is provided, demonstrating

how verbal and visual representations are linked to emotions such as dread, hope, guilt, compassion, and nostalgia.

This research looks at three different periods of British newspaper coverage of climate change's effects. It demonstrates a decrease in the use of the phrase "out of human control" to describe the effects of climate change. This study's sample is made up of three different years. One drawback of this method is that it lacks the capacity of a continuous variable in capturing the change of narratives through time. However, examining the use of a 'consequences frame' inside each bloc allows for a comparison of the existence of certain categories across the blocs. It illustrates, for example, that while the centre-depiction lefts of climate change as "alarming but controllable" is unique, neutrality is the only category in this group that rises between the second and third blocs. The center-right, on the other hand, has a habit of mocking climate change's repercussions, which may lead to a rise in anti-scientific sentiment. These findings are consistent with the absence of optimism in conservative media documented by in 2006/2007, and its replacement with discourses about climate change's consequences. Progressive publications, on the other hand, are dominated by 'crisis-oriented' discourses. This is also in keeping with the fact that, unlike the United States, the United Kingdom concentrates on finding solutions, implying that climate change can be addressed (Riu 2021).

In 2011, a study was done to perceive how Americans are influenced by news media and how it influences their view of environmental change? According to studies and investigations, Liberals and Democrats prefer CNN and MSNBC to Fox News, while the contrary is also true for Conservatives (Feldman, 2011). This review looks at environmental change inclusion on the three significant link news channels also evaluates the connection between viewership of these channels and convictions about an unnatural weather change. Proof from a substance examination of environmental change inclusion on Fox News, CNN, and MSNBC during

2007 and 2008 exhibits that Fox takes a more cavalier tone toward environmental change than CNN and MSNBC. Fox likewise meets a more noteworthy proportion of environmental change cynics to devotees. A study of 2008 online data from an extensively specialist trial of U.S. adults finds a negative connection between Fox News viewership and affirmation of an Earth-wide temperature help, even resulting to controlling for quite a while confounding factors. Then again, seeing CNN and MSNBC relates to more conspicuous affirmation of a risky environmental devotion. Further examinations uncover that the association between interface news viewership (both Fox and CNN/MSNBC) and an Earth-wide temperature support affirmation is more grounded among Republicans than among Democrats. That is, the points of view on Republicans are vehemently associated with the media source they watch, paying little psyche to how well that outlet lines up with their political tendencies. Alternately, Democrats don't change much in their feelings as a part of connection news use. This disparity suggests that a couple of Republicans, who as a social affair will frequently be leaned toward an Earth-wide temperature support doubt, are less vigilant when introduced to information on reality and urgency of ecological change. It licenses us to close how much news thought advanced a tolerant perspective on environmental change, a vainglorious view, or a sensible view, while in addition seeing such cases that were made, by anchors or visitors, comparable with this current reality and purposes behind typical change. For one's purposes, the examples of a worldwide temperature alteration convictions among Fox and CNN/MSNBC watchers adjusted intimately with the assumptions borne out by our substance investigation. CNN and MSNBC offered a portrayal of environmental change reliable with master logical assessment (IPCC 2007). This was reflected in the feelings of their groups. Fox News announced a more vainglorious view toward a hazardous barometrical devotion, which was comparatively shared by its group. Very, Fox moreover gave fundamentally more consideration on ecological change than the other two associations, in this manner increasing vulnerability



about an overall temperature adjustment inside the connection news scene. The current studies add to a developing assortment of work that exhibits the force of link news to shape public information and perspectives. To the degree that Fox News presents an alternate perspective on reality than does CNN or MSNBC, the information and assessments of the organizations' particular crowds will in like manner will quite often spellbind. What was found was that Fox news covers environmental change as one or the other a misrepresented idea or it doesn't cover the story by any means. CNN likewise positions "high" in not referencing climate change in their reports anyway both MSNBC and CNN have higher certified articles that environmental change is genuine than Fox News hence it is likewise discovered that watchers of MSNBC furthermore, CNN are bound to accept than question environmental change while Fox news watchers are bound to question environmental change which further shows how amazing plan setting can be on open insight on the issue.

Antilla (2005) study tells that the AP, a monopoly wire service during the second half of the nineteenth century, wielded extraordinary influence as a sense, it was the first institution in America capable of “broadcasting” national news’. The results of this study indicate that the collective newswire/news service community is not only an essential but a dominant source of climate science news. Although the science of climate change does not appear to be a prime news topic for most of the 255 newspapers included in this study, there were numerous examples of frames constructed as valid science. Nonetheless, articles that framed climate change in terms of debate, controversy, or uncertainty were plentiful. Not absolutely have been there several instances of editorial equilibrium that brought on inclination, however a part of the media resources repeatedly implemented surroundings doubters—with diagnosed petroleum derivative organization ties—as essential definers. More regrettable however, in sure sports, such articles began out from twine or records expert companies (counting papers that provide such forms of help or are partnered with

information management places of work)— which brought on the great unfold of falsehood. The results of this look at replicate a need for in addition exploration of modern-day newsroom dynamics and protocols involved within the selection, de-choice, sourcing, and framing of weather technological know-how news. Such research must consider observations by using researchers, as some distance lower back as Breed (1955), who examined the social forces in the newsroom that guide conformity to unwritten news coverage. It might also be beneficial to look at the prominence of climate technology inside the newspaper format, along with to quantify what number of such articles appear at the front pages of US newspapers. In conclusion, it must be cited that 20 of the 32 objects were based totally on clinical research that have been published in refereed journals, and this increases one final trouble to consider. Media attention granted to the non-peer-reviewed remarks of weather sceptics disregards the fact that if one disagrees with a certain have a look at, one can also try to put up their dissenting evaluation within the discussion board of peer-reviewed literature. I perceive that there might be concentrates on distributed in refereed diaries that go against the logical examination announced in the above cross-segment. Regardless, the above investigation featured various articles reflecting edges developed with manner of speaking of the suspicious countermovement. These press reports sustain the legend of an absence of global logical agreement on anthropogenic environmental change—and consequently prevail with regards to keeping up with public disarray.

In 2014, an investigation was led by Lauren (Feldman 2015) to perceive how enormous name American news organizations: The New York Times, The Wall Street Journal, The Washington Post, and USA Today provided details regarding environmental change between the year 2006-2011. Results show that The Wall Street Journal was to the least extent susceptible to observe the results of and danger provided via environmental trade and probably going to comprise bad adequacy records

and use war and terrible monetary outlining whilst talking about sports to cope with environmental trade. The attention of wonderful adequacy information become comparable across papers. Additionally, across all papers, environment outcomes and activities to cope with environmental alternate were bound to be talked about independently than collectively in a similar article. Suggestions for public dedication and philosophical polarization are tested. What was found was that The Wall Street Journal was more likely to report on the consequences and dangers, and answers for environmental change and was well on the way to make negative data by outlining the issue as an efficient issue while talking about answers for environmental change and this could be clarified by need of data and information on the issue and the drive to make newsworthiness to a story. What was additionally found was that the whole way across various news associations, data regarding environmental change was dissipated across numerous accounts instead of made under a similar article which can prompt more disarray and absence of context-oriented foundation.

In addition, this likewise leaves a circumstance in which a different article is raised regarding environmental change arrangements without setting of anything in advance in this manner making a casing that leaves the issue effectively assaulted with conservative discussions. By and large, the outcomes additionally tracked down that these new associations tend to have the shared trait to leave them peruses feeling uninterested, undermined, or both. What was additionally found was that not exactly 50% of the articles between 2006-2011 examined the effects of environmental change and surprisingly less showed that environmental change is a quick danger. In view of the outlining that these media have introduced, this prompts people making choices on deception. A typical example that was found was that the media was constant on talking about arrangements of environmental change as an individual based fix where it is doing every individual to change their practices instead of an outer arrangement, for example, legislative strategies (Brown and Minty 2006).

