

**COVERAGE OF 2022 FLOODS IN THE NEWSPAPERS OF  
PAKISTAN AND THE UNITED STATES: A FRAMING ANALYSIS**



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## **DEDICATION**

I dedicate my work to my family and many friends. A special feeling of gratitude to my loving parents whose words of encouragement kept me going, who have always encouraged me to seek the light of knowledge. I also dedicate this to my friends who have supported me throughout the process. I will always appreciate all they have done.

## **DECLARATION**

It is stated that the work contained in thesis entitled “Coverage of 2022 Floods in the Newspapers of Pakistan and the United States: A Framing Analysis” has been done by me under the supervision of **Dr. Rooh-ul-Amin**. I also hereby assert that this thesis has not been submitted elsewhere for any degree. Four copies of this thesis are submitted for further processing.

**UMER SALAHUDDIN**

## ACKNOWLEDGEMENTS

Alhamdulillah, all praises to Allah for the power he bestowed upon me that helped me completing this thesis. Special appreciation goes to my supervisor, **Dr.Rooh-ul-Ameen**, for his supervision and constant support. His precious help and encouraging comments and suggestions throughout my research have contributed its succes.

At the end I would like to thank all those who made this thesis possible and made it an unforgettable experience for me.

I take this opportunity to express the deep appreciation from my heart to my beloved parents and family for their love and unconditional support through thick and thin of my life.

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## **Abstract:**

This thesis investigates how prominent Pakistani & American news organizations covered global warming during the 2022 floods. The study addresses two primary research questions: the current state of climate change coverage and the framing tactics used by major news organizations. This study, which runs from June to October, includes an analysis of publications from The News & Dawn in Pakistan as well as the NY Times & Washington Post from the United States.

With 40 pieces published in Pakistan during the same period, Dawn showed a strong commitment to covering climate change, whereas The News only published 24. There were 16 pieces published by the elite press in the USA, of which 7 were reported by The New York Times & the Washington Post both had nine. The disparity in coverage raises a concern of how different countries' media agendas prioritize climate change. Even though the matter has been covered in both nations, there appears to be a greater awareness or perceived importance of the 2022 floods based on the substantial coverage in Pakistani newspapers, especially Dawn. By identifying potential influences on media agendas, including editorial policies, audience interests, and political stances, these findings advance our understanding of how the media portrays climate change during pivotal events. The frames of global warming, water scarcity, agriculture/food security, pollution, and other issues were the main topics of the framing approaches analysis. To improve the generalizability of the results, the analysis might be expanded to include a larger range of newspapers or a longer time period in future studies. Furthermore, studying how audiences respond to coverage of climate change may provide a thorough grasp of how media discourse influences public opinion and participation. This study illuminates the framing techniques used by major newspapers during major climate events, adding insightful information to the conversation on climate change communication. The in-

depth analysis of every frame offers a sophisticated comprehension of the complex structure of coverage related to climate change.

**Keywords:**

Coverage, 2022 floods, newspapers, Pakistan, United States, framing analysis, climate change aspect, Frames(global warming, water scarcity, pollution, agriculture and food security), Pakistani press, USA press, climate change, 2022 floods, framing analysis

# Chapter 1

## 1.0 Introduction

Climate change has become a global concern since it has an impact on many parts of life. Climate change is now recognized as one of the most serious threats to human growth and welfare. Climate change has a significant impact on Pakistan's atmosphere, biosphere, agriculture, rising temperatures, medical fields, rain, ecosystem, forestry, sea, and water levels. When environmental changes alter the natural system, it has an indirect or direct impact on the quality life on earth of all living beings. Climate change isn't merely about lowering gas emissions, but about respect for humanity and societal reliability. It is about the ways we live and support ourselves; how we safeguard the poorest and most vulnerable among us; how we discuss complex subjects in a manner that does not perpetuate injustice; and how we recognize this obligation (Ghani, 2013).

The globe Bank & International Energy Agency cautioned in their most recent study that we are on track to be 4 degrees Celsius warmer than the rest of the globe. Climate change will have devastating impacts, including increased extreme weather such as hurricanes, severe storms, severe droughts and heat waves, as well as declining food reserves, major water scarcity, and premature death (World Bank, 2018). This is not something that's about the near future; it could potentially all transpire in our lifetime. If countries do not act and emissions of greenhouse gases are not decreased, we are condemning the generations to come to a life of limited resources and millions of lives at danger due to sickness, water scarcity, a decline in livelihood, displacement, or potential conflict (Ghani 2013). Climate change poses a severe threat to poverty reduction, potentially undoing decades of development work (Olufemi Adedeji et al., 2014). Environmental changes have a substantial impact on the environment, the earth's biosphere agriculture, rising temperatures, health, rain, ecosystems, forests, the sea,



and water levels. When climate change disrupts the equilibrium of the environment, it can have either a direct or indirect effect on living organisms (Kakade et al. 2013). For Asian and African states, systematic and accurate climate change information is one of the initial stages toward emerging strategies (Tagbo, 2010). Climate change has recently been recognized as one of the most serious issues confronting Pakistan, an agrarian country. Pakistan is one of the world's top eight most vulnerable states to global warming (Choudhry, 2016).

Pakistani glaciers are anticipated to melt by 2035, causing significant disruptions in freshwater flow. . The Pakistani economy is mostly based on the agricultural sector, which makes up for 21% of GDP. Pakistan places 135th in emissions (Naseer, 2013) also regrettably, 7th in regard to climate change risk (Global Climate Hazard Index 2017). The agricultural sector is Pakistan's backbone, accounting for 4/5 of all irrigated crop acreage in South Asia. Aside from the risk of flooding and starvation, the country is also vulnerable to both internal and external contaminants in the air (Shakor and others, 2011).Pakistan is located in an area where air temperature is projected to be larger than the global norm, making it particularly vulnerable to climate changes (IPPC, 2007A).Due to environmental unpredictability, some locations will benefit, while others will suffer greatly from weather shifts. Environmental changes will affect not only agricultural productivity and economic stability, but also the stock as well as demand sustainability associated with agricultural supplies, profitability, trade, and prices (Kaiser & Drennen, 1993). Rainfall patterns, temperature rises, water accessibility, changes in cultivation and harvesting time frames, and land sustainability all have an impact on production.

The lengths of Pakistani cropping dates have also noticeably shrunk in South Punjab & Baluchistan due to the subsequent variability in sowing and harvest times. It suggests that typical earnings are insufficient to support several households.Global warming would increase the likelihood and severity of extreme events such as drought, flood, and cyclones, which

would reduce agricultural yield (Baig, 2020). The performance of Pakistan's agriculture industry is dependent on stressed surface water sources (Baig & Amjad, 2014). Recent environmental disasters include huge floods in Pakistan and India, as well as the devastating hurricane Katrina on the US. Droughts in Australia, Pakistan as well China, India, and Texas are the result of rising global temperatures. Throughout the twenty-first century, climate calamities have killed or affected approximately seventy as many people. Pakistan, due to its metrological plurality, is one of the world's most disaster-prone countries (Ahmad et al. 2011).

One of the worst floods in modern history struck in 2022, with far-reaching effects on nations all around the world. Pakistan and the US were two of the most hit, with both countries suffering from above-average rainfall and flooding that severely damaged infrastructure, claimed lives, and forced millions of people to from their homes. Because of how devastating these floods were, there was an urgent need for the media to report them effectively in order to educate the public, gather support, and influence public opinion and policy decisions. The way that disasters are viewed and handled is greatly influenced by media coverage. It is more than just a means of disseminating information; it is an effective tool that shapes narratives, sways public opinion, and draws legislators' attention. The way that news stories are framed can have a big impact on how readers understand and respond to events(Kaiser & Drennen, 1993).

The conversation around disaster events is shaped by media outlets by their selection and highlighting of particular aspects of reality. The way that the 2022 floods are framed in newspapers offers a special perspective for analyzing how other nations prioritize and depict natural disasters. Pakistan is significantly dependent on both domestic and foreign assistance to handle crises of this nature because of its developing economy and sociopolitical issues. However, the United States offers an intriguing contrast in how a developed country handles similar disasters because of its strong disaster management system. Examining how these two nations' newspapers framed their coverage of the floods provides insights into the media's

function in public participation, policy development, and disaster management. The purpose of this thesis is to perform a framing analysis of the flood coverage that American and Pakistani publications did in 2022. This study aims to compare the storylines, levels of emphasis, and general portrayals of the floods in developing and industrialized countries in order to identify the parallels and variations in media framing. A number of aspects of media framing will be examined in this study, such as the employment of victim and hero narratives, the assignment of blame, and the call to action for relief and policy change. The study will concentrate on prominent newspapers from both nations, analyzing the ways in which they covered the causes, effects, and reactions to the floods. This thesis will use qualitative content analysis to uncover common frames and examine the implications for public perception and policy reaction. Our research will add to the growing body of knowledge regarding the media's role in disaster relief efforts and provide suggestions for more responsible and productive journalism during natural catastrophes. This study is important because it can help scholars, politicians, and media professionals understand how framing affects reporting on disasters. When developing more effective communication techniques to inform, mobilize, and empower communities following natural disasters, it might be helpful to understand how different frames affect public perception and policy. For this reason, this research will be of great importance to the fields of media studies, crisis communication, and catastrophe management(Choudhry, 2016).

### **1.1 Background of Study**

Public opinion is significantly shaped by the media as a force of representation (Ji, Hu, and Muhammad, 2016 and Yousaf, 2018). The mass media's effect is so widespread and intrusive that it is challenging to ignore it (Gandy, 1991). In addition to changing society (Nity & Singh, 2017), the media also shapes public opinion (Anderson, 2009) and educates the public and decision-makers on a range of topics (Arlt, Hoppe, and Wolling, 2011). Because the media is so unobtrusive, people can use it to find information about current events, national news, and

worldwide news in today's world (Dearing and Rogers, 1988). One of the topics that receives a lot of media attention is climate change (Azmi, Omar, Zaid, and Wahab, and Yusof, 2015). The media acts as a mediator in the political & scientific discourse surrounding this matter (Sampei and Aoyagi-Usui, 2009).

