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### Role of Communication in Creating Climate Change Awareness in Punjab, Pakistan

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### Abstract

The planet Earth's constantly shifting environment is endangering the species that calls it home. Every year that goes by shows the effects of changing climatic circumstances. Risks associated with the environment, such as floods, severe weather, wildfires, etc., have significantly increased in recent years due to these quick changes in the climate. While the effects of this environmental disaster are seen globally, emerging nations like Pakistan are particularly susceptible to these unforeseen changes in the climate. Therefore, role of media becomes crucial. Given the fact that the severity of the issue is beyond imagination, its significant to see the part played by media in this regard. This study focuses on the role of media communication in creating awareness among people in Punjab. Considering the research objectives and research questions mixed method techniques has been used by the researchers. A survey was conducted on 100 university students in Punjab while in-depth interviews of 10 media experts were also conducted. Findings of the study reveal that media can play informative role regarding

climate change, however, media coverage of the issue is either insufficient or irrelevant (mainly focusing on the incidents not on the cause) coupled with certain challenges such as marginalization, commercial interest and media policy.

**Keywords:** Climate change, media, communication, awareness, Punjab

### **Introduction**

The significant influence of human activities on climate change has been established (Nakicenovic & Swart, 2000). Engaging people to adopt more climate-friendly behaviors requires targeted communication. According to earlier research, one of the biggest perceived obstacles to acting on climate change is a lack of fundamental information (Lorenzoni, Nicholson-Cole, & Whitmarsh, 2007).

As a result, how the media frames the problem has a significant impact on how urgent people feel and how eager they are to act. Further research makes it possible to comprehend which communication techniques are most successful in changing behavior. One of the things that would encourage more people to become involved with climate change is to frame it as a public health issue rather than an environmental one (Myers, Nisbet, Maibach, & Leiserowitz, 2012).

The effects of climate change on people, plants, and the natural environment are extensive and detrimental. Climate change "poses great risks to human health, global food security, economic development, and to the natural world on which much of our prosperity depends" unless significant global reductions in greenhouse gas emissions are made (Zakarya, Mostefa, Abbes, & Seghir, 2015).

Africa and small island nations like Indonesia and the Philippines are particularly vulnerable to the effects of climate change "because of the range of projected impacts, multiple stresses, and low adaptive capacity." The Global South is expected to be the region most negatively impacted by climate change (Cox, 2007).

The media serves as a watchdog, holding governments, legislators, and citizens at all levels of society accountable while simultaneously offering a forum for participation and empowerment. By contrasting what should be done with what is actually occurring, the media assesses, for instance, the mitigation goals put forth by various nations under the auspices of the United Nations Framework Convention on Climate Change (UNFCCC). Making the world's commercial and political elites answerable to the people is another aspect of this job. The media plays a crucial role in keeping an eye on and exposing the operations of sectors like coal-based and oil corporations that are accountable for carbon emissions (Carvalho, 2010).

Nowadays, the idea of climate change usually refers to changes in the environment caused by human activity in the ecosystem. One of the most serious environmental problems that mankind has ever seen is climate change. Although governments in the Global South have historically claimed—and frequently rightly so—that they don't need to worry about cutting their emissions because the Global North is largely to blame for the current environmental issues brought on by industrialization, new data indicates that this claim is no longer credible (Cabello, 2009).

The media does a good job of covering climate-related concerns. However, the way the media landscape in Pakistan is structured, there is not enough coverage on climate change. When it comes to integrating climate change into media coverage, some elements are crucial. A level of coverage, such as frequency, agenda-setting, and framing, may be one of these variables. Such coverage is also influenced by political and economic issues. While defining the type of media material, media policies are also very important. By reporting on these topics and offering study findings and professional comments, journalists may inform the public and decision-makers about the consequences of climate change. This knowledge is crucial for encouraging a sense of urgency and accountability for

adopting sustainable habits and supporting climate policies (Khan, Aslam, Safdar, & Tariq, 2024).

With a primary focus on media coverage of issues of national and international importance in the form of national case studies, comparative studies, cross-sectional studies, and longitudinal studies worldwide as well as in various news settings like print, electronic, and online media, media scholarship on climate change has grown rapidly over the past 20 years (Hansen, 2010).

Pakistani media, which includes print, online, and electronic media, is a thriving information source for its varied readership. For informational and entertainment purposes, television is the most widely used electronic media. It can be further divided into "terrestrial channels," like the state-owned Pakistan Television Corporation, "cable channels," like Dawn, ARY, Express, Geo Dunya, and Sama TV, and with access to "satellite channels," like Al-Jazeera, CNN, Fox, and the BBC (Ricchiardi, 2012).

Next in line is radio, whose usage is made easier by Pakistan's cellular networks' explosive expansion. Although there are 162 commercial radio stations, some of the more trustworthy news and information sources are state-owned radio networks, Voice of America, and BBC Urdu. There are 252 daily newspapers, 139 weeklies, and 279 monthly periodicals that make up Pakistan's print media landscape. In terms of circulation, Dawn, Nawai-Wakat, Jang, and Express Tribune dominate the print media market (Ricchiardi, 2012).

In addition, the emergence of online news sources and web TV in Pakistan has been made possible by the quick expansion of the telecom sector and the expansion of Internet connectivity. Nearly every media outlet has an online presence, and among Pakistani internet users, Zem TV, GEO, Dawn, Express Ary, Dunya, AJ TV, BBC, and Voice of America are among the most popular news sources (Zaheer & Colom, 2013 ).

Journalists are required to do more than simply tell readers about the consequences of climate change or show them shocking figures because of the enormous effects of global warming. For readers in Global South countries like Pakistan, where air pollution, increasing temperatures, and regular floods are all elements contributing to an increase in human suffering, this is particularly true. In order to attract attention to the suffering of their people, journalists who cover health, science, technology, and the environment have an ethical obligation to inform the public about the present and possible consequences of global warming and to report on it more responsibly (Khan, Idrees, Shakoor, & Khan, 2024).

There is a serious risk from climate change, especially for developing countries. Although climate mitigation techniques (such as emissions targets and renewable energy) were discussed at international conferences like the 2021 COP26 (Conference of the Parties), the difficulty is in promoting behavioral change and effective communication (Hamelin & Halawa, 2024).

A strong foundation of knowledge and comprehension has been formed by extensive research on climate change in industrialized countries, allowing for the creation of more comprehensive and wide-ranging communication strategies that address a greater variety of audiences and challenges. On the other hand, poor nations frequently struggle with infrastructure, resource constraints, and conflicting goals, which leads to a lack of knowledge and study on climate change (Giusto, Lavalley, & Yu, 2018).