Furthermore, one more explanation that the paper raised to clarify the examples where media is revealing the way it is, is basically because of the absence of logical information and ecological information on columnists or intrinsic primary inclination in the news that lean toward cynicism and clashes as recently examined in news esteems. This is the place where news coverage and realities become contorted, chiefly on the grounds that what we see here is that columnists will attempt to make points and outlining when there is none accordingly making a ridiculous view of the issue to produce financial manageability of the news business. For this situation, it would be better sometimes to not cover the story than take a casing that would hurt public discernment on an issue.

The countries where climate change has logical agreement is expected the to the inclusion of IPCC and UNFCCC gatherings. For instance, in UK environmental change inclusion right off the bat declined when Rio Earth culmination 1992 happens while it has emerged before long Kyoto Protocol 1997. The creator contemplated this media inclusion from 1985 to 2003. More as of late the investigation of (Broadbent et al. 2016) likewise affirms that news inclusion on logical agreement of environmental change developing.

American Society of Anesthesiologists (ASA) team report did not cover Climate change in media one part of Dunlap and McCright (2015) inspected the achievement of denialist development. They clarified that the achievement of denialist development is because of traditionalist Radio, TV, Newspaper's inclusion. This training raised the bipartisan political polarization and assembling contestations. They are forswearing development for the most part depicted the logical agreement on environmental change as unsure with the assistance of counter-development authority, Think tanks and petroleum product organizations' chiefs etc.

Portrayal from traditionalist side get effective while making a bogus equilibrium of the account by offering voice to resistance side. The space given by traditionalist in broad communications portrayed the issue of environmental change as questionable and disputable (Dunlap and McCright 2015). Ehrhardt-Martinez (2015) in his part clarified that natural development assembly of environment legislative issues requires media, direct encounters and individual connects to make it effective.

## **2.6 Media Coverage of Climate Change in Pakistan**

Newspapers are indeed the oldest tool for keeping up with current events in the country and throughout the world. Pakistan's media may be traced back to British India's pre-partition years when several newspapers were formed to push a communalistic or division agenda. Nawa. I. Waqt established in 1940 it was the first Urdu newspaper and Dawn is Pakistan's oldest and most widely read English-language daily newspaper. Dawn was founded on October 26, 1941, in Delhi, India, by Quaid-i-Azam Mohammad Ali Jinnah as a voice for the Muslim League. In the 1960s, General Ayooob Khan military ruler who introduced the media ordinance Pakistan Press ordinance (PPO). According to Pakistan Bureau of Statistics, 707 newspapers were published in Pakistan in 2019. Since the freedom of electronic media in 2002, the situation has shifted, with many media owners acting only for economic gain and having no professional ties to journalism (Sial 2010). In Pakistan channels and news sources do not have space for news related to natural change. News relationship just as by far most are not roused by ecological change news. Pakistan's task got 6th circumstance in completing the obligations in COP25 under the United Nations Framework for Convention on Climate Change (UNFCCC). The environmental change is not important of the public authority like in other agricultural nations. There is neither any approach making nor any methodology on the ground to adapt with the impacts of environmental change. Similarly, there is no focus on meteorological

journalism in the newsroom. Most of the editors and other decision makers in the media houses themselves are not only unaware of the subject but also do not encourage the reporters to do investigative reporting on the subject. Research reporting and feature writing on climate change are two big things that are missing in all forms of media in Pakistan (Manzoor and Ali 2021).

There are three main factors such as 1. insecurity, 2. repudiation, 3. low level of wakefulness regarding climate change, of low coverage of climate change in Pakistan. Furthermore, this study reveals to investigate the elements answerable for the restricted inclusion of environmental change in the news media, prompting disarray, vulnerability, refusal, and low degrees of environmental change mindfulness in Pakistan. Subjective semi-organized meetings were directed with media experts and the discoveries show that political, monetary, social, social, innovative, and logical elements impact the news inclusion of environmental change issues. there is no doubt that political, socio-economical, and scientific and technological factors influence media coverage of climate change issues in Pakistan. And while some of these might have solutions, there are two primary challenges: access to information for journalists, and the low news-value of environmental stories (especially when compared to the overwhelming dominance of politics in this landscape). While it is beyond the scope of this paper to meaningfully suggest ways to address the low news-value of environmental issues, we can be more constructive about the 'access to information' challenge of Pakistani journalists (Sharif and Medvecky 2018).

Ali (2014) study showed that, In Pakistan, the print media must endeavor to highlight gender inclusion during disasters through useful portrayal that would urge varied females to act fearlessly in the face of other similar emergencies. The media inclusion concerning ladies' part in fighting climatic emergencies, for example, flooding is accepted to support different ladies to make a comparable move in snapshots of human

emergency, given that the media is seeking to highlight the role of women in the fight against natural dangers, cataclysms, and disasters that continue to imperil an ever-increasing number of people, as well as creating HR with general awareness and preparedness of conduct under crisis. The data was provided from flood maps published in Pakistan's two most widely circulated English newspapers, Dawn, and The News. This research aims at how gender is depicted in flood imagery. Gender stereotypes and cultural norms in Pakistani culture are said to be reinforced through visual representations of gender. Both newspapers' gender-focused flood coverage appeared to use a reductionist approach, reducing women's portrayal to gender and gender-specific duties. Even though the gender-sensitive coverage provided was conventional, depicting women as helpless flood victims, it elicited sympathy from readers and contributors, prompting them to provide spiritual and material assistance to those impacted.

Although it is widely believed that media coverage of humanitarian situations influences philanthropic donations, this assumption has received little empirical investigation. We show that media coverage of disasters has a dramatic impact on donations to relief agencies, with an additional minute of nightly news coverage increasing donations by 0.036 standard deviations from the mean, or 13.2 percent of the average daily donation for the typical relief agency, using Internet donations after the 2004 tsunami as a case study. A 700-word item in the New York Times or the Wall Street Journal boosts donations by 18.2 percent of the daily average. These findings are unaffected by the time of news coverage and other factors. To account for endogeneity bias, we rerun the study using instrumental factors, and the results are the same. However, we discover that the impact of press coverage varies greatly depending on the relief agency (Ali 2014).

Pakistani media which includes electronic, print, and social media, are burgeoning sources of information for the country's diverse population. In the world of electronic media, television is the most widely used medium

for data and entertainment, and it is further divided into 'earthly stations, "space stations,' among other categories. for instance, the state claimed Pakistan TV organization, 'Link stations mimic Dawn, ARY, Express, Geo Dunya, and Sama TV,' according to the state, satellite stations resemble Al-Jazeera, CNN, Fox, and BBC.' (Ricchiardi 2012). Beside that use of radio has been aided by Pakistan's rapid expansion of mobile networks. There are 162 private radio stations, but state-owned radio stations, such as Voice of America and BBC Urdu, are some of the more reliable sources of information and data. There are 252 daily dailies, 139 weekly periodicals, and 279 monthly magazines in Pakistan's print media landscape. Dawn, Nawai-Wakat, Jang, and Express Tribune are the They are, of course, forerunners in the print media (Ricchiardi 2012).

According to Ali's (2010) research, Pakistani Urdu news media rarely covers climate change issues in compared to Pakistani English news. One of the more intriguing findings comes from the National Council of Environment Journalists (NCEJ) which qualitative research inclusion of environmental change concerns in electronic news media and found that ecological news receives 2.8 percent of all out-news inclusion (TNN, 2014). We can observe from the preceding discussion that the Pakistani media does not discuss climate change as much or as frequently as the media in other countries. Furthermore, research on the Pakistani media's reporting of climate change is mainly limited to quantitative studies focused solely on print media, with virtually no academic experimental examinations of electronic or online media, and no subjective examination to provide insight into why the Pakistani media may be falling behind a significant portion of the in terms of climate change coverage, the rest of the world.