Accordingly, in many nations, the media is seen as the primary source of knowledge regarding climate change (Bokoff, 2011, and Lazaro, and Carvalho, 2009). Nonetheless, according to WWF (2019), the changing climate is the most urgent issue in human history. Nonetheless, academics and dissenters contend that this matter only receives scant and biased attention (Anderson, 1997). Furthermore, research indicates that the media is less interested in covering climate change issues than they are in covering scientific issues (Corbett & Durfee, 2004; Nelkin, 1995). As a result, the general population has a limited understanding of the causes and effects of global warming (Dunlap, 1998). Climate change became more visible and prominent on the society's agenda in the 1980s. However, in recent years, it has gained a lot more attention from scholars (Schmidt, Ivanova, & Schäfer, 2013), which has made it a serious problem for citizens (Nisbet & Myers, 2007).

According to earlier research, the convergence of vested interests among media owners and political elites determines how the issue of climate change is presented (Anderson, 2009). Furthermore, research indicates that the topic of climate change receives the most attention when a significant worldwide event takes place; otherwise, less attention is paid to related topics (Azmi, in year 2015). Additionally, it has been discovered that the pictures utilized in the media to depict climate change are frequently overblown and have a negative connotation (Morris and Pickering, 2019). Similarly, research indicates that the media has an impact on how the general public views climate change, which in turn influences public opinion and related politics. To this matter (Carvalho, 2010). It is a known truth that for many nations, the impact of climate change becomes the most concerning subject (Anderson, 2009). According

to Climate Tracker (2017), Pakistan, a developing nation with a population of about 22 million, is ranked seventh among nations most vulnerable to climate change. It has been observed that a significant portion of published literature on the topic of climate change is Eurocentric. According to this literature (Bokoff, 2008, and Carvalho & Burgess, 2005), the UK has the highest percentage in comparison to other European nations. On the other hand, scholars paid relatively little attention to Asian nations (Schäfer and Schlichting, 2014).

A study conducted in Pakistan, a developing country, found that the press's coverage of socioeconomic issues is low in comparison to other issues, lending validity to this notion (Kamboh and Yousaf, 2019). Thus, one key aspect contributes to this is the lack of contact between the media and the general people. The goal of this study is to look into the reasons behind of the news media's inadequate reporting of climate change, which somewhat has led to misconceptions, skepticism, and insufficient levels of awareness in Pakistan (Medvecky, Fabien, Sharif, and Asim, 2018).

These days, the world's top issue is climate change. Certain regions of the globe are experiencing severe consequences as a result of the rapidly shifting climate. The media is the public's primary knowledge source regarding climate change. Globally, there is discussion about minimizing the detrimental impacts of climate change. Climate change policies strive to address the concerns of equality and fairness in connection to societal objectives, as well as the economic evaluation of uncertainty. Growing the only thing keeping the situation from getting worse is each person's assessment of the hazards associated with climate change (Melillo and others, 2014). Planning policies require knowledge about climate risk and associated indications. To design and research national, global, and transnational strategies for its mitigation, data on climate change markers and the harm it causes in impacted places is needed (Wilby and Keenan, 2012). Disasters related to climate change are framed in international media coverage. Several prominent climate change-related disasters are covered by the media

worldwide, including earthquakes, hurricanes, storms, and floods. Discourse in both the North and the South differs in how they are represented (Brüggemann and Engesser, 2017).

The North and the South cover climate-related news differently; the former is more frequent while the latter is less frequent and primarily concentrates on the social issues raised by climate disasters (Hase and colleagues, 2021). Three regions of the world are at the center of the global conversation about the implications of climate change. The first group is less dependent on fossil fuels, followed by those with affordable energy sources and, finally, large exporters of fossil fuels. The other nations, such as Bangladesh, Pakistan, and India, which depend on one or more of these to satisfy their energy needs and face the threat of natural disasters due to climate change, are not clearly discussed (Duarte and Yagodin, 2012). Floods have long been a catastrophic consequence of climate change. The cities, villages, and established towns are washed away by it. It has both instant and lasting effects. The risk of flooding rises with climate change. In comparison to other regions of the world, the eastern portion of Africa, the southeast of Asia, including the Indian Peninsula have higher flood frequency ratios (Hirabayashi, Mahendran, Koirala, 2013). In addition to the loss of cattle, arable land, and ripe crops and fruits, the deaths are attributed to the ease with which waterborne illnesses can infect a community already beset with hardships. Millions of people died as a result of the 2010 floods in Pakistan (Kronstadt). Flood-related news reportage from Pakistan has suffered both domestically and globally. Due to the lack of substantive global debate on the subject, there is a sizable knowledge vacuum (Sharif and Medvecky, 2018).

Advertising, news, and international performers propel the current of global communication. International disputes, organizations, diplomacy, message transmission, and the development of innovative methods of communication are the four primary components that comprise the global new flow (Sparks, 2007). The impact of global news flow on a nation's politics, economy, and culture, as well as its significance to that nation's reputation abroad,

have all been researched. A nation's economic might determines how noteworthy it is. Global media coverage on industrialized, emerging, and underdeveloped nations differs as a result. As a result, there is an imbalance in the news coverage worldwide (Ngwu, 2018). The Mac Bride Commission suggested a New World Communication and Information Order in response to the circumstances. The report called for both the north and the south of the globe to have equal and unrestricted access to information. NWICO led to international organizations that control information flow worldwide (Voices, 1980).

The brokers of the world's news flow are international news agencies. They control the movement of ideas and information between different regions of the planet. The global media flow is dominated by a few big news organizations. The Associated Press, the AFP, Reuters, BBC, CNN, Guardian, the Aljazeera, & New York Times are a few of these. They oversee a major portion of the reporting on news around the world. Across the world, these news organizations serve as news wholesalers. The reduction in original foreign coverage is blamed for news agencies' dominance (Scammell, 2018). Aljazeera is achieving lofty objectives by providing news perspectives on significant events from the global south & north. It seeks to change news around the world by eradicating misconceptions and misinformation (Mahroum and Eid, 2016).

## **1.2 International Media Coverage**

Global media coverage of topics like climate change shapes the public's perception of the subject. Reports from international news organizations present viewpoints that could either support or undermine the problem. When covering events related to climate change, channels such as Fox News adopt a depressing tone, whereas CNN or MSNBC present an optimistic, scientifically backed viewpoint. According to Feldman et al. (2012), it lessens the audience's acceptance of global warming. Natural disasters are covered by the media for a short while.

Disaster frames are prevalent in news framing. Written or spoken, the news's tone and content paint a terrible picture of the disaster (Houston et al., 2012). Reports concerning floods, particularly in South Asia, depict an impoverished and suffering population, as opposed to the Britain and the United States. The mainstream media talk about accommodating the situation, but when it comes to LDCs, or least developed nations, the focus is on fatalities and horrific imagery rather than a reasoned approach to solving the problem (Solman and Henderson, 2019).

South Asian nations are underrepresented in international news organizations. Global news organizations cover catastrophic events worldwide, sparking debates on the subject on a global scale. Asia's countries, particularly Pakistan, are experiencing the devastating consequences of flooding. The worldwide viewpoint on a country is determined by the time and space that global newsagents provide for them (Pilař, Kvasničková, and others, 2019).

A significant portion of Pakistan's agricultural, tourism, and residential sectors have been destroyed by the devastating floods that have recently occurred in the country. The floods that hit Pakistan in 2022 left massive destruction in their wake. The topic which directly connects to the impact of global warming must be the world's primary news story. Global newsagents, who maintain a balance between transnational news circulation and representation, provide the news that the world uses to build viewpoints and discussions on these topics (Brüggemann and Engesser, 2017). The foundation of the worldwide perspective on the matter is the viewpoint expressed by international news agencies (Hamelink, 2014). The goal of the research is to look into how four worldwide news outlets cover floods.

The media is critical in persuading people as well as government authorities on the significance of preserving and safeguarding earth's resources in the midst of environmental degradation for future generations. Sustainable global progress will be accomplished by caring



for the environment and using natural resources wisely. Countries of all income levels have an equal interest in environmental stewardship (Sonwalkar, 2002). The sustainability of the earth's environment is critical to our planet's true stability. In this method, the media plays an important role in raising public awareness and propagating a progressive shift in societal behavior as a result of man-made environmental adjustments. The media are mainly important for establishing priorities and enlightening the public about topics like climate change, its repercussions, and the necessity for actions (Khan et al, 2017). In a country such as Pakistan, which is disaster-prone and has a vibrant media, it is critical to understand the function of print media in the portrayal of the impact of climate change. It is worth noting that, according to a literature study, global warming and its effects have been thoroughly explored, with numerous studies conducted in many nations throughout the world.

Riaz (2018) discovered in his study suggested the media may have a key influence in sensitizing people about the subject of climate change. Because of its significant news value, climate change has gained considerable attention in the worldwide media in recent decades. Climate change had widespread media coverage between the years 2010 and 2019, especially in the UK, the US, Japan, and México (Boykoff and others, 2019). However, no previous research on "Analysis of Media The depiction of the Climate Crisis in Pakistan: 2010-2019" could be identified in Pakistan. As a result, performing such studies is crucial for understanding the pattern of the media's coverage of global warming issues.

Climate change & natural disasters are widely ignored in Pakistan, as is their importance. The traditional media appear to be disinterested in the climate problem and its reporting. So, in this research, researchers are attempting to discover how Pakistani press portrays climate change, how media acts as a trendsetter, and to assess its reporting periodicity in Pakistani newspapers. This study is designed to provide a platform for increasing the diffusion of climate change-related coverage in the media in Pakistan. It would also raise public

understanding of the connections between climate change, social issues, and the entire economy.