Non-governmental organizations (NGOs) usually take the lead in promoting climate change awareness in poor nations, especially when there aren't any significant government measures in place (McNaught, Warrick, & Cooper, 2014). The essential function of environmental non-governmental organizations (eNGOs) in climate communication has been highlighted by recent empirical studies carried out globally. These groups are essential in addressing climate

change through education campaigns and awareness-raising (Liu, Teng, & Han, 2020).

### **Research Objectives**

- To gauge the use of media related to climate change.
- To access media reporting of climate change in terms of creating awareness among people.
- To find the challenges being faced while creating awareness campaigns about climate change in media

### **Research Questions**

- 1: Does media cover climate change in its reporting?
- 2: Is media coverage of climate change is creating awareness among people?
- 3: What are the barriers in this regard?

### **Literature review**

For the third consecutive year, environmental concerns have topped the globe Risk List. The World Economic Forum's most recent Global Risk Report from 2019 cautions that "of all the risks, environmental risks are making the world sleepwalk into disaster." Many sociologists think that people's poor environmental conduct is what causes environmental issues in the end (Liu, Teng, & Han, 2020).

Given the complexity of the climate system, the presence of uncertainty, and the diversity of opinions, science to policy communication is a crucial component of climate science. The degree to which climate scientists' work influences a government's policies and actions on the effects of climate change will depend on how they communicate their findings to policymakers. Ineffective policies that worsen the harm brought on by the effects of climate change are the result of poor communication between scientists and decision-makers. Either scientists and researchers are unable to effectively convey their findings to decision-makers, which ultimately causes them to become confused about the uncertainties and complexity of the climate system, or policymakers are unable to

effectively convey their priorities to researchers, which hinders them from conducting research that is result-oriented. The media is acknowledged to play the role of "intermediaries between researchers and decision-makers, representing the information into usable form" in these situations of communication gaps (Howlett, 2011).

Effective communication of climate change to policymakers has become increasingly important in recent years in an effort to keep it from becoming a crisis. Climate change is having an effect on every part of the world and is about to become one of the biggest catastrophes in history. Unfortunately, according to the Germanwatch Climate Risk Index, which is released annually, Pakistan has been one of the most susceptible countries over the previous few decades while contributing less than 1% of global greenhouse gas (GHG) emissions. The issue is that the impacts are expected to get worse, making the country's economy and way of life more vulnerable (Kiani & Kiyani, 2023).

According to an increase in the average temperature, Pakistan has warmed more than the rest of the world (Rehman, Adnan, & Ali, 2018). The Paris Agreement targets of 1.5°C and 2°C may be reached early in Pakistan as a result of this enhanced warmth. This rise in temperature causes a number of changes in climate and weather patterns, including unexpected shifts in precipitation, an increase in the frequency and intensity of extreme weather events, modifications to monsoon patterns, and a rise in heatwaves (Kiani, et al., 2021).

The effects of climate change on human settlements, food production, water resources, and energy are unmatched. Despite having a far lower percentage of greenhouse gas emissions than wealthy nations, developing nations are particularly vulnerable due to their reliance on climate-sensitive industries like agriculture and water (Jalal, 2011).

Pakistan now has a full-fledged ministry on climate change, having established its national policy on the subject in 2012. Poor climate literacy and awareness,

however, is one of the main obstacles to the execution of these programs and the governmental response. The public is empowered and mobilized by climate literacy and awareness to respond to the situation by utilizing collective actions (Jalal, 2011).

Mitigation and adaptation are the two primary strategies used to address the problem worldwide. Focusing on actions and projects to lower greenhouse gas (GHG) emissions is known as the mitigation method. The goal of mitigation measures is to stabilize and reduce the amount of greenhouse gases in the atmosphere in order to prevent many of the negative effects of climate change (Javed, 2016).

Nevertheless, anthropogenic GHG is already ingrained in the atmosphere in spite of all the mitigation efforts. As a result, the adaptation strategy is used, which refers to modifying our current social, ecological, and economic systems in accordance with climate change in order to lessen the exposure of natural and human systems to its effects. The public, literary circles, and important players in the fight against climate change must be climate literate and aware of these two strategies. In the case of Pakistan, significant actors, educated circles, and the general population lack literacy and common awareness. One of the primary reasons that our response to climate change is not progressing as planned is this (Hanan, Saleem, Ali, & Mukhtar, 2016).

Pakistan's print and television mainstream media are dealing with shrinking audiences and diminishing profits. Since the government is their largest advertiser, it prioritizes stories that it thinks will increase viewership and those that are supported by the government. Natural disasters brought on by climate change represent a significant risk to the nation because of their enormous effects on its expanding population, depleted resources, and struggling economy. However, a lot of individuals are still ignorant of its causes and effects



Although it isn't always free, Pakistan has a powerful and important media. However, because of its extensive reach—mainly through broadcast, but now social media—it is effective at educating the public and assisting—and frequently coercing—the formation of opinions. The fight for free media in Pakistan is still ongoing, albeit under the cautious eye of the government. Nonetheless, influential people and voices associated with different opinion formers and independent journalists travel all across the nation. Numerous news and YouTube channels broadcast daily chat shows that cover a wide range of topics, including politics, the economy, the army, and the court. Additionally, there is time to talk about cricket and any other seasonal happenings; frequently, the same pundits and authorities (Ghani, 2024).

One of the nations most impacted by climate change is Pakistan. Climate change puts the nation's security at more danger because of its weakened state structures and reduced ability to adapt. Over the past 20 years, civic society in Pakistan and media have become dynamic state entities, but little has been done to educate the public about upcoming difficulties in the face of new, unconventional security threats like climate change. By educating the public and establishing unofficial mechanisms to address the concerns posed by climate change, they could have started to bridge the gap between traditional social structures and public institutions (Khan & Khan, 2016).

Addressing the concerns can be greatly aided by the media's role in fostering consensus on the enormous challenge of climate change. To effectively address each of these concerns, it is important to increase knowledge of the general public about climate change and investigate strategies for raising awareness. As a result, the media may be very helpful in addressing the issues of climate change in Pakistan and other developing nations (Khan & Khan, 2016). Over the past 25 years, there has also been a rise in the number of studies about the health effects of climate change that are published in peer-reviewed scientific

journals. The expanding body of studies in this field would suggest that the public is being informed about science through media outlets (Depoux, Hémono, Puig-Malet, Pédrón, & Flahault, 2017).

Engaging people to adopt more climate-friendly behaviors requires targeted communication. According to earlier research, one of the biggest perceived obstacles to acting on climate change is a lack of fundamental information (Lorenzoni, Nicholson-Cole, & Whitmarsh, 2007).

Examining how the media portrays a range of climate-related issues, including global warming and climate change, water scarcity and the need for dams in Pakistan, agriculture and the food industry, floods and droughts in Pakistan, and more, is essential given the substantial impacts of climate change inequality. Mass media has become the dominant element of life and society in the modern era. The media not only disseminates knowledge and information but also plays a vital role in increasing public awareness of important issues like climate change and its effects. The significance of covering environmental and climate change news is recognized by the media. There is a lot of interest in increasing public understanding of climate issues because of the communication between scientists and policymakers concerning climate change and how they disseminate information through the media (Kakade, Hiremath, & Raut, 2013).