The News organizations are conspicuously absent from Pakistan's media landscape. The government owns one organization. (Associated Press of Pakistan), and two exclusive news offices, Two of Pakistan's most well-known news organizations are 'Pakistan Press International' and 'Online



News Network International.' These photographs and news are transmitted to both national and international news organizations (Ricchiardi 2012). Apart from that, Pakistan's rapid growth in the media transmission industry, paired with greater Internet access, has prepared the path for online media sources and web TV. Almost all media telecasters and web stations have a presence on the internet. for instance, Zem TV, GEO, Dawn, Express ARY, Dunya, AJ TV, BBC and Voice of America are popular sources of information among Pakistani web users (Yusuf 2008).

Huma (2018) indicated that the greater part of the journalists has required the subject of climate and environmental change information about humiliation of endless stories. Media is recognized as fourth mainstays of state it makes a difference government to shape its arrangements and brings the issues towards notice of governments. Environmental change and other natural issues are getting the importance in Pakistani media due to rising environmental change disasters what's more, challenges in Pakistan, and for sure because of expanding limit. Media played a functioning capacity in battling environmental change perils before. Similarly, the media is giving acceptable data and mindful general society concerning change on heat waves issue in 2015, and smog in 2016-17, is additionally extensive work. The convenient inclusion climate estimate by media helps the ranchers in faraway regions to take safeguarding efforts in Pakistan, a lot of information zeroed in on characters not on issues. To start with, traditional protection threats continue to be more extremely important than dangers such as climate change. This might be due to society's part in better understanding and devoting focuses on climate threats. To compete for high ratings, shocking and sensitive news stories take up greater space in print and electronic media. The news is largely about people, not about issues. Only when a high-profile political figure attends a climate change event does it attract the attention of the bulk of media outlets. Reporters that cover climate change or environmental

problems are quite rare. As a result, most people are unable to comprehend technical jargon and offer a coherent narrative.

Furthermore, Government agencies working on climate change are failing to take use of the Pakistan Electronic Media Regulatory Authority's provisions that allow them to use 10% of their free airtime for public service on electronic media. A list of suggestions has been made to enhance climate change reporting in Pakistan. First and foremost, the entire society's attitude on the subject must change. It's critical to persuade the average person that climate change affects their daily life. More regular public inclusive events should be scheduled in this direction. The Ministry of Information, Broadcasting, and National Heritage, in collaboration with government and non-government organizations working on these issues, should teach journalists on climate change and environmental issues. Media organizations should not allocate more than two beats to each reporter, according to the Press Information Department's (PID) standards. Furthermore, social media should be given more weight in terms of raising awareness about climate change concerns. Because media management necessitates the acquisition of certain skills, organizations operating in the subject of climate change must recruit people who possess the necessary qualifications and training (Huma 2018).

The socio-economic coverage of climate change in Pakistan, as well as the country's "social distractions and political predispositions" (Gamson and Modigliani, 1989), Pakistan is seen as beset by political and ethnic turmoil, a faltering economy, and the Taliban's continued terror campaign. This is reflected in the media, which is focused with political, public safety, and financial stability challenges. Only when apocalyptic occurrences occur does climate change become more visible, and only then is it debated and examined from societal and socioeconomic perspectives. Because climate change is not a major concern in Pakistan, environmental data is low on the priority list (Hilgartner and Bosk 1988 cited as Anderson 2009).

Yousif et al. (2013) concentrate on detailing of natural issues in Pakistani press they had tracked down those natural columnists face various questions. The purpose of this research is to investigate how environmental problems are reported in Pakistan and how they are covered. In this study, the qualitative content analysis method was used. During long discussions with journalists, it was discovered that environmental journalists in Pakistan suffer a variety of difficulties. Environmental reporting isn't high on the editorial priority list in most newsrooms around the country. In Pakistan, particularly print media article strategy of significant papers doesn't offer priority to issues identified with climate and environmental change. They likewise came about that nation is going through status of contention and socio-political turmoil and making the preventions for thought of natural issues. There are no sketchy and genuine publication, pressures between government, business and newsrooms also showed serious wellbeing and security dread for writers. However, environmental journalism receives a relatively low total level of coverage. In Pakistan, it is regarded as a large field. Expert knowledge and the ability to construct environmental tales in an appealing manner are required to cover the environment in its geopolitical, social, and scientific aspects. The paucity of journalistic experts in Pakistan exacerbates these broad narrative issues. The absence of trustworthy environmental data is a key barrier for environmental journalists in the nation. Journalists are increasingly dependent on data supplied by government officials or other secondary sources, the trustworthiness of which has never been verified before it is made public. The objective of this study was to see how journalists in Pakistan address environmental risks and what problems and hurdles they face when doing so. Pakistan has recently taken steps to improve its environmental situation, according to the research. Pakistan has a stellar reputation for hosting conferences, seminars, and environmental treaties.

## **2.7 Media Reporting on Disasters**

In July 2010, sweeping floods from Pakistan's north to south were precipitated by unexpected and strong monsoon storm downpours. Floodwaters inundated a region about the size of England, according to Zamir Akrem, a Pakistani diplomat to the UN community in Geneva. Around 160,000 square kilometers of land were discovered to be underwater in a satellite survey; this is roughly like the combined areas of Austria, Belgium, and Switzerland (Gronewold 2010). The devastating floods destroyed and washed away many properties in most towns and cities. The disaster rivaled the 2004 tidal wave in Indonesia, the 2005 earthquake in Pakistan, and the 2010 earthquake in Haiti (Telegraph 2010; 13 August).

Even though the media has increased its coverage of floods, it needs to focus more on female sensitive reporting and the inclusion of any such occurrences to educate both general society and strategy producers in the development of gender sensitive approaches to address the challenges of disaster management. The media can additionally instruct ladies to assume better and more dynamic parts now and again of climatic emergency. The media are slanted to address ladies as it were as survivors of catastrophic event; notwithstanding, ladies can be successful pioneers inside their local area with regards to tending to disasters like floods, seismic tremors, twisters, and other regular catastrophes (Ali 2014).

Moreover, from cultural viewpoint, the print media flood portrays males as pioneers with ladies as dependent, men as lively with ladies as uninvolved, and ladies as frail and enthusiastic while men are solid, both actually and inwardly. The possibility of ladies being in conventional 'purdah' has been kept up with; however, only one generalization, that of ladies for the most part trying not to blend with men, has been demonstrated to be broken, with the portrayal of ladies blending in with the men while they all gather food and help products and while remaining in security shelters close by men with whom they are not comfortable. All the visuals of the floods portray male rescuers occupied in help exercises; there is a nonattendance

in the photos of female rescuers. The greater part of the visuals portraying flood casualties, salvage laborers, or the recovery interaction showed ladies in places of subjection and inconsequentiality, apparently unequipped for infringing on the spaces of male strength. However, as a rule, ladies are habitually the main thrust and the uncelebrated yet truly great individuals behind the salvage and recovery in circumstances of catastrophe, as opposed to the detached casualties (Ross-Sheriff 2006).

Ali (2014) study showed that, In Pakistan, the print media must endeavor to highlight gender inclusion during disasters through useful portrayal that would urge varied females to act fearlessly in the face of other similar emergencies. The media inclusion concerning ladies' part in fighting climatic emergencies, for example, flooding is accepted to support different ladies to make a comparable move in snapshots of human emergency, given that the media is seeking to highlight the role of women in the fight against natural dangers, cataclysms, and disasters that continue to imperil an ever-increasing number of people, as well as creating HR with general awareness and preparedness of conduct under crisis. The data was provided from flood maps published in Pakistan's two most widely circulated English newspapers, Dawn, and The News. This research aims at how gender is depicted in flood imagery. Gender stereotypes and cultural norms in Pakistani culture are said to be reinforced through visual representations of gender. Both newspapers' gender-focused flood coverage appeared to use a reductionist approach, reducing women's portrayal to gender and gender-specific duties. Even though the gender-sensitive coverage provided was conventional, depicting women as helpless flood victims, it elicited sympathy from readers and contributors, prompting them to provide spiritual and material assistance to those impacted.