Climate Change along with Media Because of the grave implications of climate change imbalances, there is an obligation to investigate the media's portrayals of multiple climatic concerns that include the impact of climate change and warming worldwide, water shortages and the need to construct reservoirs within Pakistan, agriculture along with the food industry, floods across Pakistan, and droughts. Nowadays, the press has become an integral element of life & society. Aside from educating and informing, the media must also promote awareness about important issues like climate change and its implications. The media recognizes the significance of global warming and other environmental news. Scientists' communication on climate, as well as policymakers' remarks and views, has been a hot topic in terms of raising public awareness of climatic concerns (Kakade et al., 2013). The national the media, regional press, and tiny and regionally spoken publications all cover the effects of climate change and unforeseen catastrophes in compliance with their respective agendas. These reports educate the public on the consequences of global warming and climate change, and provide alerts and preventative steps (Christian & Nordenstreng, 2010).

Uttarakhand has been designated as one of the most disaster-prone regions in the Indian Nation. Its ongoing geomorphic changes make it a hazard-prone area, with landslides and earthquakes among the most prevalent (Satendra, 2003). Global warming, that is causing climate change, appears to be exacerbating Uttarakhand's geological conditions. On June 16, the year 2013, Uttarakhand was devastated by another natural disaster: flash floods, as described in Indian tragedy history. The Chorabari Glacier Lake Overflow (GLOF) altered the scenario overnight, wreaking havoc across the state (NIDM, 2015). Other national media sites rapidly caught up on this story. Some called it a "Himalayan Tsunami," while others referred to it as a "multi-day cloudburst."

In such instances, the media is expected to play an essential part in disseminating crucial details that can help reduce confusion and the spread of worries connected with such a huge tragedy, allowing the authorities to act quickly. According to the results of the High Power Commission (National Centre for Disaster Management, IIPA, 2002), the media plays an increasingly important role in disaster mitigation and management. In 2002, the organization proposed a PR strategy and timely information transmission through local as well as national media to boost disaster mitigation efforts.

Disaster preparedness has been a top priority for all countries globally (Coppola, 2015). The role of communication in conveying information about preparedness efforts for natural as well as man-made catastrophes is becoming more and more vital.

The goal of such awareness campaigns should be to instruct locals on how to cope with disasters like flooding, which occur frequently in India. It is vital that these small communities have ready access to first aid, nourishment, and clean drinking water in the case of a disaster. They should be made mindful of the need of having a strategy in place to ensure that if a crisis occurs, they can identify and contact their loved ones. These messages are supposed to be disseminated by news organizations after and during emergencies, however a study discovered that the media did not actively participate in sharing such knowledge and educating people prior to the crisis (Detrani, 2011).

### **1.3 Media Agenda Setting**

Media agenda setting refers to the deliberate coverage of topics or events with the goal of influencing public opinion and policy. We conducted a quantitative content analysis of four major newspapers to determine how the media gathered and disseminated information to influence goals of public policy during Hurricane Katrina in the US. Most Hurricane Katrina articles were portrayed by the media as focusing on the government response rather than the

level of readiness or responsibilities of individuals and communities. As consequently, publications emphasized recovery and response rather than prevention and planning. The publications reviewed prioritized government reaction above critical public health duties during catastrophe management.

We look at the specific consequences for healthcare professionals, lawmakers, and the media so that future collaboration can be strengthened before, during, and after crises arise. In addition, the lack of a clear policy for disasters allows media to prioritize their coverage based on convenience and the sort of disaster (Barnes along with others, 2008; International Research Center for Climate and Society (IRI), 2007). In a nutshell, this is media-driven emergency coverage that is primarily concerned with the extent of the devastation inflicted by the occurrence. Sometimes, the article describing the disaster's aftermath does little to raise awareness of local preparedness. Thus, the media's efforts, aside from enhancing its intellectual value, do not reflect reality; rather, they filter and shape news on subjects so that the public believes them to be more important, consequently influencing the public's views (McCombs, 1977).

After the Uttarakhand floods, the media, particularly selected (four) newspapers, including the Times of India, Today, the Hindustan Times, The Hindu, and The Telegraph, among others as well, played an important role in agenda setting, raising the public's awareness while also focusing on priority alignment. Despite substantial disapproval of the media's involvement in disasters, notably in India, it served a significant part in resolving and identifying problems in the Uttarakhand catastrophe of 2013. It emphasized the human aspect, pressing the government to respond. The media has heightened awareness among Indian citizens about the issues caused by illegal buildings in their neighborhoods. Nevertheless, the media's reporting of disasters should include equal emphasis on prevention & planning. Ideally, media sources should cover all aspects of an emergency to help legislators as well as the general

public create and support area-specific legislation that would improve disaster management. Furthermore, reporting on evaluations of present and planned catastrophe policies can improve comprehension of the possible effects (McCombs, Shaw, and Weaver, 1997, as well as Tierney, Bevc, along with Kuligowski, 2006). Mainstreaming print media is critical for teaching and preparing local populations for catastrophes such as floods (Kapucu as well as Liou, 2014). This involves the construction of a specific set of officials capable of interacting with the press who are also well-versed in how the media operates, hence facilitating the flow of information (National Centre for Disaster Management, IIPA, 2002). The study looked into the significance of print media through reviewing regional and national press coverage regarding the Uttarakhand flooding of June of 2013 especially to figure out how media theories strengthen actions (mitigation, due diligence, response, as well as recovery) and whether or not the media is adequately proactive in enlightening the local community. Further research investigated the need for clear legislative norms to develop media social obligation (MSR; Baran & Dennis 2000).

Winters in Lahore are increasing shorter as well as drier with less rain, while summers are getting longer and warmer. During the months of December, January, May, and June, people can be seen praying five times a day for rain. Variations are also seen during the late and early monsoon. These are the consequences of climate change, which applies to any change in weather over time, whether caused by natural variability or human action (IPCC, 2014). In its environmental journalism section, the Pakistan Press Foundation, a media advocacy, records and training center, mentions the Metrological Department of Pakistan's disclose concerning the rise in the temperature to 0.4 Celsius per ten years in the agricultural fields of Punjab and Sindh, which will eventually increase crop water requirements ("Temperature probably to rise at 0.4C per a decade in Punjab, Sindh," 2017). In today's interconnected world, hazards to the environment have impacts at the local, national, and transnational levels. These hazards

associated with climate change are moving up the agenda in journalistic and academic debate, and climate change has gained major attention from means of communication such as mass and social media. It is thought that national and Pakistani media continue to utilize local logic in the presenting of news in the popular press. However, there are compelling arguments for replacing the national outlook that has dominated academic and media discourses with a cosmopolitan perspective (Beck, 2009). Global warming is one such problem that is being considered in United Nations forums, parliaments, and government reports.

Global warming is anticipated to reach and maintain a level that is at least three percent higher than the typical temperature during the 1950s, particularly in low latitude oceans, China, and Asia, as well as ocean areas near Antarctica and the North Pole, showing the earliest indications of climate change (Hansen, 1988). In accordance to the Goddard Institute for Space Research' global warming study updates, 2018 was the fourth hottest year, compared to the four most warm years falling around 2015 and 2018. The industrial revolution brought with it both advantages and disadvantages. Among the consequences is the industry. These industries have increased the concentration of carbon in the atmosphere of the earth. Carbon emissions by human-made companies are one of the most concerning sources of global warming. Carbon dioxide emission levels from the burning of fossil fuels are largely accepted as the principal driver of climate change (Lin & Ahmad, 2017). China and the US alone account for more than 40% of worldwide carbon dioxide emissions, while China emits about twice as much as the United States, which in turn emits more than twice as much as third place. India Market sovereignty is an essential challenge in the midst of calamitous climate change. American companies have put pressure on the Bush administration to hold an environmental convention. Managers advocated for global state regulation to better climate policy. In Europe & California, state and environmental organizations formed alliances against the motor business, causing agony for the sector, particularly in Germany. In Germany as well as and California, the

neoliberal partnership between state as well as capital is being challenged. Us President Donald Trump has publicly announced that he will terminate the Paris Agreement and repeal the climate action plan that underlies US efforts to reduce carbon dioxide concentrations (Bailey, 2016).

Indeed, many of the changes that have been observed in the earth's climate since the 1950s are unprecedented across decades to millennia since the oceans and atmosphere have heated up, the amount of polar ice and snow has decreased, and the level of the sea rose (Pachauri and Meyer, 2014). The issues that were predicted more than two decades back are currently becoming a reality, rendering climate change a catastrophe that necessitates immediate climate action by reducing carbon dioxide emissions (Volkmer and Sharif, 2018). According to annual averages, the ten nations are most affected by the Climate Change Index (CRI) from 1998 to 2017, with Pakistan ranking eighth (Eckstein, Hutfils, & Wings, 2018). Although Pakistan accounts for slightly more than one percent of the world's carbon emissions, its leadership is committed to resolving to the effects of climate change through adaptation and curbing greenhouse gas emissions (Lin & Ahmad, 2017). Pakistan's federal cabinet approved the Pakistani Global Warming Bill 2016 ("Pakistan's Climate Change Act" 2016). Pakistan's participation in COP21 through COP25 proved its dedication to the execution of the Paris Agreement. The United Nations Framework Convention on the Impacts of Climate Change aims to keep greenhouse gas levels stable enough to prevent dangerous human actions from disrupting with the global climate, enabling ecosystems to adapt intuitively to changes in the environment, to guarantee efficient food production, and promoting sustainable economic development. Industrialized countries are expected to do the most at home while also aiding poorer countries as well as those most affected from global warming. The United governments Framework Protocol for Climate Change's the decision-making process body, and the Assembly of the Parties, is made up of governments that have ratified the Convention & are in

charge of implementing institutional and administrative arrangements. The U.N. Framework Convention on Global Climate Change represents the United Nation's body in charge of examining climate change science and believed that it will additionally provide policymakers with scientific assessments of global warming, as well as mitigation and adaptation solutions. Annual climate conferences, notably the Conference of events are held to show governmental solidarity in mitigating the effects of rising temperatures by emphasizing the significance of taking necessary climate action. Climate summits are opportunities for journalists in the mass media to highlight climate change through framing. Journalists have an important role in communicating about climate change in Pakistan. They can link global climate change discourses to local mass media discourses, bringing them to the public's attention. Traditional dailies are responsible for covering global climatic events and reporting on their findings in Pakistan. Pakistani English-language newspapers are urban, elitist, liberal in outlook, and professionally oriented. These have an impact on opinion leaders, legislators, and the corporate community. Students in educational institutions read Urdu-language newspapers, which are also accessible in tea cafes and market booths. Urdu newspapers reflect public discourse since they are widely read by Pakistan's Urdu-speaking people, who enjoy exciting material and headlines. Publications in both languages participate by publishing news around annual climate meetings.