By their policies, small and local language newspapers, the national press, and the regional press all cover climate change and natural disasters. The public is informed by these coverages about the consequences of environmental and climatic change, as well as the actions that may be taken to prevent such consequences (Christians & Nordenstreng, 2010).

The way that climate change has been framed in the news media has greatly influenced how the public views it. The topic of climate change mitigation is commonly emphasized through the use of credible sources to inform their audiences about evolving climate concepts. The public at large

forms their opinions on climate change based on what they learn from the media rather than own experience (Chen, Seiner, Suzuki, & Lackner, 2012).

Print media, among other media platforms, plays a significant role in educating the public about climate change and its effects and repercussions (Batta, Ashong, & Bashir, 2013).

However, topics like climate change are covered in greater detail in print media opinion news. Columnists are hired by newspapers to write opinion pieces, or columns that provide in-depth examination of the climate change issue. There is more sensitivity and vulnerability to climate change hazards including floods, health issues, poverty, drought, etc. in a developing country like Pakistan. In light of the climate issue, Pakistan is in a precarious position due to temperature variations and differing patterns of rainfall (Fahad & Wang, 2020).

Comparatively speaking to other developed countries worldwide, there is less public knowledge of the problem. The way that climate change has been portrayed in Pakistani media has caused uncertainty and confusion. The Pakistani press's scant coverage of the climate change issue has prevented the general public from realizing how serious the situation is (Sharif & Medvecky, 2018).

The consequences of climate change are felt all around the world and are regularly highlighted in the media. According to the study, media responsiveness to climate issues has increased in many nations as climate change has emerged as a significant media theme. The amount of media attention given to it varies per nation, though. Particularly in carbon-dependent nations, the issue of climate change receives a lot of media attention (Schmidt, Ivanova, & Schafer, 2013).

The media in developed nations like the USA and the UK are aware of how strongly scientists agree on climate change. Every world power regularly discusses the topic and associated problems (Boykoff & Rajan, 2007).

In 2017, the Media and Climate Change Observatory published a report indicating that the issue of climate change has garnered the most media attention and attention (Nacu-Schmidt, Boykoff, & Katzung, 2018).

### **Methodology**

This research uses mixed method techniques comprising of survey and in-depth interviews. For this purpose, systematic random sampling and purposive sampling is used to draw respective samples for both research techniques. 100 respondents were selected for the survey (50 male and 50 female university students) while 10 media experts were selected for interviews. Two separate questionnaires were drawn to collect relevant data while keeping in view research objectives and research questions of the study.

### **Findings and Analysis**

**Figure 1. Have you seen information/news about climate change on media?**

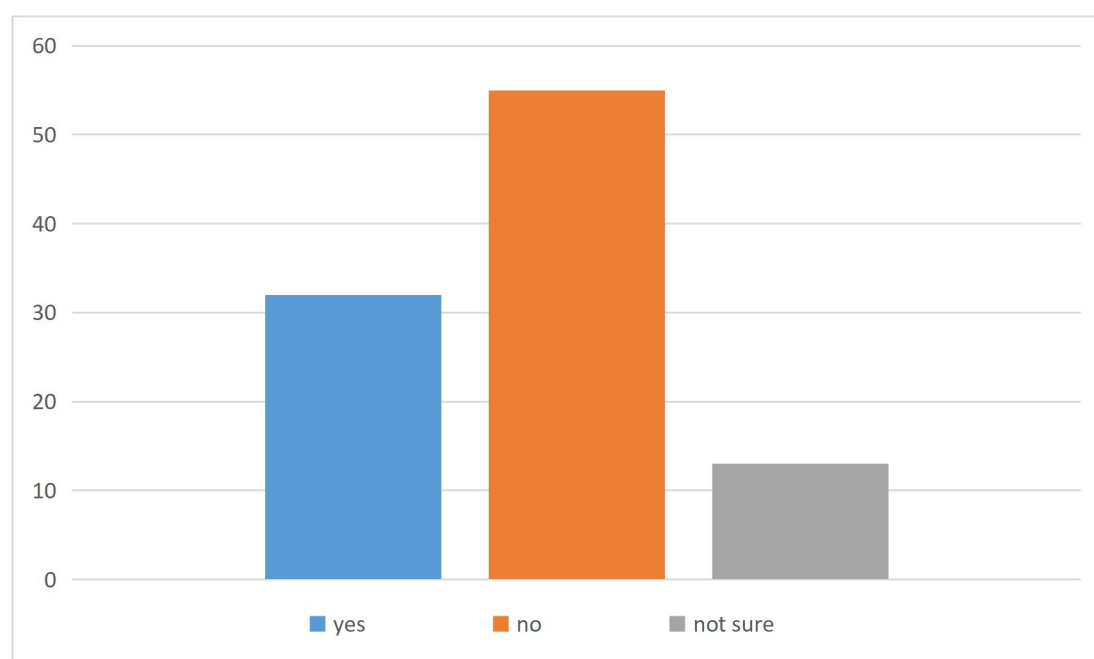


Table 1

	Yes	No	Not sure
Have you seen information/news about climate change on media?	32 %	55 %	13 %

Figure 1 and table 1 show the values of responses in percentages recorded against the given statement. It is evident from the given data that majority of respondents (55 %) do not see information about climate change in media, 32 % do see such information of news while 13 % respondents remained unsure about the given statement.

Figure 2. Did you see in media that extreme weather conditions are due to climate change?