In phrases of left out variable bias, different media insurance of the catastrophe may additionally impact donations; for example, many on-line news websites (inclusive of websites maintained by the New York Times

and Wall Street Journal) furnished direct links to relief corporations' websites, thereby facilitating on-line giving. Similarly, some relief groups purchased advertising and/or undertook unsolicited mail campaigns during this era, while others had been diagnosed inside the media specially for their assistance to tsunami victims. Finally, trends within the tsunami tale itself may also affect donations as, as an example, the dying toll rises through the years. The range of U.S. Navy casualties introduced each day in Iraq is used as a device for media insurance of the tsunami. Announcements of U.S. Casualties within the Iraq battle compete with the tsunami catastrophe for coverage in U.S. Media<sup>11</sup> whilst final plausibly exogenous to Internet donations made to the seven comfort businesses. Table four gives the first-level effects for overall nightly information coverage at the three major tv networks and for total newspaper insurance in the New York Times and Wall Street Journal Given the huge wide variety of days without any insurance of the tsunami within the hundred days following the disaster, the primary degree is envisioned as a Tobit. Furthermore, this study tells that media gave more coverage rather than disaster coverage. This paper investigates the empirical courting among media insurance of humanitarian crises and total non-public donations to remedy corporations. The 2004 tsunami presents a fantastic case examine because it prompted extraordinary media coverage, remarkable charitable giving, and a high-quality deal of hypothesis approximately the members of the family. The result of this study shows that encouraging media to hold humanitarian crises in the information is in the pleasant hobby of remedy agencies, as they themselves have already found. It is our wish that the television and newspaper media can even apprehend this relationship and that the beneficiaries of relief agencies' efforts will enter their calculus whilst deciding which news stories to give. In this way, celebrity trials may also not push disasters out of the media spotlight (Brown and Minty 2006).

Although it is widely believed that media coverage of humanitarian situations influences philanthropic donations, this assumption has received little empirical investigation. We show that media coverage of disasters has a dramatic impact on donations to relief agencies, with an additional minute of nightly news coverage increasing donations by 0.036 standard deviations from the mean, or 13.2 percent of the average daily donation for the typical relief agency, using Internet donations after the 2004 tsunami as a case study. A 700-word item in the New York Times or the Wall Street Journal boosts donations by 18.2 percent of the daily average. These findings are unaffected by the time of news coverage and other factors. To account for endogeneity bias, we rerun the study using instrumental factors, and the results are the same. However, we discover that the impact of press coverage varies greatly depending on the relief agency (Ali 2014).

## **2.8 Factors Affecting Climate Change Story Coverage in the Media**

The significant variables in climate change disclosure are those that influence the major point of textual matter, or the content of whatever is accounted for (as climate change causes or solutions) in news, spotlight, and assessment. Among the components are climate scientific interests/crossing points/elements, climate anxiety, strategy, and bon-based enterprises. The second arrangement of variables is skill, and editorial standards/morals (Boykoff and Ravi 2004 cited as Antilla 2005).

Climate change coverage in the news is more than a hodgepodge of newspaper articles and television segments; it's a social interaction between scientists, politicians, and the public, mediated through such news packages. The unexpected weather may have had a role in the early media coverage of this story, but political and electoral considerations were also important. A flood of political hyperbole dominated the 1988 presidential election. (Boykoff 2007). The relationship between science and the media's role in climate change reporting has been studied in many ways. The battle between carbon-intensive industries,

researchers/environmental/climate specialists, politicians, and the media is influenced by how they are portrayed. On the other hand, science and strategy shape media announcements and public opinion. The media in several countries has reported on the situation (the US, UK, India, Germany, Australia, New Zealand, Japan,) have shown that news-casting and public concern shape environment science and strategy choices and exercises (Boykoff and Boykoff 2004 cited as Antilla 2005).

Boykoff and Boykoff, (2004) found that most articles supplied as much of an excellent chance to the small gathering of climate change sceptics concerning the logical agreement find in a survey of 636 articles from four of the most famous newspapers from 1988 to 2002. This research shows how, between 1988 and 2002, prestige media coverage of global warming in the United States contributed to a major divergence between popular and scientific discourse. The failure of this discursive translation is the outcome of a cascade of tactical media responses and activities driven by widely recognized journalistic norms. Given the widespread agreement among climatologists that global warming is occurring, several researchers believe the media's desire to portray the issue as a logical argument is a gross distortion. "A conventional, grounded agreement might be 'adjusted' against the contradictory perspectives on a couple radicals, and to the contradictory perspectives on a pair radical," as Stephen Schneider (2005) puts and to the ignorant, each position appears similarly credible.

## **2.9 Climate Stories and The Impact of Political Economy**

To explain their different approach to economics and politics, many sectors have developed the phrase "political economy." Although the political economy of the environment may provide erroneous conclusions, it has been used by at least four disciplines that deal with people: sociology, geography, political science, and economics.



According to Rudel, Roberts and Carmin (2011: P. 222) for sociologists "The political economics of the environment refers to how individuals' control and strive for control over the institutions and organizations that create and govern the flows of resources that support people (corporations and the state) on a regular basis)". Environmental sociology and political economics focus on the consequences of capitalism and modernity on human social life (Pellow and Brehm 2013).

According to study of Boykoff (2003) Climate change possibly its most intensively political scientific problem at the millennium's turn, is being utilized to inform and forecast corollary science issues including continued worries about genetically modified organisms, nanotechnology dangers, and rising threats to water quantity and quality. The focus on political economy—the "sinews" of modern life—can thus help to understand perceptions and decision-making in the face of environmental change. From higher workloads and reductions in specialist science journalism to digital advances and new media organizational forms, this article looks at current political economics in relation to climate change coverage. Based on current research and indications of these relationships, we look at how power moves via culture, politics, and society to impact. climate change coverage, public discourses, and knowledge. We examine how media depictions of climate change have changed over time; particularly as digital media has shifted climate coverage.

Furthermore, Climate change's cultural politics are embedded, power-laden, mediated, and recursive in a never-ending battleground of knowledge and interpretation. Citizens and policymakers alike rely on mass media to connect these disparate locations, explaining what may be alienating, jargon-laden material and interpreting climate science and policy. Media professionals and institutions have a significant impact on how individuals make sense of and value the world. Individual to community- and international-level opinions of climate science and policy decision making continue to be influenced by media depictions in

nonlinear and dynamic ways. This study focused on the political and economic variables that influence institutional restrictions and opportunities to report on climate change effectively and fairly. Unresolved conflicts are acknowledged by the writers in this paper. We understand that these large-scale characteristics emerge from discrete agency loci. Individual and everyday adjustments in attitude, purpose, and conduct, in other words, contribute to institutional and long-term improvements.

**Chapter No: 3**

**THEORETICAL FRAMEWORK**

Media representation is an important component of society since it influences how people think and what they believe to some extent. This is especially true for adolescents, who are currently extensively influenced by media and are still in a learning phase, acquiring what media shows. However, James Tobin (2001) argues that young students can resist these portrayals by parodying or developing creative alternatives.

### **3.1 Representation Theory**

Start Haul argued (1997), In media texts, gender, age, race, national and international identity, social problems, and events are all discussed and conveyed. The ability of media texts to influence a public's understanding and knowledge of these important issues is enormous. In a media language, representation is the method of constructing meaning from signals and codes. Additionally, studying media representation involves creating new ways to understand realities. this approach differs from more traditional methods of aliasing representation as being totally different from reality or associated with one strict 'reality' when in facts, media representation is affected by interpretation.