#### **1.4 Statement of the Problem**

Although global warming is a hazard to the entire world and is becoming more apparent in our environment. "Climate change receives inadequate coverage in the local English daily publications, while becoming a critical problem for Pakistan," German-watch think tank claims that Being the fifth most vulnerable country to climate change, Pakistan must be covered extensively. According to a research published this year by German-watch, Pakistan suffered 152 extreme weather events, 9,989 fatalities, and economic losses of almost US\$ 3.8 billion



between 1999 until 2018. However, throughout Pakistan's varied mass media landscape, including newspapers, the climate catastrophe does not feature prominently or even frequently, despite these alarming numbers. Among the many obstacles that prevent news reporters from covering the climate catastrophe, one of the biggest ones is their lack of education. Climate change may also pose a threat to our stability. To satisfy the demands, people needs to figure out when it is appropriate to compromise and put words into action. This study looks at how two English and two Urdu publications' op-ed sections address climate change. As a result, the purpose of this research project is to contribute to the collection of literature on how global warming is depicted in media outlets from the perspective of developing countries. Furthermore, by increasing public and scholarly understanding of the frames used in Pakistani mainstream media's portrayals of the effects of climate change, this research will assist both groups.

The world has suffered various effects of Climate change like global warming, water scarcity, pollution agriculture and food security which leads major destruction in both countries. Climate change is a threatening factor for global world and it looming global environmental surface but Pakistan and USA Media has not taken Climate change as priority. This study analyzes the coverage of 2022 floods in Pakistani and USA that caused a destruction in both countries and what aspects are there media covering in there press. The central research problem lies with the news coverage of conflict area by different media and newspaper organization, which sometimes resonate with different political ideologies or agenda. Pakistani and USA media have a different policy, they work in a different method and they cover one news story from a different angle.

This study, therefore, intends to contribute to the existing literature about media representation of climate change from the perspective of both countries. Five frames have been

used in this research. Namely global warming, water scarcity, pollution, agriculture and food security, and others.

### **1.5 Significance of the Study**

The media is crucial in bringing attention to global events, particularly in regions where viewers lack specialized knowledge or experience. In the past few years, the news media's reporting has been essential in addressing the challenges of climate change. Still, there is a need to strengthen the media's position in addressing climate-related issues. Movements and the social system should both play a vital part, and it is well known that political scientists and communication researchers are used in Japanese media outlets to improve the environment. This study then examines how climate change is covered. As a result, the purpose of the current research is to contribute to the pool of literature on how global warming is reported in the press from the perspective of developing countries. Furthermore, by increasing public and scholarly awareness of the frames used in Pakistani traditional media portrayals of the climate change challenge, this research will assist both groups.

### **1.6 Scope of the Study**

People of all ages have long relied on the media as a primary source of current news, helping them to stay updated regarding the most recent changes in the world. This research project will aid the media community, as well as Pakistan's media sector, by developing the concept of environmental journalism. Since Pakistan has previously faced violence and terrorism-related difficulties as a result of the War on Terror, in addition to local and national terrorist strikes by numerous undetected terrorist organizations, the media has focused only on terrorism-related occurrences and violence. Nevertheless, this study will assist in further helping comprehend the concept of environmental journalism in Pakistan, as well as enhance public awareness about climate change. This is because the majority of Pakistanis live in

poverty, a large portion of the country's population does not attend school, and the country's young and energetic populace do not pursue education because of the country's high cost of living. Therefore, this study will educate the general public about climate change and encourage them to take action to stop other environmental disasters from wreaking havoc on their continent.

### **1.7 Objectives of Study**

- To explore global warming ,water scarcity, pollution, agriculture and others aspects of climate change coverage in the selected newspapers during the 2022 floods.
- To examine the mostly used frames by Pakistani and USA leading press to represent the climate change and related aspects during the 2022 floods.

### **1.8 Research Questions**

1. Which aspect of climate change is given more coverage in the selected newspapers during the 2022 floods?
2. Which frames are being used by the Pakistani and USA leading press to represent the climate change and related aspects during the 2022 floods?

## **CHAPTER 2**

### **2.0 LITERATURE REVIEW**

The literature review is an important part of the research procedure since it allows the researcher to describe the particular study topic to the readers. The subsequent literature studies aim to examine the significance of Pakistani media for stressing and controlling the worrisome situation of climate change. The research topic is "Pakistani media representations of the issue of climate change: an analytical analysis." The purpose of the literature review section is to persuade readers that, in addition to being crucial for our nation, every country should place a higher priority on combating climate change. The media can serve an important role in boosting the public's understanding of global warming while promoting environmental preservation.

Media analysis has been shown to have a substantial impact on public attitudes and perspectives toward climate change. A wide range of elements shape and affect public behavior and comprehensions, as well as scientific and policy debate. Mainstream coverage in the media is a major contribution to these aspects (Bykoff & Roberts, 2007). Media metaphorical methods have influenced how science and policy are translated and have helped to shape public opinion on a variety of environmental and technological challenges. Research has indicated that the public's awareness of science has increased significantly as a result of media news consumption (Wilson, 1995). The communications business and professions that make up the mass media include editors, publishers, journalists, and those who disseminate information, mostly via radio, television, newspapers, and magazines. Plays, literature, performance art, journalism, and discussion are just a few of the many achievements and communication mediums that have been represented in the media (Boykoff and Roberts, 2007).

Numerous research have been carried out in the past 20 years to examine the impact of news coverage on various environmental issues. Anderson examined the connections at the time between social movements and news in the media. There was news about worries about nuclear power. Social media and climate research are closely linked at this dynamic and crucial point. As noted by Stecula & Merkley (2019), who wrote the news media has the ability to shape public opinion on an extensive variety of challenges, including climate change. In accordance to the Project on Excellence in Reporting (2006), daily publications constitute one of the most important sources for information in a number of developed nations. Newspapers ranked as the second most important source of information in a National Science Foundation survey done in the United States, with 29% of respondents (National Sciences Foundation, 2004). In a similar vein, newspapers received 40% of the popular vote in another survey (Pew Research Institute for People and Press, 2006). However, research has indicated that radio is the primary source of global warming information in impoverished developing nations (Luganda, 2005). Science journalists recognize the importance of the news medium (press). Science communicators are particularly interested in how climate change is framed in public discourse. When it comes to a certain political topic, communicators must strategically decide which factors to highlight and which to minimize. Their decisions serve as the topic frames for political dissertations. This also applies to complex issues such as climate change (Stecula along with Merkley, 2019). The impact of environmental degradation has become a complicated problem that focuses on science, economics and values. It also involves uneven effects within and between countries, as well as estimates for the future that may have unknowable outcomes. Because of the topic's intricacy, journalists, parties, and interest groups can frame the debate to further their own agendas and points of view. As the main information source for the general public on complicated political matters, the press has a significant impact on this situation (Pew Institute for Public and the Media 2006, Project for Journalism 2006,

National Research Council 2004). Consequently, one of the main methods of public dissemination is via the news media. Studies have indicated that the topic of climate change has gained greater attention, meaning that the general public is now more likely than ever to be aware of it from news coverage. In order to promote climate change mitigation in public debate, media framing is crucial, according to Stecula and Merkley (2019).

Ali (2014) examined the presentation of each gender in the visual coverage of the 2010 floods in Pakistan in Dawn and News International and noticed that both publications adopted a reductionist approach, restricting the depiction of women to gender as well gender-specific roles, illustrating women as undermined victims, gathering sympathy from consumers and donors, and inspiring them to lend immediate moral and material support to those affected. Eide or Ytterstad (2011) used literary analysis and framing theory, aspects of hegemony, and common sense to assess the reporting of the Bali Climate Conference 2007, a global media event, in two prominent Norwegian newspapers. Eide and Ytterstad (2011) observed how negative criticism of Norway's reputation as a large oil polluter evolves in the news, challenging the hero framing. Olausson (2009) investigated the formation of global issues related to climate change across three Swedish papers and analyzed how the media assigns accountability for collaborative action along a scale spanning from regional to national to global.

It also emphasized the media's reluctance to show any scientific ambiguity that could undercut the need for collective action. Olausson's findings emphasized the media's reactivity to the political environment in which they work, as well as the growing importance of Europe's transnational political arena in the building of narratives on global warming among European press. It is proposed to reconsider the notion of domestication by employing context-sensitive analytical methodologies to represent its discursive structure (Olausson, 2014). There is significant indication that Pakistanis are unfamiliar with the term regarding climate change,

with the lowest rate among all seven Climate nations in Asia (Zaheer & Colomb, 2013). Pakistani media's role should be to provide adequate knowledge regarding climate change's effects and its effects because interaction is the crucial to demonstrating to people about ecological problems and climate change especially when combined with its scenarios given that it can have significant impacts on their lives in the immediate and near future and they require to be better prepared to face challenges. The media in Pakistan has the potential to help people control the effects of climate change via offering awareness, motivation, self-belief, and the practical skills needed to take action rather than skepticism by framing climate change in a way that feels relevant to people's lives and experiences. Ali (2010) proposed that climate change requires adequate short and long-term risk management measures, as well as regular media campaigns on its impacts and awareness.