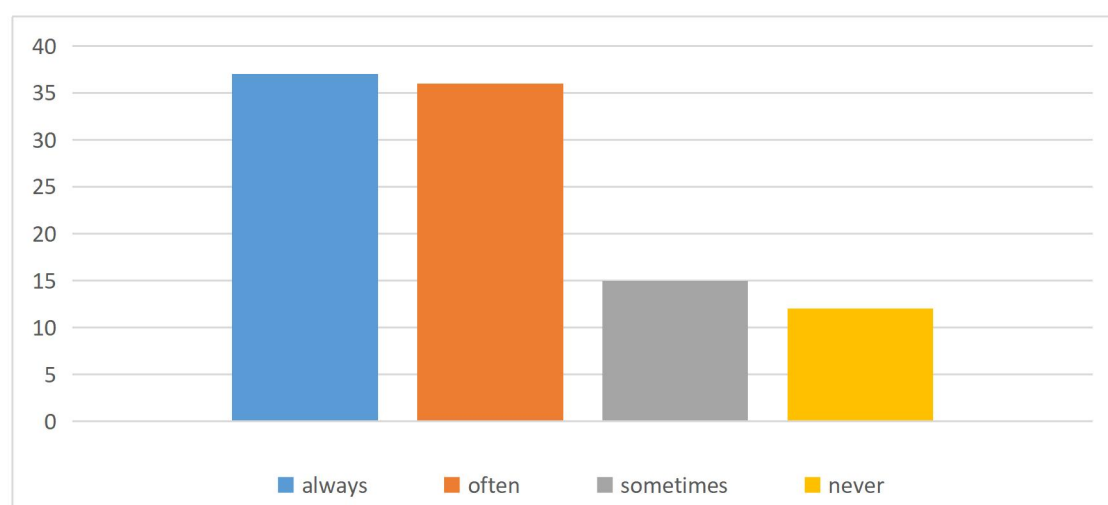
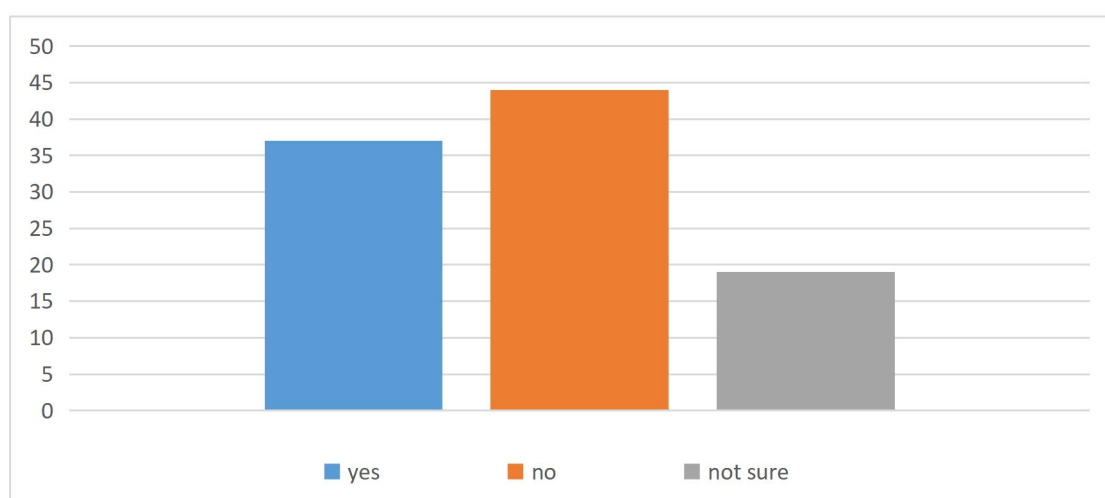


Table 2

	Always	Often	Sometimes	Never
Did you see in media that extreme weather conditions are due to climate change?	37 %	36 %	15 %	12

Figure 2 and table 2 show the values of responses recorded against the given statement in percentages. Values reveal that 37 % respondents “always” get information in media that extreme weather conditions are due to changes in climate, 36 % “often” see such information, 15 % see it “sometimes” while 12 % never see such information on media.

**Figure 3. Have you come across climate change awareness campaign in media?**



**Table 3**

	Yes	No	Not sure
Have you come across any climate change awareness campaign in media?	37 %	44 %	19 %

Values given in figure 3 and table 3 show the quantitative data about the responses recorded against the given statement included in survey. A majority of 44 % noted that they have never come across any media campaign regarding climate change, 37 % responded in favor of “yes” while 19 % remained unsure about the given statement.

Figure 4. Do you think that your knowledge about climate change increases after seeing information/news about climate change in media?

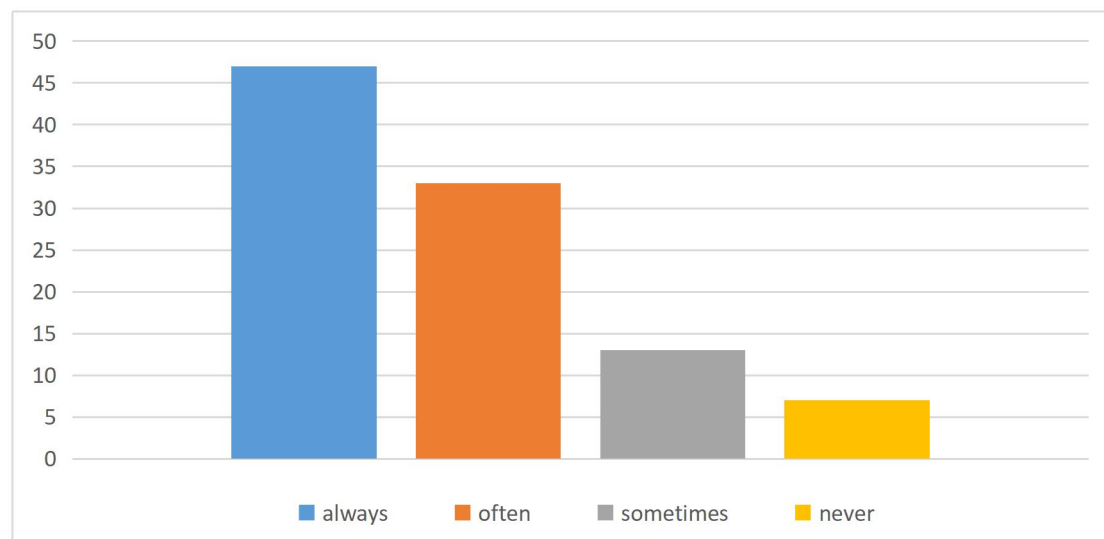


Table 4

	Always	Often	Sometimes	Not sure
Do you think that your knowledge about climate change increases after seeing information/news about climate change in media?	47 %	33 %	13 %	7 %

Data given in figure 4 and table 4 provide information about the responses recorded against the given statement. 47 % of majority, nearly half of the participants, observed that their knowledge about climate change increases after seeing information about climate change in media, 33 % “often” increase their knowledge, 13 % “sometimes” while 7 % remained unsure about the given statement.

Figure 5. Do you think the media coverage of climate change has positive impact on people?