#### **3.1.1 Analyzing Media Representation**

##### **3.1.2 Images**

Images can portray a subject in a positive or bad light, as photographs and drawings can show exactly what's going on, and drawings can effectively depict a mood. It is important to look for symbolic in a media image to identify whether the situation it represents is good or bad.

##### **3.1.3 Sounds/Music**

Music is frequently used in media texts to represent social worlds. Music is frequently used in media texts to represent a region of the world, and it

relies on the audience's prior knowledge of specific types of music to connect the dots.

### **3.1.4 Intertextuality**

Media representation also depend on audiences' knowledge of intertextual links between the current texts and other previous texts using the same images, language, sound, or logos. The ability of media texts to shape a public's understanding and awareness of these critical issues is immense.

### **3.2 Application**

Media shapes what individuals, think/believe. So, the researcher postulates that the representation of climate change in the newspapers would be interpreted in terms of the frequency with which it is represented and creates a belief about climate change among the readers. The media is a tool used to communicate and creates awareness of climate change as global threat promotional purposes are served by media through its contents. It acts as a link between the people and the government. Public opinion on climate change is formed and gauged by the media. In Pakistan, the media sets the agenda for public opinion, creates an environment conducive to human growth, connects government and people, and raises public issues for resolution. The media plays an important role in raising public awareness about climate change and encouraging policymakers to act.

**Chapter No: 4**

**CONCEPTUALIZATION AND OPERATIONALIZATION**

## **4.1 Conceptualization**

According to The United Nations (1992) “Climate change means a change of climate which is attributed directly or indirectly to human activity that alters the composition of the global atmosphere and which is in addition to natural climate variability observed over comparable time periods” (UN 1992).

In the above definition UN highlighted that climate change does not mean a short-term changes in weather but it is changing in environment for long term.

Climate change as we know it now usually refers to environmental changes caused by human intervention in the ecosystem. Climate change has become one of the most serious environmental concerns that humanity has ever faced (Moser and Dilling 2004).

This definition defined that climate change is caused because of human actions like, emission of carbon dioxide, pollution, deforestation etc. Climate change came great consequences.

Climate change has many consequences for human settlements, food production, water resources, and energy Climate change has serious repercussions; not only will there be more deadly floods, hurricanes, superstorms, droughts, and heat waves, but there will also be dwindling food supplies, acute water scarcity, and human deaths (World Bank 2018).

This report told that climate change brought great consequences like floods, droughts, heat waves etc.

Although developing countries emissions of greenhouse gases are significantly lower than industrialized countries, their vulnerability stems mostly from their reliance on climate-sensitive sectors such as water and agriculture. Pakistan has several characteristics in common with poor

countries, and it is ranked sixth among the countries most vulnerable to climate change (Javed 2016).

This definition revealed that developed countries are causing huge amount of green gas rather than developing countries. Pakistan counts in developing countries, but it is affected by climate change.

### **Conceptualization of Media**

The media has been endeavoring to pass on this message to the overall population all over the country however, internationally, and nationally, media reports, news stories and even publications give the depiction to this issue with their own pre-set strategies (BBC 2013)

In this definition media became voice for locally to internally, the reports of media portrayal of issues and highlighted behind issues.

Media is powerful source of knowledge which greatly impacts on public opinion. Media playing major role in shaping public understanding on climate change through academia, environmentalists and through print and social media (Mughees 1997; Saleem 2007).

In this definition media is most powerful source of social agent which shape public opinion. Media playing effective role to highlight alarming situation of climate change.

### **4.2 Operationalization**

Considering and operating the above definitions of climate change. As climate change is change in environment for long period. Its main causes are emission of CO<sub>2</sub>, Pollution, deforestation, Urbanization, and industrialization. Climate change will badly impact on earth and living things cannot survive in that environment. Climate change may bring many consequences for instance, food shortage due to water shortage and extreme weather. It may cause of food insecurity. It brings more deadly floods, drought, and heat waves. The implications frame's



conceptualization, which incorporates multiple categories as well as mocking, allows for the observation of the complexity of climate narratives. In fact, given that it comprises judgments, selection, labelling, and mocking of actors (climate change advocates), identification of victims (those exposed to "false alarmism"), and generalization of these climate change judgments, our study implies that mockery may be thought of as a frame. Even while the center-usage lefts of the phrase "alarming but controlled" is unique, it is decreasing in the third bloc, suggesting a move in center-left narratives toward neutrality. In fact, adoption of neutrality grows in the third bloc, while portraying climate change as both "out of human control" and "alarming yet manageable" diminishes, confirming the bloc's preference for neutrality. Furthermore, Industrialized countries are responsible for emission of CO<sub>2</sub> in higher rate than undervaluing countries. Pakistan is totally dependent on agriculture where most of population direct or indirect linked with agriculture sector. It is very threatening and alaruming situation because agriculture plays role of backbone in Pakistan's economy.

In 21st century is media is most powerful source of social agent in socialization. Media awareness and make public opinion.

**Chapter No: 5**

**RESEARCH METHODOLOGY**

The researcher used a summative qualitative content analysis approach to find and quantify "words" or contents, as well as their real - world application and context meanings. This is not meant to detract from the content's true significance, but rather to investigate how it may be used. Summative approach of qualitative content analysis for latent content analysis, it extends beyond merely word frequency. The technique of latent content analysis entails the researcher providing various content interpretations. The summative technique allows the researcher to analyze the meaning of the words and phrases in their context. Further the researcher identifies the usage of word and rang of meaning a word or phrase has (Hsieh and Shannon 2005).

Content analysis is a non-instructive research method defined by Neuman (1997) as "a technique for studying the content of the text. "The Text refers word, meanings, pictures, symbols, ideas, themes, or any message that can be communicated and the "Test" is anything written, visual, or spoken that serves as a medium for communication" (Neuman 1997:272-273).

Furthermore, Content analysis is useful for reviewing and evaluating large volumes of text from interviews and discussions, and it's also used in social research to figure out what's going on in television shows, movies, editorials, and magazines, among other things.

According to Klaus Krippner (2004) cited by Omari (2008: P 27-28) that every content analysis study six questions must be questions must be addressed that is: "what data are scrutinized? In what way are they well-defined? From which population they drawn? Defining context relative to study? What are the boundaries of analysis and what are the target interferences? (Omari 2008 27-28). The above questions were kept in mind and the researcher makes their frame of study.

### **5.1 Universe of the study**

The researcher used content analysis of editorials from three English newspapers published in Islamabad, The Dawn, The News, and The Daily Times, to solve the research question. The universe of this study is formed by Islamabad.

The reason for choosing editorials from three different newspapers: The Dawn, The New, and The Daily Times. First and foremost, as Razi (2014) emphasized, the press is a driving factor for societal advancement and transformation. The press educates, informs, and influences the public. It has power to alter the world and change the perception and viewpoint of the masses by providing valid information. It means that the arguments of media are important. While editorials are not the place where a person displays their pet thoughts, but the editors filter the opinions for the purpose to be free from personal biases (Razi 2014).

### **5.2 Unit of Analysis**

The unit analysis for the study is the “words” “themes” “sentences” “phrases” and contexts in both dailies. The Dawn, The News international and Daily Times through which the Climate change were portrayed.

### **5.3 Sampling Technique**

Because the current population under research was unknown, the researcher utilized a nonprobability strategy, employing a purposeful or judgmental sampling technique. Purpose sampling instructs the researcher to pick all available instances or units of interest to conduct a detailed investigation of the population under consideration. As Hesse- Biber (2011) explains “purposive sampling” as the method of selecting samples based on question of the research and considering the availability of

resources for the researcher (p.45). So, the researcher selects all possible new articles of interest in the three newspapers (The Dawn, The News international, The Daily Times). It will be unable to researcher to know how climate change is portrayed and what are the responds of less coverage in those newspapers?