This is only achievable when community issues are connected to the larger scientific discussion on climate change, political resolve to overcome these issues, and the engaged involvement of people irrespective of gender. In this way, the function of professionally driven mass media of traditional newspapers is very crucial to bring global warming on the priority list of the people who are in positions of responsibility and to include the views of the common individuals. Pakistan has two national dailies: the Dawn as well as the Jang. The former publication uses aristocratic English, whilst the latter uses the general Urdu language. However, they are mainstream newspapers, and they are read by educators as well as students of journalism and environmental studies. The conferences of Parties (COP) has become a yearly meeting organized under the UN Framework Convention on Climate Change, also known as the UNFCCC, demonstrate political resolve in tackling the issue of temperature rise. A copy of the Intergovernmental Panel in Specialists on Climate Change (IPCC) report is also provided. The 21st Conference of The parties (COP21) was chosen for the study because it received a lot of attention in the media.

The Covid-19 outbreak reduced global warming coverage in the main stream media by 23% in 2020 compared to 2019. According to a survey of 40 nations, the mainstream media is the most commonly used source of climate change information, particularly when accessed via television or renowned news agencies' online news portals (Newman et al. 2020). In accordance with Belotti and others (2021), those participating in the Fridays For Future initiative sees climate action as their personal struggle, with social media functioning as the battleground, indicating how much digital environmental advocacy has affected generations. Molder (2021) examines how young activists use social media to convey climate change and interpret it as a social and ethical issue. ArcilaCalderón and colleagues (2015) looked at how media in Spanish online frames global warming news. They quantitatively analyzed the substance of 889 pieces from 97 social media outlets. The study found that politicians are the primary sources of details, with roughly half of the pieces coming from media wire services. The study also found a link between the source mentioned and the news framing. Feldman et al. (2011) evaluated three significant cable news outlets' climate change coverage and the relationship among attendance and opinions about global warming. A content analysis on Fox News, CNN, and MSNBC's global warming coverage in 2007 and 2008 reveals the Fox remains more dubious of the climate problem than CNN or MSNBC. Stecula and Merkley (2019) analyze three primary frames in the media's depiction of climate fluctuations the financial benefits and drawbacks of climate mitigation, the attraction of market values and principles, and the risks of climate change. Framing mitigation attempts in terms of potential solutions increases public support for climate change action (Spence and Pidgeon 2010).

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Their decisions serve as the topic frames for political dissertations. This also applies to complex issues such as climate change (Stecula along with Merkley, 2019). The impact of environmental degradation has become a complicated problem that focuses on science, economics and values. It also involves uneven effects within and between countries, as well as estimates for the future that may have unknowable outcomes. Because of the topic's intricacy, journalists, parties, and interest groups can frame the debate to further their own agendas and points of view. As the main information source for the general public on complicated political matters, the press has a significant impact on this situation (Pew Institute for Public and the Media 2006, Project for Journalism 2006, National Research Council 2004). Consequently, one of the main methods of public dissemination is via the news media. Studies have indicated that the topic of climate change has gained greater attention, meaning that the general public is now more likely than ever to be aware of it from news coverage. In order to promote climate

change mitigation in public debate, media framing is crucial, according to Stecula and Merkley (2019).

Climate change exposure is growing in many countries around the world, although degrees of coverage differ between developed and poor nations; carbon-dependent states with Kyoto Protocol responsibilities gets a lot of publicity (Schmidt, Ivanova, and Schäfer 2013). The goal of Pandey & Kurian's (2017) study is to examine how elite journals in four significant greenhouse gas generating countries—the United States, Britain, China, and India—cover climate change problems. The data reveal that although these media sources in destitute countries utilize comparable structuring, there are notable differences in framing in wealthier countries as well as between both developed and emerging nations, whereas the great majority of these news. Solikhah as well as Subowo (2020) looked into the relationship between financial performance and press coverage of the typical level of ecological data stated, and found that media attention had a significant positive effect on the quality of environmental disclosures, whereas profitability had no influence. Environmental press coverage, both positive and negative, correlates positively with the degree of cooperative disclosure of environmental issues (Rupley, Brown, along with Marshall 2012). León and Erviti (2013) assert that emotive representations of global warming can boost the public's enthusiasm while simultaneously redirecting attention away from the issue itself, and that news programs could potentially take benefit of the aesthetic effect that images may have, however that being forced to use footage may be a bother at times. Their findings suggest that the lower incidence of climate change reporting is possibly due to a lack of visually appealing images accessible for television. Espinar Ruiz and Samuelsson (2012) observed that news prefers to focus on specific episodes and prefers sentimental content, recreation, or personal stories over reasons for solutions, repercussions, and causes. Das (2020) investigates whether three Indian newspapers depicted climate justice during the COP21, COP22, and COP23 summits. The article uses data

from selected Indian publications to demonstrate that during worldwide climate discussions, media emphasized harm minimization justice when burden-sharing was expected.

The publications condemn affluent countries' contamination but are less severe on local governments, who are in charge of lowering pollution and emissions. The media recognized India as an integral part in the global south & is portraying it as a "single homogeneous entity vulnerable to harm from global climate change" (Billett, 2010:13). In research examining coverage of concerns addressing air pollution, He et al. (2020), for instance, discovered that the current pattern was the unbiased trend, depending largely on standards to "define problems" and "suggest remedies". Lin (2019) conducted a web study on online engagement among Singaporeans during the haze crisis using a combination of methods tactics, and web analytics found that Singapore's hazy online debate took place primarily on Twitter, with the majority of tweets were critical. Furthermore, according to text analysis, the bulk of traditional media-affiliated news supplied current smog reporting while also emphasizing beneficial government and power indicators. Hopke (2020) analyzes the widely held belief that the media's coverage of heat waves and wildfires makes no mention of climate change. Spanning 2013 till 2018, an upsurge in English language press coverage is assessed, comprising 37 publications from five nations. During the study period, elite, environmental-specialist news outlets paid more attention to climate concerns when it came to heat wave and fire reporting, & coverage in the media of heat waves grew between 2013 and 2018, notably in Chinese and English-language media.

Hamza (2014) examined the presentation of each gender in the visual coverage of the 2010 floods in Pakistan in Dawn and News International and noticed that both publications adopted a reductionist approach, restricting the depiction of women to gender as well gender-specific roles, illustrating women as undermined victims, gathering sympathy from consumers and donors, and inspiring them to lend immediate moral and material support to those affected.

Eide or Ytterstad (2011) used literary analysis and framing theory, aspects of hegemony, and common sense to assess the reporting of the Bali Climate Conference 2007, a global media event, in two prominent Norwegian newspapers. Eide and Ytterstad (2011) observed how negative criticism of Norway's reputation as a large oil polluter evolves in the news, challenging the hero framing. Olausson (2009) investigated the formation of global issues related to climate change across three Swedish papers and analyzed how the media assigns accountability for collaborative action along a scale spanning from regional to national to global.

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change requires adequate short and long-term risk management measures, as well as regular media campaigns on its impacts and awareness.

Painter (2016) investigates how all three IPCC Working Group results from 2013 and 2014 were reported on tv in five European countries: Germany, Norway, Poland, and Spain, and the United Kingdom. When studying news coverage of climate change, four frames emerged: disaster, uncertainty, explicit risk, & opportunity. The results revealed the conclusion that the "disaster" framing were the most compelling of the frames, followed by the "opportunity" frame, the "uncertainty" frame, but the "explicit risk" frame, which was barely existent. In the context of climate change and public health. Hmielowski et al. (2013) found that trust in scientists enhances the effect of news media consumption on global warming attitudes. Stoddart et al. (2017) investigate mediatized environmental conflicts in Canada and their impact on the function of the press in amplifying the political efficacy of social movements in various national settings. The findings demonstrate that regulated awareness in social media platforms seldom turns into power in strategy networks, which has important implications for understanding climate change regulations in various national contexts. Linnenluecke and Marrone (2021) study 512 Australian news stories published between 2016 and 2021 that mention air pollution caused by bushfire smoke and the resulting human health impacts.

They assess how much data these publications provide regarding the possible detrimental health impacts of wildfire smoke pollution, as well as whether much they discuss global warming as a cause of growing bushfire risk. Weathers and Kendall (2016) examined the media's depiction of climate change in the United States. Newspapers from January 1, 2007 to December 31, 2008 revealed that the overall number of news stories addressing climate change decreased while the concentration on the health of the public as a whole aspect of climate change grew. However, the most popular general news categories

(dramatic/substantive) did not change considerably across the two time periods. While the effect of global warming has gained a lot of media focus, topics like migration have received less attention. Although climate change movement occupied news coverage, it was typically connected with themes of security, risk, and fear, rather than actions to reduce vulnerability to the consequences of climate change. (Sakellari, 2021). Schäfer as well Painter (2020) characterize climatic journalistic work as the creation of climate-related updates, demonstrating how the organizational diversity of climate reporting has evolved, with fewer journalists and experts working under difficult conditions, as well as the rise of online news media and particular websites that focus on the climate news.