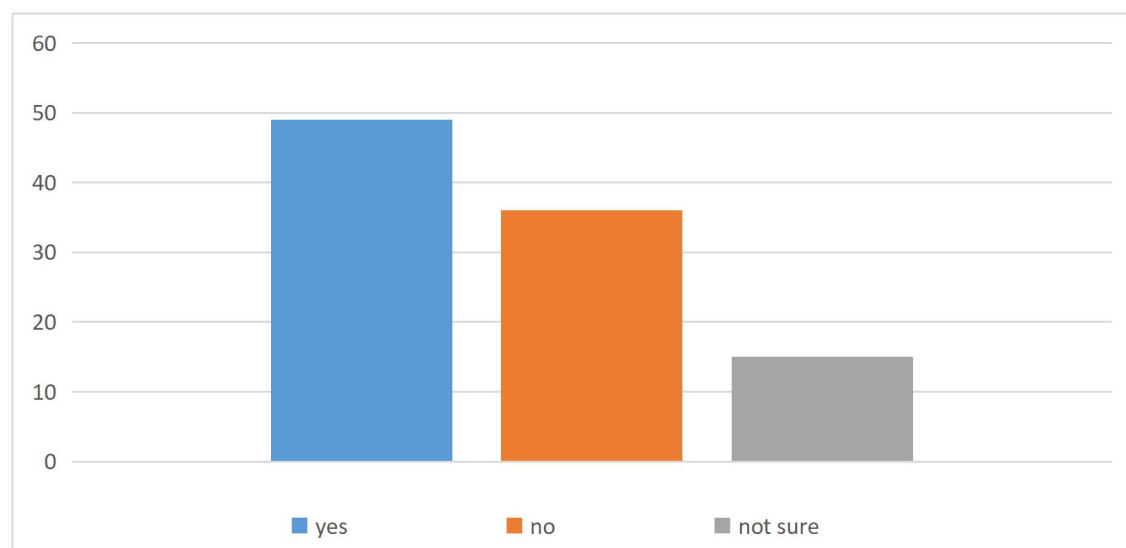


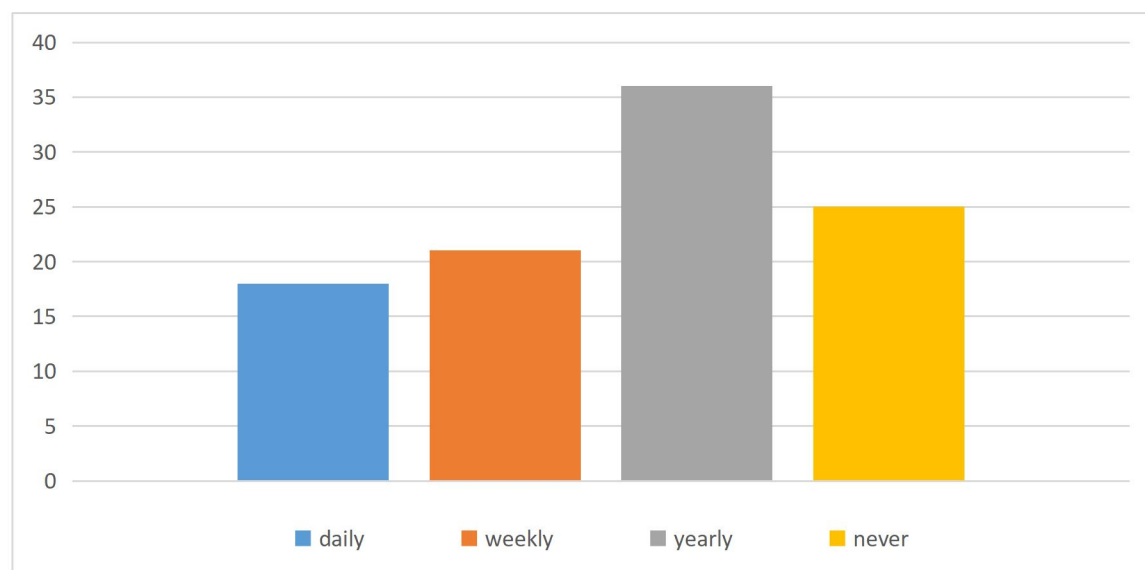
Table 5

	Yes	No	Not sure
Do you think the media coverage of climate change has positive impact on people?	49 %	36 %	15 %

Figure 5 and table 5 show the values of responses for the given statement in percentages. It is evident that 49 % majority media coverage of climate change has positive impact on people, while 36 % responded in favor of “no” while 15 % remained unsure about the given statement.



**Figure 6. How frequent do you see climate related news in media?**

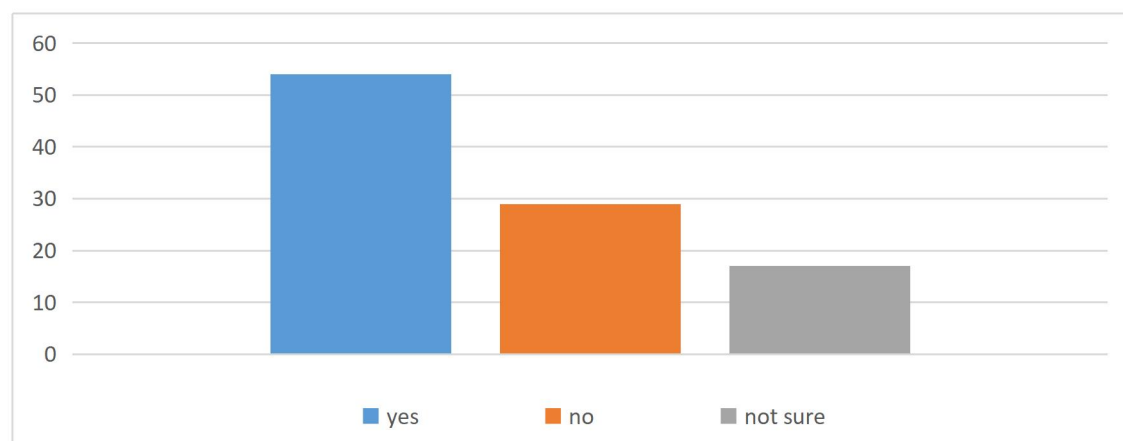


**Table 6**

	Daily	Weekly	Yearly	Never
How frequent do you see climate related news in media?	18 %	21 %	36 %	25 %

Figure 6 and table 6 provide information about the responses recorded against the given statement. 18 % respondents see climate related information in media “daily”, 21 % see “weekly” 36 %, majority, see yearly while 25 % “never” see such information in media.

**Figure 7. Do you think there should be more climate change related content in media?**



**Table 7**

	Yes	No	Not sure
Do you think there should be more climate change related content in media?	54 %	29 %	17 %

Figure 7 and table 7 show the information about the responses recorded against the given statement. 54 % majority participants think that “yes” there should be more media coverage of climate change, 29 % “no” there should not be more information in media of this sort, while 17 % remained unsure about it.

Figure 8. Do you think that there is an easy access to climate change related news to public?