For specification of this study news articles (including editorials and opinions) were selected for analysis while reader comments and letter to editor were excluded. Every article of the three dailies was scanned to check with the core topic and indicators.

#### **5.4 Coding Scheme**

In content analysis, there are two forms of coding: apparent coding and latent coding. The researcher codes the data according to data availability in manifest coding, whereas the researcher investigates the writers' meaning and tone in depth in latent coding. The coding scheme for this study was developed in a way when researcher started reading of articles from three dailies. The researcher observed the data which comes under one indictor consistently then according to the data available for an indicator the researcher gives concerned name for example extreme weather, flood, draught, food shortage, Heat waves, Deforestation etc. The in-depth meaning of the text and the tone of the author's title are used for hidden coding.

### 5.5 Sample Size

S. No	Subthemes	The number of documents			Total
		The Dawn	The News International	Daily Times	
1	Flood	61	8	5	72
2	Drought	4	-	5	9
3	World fire	2	-	-	-
4	Food shortage	2	-	-	-
5	Weather Change	2	-	-	-
6	Extreme Weather	5	2	-	-
7	Green House	2	1	-	-
8	Carbon Emission	4	2	2	8
9	Heat wave	4	1	1	6
10	Pollution	6	1	0	7
11	Deforestation	1	0	2	3
12	Threat	6	1	2	9
13	Disaster	12	1	7	20
14	Total	111	17	24	134

## **5.6 Research Design**

Researchers have planned to use Qualitative content analysis research design for this study. Where researcher will investigate how the issue of climate change has been given the coverage it needs.

## **5.7 Tools for Data Collection**

Researcher collected editorials articles of the three English newspapers that is Daily times, The News, and The Dawn. To collect data from these newspapers.

## **5.8 Technique for Data Collection**

The researcher got the overall data for analysis through citing three newspapers from Google. For this purpose, the researcher takes a proper way for selection of the study materials which is given under:

The method of selection was the same for those three newspapers. Put in the Google as (site: dawn.com) then went for the advance search where in the two boxes (one is “all these words” and the second one is “any of these words”) in the first box the researcher searched indicator one by one. It is entered in the first box as Flood, Extreme weather, Deforestation. After that the range for searching materials was set from January 2018 to December 2018 an entered it. For every single indicator the researcher followed the same procedure.

Then for The News international newspaper the researcher followed same method with the little difference that is in the Google it was put down (site: thenews.com.pk) then went for advance search in the Dawn query.

After The Daily Times newspaper, the researcher followed same method with some differences that is in the Google and then put down (site: dailytimes.com.pk) after going to advance search in above both newspapers.

In furtherance the researcher got a lot of data for every single indicator but after filtrations and proper checking it has been brought to precise them.

### **5.9 Data Analysis**

Qualitative data analysis was done thematic analysis for data analysis every single indicator is being coded from the collected document. After that theme were developed according to the presented picture of climate change in respective data.

### **5.10 Limitations of the study**

The current study limited because this focus only on the three English newspapers The Dawn, The Daily Times and The New International. Moreover, in this study qualitative content analysis is being used in which there are chances to the biased. But the researcher demonstrates the data in free biased way.

In furthermore, the duration for data to be approached was from the time of this starts from January 2018 till December 2018.



**Chapter No: 6**

**RESULTS AND FINDINGS**

## **Major Findings**

The way of Climate change is portrayed in three newspapers (The Dawn, The News and Daily Times) is being analyzed one by one in the following discussion:

### **6.1 Flood**

The depiction of “Flood” is defined as when Heavy rainfall, river overflows, high winds and tides in coastal locations and ice melting, to name a few causes, all contribute to floods.

#### **Historical background of floods**

Floods caused by melting glaciers swelled streams and rivers across Gilgit-Baltistan, causing damage to residences, crops, bridges, and highways. Pakistan has experienced approximately 38 floods of various magnitudes since its inception, with about half of them being major floods, including floods in 1950, 1955, 1956, 1957, 1958, 1973, 1975, 1976, 1977, 1978, 1982, 1988, 1992, 1994, 1995, 1997, 2001, 2003, 2005, 2006, 2007, 2010, and now 2011. “The damage inflicted by the 2010 floods was projected to be \$9.7 billion, more than double the amount damaged by the big earthquake in Kashmir in 2005” (July 29, 2018 The Dawn).

In this statement the author of the article presents Germanwatch report about impacts of climate change in Pakistan that stated Sindh province is worst affected by climate change. Furthermore, this report shows damages of flood which is greater than horrible earthquake of 2005 in Kashmir. Flood is destroying infrastructure and badly impact on economy of Pakistan.

According to the report of Asian Development Bank, higher precipitation and glacier melting are projected to cause increased unpredictability in river flows in Pakistan. Due to increased evaporation, demand for irrigation water may increase (Feb 7, 2018 The Dawn).

This report indicated that more floods expected in Pakistan due to melting of glaciers because of extreme weather and showed irrigation system is may badly effected by weather changes effect. As Pakistan is agriculture country it is alarming report for agriculture which may cause of low production and shortage of food.

The study, published in the journal Science Advances, assesses how much more flood protection will be required in the next 25 years to keep the probability of high-end floods constant. Furthermore, Pakistan, which is already vulnerable to flooding, will see "almost a doubling in high-end flood risk" by 2040, with 11 million people at danger (Jan 11, 2018 The Dawn).

### **6.1.1 Urban Flooding**

When a city's drainage capacity is overwhelmed by continuous and severe rainfall over a short period of time, flooding occurs. According to research undertaken by Karachi University's Geography department and released in 2012, several variables render Karachi particularly vulnerable to it. Constructions and settlements over riverbeds and flood plains, as well as unplanned infrastructure growth, are cases of these. Heavy rainfall over a short period of time saturates the soil and increases run-off water. Encroachments on drains, the dumping of municipal garbage and sewage in them, and a lack of open spaces and parklands, according to city planners, are all contributing to the city's recurring flooding problem. High rains and flash floods put additional strain on urban drainage systems (September 20, 2018 The News International).

This article tells that Urban flooding is determined by the amount of rain that falls. Furthermore, Urban flooding are caused by unplanned infrastructure, weak drainage system and heavy rainfall.

Human actions impact the global atmosphere, resulting in climate change. It may also create other natural calamities such as storms, droughts, and floods, in addition to warming the globe (June 8, 2018 Daily Times).

This article tells human actions like carbon emission, deforestation, pollution and increasing urbanization are major causes of increasing temperature or changing environmental condition. Human actions are causing disasters like flood, droughts and so on.

## **6.2 Drought**

Droughts are defined as a lack of water in a certain area due to little or no rainfall. It is one of Pakistan's most serious issues. Furthermore, several causes contribute to the drought crisis, including deforestation, global warming, and others. Drought has a wide range of effects on the environment. Plants and animals, like people, rely on water. When there is a drought, their food supply decreases, and their environment may be harmed.

### **Background**

Sindh, on the other hand, is the province in Pakistan that has been hit the most by extreme weather events, which are typical expressions of climate change. Massive floods hit Sindh in 2010 and 2011, while the Thar Desert, Achhro Thar, Nara Desert, Kachho area, and Kohistan have been suffering from severe drought since 2013 (March 22 2018 The Dawn).

This article portrays Drought is caused by extreme weather for instance low rainfall. Author wrote that deserted area of named Thar faced drought. Due to drought human and animal life is going to worst day by day.

Droughts have devastated life in Thar to unprecedented levels. According to the 2017 Global Climate Risk Index from German Watch, Pakistan is the 7th most vulnerable country to climate change in the world. In

addition, the ever-increasing frequency of tsunamis and storms must be properly considered (September 15, 2018 Daily Times).

This report defined as Pakistan is most vulnerable country for climate change. In future, Pakistan will face disasters like flooding, increasing sea level etc.