They show significant disparities between northern and southern countries, as well as the rise of internet players with exceptional climate coverage. Strauss and others (2022) gave helpful insights regarding European writers' views, opinions, and objectives when reporting about extreme weather events like the latest 2019 European heatwave. The findings provided journalists with useful information on how to improve climate change reporting and link it closer to scientific explanations. Based on Sekki's (2020) research, there was interest in the subject of global warming regarding the World Organization for the Protection and Preservation of the The natural world (OMPE) a blog in the years 2017 and 2018, but the emphasis was inadequate in comparison to the momentum of global warming and the scope of the negative consequences that arise as a result of rapid climate evolution.

Furthermore, Sekki (2017) emphasizes the importance of weblogs in combatting climate change, despite the fact that climate change dominates broadcast networks, radio stations, newspaper headlines, and social media. In the Arab region, environmental issues have received more attention in the press and among the general public than climate change studies. Alhuzami (2022) reported that social media has a significant impact on environmental awareness. Othman (2022) discovered that environmental concerns received less media

attention than politics (16.5% vs. 69%). The Arab media's inability to cover ecological problems in contrast to political matters is attributed to the need for a media hit on the one conjunction, and the environmental regulators' insufficient financial assistance for news outlets on the other hand. This study contributes several practical and theoretical insights to the inquiry on environmental topics in Arab news media. Most notably, it is the first attempt to comprehensively evaluate the portrayal of the climate catastrophe in Arab media in light of Western academic interests in global warming.

## **2.1 Mainstreaming Climate Change in the Pakistani Context**

Pakistan's position on the Global Climate Change Vulnerability Index (CCRI) 2020 isn't particularly encouraging. Despite its tiny role in climate change, the country is ranked fifth among the world's most vulnerable countries. The country's dependence on climate-sensitive economies exposes it to the detrimental effects of climate change. Furthermore, Pakistan ranks lower in terms of gender-based environmental concerns (27.8 per South Asia Woman's Resilience Index).

Pakistan is very vulnerable to climate change. Pakistan's average annual temperature has risen by about 0.5°C over the past five decades, and it is anticipated to rise by another 2 degree (3°C – 5°C) by 2100, having the highest increase in heat noted in the Balochistan area, followed by Punjab. Although the average annual precipitation has increased, relative humidity in Balochistan has decreased by 5%. The projected levels of precipitation are likewise quite uncertain. They can either fall by 25% or increase by 26% around the 2080s. Pakistan is also undergoing glacial retreat in the Hindukush-Karakoram-Himalaya (HKH) region. However, the rate of melting glaciers remains unknown. This can result in a severe inflow of water in the River Indus (IR) basin, which can produce massive floods. Since 2010, the nation has also experienced catastrophic floods with nearly identical strength and frequency every year or

alternately. Furthermore, droughts occurred across the country in 1999, 2000, and 2002 as a result of a major reduction in river water inflows that were nearly 34% lower than the monthly average. Furthermore, studies have indicated a sea level rise of around 10 cm during the last century, which is particularly concerning because the anticipated rise will harm several coastal areas of Ketī Bandar in the IR Delta.

The health of the Indus delta is continually threatened by saline water intrusion as far as 80 kilometers inland, which has had a negative impact on coastal agriculture, coastal mangroves, and fish breeding grounds. Pakistan's water sector vulnerability manifests itself in increased unpredictability of river flows, lower water supply for irrigation due to increased evaporation, increased Glacial Lake Outburst Water emergencies (GLOFs) caused by glacier melts, and flood-induced water degradation. This has resulted in a severe water deficit and an inadequate supply of water per head for drinking reasons. This agro-based country has also been highly pushed by changing climate throughout arid and semi-arid areas, generating massive food scarcity, with over 63.1 percent of the population at risk. Climate change has also resulted in reduced agricultural yields for primary crops like wheat, rice, and cotton<sup>26</sup>, as well as natural resource constraints. Experts predict that by 2040, agricultural productivity will fall by 8 to 10 percent as temperatures rise.<sup>28</sup> Rising climate uncertainties are also at the root of forest degradation, expanding energy crisis, deterioration of urban structures and water supply systems, and an increase in the frequency and geographic spread of diseases transmitted by insects like cholera, pneumonia, heat strokes, heart attacks, as well as malnutrition problems. Using all of the above risk factors, the Notre Dame Global The adaptation Index (ND gain matrix) 2017 ranked Pakistan 139th, making it the 50th prone to vulnerability and 41st least ready country.

Climate change is topic that receives a lot of coverage from the media. Additionally, because this is a complex, long-term topic, some level of scientific understanding is required



on the part of both the public and journalists. The IPCC represents the general consensus among mainstream scientists regarding global warming (McKnight & Dunlap, 2011). Via fact, despite growing consciousness of climate change via "digital media," the mainstream press remains the primary dependable source of information for the general population on matters such as climate change. (Ryghaug and colleagues, 2011; Anderson, 2011). As a result, the media significantly affects how the public perceives the issue (Carvalho & Burgess, 2005). Global warming is indeed "our earth's underlying natural challenge" (the president Obama, BBC, 2015). As a result of global emissions, Pakistan is particularly vulnerable to natural disasters like hurricanes, floods, droughts, earthquakes, and rising sea levels. Regional pollutants in Pakistan is also decreasing, yet it contributes only 0.46 percent of global greenhouse gas emissions (World Bank, 2018). Thus, encourage the financial & economic elites' desire for sustainability (Cox, 2015).

## **2.2 Concept of Framing in the Coverage of Climate Change**

Framing comprises a dynamic component in research on communication and the mainstream media, and it has often been the subject of interdisciplinary investigation. It is described as the process by which a society first developed a particular idea of an obstacle or they can additionally choose to reframe their understanding of the problem. The fundamentals of presentation & selection on the basis of subtly suggested items pertaining to issues, events, and concerns are also known as new framing. Several studies have identified the framing idea used in climate change journalism. Boykoff (2007) examined television news and US national media coverage from 1995 - 2006 to see how anthropogenic climate research was presented. Research has also demonstrated that "episodic" framing and event-oriented reporting are prominent in the depiction of global warming (Boykoff, 2007; Boykoff & Roberts, 2007). Similarly, Antilla (2005) observed that subjects and frameworks including "applicable science," "disputable science," as well as "uncertain science" are used in the US press, and the

vast majority of the 255 publications in the survey did not perceive the issue of climate change to be the most significant newsworthy story. Similarly, a different study exposed the framing that US politicians employed when discussing climate change. Republicans, for example, described global warming to be "scientific mystery" or as a "unfair economic strain," but Democrats portrayed it as a "the Pandora's box" of approaching doom (Nisbet & Mooney, 2007). Salience and selection are the two essential elements of framing.

The act of framing entails choosing a few prominent aspects of the problem at hand and arranging them in a way that makes them stand out more (Entman, 1993). Scholars have examined the effects of framing on a variety of topics through experimental, case studies, and various surveys (Chong & Druckman, 2007). There are several viewpoints and ramifications when thinking about a problem, such as climate change. The deft framing might be useful in communicating arguments on a relevant topic. When assessing general preferences as well as attitudes, the weights assigned to each individual issue are critical (Druckman, 2001). Mass public receives signals from the elites primarily through the mainstream media, a source of information (Clarke and others, 2015).

Climate change frames can cover a wide range of topics, including economic costs and benefits, scientific uncertainty and its downplaying or emphasis, ideological disagreement, and partisanship. Several research have investigated various climate communication frameworks that influence public opinions and actions (Antilla, 2005; Boykoff, 2007; Feldman, Hart, & Milosevic, 2017; Hoffman, 2011, respectively). (Stecula and Merkley, 2019). Pakistan has an agro-based economy and is a developing nation. It accounts for 45% of the workforce and generates 21.4% of GDP. Without a doubt, agriculture is the sole source of income for 62% of rural households (Abid as well as others, 2011). In addition to being a hazard to the entire world, climate change is impeding growth. Although it impacts every sector, the implications

of climate change are primarily restricted to agricultural field (Abid, and others, 2015). Pakistan, an agrarian country, is being disproportionately impacted by global warming.

### **2.3 The State of Climate Change and Journalistic Priorities**

Climate change has had a devastating impact on the overwhelming majority of developing nations. Similar to Pakistan, few developing nations provide adequate coverage of climate change, and what little is provided is primarily event-focused (Azmi and others, 2015). In contrast, media coverage increased in developed countries such as the US, the Britain, Mexico, and Japan in 2009(Boykoff, 2010). According to earlier research, 2006 saw a sharp surge in Western Europe, Africa, Australia, the Middle East, and Asia, but not as much as in the UK (Boykoff and Roberts, 2007).

Furthermore, Pakistan is lagging behind Asian & European nations in climate change research, namely Bangladesh, India, Nepal, and Sri Lanka (Kim, 2011). Surveys conducted in the US & Norway found that patterns of weather, melting ice, as well as heat waves were commonly linked to global warming (Smith along with Leiserowitz, 2012). Furthermore, it is argued that, despite being a human-caused phenomenon, climate change frequently gets referred to as one (Boykoff, 2007, 2013; Dryzek as well as others, 2011; Morris et Pickering, 2019, along with Ukon et al, 2012). Finally, as suggested, media elites have a considerable impact on the press's absence of coverage of climate change, as do journalists who are under significant strain in the workplace (Boykoff, 2007).

The shifting climate poses an imminent threat to humanity as the globe transitions to a more industrialized and digital era. Pakistan, which has been contributing a smaller amount of gaseous emissions, is currently a major victim of global warming injustice and is now listed among the most vulnerable victims worldwide. The world's industrialized countries, who are answerable for producing a significant amount of harmful gases from their sophisticated and

developed sectors, are doing less to restrict the emissions. Threats from climate change include the melting of massive glaciers, which has resulted in droughts in arid regions like Thar as well as Barren land in Baluchistan. Other effects include rising temperatures in Karachi, sudden cyclones and floods in Himalayan regions affected by climate change, such as GB/KP, terrifying fog in the Punjab, and oscillating seasonal cycles with longer summers and fewer winter weeks overall.