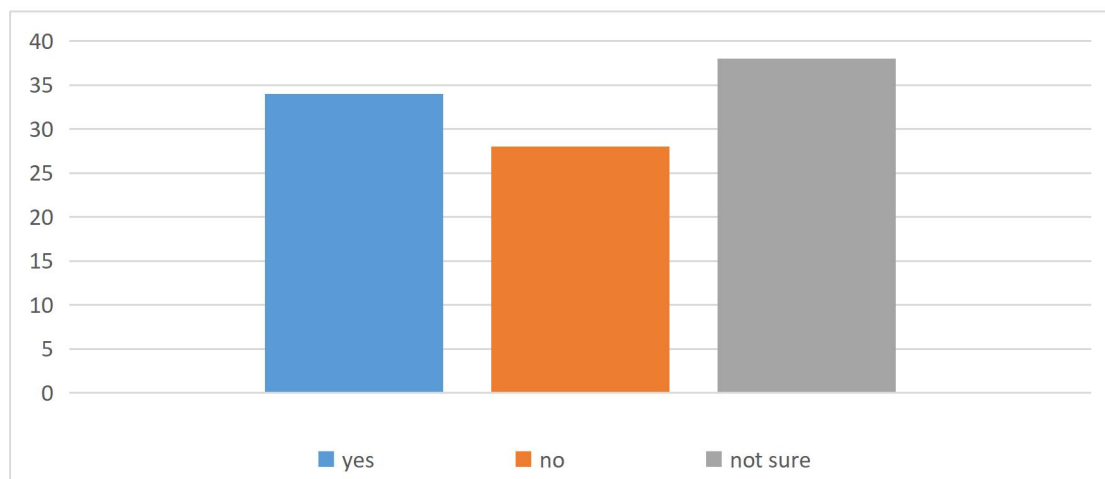


Table 8

	Yes	No	Not sure
Do you think that there is an easy access to climate change related news to public?	34 %	28 %	38 %

Figure 8 and table 8 reveal data about the responses recorded against the given statement. 34 % think that “yes” there is an easy access to the climate related news to public, 28 % think “no”, while 38 % majority of the respondents remained unsure about this statement.

Figure 9. Do you think that media reporting of climate change will result in making people more cautious?

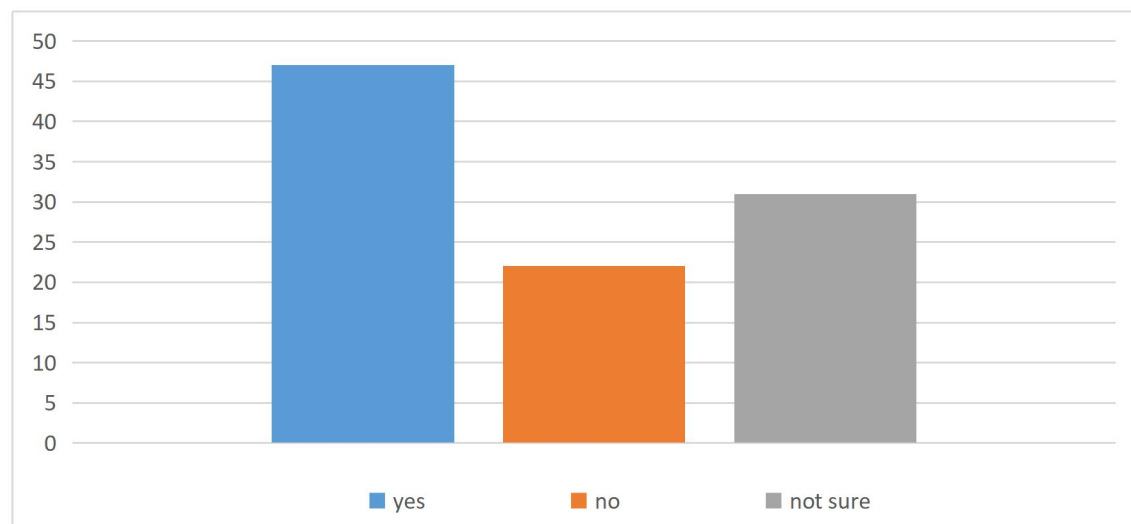
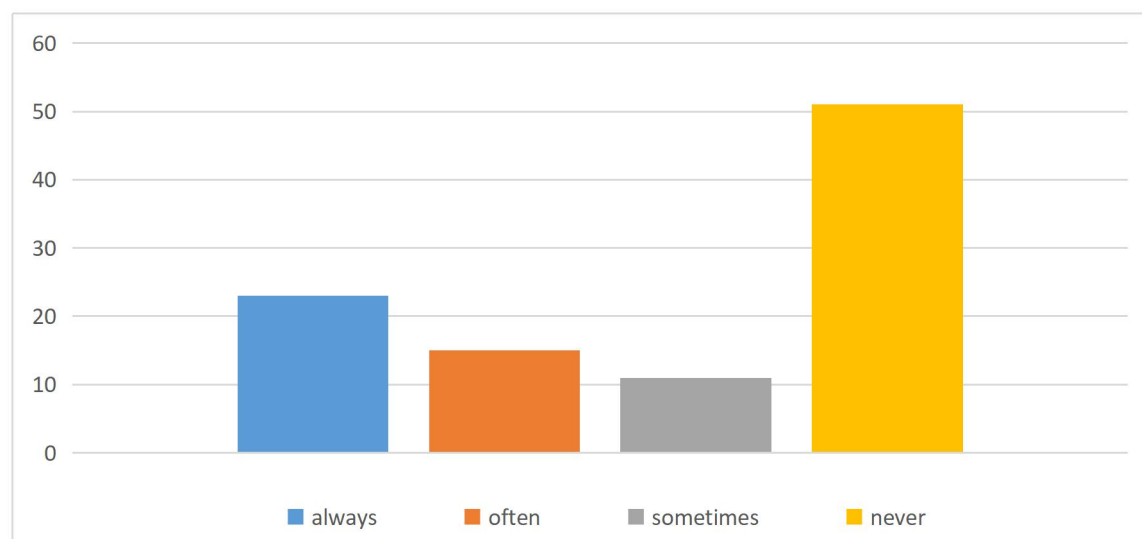


Table 9

	Yes	No	Not sure
Do you think that media reporting of climate change will result in making people more cautious?	47 %	22 %	31 %

Figure 9 and table 9 provide information about the given statement. 47 % majority think “yes” media reporting of climate change will make people more cautious about climate change, 22 % think “no” while 31 % remain unsure about this notion.

**Figure 10. Do you think that language used in climate change related news is easy to understand?**



**Table 10**

	Always	Often	Sometimes	Never
Do you think that language used in climate change related news is easy to understand?	23 %	15 %	11 %	51 %

Figure 10 and table 10 show the information about the given statement. 23 % respondents think that language used in climate change related news is “always” easy to understand, 15 % think that it often easy to understand, 11 % think that it is sometimes easy to comprehend while majority 51%, more half of the respondents, think that it is never easy to understand for people.

Figure 11. Do you think that media coverage of climate change can help handle climate emergency?