### **6.3 Wildfire**

Wildfires are terrible, it can also occur spontaneously. Furthermore, A wildfire is an accidental and uncontrollable fire that breaks out in a natural setting such as a forest, grassland, or prairie. A buildup of dead stuff (leaves, twigs, and trees) can provide enough heat to spontaneously combust and burn the surrounding region, causing wildfires.

#### **Background**

Wildfires, coral reef destruction, and mounting food shortages are just a few of the calamities predicted by the United Nations' scientific panel's report on climate change, which warns of impending effects as early as 2040. Among the calamities predicted are wildfires, coral reef destruction, and worsening food shortages. The panel advises that the global economy be rethought and restructured (October 14, 2018 The Dawn).

This statement about wildfire where main reason of that fire is human activities for instance throwing cigarette. Most of common reason is lighting from sun and less oxygen. Wildfire badly impact on plants and animals, and it causes shortage of food.

### **6.4 Food Shortage**

When food resources within a limited region are insufficient to meet the population's energy and nutritional needs, a food crisis arises. Pakistan is an agricultural country where most people depend on that sector, but some regions are facing water issues like Deserted areas. Food shortage may

cause of different diseases. Pakistan is one of the countries who effected by climate change. According to a Gallup study, we are now one of 19 nations where most people regard climate change as a danger. The consequences of being an agrarian economy, with more than half of the people directly or indirectly involved in agricultural operations, are much more devastating. Pakistan has witnessed of 2010 flood and drought in deserted areas (October 14, 2018).

In this article food shortage is becoming concern issue because of extreme weather shortage of water and low rainfall. Furthermore, Pakistan will face food shortage because of rapidly changing of weather.

### **6.5 Weather Changes**

Weather changes defined as the word "climate change" refers to a long-term shift in a location's temperature and weather patterns. In other words, climate change is main cause of weather changes. Pakistan is agriculture-based country where weather changes impacted on crops and most of areas facing water shortage (October 14, 2018 The Dawn).

In this article writer talks about word climate change is defined as long term changing in environment and weather pattern is changing due to climate change. Pakistan as developing and agrarian country where its dependence on agriculture. Agriculture sector of Pakistan becoming worst and greatly effected by climate change factors.

### **6.6 Extreme Weather**

Extreme Weather defined as Weather occurrences that are unusual for a given region and/or period, notably severe or unseasonal weather, that are at the extremes of the historical distribution. Sindh is a province in Pakistan who faced extreme weather. Sindh faced draught in deserted area Thar. Extreme weather causes heat waves, storms and too much rain. Over the previous 20 years, Pakistan has been hit by more than 173 extreme

weather events, costing the country \$3.8 billion and destroying more than 1.2 million acres of land (March 22, 2018 The Dawn).

In this statement writer tells weather is changing and their effects are so worst like drought, water shortage etc. Extreme weather is mostly effect on deserted areas of Pakistan especially in Thar where drought occurs due to low rainfall. Extreme weather also causes of heavy rains. Heavy rains also cause of flood and food shortages, food shortages happens when heavy rains occurs or less rainfall are major causes of food shortage.

### **6.7 Green House**

A greenhouse is a structure with a glass roof and glass walls. Plants such as tomatoes and tropical flowers are grown in greenhouses. Few will deny that global climate change poses a severe danger to human welfare in the future. There are also several ideas for possible interventions to minimize greenhouse gas emissions, such as switching to renewable energy sources and improving energy efficiency (February 7, 2018, the Dawn).

Svante Arrhenius, a Swedish scientist, predicted in 1896 that industrial-era coal combustion would amplify the natural greenhouse effect. He stated that this may be advantageous to future generations. His estimates for the extent of the 'man-made greenhouse' is like those of contemporary climate models, a few degrees Celsius for a doubling of CO<sub>2</sub>. The influence of the steam engine on the man-made greenhouse was seen in the third century of climate change. The IPCC's Fourth Assessment Report found in 2007 that humanity's greenhouse gas emissions are more than 90% likely to be the cause of modern-day climate change. (February 25, 2018, Daily Times).

The Green House Effect is one of the factors that is causing the Earth's surface temperature to rise. This natural mechanism uses heat to keep the world warm. According to scientists, the Earth's average temperature is 15 degrees Celsius, even though it would have been below zero if greenhouse gases had not been there. However, man's meddling in raising greenhouse

gases has thrown the system off balance, leading the earth to become warmer than it ought to be. Water vapors, carbon dioxide, and a trace quantity of methane, as well as nitrogen dioxide, make up a layer of greenhouse gases (September 15, 2018 Daily Times).

This article reveals that Greenhouse gas and their impacts on earth. Earth is becoming hotter due to that gas. It is alarming for the world because it badly destroying life on earth. The world face many consequences due to greenhouse effect if countries do not follow IPPC remediation World may face many horror effects of climate change.

### **6.8 Carbon Emission**

Carbon dioxide emissions originate from both natural and human sources. Decomposition, ocean discharge, and breathing are all examples of natural sources. Human causes include cement manufacturing, deforestation, and the combustion of fossil fuels such as coal, oil, and natural gas. Knut Angstrom of Sweden observed in 1900 that CO<sub>2</sub> substantially absorbs sections of the infrared spectrum at the low amounts prevalent in the atmosphere. Angstrom has demonstrated that a trace gas may cause greenhouse warming, despite his ignorance of the relevance. CO<sub>2</sub> emissions from fossil fuel combustion and industry peaked at one billion tons per year in 1927. In 1930, the world's population had surpassed two billion people (February 25, 2018, The Dawn).

According to the International Energy Agency, this trend will continue in 2018, which witnessed a rise in CO<sub>2</sub> emissions from the energy sector as well as an increase in CO<sub>2</sub> concentration in the atmosphere. On paper, however, the gap between where we are and where we need to have widened: recent calculations by the UN's top science panel dramatically limit the real-world potential for taking CO<sub>2</sub> out of the air, whether through tree planting or capturing and storing CO<sub>2</sub> generated by power plants.



More generally, a special study issued last month by the Intergovernmental Panel on Climate Change (IPCC) warned that 2°C of warming — previously thought to be a safety net — will bring in a whirlwind of fatal severe weather. According to the new report, increased emissions and updated CO<sub>2</sub> removal predictions have widened the emissions gap by 15% for a 2°C future and roughly 70% for the 1.5°C objective.

In above arguments that carbon emission is caused due to burning natural resources like fuel and gas. Motor vehicles and factories are caused of carbon emission. Greenhouse emissions from industry are mostly caused by the combustion of fossil fuels for energy, as well as some chemical processes required to manufacture commodities from raw resources.

### **6.9 Heat Wave**

A heat wave is an extended stretch of exceptionally hot weather lasting two or more days. Temperatures must be above or below the historical norms for a certain location to be termed a heat wave. Pakistan is on risk of climate change. In its deadliest phase, Karachi's heatwaves claimed the lives of 1,200 people (October 14, 2018, The Dawn).

In this article Karachi an economical hub of Pakistan is facing heat waves more than 12 thousand lives are lost due to heat waves. Daily life is badly affected by heat wave. Medical services of Pakistan enable to reach effected people because of health infrastructure is not provide well such facilities.

### **6.10 Pollution**

The prime minister of Pakistan Imran Khan began the campaign on 13, October 2018, by planting a seedling and cleaning the college's lawn at Islamabad College for Girls. The white-clad prime minister, wielding the broom, also cleaned up trash and disposed of it before washing his hands,

providing an example for children to follow appropriate hygiene practices (October 14, 2018, The Dawn).

In this statement PM of Pakistan started a champion “Clean and Green Pakistan” where motive of this campaign to clean and neat Pakistan pollution.