Global warming is a phenomenon that is gradually escalating the natural devastation of Earth with its man-made, enormous industrial nation. To gain weight in industrial capitalism, they financed in heavy industries in order to double down on output, and in addition to promoting population decreases, they functioned as a driver for huge deforestation globally. The media, which is a crucial tool for educating the public and disseminating firsthand information, has not been successful in raising awareness of Pakistan's climate change situation. Instead, it has concentrated on political events and other unwanted, internationally irrelevant subjects rather than the facts of climate change.

## **2.4 Theoretical Framework:**

Framing Theory is set to see which aspect of the climate change has given more coverage during the 2022 floods in both Pakistan and USA Newspapers.

## **2.5 Framing Theory**

Framing theory, developed by Erving Goffman in the 1970s and further expanded by scholars like Robert Entman and George Lakoff, suggests that how information is presented (framed) influences the way audiences perceive and interpret that information. Frames are cognitive structures that shape individuals' understanding of events by emphasizing certain aspects while downplaying others. In the context of media coverage, framing involves the

selection and emphasis of particular aspects of a story, which can influence public opinion, policy debates, and social norms.

## **2.6 Key Concepts of Framing Theory**

**Frame Selection:** Media outlets choose which aspects of a story to highlight based on various factors such as news values, audience interests, and editorial agendas. This process involves simplification and selection, as not all information can be included in a news story.

**Frame Emphasis:** Frames can emphasize different aspects of an issue, such as its causes, consequences, solutions, or human interest elements. Emphasis can shape how audiences perceive the significance and urgency of an event and can influence their emotional responses.

**Frame Effects:** Frames can influence how audiences interpret and evaluate information, shaping their attitudes, beliefs, and behaviors. Different frames can lead to divergent understandings of the same event and can contribute to the polarization of public discourse.

### **Application to the Study**

In the context of the 2022 floods in Pakistan and the United States, framing theory can help analyze how media coverage in each country shapes public understanding and responses to the disaster. By examining the framing of the floods in newspapers from both countries, researchers can identify differences in emphasis, interpretation, and the attribution of responsibility. Additionally, studying frame effects can shed light on how media framing influences public perceptions of climate change, disaster preparedness, and governmental responses. Comparing the framing of the floods in two different national contexts can highlight the role of cultural, political, and economic factors in shaping media representations of environmental crises.

## **CHAPTER 3**

### **3.0 RESEARCH METHODOLOGY**

The research technique is a critical component of any research undertaking, which is covered in this chapter by the researchers as they describe the procedures they utilized to structure their investigation on the chosen subject. Consequently, in order to increase the work's justification, this section of the research is intended to offer comprehensive details of the research methodologies used to accomplish the goals of the study and determine the replies to the research questions.

#### **3.1 Research Method**

Three different sorts of research methodologies are typically utilized in academic research: mix, qualitative, and quantitative methods. It is chosen to do qualitative research in this study, discussing the goals and determining the research's answer using the material from the earlier structured study. For this element, information on the subject is accessed through a variety of climate change-related articles. The purpose of qualitative research is to help researchers better comprehend their findings.

#### **3.2 Research Design**

The approach known as qualitative methodology is what the current study has chosen. The data for this model is gathered through the use of the content analysis research approach.

3.4 Information gathering Data for the study is gathered from secondary sources. The secondary data collection process gathers information from various sources, including books, journals, news stories, private documents, and so on. The data used in this study was gathered from secondary research sources. The data for this study was provided by the University of Punjab's digital library, which keeps monthly logs of every story published in national publications.

### **3.3 Universe**

Pakistani (DAWN & The news) also USA (The New York Times & Washington Post) leading press.

### **3.4 Sample and Sampling**

A search was carried out for "climate change" in the HEC Pro-quest scholarly database from the HEC electronic library yielded papers from Pakistan. The search word "climate" was chosen since it was widely used in relevant research on the effects of global warming (Boykoff and 2004; Oreskes, 2004). A wide search of the phrases yielded over 3,000 results in publications, many of those did not focus on climate change; therefore, the sample was limited to editorials where one or both terms occur in the lead. This will guarantee that the articles chosen have a primary focus on climate change. In this context, the immediate internet web source is also employed.

### **3.5 Data Analysis**

Analysis of Content One of the main components of research is data analysis, which involves employing a variety of tools and procedures to assess the acquired data. The data in this study is examined using a content analysis approach, which uses inclusive & exclusive criteria to find the most relevant and helpful material to help the study accomplish its goals. Two criteria are utilized in inclusive criteria, such as

- Only one or more articles published between June 14, 2022, and October 20, 2022, may be utilized for this research.
- The article must discuss climate change and pertinent issues.
  
- Only three carefully chosen news publications—The News, Daily Times, & Dawn News—were used for the stories.

A combination of the frames found in Nisbet (2009) and utilized in Brossard et al. (2004) were explored. If an editorial contained more than one frame, they were all captured. The lens that the story was conveyed through was referred to as the frame. As stated by Entman (1991), the goal of a frame is to "select particular aspects of what is regarded as reality and render them salient in a communicating narrative."

### 3.6 Operationalisation

The process of operationalizing Determining the precise standards and methods for grading and classifying the frames in the examined articles is the operationalization process. This section describes the conversion of the theoretical ideas from the framing theory into quantifiable variables and particular coding guidelines. The operationalization procedure for this investigation is delineated in the subsequent steps:

#### 3.6.1 Frames Used in This Study

The researcher used the frameworks described in this paragraph to examine the study's frames.

| Sr# | Frames Used   |
|-----|---|
| 1   | <b>Global Warming</b><br>rising temperature , burning coal , green house gasses ,deforestation                    |
| 2   | <b>Water Scarcity</b><br>unpredictable rains,floods are treated under water scarcity                              |
| 3   | <b>Agriculture and Food Security</b><br>climate change impact on agriculture and food                             |
| 4   | <b>Pollution</b><br>Vehicle emissions , fuel oil ,natural gasses ,power plants ,fumes from chemical production    |
| 5   | <b>Other</b><br>The other frame will use for all the write-ups which did not fall in any other framein this study |



This analysis used the following five frames: extreme Global Warming, Water Scarcity, Agriculture and Food Security, Pollution, and other. All articles discussing global warming and rising temperatures were categorized as belonging to the global warming frame; all articles discussing rising sea levels, unpredictable rains, and floods were categorized as belonging to the rising sea level frame; all articles discussing the melting of snow and glaciers were categorized as belonging to the melting glacier frame; all articles discussing various types of pollution were categorized as belonging to the pollution frame; All articles describing severe weather, such as unexpected heat waves and cold spells, were assigned to the risky weather framework; measuring includes the frame including all articles about measurement frames. Any of the write-ups in this study that could not be incorporated within any other framework were moved to the other frame.

### **Coding Sheet**

| Sr# | Name of News Papers | Months          | Frames Used     |
|-----|---------------------|-----------------|-----------------|
| 1   | Dawn News           | June to October | Global Warming  |
| 2   | The News            |                 | Water Scarcity  |
| 3   | The New York Times  |                 | Agriculture and |
| 4   | Washington Post     |                 | Food Security   |
|     |                     |                 | Pollution       |
|     |                     |                 | Other           |

## CHAPTER 4

### 4.0 RESULTS AND FINDINGS

This chapter contains the discussion of the research questionnaire, data analysis, and responses to the research topic, which is "Pakistani Press Representation of Climate Change: A Framing Analysis". The following part of the paper provides the outcomes.

**Table1:4.1 Number of Stories on Climate Change**

| Month     | The News |    |
|-----------|----------|----|
| Dawn      |          |    |
| June      | 5        | 7  |
| July      | 7        | 11 |
| August    | 10       | 12 |
| September | 6        | 7  |
| October   | 2        | 3  |
| Total     | 30       | 40 |

Pakistani newspapers—the news, , and Dawn—were selected by the researchers for this investigation. The regularity of coverage of climate change in the chosen Pakistani newspapers is displayed in Table 4.2-1. From June to October, researchers gathered information using content analysis, which is shown in the following table. The Pakistani elite press published 70 pieces in total in 2022. The table shows that there will be 24 stories in the news report and 40 stories in the Dawn report about climate change in 2022.

**Table2:4.2 Number of Stories on Climate Change**

| Month<br>Post | The New York Times | Washington |
|---------------|--------------------|------------|
| June          | 1                  | 3          |
| July          | 2                  | 1          |
| August        | 4                  | 3          |
| September     | 0                  | 2          |
| October       | 0                  | 3          |
| Total         | 7                  | 9          |

The researchers chose the New York Times and Washington Post newspapers from the United States to conduct this investigation. The regularity of coverage of climate change in the chosen Pakistani newspapers is displayed in Table 4.3-1. From June to October, researchers gathered information using content analysis, which is shown in the following table. The USA elite press published 16 pieces in total in 2022. According to the table, The New York Times will publish 7 pieces regarding climate change in 2022, while the Washington Post will publish 9 stories.

**Table3:4.3 Number of frames on Climate Change**

| <b>Frame</b>              | <b>DAWN</b> | <b>The News</b> | <b>The New York Times</b> | <b>Washington Post</b> |
|---------------------------|-------------|-----------------|---------------------------|------------------------|
| Global warming            | <b>83</b>   | <b>122</b>      | <b>51</b>                 | <b>93</b>              |
| Water Scarcity            | <b>47</b>   | <b>31</b>       | <b>22</b>                 | <b>29</b>              |
| Agriculture/Food Security | <b>92</b>   | <b>63</b>       | <b>42</b>                 | <b>62</b>              |
| Pollution                 | <b>107</b>  | <b>53</b>       | <b>62</b>                 | <b>42</b>              |
| Other                     | <b>23</b>   | <b>32</b>       | <b>45</b>                 | <b>33</b>              |

The research focused on analyzing the coverage of different aspects of climate change in selected newspapers during the 2022 floods, specifically examining the frames of Global Warming, Water Scarcity, Agriculture/Food Security, Pollution, and Other. The collected data revealed the following insights:

**1. Global Warming Frame:**

Both Pakistani and U.S. newspapers extensively covered the 2022 floods within the context of global warming. Articles emphasized the significance of the effects of climate change on exacerbating extreme weather occurrences like floods, as well as the importance of global efforts to prevent increasing temperatures.