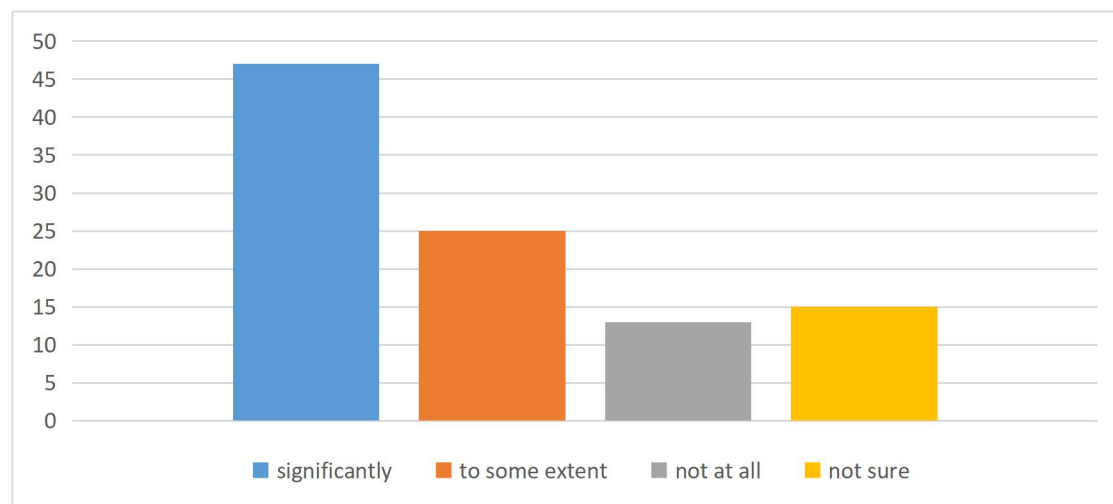


Table 11

	Significantly	To	some	No at all	Not sure
	extent				
Do you think that media coverage of climate change can help handle climate emergency?	47 %	25 %		13 %	15 %

Figure 11 and table 11 show the values of responses recorded against the given statement. It is evident from the given information that 47 % of the majority respondents think that media coverage of climate change will “significantly” help handle climate emergency, 25 % think it will help “to some extent”, 13 % believe “not at all”, while 15 % remain unsure of this notion.

## 12. Which media is more frequent in covering climate change?

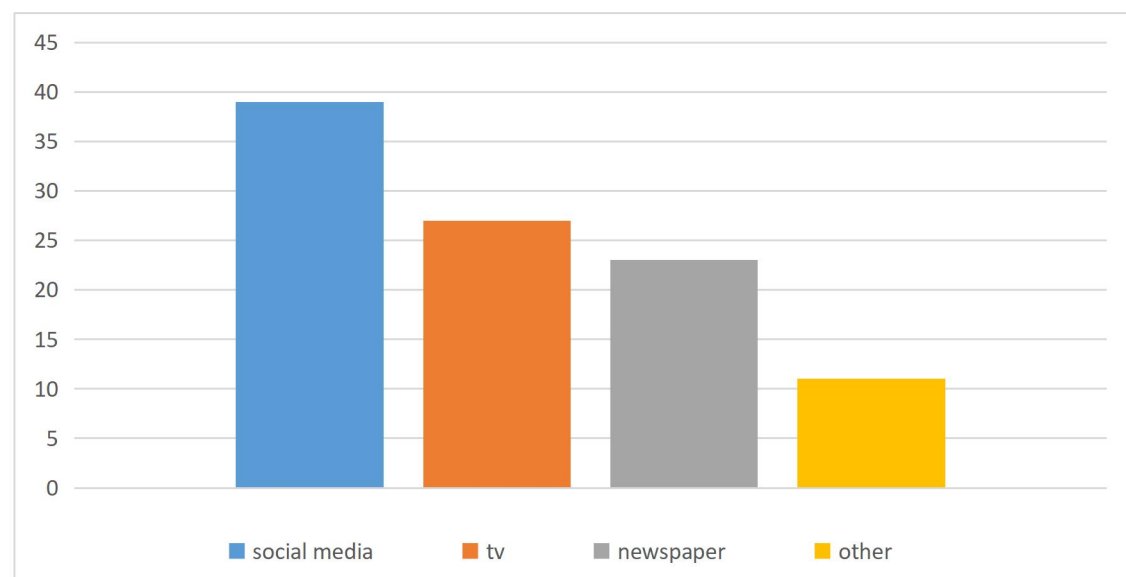


Table 12

	Social media	Television	Newspapers	Other
Which media is more frequent in covering climate change?	39 %	27 %	23 %	11 %

Figure 12 and table 12 show the information about percentage responses recorded against given statement. It is revealed that 39 % majority find “social media” with more frequent coverage of climate change, 27 % “Television”, 23 % “newspapers” while 11 % think “other” media platforms.

### Thematic Analysis

Categories	Sub categories
Scientific information	Causes
	Effects
Marginalization	Political instability
	War on terror
	National issues

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Issue attention cycle	Issue covered when catastrophe happens
	Lack of coverage afterwards
Language barrier	Jargons and slangs
	Comprehension barriers
Commercial interest	Advertisers interest
	Time slots and space
Nature of media	Social media
	Traditional media (TV, newspapers, others)

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## Scientific information

Experts of the interview believed that most of the information shared related to climate change is based on scientific aspects. Terms such as carbon emissions and fossil fuel burning are found in climate or environment related topics. Which means that causes of climate change leading to extreme weather conditions are often described in scientific ways. Similarly, the effects are also termed as natural or scientific phenomenon. Participants opined that to create awareness among general public it is important that social and daily life practices should be mentioned which collectively might cause climate change.

Being aware and well-informed about a problem is the first step towards taking the necessary activities to solve it. Pakistan now has a pitifully low level of awareness regarding the catastrophic effects of climate change and sustainable resource use. To successfully resist the challenge, it is crucial to engage stakeholders in climate change-related concerns and communicate with the broader public (Kiani, et al., 2021).

## Marginalization

Majority of the participants of the interview suggested that climate change and related information is often marginalized in media discourse of Pakistan. There are other topics which are given importance. Participants opined that when we look at general coverage across all media outlets it is revealed that two themes have



been significant such as political instability and war on terror. Other than that, other issues such as poverty and inflation has also been dominant in media discourse across various media platforms including digital and traditional media.

Media may therefore influence an audience to support a cause as a powerful communication instrument. It urges a nationwide outreach initiative to raise public understanding of the dangers posed by climate change and mitigation and adaptation strategies. Thus, it is necessary to use interactive surveys to first assess the views and capacities of important stakeholders and other possible partners, and then use the media to increase public and governmental awareness (Ghani, 2024).

### **Issue Attention Cycle**

According to the experts sampled for the interview climate change coverage is follows issue attention cycle which means that topic becomes highly voiced when certain natural disaster occurs for examples floods, heatwave and wildfires etc. Media in its all formats becomes focused on climate change and when issue is resolved or some time has past issue becomes stale and media forgets about it. This is another significant barrier while covering this issue in hand. There is need of constant coverage of the issue so that awareness is created among masses with practical change in behavior and adaptations.