Over 500 global and regional treaties and accords exist presently, allowing governments to work together to conserve natural resources and manage life-threatening pollution generated by ecologically destructive and unsustainable production and consumption practices (August 29, 2018 The News).

In this statement more than 500 treaties signed work together to save earth from pollution, emission of gases. Prime Minister of Islamic Republic of Pakistan took initiative for clean and green Pakistan. PM said that “we are working for pollution free Pakistan”.

### **6.11 Deforestation**

Terrorism, conflict, and natural disasters are among the most pervasive issues in the modern world. Global warming is one of them, and it is one of the most hotly contested yet least attended. Temperature rises, fluctuating precipitation, and rising sea levels are all signs of the problem, according to evidence. Factors such as the greenhouse effect, deforestation, and industrialization are what cause it. As a result, natural disasters, extreme weather events, and health issues are becoming more common, and the situation requires immediate action due to its grave dangers. There is no doubting that deforestation contributes significantly to carbon dioxide emissions. Carbon dioxide is absorbed in huge quantities by plants. Cutting down a lot of trees has resulted in a rise in CO<sub>2</sub>. Deforestation occurs for several causes. According to the United Nations Food and Agriculture Organization (FAO), deforestation accounts for 20% of global greenhouse gas emissions. An estimated 18 million acres of

forest are lost each year, nearly the size of Panama (September 15, 2018 Daily Times).

In this statement writer tells world is facing different issues but Climate change is also one of them because it is becoming threat challenge for modern world. Due to climate change glaciers are faster melting, increasing level of sea, deadly floods, and Heat waves

According to PMD head Ghulam Rasool, the average temperature in Gilgit-Baltistan has risen by 1.4 degrees Celsius over the last 80 years, compared to 0.6 degrees Celsius in Sindh, Punjab, and Khyber-Pakhtunkhwa. Trees have been chopped down because of poor government forest management and growing demand for timber, he added, even though forests are necessary for absorbing carbon emissions and combating climate change. According to him ““Because of forest loss, global warming has direct effects for mountainous areas in northern Pakistan.” Deforestation occurred because of authorities' neglect, as individuals felled trees for building and firewood.” (August 7, 2018 The Dawn).

In above arguments deforestation defines as the systematic clearance of wooded area is known as deforestation. Forests have been demolished for agriculture and animal grazing, as well as for wood for fuel, manufacture, and building, throughout history and into modern times. Illegally cutting of trees are causing deforestation. This practice may cause and greater impact and kills the beauty of northern areas of Pakistan. Government of Pakistan should act and enforce law to protect forests.

## **6.12 Threat**

Indeed, Climate change is becoming threat in future for the world. A sustainable environment is need of any living things. According to the report of “Land Acquisitions and Media Reporting in Pakistan” From December 2016 to July 2018, the study looked at two big energy projects:

Thar Coal in Sindh and the Quaid-i-Azam Solar Park in Bahawalpur, Punjab, with the goal of seeing how they were implemented and assessing the impact on land access and lives of ordinary inhabitants. Furthermore, the study found that there was no openness in environmental assessment and land acquisition even in the development of "green climate-friendly mega projects" like the Quaid-i-Azam Solar Park in Bahawalpur. Poor pastoral communities were violently displaced, and their livelihoods were taken away because of the project (September 13, 2018, the Dawn).

In this article writer wrote that Climate change is becoming threat for the modern world. According to report, Thar coal power plant is threatening the environment because this project is not environment friendly project. Furthermore, Quaid I Azam Solar Plant is environment friendly project.

### **6.13 Disaster**

Pakistan is most vulnerable country in the case of climate change climate. Climate change brings disasters. "Today, the fastest melting glaciers are the greatest threat to Gilgit-Baltistan and Chitral. Dr. Ghulam Rasul, director general of Pakistan Meteorological Department, sees widespread deforestation in the region as a major role in the current scenario (PMD). According to Dr. Rasul, the situation in the area does not represent a significant threat at this time, as the ice obstructing the river will quickly melt due to the flowing water and high temperatures. (July 20, 2018 The Dawn).

According to the report of (PMD) in Gilgit melting of glaciers are increasing which causes of greater human it causes heavy floods, landslides, and disasters. According to spokesperson of (PMD) Deforestation is main cause of that kind of disasters.

**Chapter No: 7**

**DISCUSSION AND CONCLUSION**

## 7.1 Discussion

Media plays crucial role to dig out the problems and highlight the malpractices in the society and brought awareness to the people of authorities to solve those problems. Media has become increasingly important in our daily lives. It has made such an effect on the public that many now drink their morning tea with newspaper. Print, electronic, and social media have all become important sources of information. Media has the power to shape the minds and attitudes of the public, what media presents the public admit that as a reality. Information on daily living and current events may be obtained through a variety of mass media means. Television, radio, newspapers, and magazines are all examples of mass communication mediums that cater to a diverse audience. Specifically print media is the reflection of intellectual's and academician's thoughts which they present for the solution of social problems but on the other hand it has very influence on the minds of the people. While narrow downing the discussion in the Pakistani context it is important to discuss the case of print media for the portrayal of Climate change. Representation of Climate Change in three newspapers (The Dawn, The News international, The Daily Times) is presented in very pragmatic and distorted way with the positive and real images as the findings clarifies it.

Furthermore, there were 16 articles in The Dawn 7 articles in The News international and 5 articles in The Daily Times. It means The Dawn covers more climate change than other newspapers. The data for this study was prevails in the duration from January 2018 to December 2018.

The current study was interconnected theory of Stuart Hall Media Representation theory. In this theory he described how media portray social issues through print, images, electronic media. The main role of media portraying every aspect of life, but Pakistani media is not portraying climate change as threat.

The methodological aspect as content analysis was best suited for this current study as the researcher find out what is the sense of the statement and what is hidden meaning lays these writings. Further in content analysis the qualitative content analysis was chosen because there are not just words find out the context and hidden meaning of the writers. Because there are not just words to find out their frequency, but hidden meaning and context are important which is being evaluated in the data analysis. More shortly, the whole research is interconnected with each segment and this study based on the news articles of three dailies (The News international, The Dawn and The Daily Times) and the portrayed the Climate change within in these articles.

## **7.2 Conclusion**

This research work implicitly demonstrates and portrays the climate change in Pakistani media. This research work adopted the research designed named quantitative. As far as the findings of this research work are concerned that media did not play its role and it did not portray climate change as a severe threat or alarming for a country. Pakistan print media often provided incomplete and unsatisfactory coverage to climate change. An interesting thing has been observed that on one hand Pakistan extends very nominal level of national emission 0.46 percentage which is comparatively less than other advanced developed countries in world. But on another hand, Pakistan confronts severe repercussions in the form of catastrophe, floods, droughts, increasing temperature, cyclones, and rising sea levels because of global emission. It is commonly known that climate change extends threat and risk in the form of flood and flakier melting. Apart from this unfavorable situation of climate change, media constantly fails to extend its due coverage to climate change. There is no second opinion that climate change possesses a severe threat but unlucky, the media of Pakistan is busy in reporting and converging to political discussion and situations but the coverage to climate change is often

ignored. It is ripe time that media ensures its important role and policy makers in government design worth considering policy framework on climate change as Pakistan can be remained at distance from any climate change disaster.

In the last but not the least that media needs to be very vigilant particularly in extending coverage to climate change and make sensitized to public and concerned authorities of government to act on this issue. Pakistan media should give focus on climate change transparently as international media does for their countries respectively.

### **7.3 Suggestion**

This study was small scale covering only a limited time of only three newspapers i.e. The Dawn, The News International and The Daily Times. The same area needs broad scale study in electronic media and movies and dramas in Pakistan in which Climate change portraying in an erroneous mode. For further study the qualitative study is highly suggested through where Climate change should be approached in large scale for knowing perceptions about the threats of climate change. Because most people in Pakistan not aware how climate change is dangerous concern.



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