According to public opinion and media coverage of environmental issues, climate change is still a low-profile issue in the nation. Through empowering people to make informed decisions, education in a variety of institutions can significantly contribute to communities' increased capacity for adaptation and mitigation of climate change. It empowers individuals to embrace more sustainable lives, helps them comprehend the causes and effects of climate change, and gets them ready to adapt to those effects (Khan & Khan, 2016).

### **Language Barrier**

Experts believe that another obstacle is language. The majority of climate discourse in Pakistan is only available in English; Urdu, the nation's official language, and regional languages like Sindhi, Punjabi, and Balochi are not included. According to them, incorporating local communities in adaptation initiatives requires producing content that is easily readable. People are aware of what is occurring, but they are unaware that it is a climate disaster or that anyone is to blame. There is a significant lack of knowledge and education, even in metropolitan areas. Given the complexity of the climate system, the existence of uncertainty, and the variety of opinions, science to policy communication is a crucial component of climate science. The degree to which climate scientists' work influences a government's policies and actions about the effects of climate change will depend on how well they communicate their findings to decision-makers. Ineffective policies that worsen climate change damage are the result of poor communication between scientists and decision-makers. Either scientists and researchers are unable to effectively convey their findings to decision-makers, which ultimately causes them to become confused about the uncertainties and complexity of the climate system, or policymakers are unable to effectively communicate their priorities to researchers, which hinders them from conducting research (Christians & Nordenstreng, 2010).

Pakistan is particularly vulnerable to climate change as a result of the disconnection between the public and the mediated language a gap is being created. Since effective climate action necessitates the participation and investment of regular residents who have access to information in their own language. It will increase their knowledge and information.

### **Commercial Interest**

The problem of commercialization is an unavoidable fact in contemporary society due to the economics of media production, distribution, and consumption.

Emerging facts show that the media's legislative mandate as the fourth estate of the realm has been undermined by financial reasons (Odunlami & Adaja, 2015). Participants of the interview think that covering climate change is often goes beyond the commercial interests of the media outlets. Advertisers are not interested in content which is financially no beneficial or less rewarding. They often quest for time and space among advertisers. During primetime advertisements with great financial benefits are aired while issues like climate change or other PSM is often aired off the prime hours. Thus, majority of the people is deprived of the information related climate change. Similarly, on front page of the newspaper similar financial benefits are considered.

#### **Nature of Media (traditional vs new media)**

Media experts also think that the type of media also play important part in climate change coverage. New media often found with doing social good in effective way than traditional media. Mobile phones and the internet are examples of new media. Users of new media frequently use Facebook, Instagram, WhatsApp, Twitter (now X), and other apps. Information can be shared quickly and easily using social media. Traditional media consumption practices necessitated a thorough processing of information via a specific media type. (Christians & Nordenstreng, 2010). Customers might read, watch, or view a news report in its entirety, for instance, usually as part of a news program or publication. Since knowledge is more easily accessible these days, it is more likely to travel through many mediums. Therefore, climate change issue is frequently covered in social media platforms than other traditional media platforms. Therefore role of social media needs appreciation as well as adopted by the traditional media practitioners.

#### **Discussion**

The way media frames the problem has a significant impact on how urgent people feel and how eager they are to act. Further research makes it possible to comprehend which communication techniques are most successful in changing

behavior. One of the things that would encourage more people to become involved with climate change is to frame it as a public health issue rather than an environmental one (Myers, Nisbet, Maibach, & Leiserowitz, 2012). While 32% of respondents do see news regarding climate change, the majority of respondents (55%) do not encounter such information, and 13% of respondents were still unclear about the statement. Similarly, 37% of respondents said they "always" see information in the media suggesting extreme weather events are caused by climate change, 36% said they see it "often," 15% said they see it "sometimes," and 12% said they never see it. Likewise, 44 % of respondents said they had never seen a climate change media campaign, 37% said "yes," and 19 % were not sure.

Nearly half of the participants, 47 %, reported that their knowledge of climate change increased after reading about it in the media. Of those, 33 % said that their knowledge increased "often" 13 % said that it increased "sometimes" and only 7 % were unsure of the statement. Additionally, the majority of respondents (49 %) said that media coverage of climate change had a good effect on people, 36 % said "no," and 15 % were not sure. The consequences of climate change are felt all around the world and are regularly highlighted in the media. According to the study, media responsiveness to climate issues has increased in many nations as climate change has emerged as a significant media theme. The amount of media attention given to it varies per nation, though. Particularly in carbon-dependent nations, the issue of climate change receives a lot of media attention (Schmidt, Ivanova, & Schafer, 2013).

Meanwhile, 18% of respondents said they "daily" encounter climate-related information in the media while 21% said they "weekly," 36% said they "yearly," and 25% said they "never" see such information. Similarly, 54 % of participants believe that there should be greater media coverage of climate change, 29 % disagree, and 17 % are still unclear. While responding to another statement 34 % of respondents believe that the public can easily get climate-related news, 28 %

disagree, and 38 % are still undecided. The majority of respondents (47%) believe that media coverage of climate change will increase people's prudence, 22% disagree, and 31% are not sure. While 51% of respondents, or more than half, believe that language used in climate change-related news is never easy for people to understand, 23% of respondents believe that it is "always" easy to understand, 15% believe that it is frequently easy to understand, and 11% believe that it is occasionally easy to understand. The information provided makes it clear that 47% of the majority of respondents believe that media coverage. A key element of climate science is science to policy communication, which is essential given the complexity of the climate system, the existence of uncertainty, and the range of viewpoints. How well climate scientists convey their results to decision-makers will determine how much their work affects a government's policies and actions about the effects of climate change. Poor communication between scientists and decision-makers leads to ineffective policies that exacerbate the harm caused by climate change. Either policymakers can't effectively communicate their priorities to researchers, which prevents them from conducting research, or scientists and researchers can't effectively communicate their findings to decision-makers, which ultimately leads to their confusion about the uncertainties and complexity of the climate system (Howlett, 2011).

## **Conclusion**

Despite being independent and successful, Pakistan's media still has a way to go before it can fulfill its social obligations and use its influence to further the nation's growth. The nation's social concerns, political instability, and the ongoing security concerns have caused the media to focus more on these than on other crucial matters. The media in Pakistan lacks the necessary skills and resources to examine topics like climate change and its consequences. Findings of the study reveal that media has significant part to play in running awareness campaigns regarding climate change. However, there are certain challenges in this way media

policies, commercial interests and marginalization decide the level of awareness being created by media in Punjab, Pakistan. Pakistanis, like those in the majority of poor nations, lack the awareness necessary to address the issue. The steps taken by the Pakistani government to resolve the issue including effective implementation of the National Climate Change Policy and understanding of climate change is lacking. There are numerous reasons why the National Climate Change Policy has not been implemented effectively, but the main one is the strong will of the people, government, and state institutions. Such a gap can be filled by media handling of the issue in effective and productive way.

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