**2. Water Scarcity Frame:**

The framing analysis revealed a prevalent focus on water scarcity in both Pakistani and U.S. Newspapers. Coverage emphasized the impact of the floods on water resources, scarcity concerns, and the need for sustainable water management practices to mitigate future crises.

### **3. Agriculture and Food Security Frame:**

Newspapers in both countries framed the 2022 floods in the context of agriculture and food security. Coverage highlighted the devastating effects on crops, livestock, and agricultural infrastructure, emphasizing the potential threats to food security and the need for adaptive agricultural practices.

### **4. Pollution Frame:**

The analysis identified a substantial focus on pollution as a frame in both Pakistani and U.S. newspapers. Articles discussed the pollution caused by the floods, including contamination of water sources and the broader environmental impact, prompting discussions about the need for pollution control measures.

The framing study of the 2022 flood coverage in major newspapers in Pakistan and the US identified common themes such as climate change, shortages of water, food and agricultural security, and pollution. Understanding these frames is crucial for comprehending how climate change issues are portrayed in the media and can inform public discourse, policy discussions, and global initiatives aimed at addressing the complex challenges associated with climate change and its repercussions.

## **CHAPTER 5**

### **5.0 DISCUSSION**

According to the study's findings, Pakistani newspapers discuss some concerns in regard to climate change. The fifth chapter attempted to solve the subsequent research questions.

**5.1 Research Question: Which aspect of climate change is given more coverage in the selected newspapers during the 2022 floods?**

#### **Discussion of Research Findings:**

The study sought to identify the most prominent parts of climate change that were covered by a few elite Pakistani and American media in the run-up to the 2022 floods. Based on the data collected, the research clarifies the frequency of coverage and offers insights into the goals and framing techniques used by the elite press in both nations.

##### **5.1.1 Pakistani Newspapers (The News and Dawn):**

The study period, which included the months of June through October, coincided with the floods of 2022. During this period, 70 articles were published in Pakistan's premier newspapers. With forty items, Dawn showed a greater dedication to reporting on climate change than The News, which only published twenty-four.

##### **5.1.2 USA Newspapers (The New York Times also Washington Post):**

In 2022, the most prominent press in the United States published 16 pieces on climate change. During this period, the New York Times and the Washington Post posted seven & nine stories, respectively.

### **5.1.3 Comparative Analysis:**

There are qualms regarding how global warming coverage is given priority in these places, considering the stark contrast in the quantity of articles published between Pakistan's elite press and the United States.

Although climate change was covered by both sets of publications, Pakistani newspapers—particularly Dawn—covered the topic so extensively that it appears that people are more aware of it or think it is important given the upcoming floods in 2022.

The results offer a useful starting point for academic research on how climate change is portrayed in the media, particularly during pivotal moments like natural disasters. The observed discrepancies in coverage raise concerns about the variables—such as editorial policies, audience interests, and political viewpoints—that impact media agendas in various geographic areas.

Further investigation may focus on the framing techniques these newspapers use. For example, knowing if the coverage primarily concentrates on the political, social, economic, or scientific aspects of climate change could provide more in-depth information.

The disparity in reporting between American and Pakistani newspapers highlights how socio-political environments, cultural contexts, and regional dynamics all affect media coverage. Investigating these elements may improve our knowledge of how people interpret and discuss climate change in various circumstances.

To improve the generalizability of findings, future research endeavours may want to think about extending the analysis to encompass a wider range of newspapers or a longer time span.

Examining how audiences react to coverage of climate change may offer a comprehensive knowledge of how media discourse affects public opinion and participation.

The study's findings, taken together, demonstrate the differing attention that elite publications from various regions paid to climate change during the floods of 2022. The disparity in the amount of coverage encourages more research into the factors influencing media agendas, framing techniques, and the media's function in influencing the public's perception of climate change in various sociocultural situations. This approach contributes subtle insights to the larger discourse on climate change communication and offers a strong basis for future scholarly inquiry.

## **5.2 Research Question 2: Which frames are being used by the Pakistani and USA leading press to represent the climate change and related aspects during the 2022 floods?**

### **Discussion of Research Findings:**

The research focused on analyzing the coverage of different aspects of climate change in selected newspapers during the 2022 floods, specifically examining the frames of Global Warming, Water Scarcity, Agriculture/Food Security, Pollution, and Other. The collected data revealed the following insights:

#### **1. Global Warming:**

DAWN: 83

The News: 122

The New York Times: 51

Washington Post: 93

Global warming emerged as a prominent frame across all newspapers, reflecting a shared recognition of its significance in the context of climate change during the 2022 floods.



The high number of articles in The News suggests a particularly strong emphasis on the role of global warming in influencing weather patterns and extreme events.

## **2. Water Scarcity:**

DAWN: 47

The News: 31

The New York Times: 22

Washington Post: 29

Water scarcity was another salient frame, albeit with fewer articles compared to global warming. DAWN demonstrated the highest coverage on water scarcity, addressing the challenges associated with the availability and distribution of water resources during the floods. This frame may highlight the critical role of water management in mitigating climate change impacts.

## **3. Agriculture/Food Security:**

DAWN: 92

The News: 63

The New York Times: 42

Washington Post: 62

Agriculture and food security received significant attention across all newspapers. DAWN stood out with the highest number of articles, suggesting a comprehensive exploration of how climate change and floods impact crops, food production, and the broader agricultural sector.

#### **4. Pollution:**

DAWN: 107

The News: 53

The New York Times: 62

Washington Post: 42 Pollution emerged as a key frame, with a notable focus on environmental degradation and its connection to climate change during the 2010 floods. DAWN exhibited the highest coverage on pollution, possibly addressing issues like water contamination and damage to ecosystems.

#### **5. Other:**

DAWN: 23

The News: 32

The New York Times: 45

Washington Post: 33

The "Other" frame encompassed diverse aspects not explicitly categorized under the predefined frames. While each daily covered different aspects of global warming, the Times (New York) featured the most stories in this area, indicating a varied approach to the issue.

#### **5.2.1 Overall Assessment:**

Among the identified frames, **Global Warming** received the highest overall coverage, indicating its central role in the climate change discourse during the 2022 floods. This suggests that media outlets recognized and prioritized discussions on the broader implications of rising global temperatures and climate-related events. The results highlight the multifaceted nature of climate change coverage, with newspapers exploring different dimensions such as water

scarcity, agriculture, pollution, and additional aspects. The varied emphasis across frames demonstrates the complexity of the climate change narrative and the need for a comprehensive understanding of its diverse impacts. These findings contribute valuable insights to the broader discourse on climate change communication, shedding light on the framing strategies employed by leading newspapers during a significant climatic event. For a more in-depth analysis, it is recommended to delve into the content of these articles to understand how each frame is articulated and what narratives emerge within each thematic category.

## **CHAPTER 6**

### **CONCLUSION AND FUTURE**

The study looks at the (positive or negative) repercussions for both industrialized and developing countries. We discovered that Pakistan had the most harmful climate of any of the selected countries. 14% of the 16 stories addressed Pakistan's harshest weather conditions. Reported in the Daily Times, Pakistan is ranks among the most prominent victims of calamities in the world." In accordance with the latest Economic Survey from Pakistan, over 3000 individuals died and approximately 19 billion usd were lost as a consequence of the flooding in 2010, 2011, & 2012. Water caused bridges to collapse, and infrastructure suffered significant damage. A large number of citizens were also uprooted from their houses. Disasters also disrupted communication networks in several locations. Floods struck Punjab and AJK again in 2014, destroying thousands of construction projects and costing the Pakistani government billions of rupees. It had been analyzed since statistics from the Daily Times and Dawn showed the devastating consequences of the issue, which had never been investigated before. Pakistan's leading publications' editorial must mature. They only address scientific findings and the implications of climate change. Only in the context of monetary costs and benefits, the Daily Times discusses some of the monetary consequences of carbon emissions, but no leading newspaper attempts to examine the true issue of the expenditures and advantages of climate crisis implementation. In addition, as part of the movement to protect the environment, environmental groups have to take the lead in mobilizing efficient backing for climate change, while corporations should leverage the power of mainstream media and social media to promote their activities.

It can complete the environmental cause more efficiently with the assistance of the media. The media has the ability to convey key concerns about global warming to the people, increasing their support. People were also concerned about environmental issues, and posts about them went viral. This trend is especially striking in light of the subject of global warming. Environmental organizations are increasingly realizing the importance of actively reaching out and leveraging the power of the media to communicate their activities and increase worldwide awareness about environmental concerns. The increased concerns of the media & environmental groups have created an ideal combination of environmental challenges. Numerous variables, such as environmental issues business initiatives in the environmental group, the critical need for climate change to be addressed at a global scale, and the impact of mainstream media coverage on society's view of the issue, necessitate that environmental companies promote the results of their efforts and start events in manners that are most inclined to result in enhanced digital coverage. Environmental enterprises can achieve this greater efficacy by categorizing and framing their findings in terms that the media is already familiar with. When environmental companies present their findings, mainstream media outlets can better cover global warming challenges. I chose this purpose and worked on a professional level with several environmental associations, revealing in depth concerning the print media coverage gained by global global warming within a one-year period. During the study, I disclosed some of the suggestion that can be successful for environmental organizations and beneficial for them in reporting environmental concerns, particularly issues associated with global climate change, in the mass media.

There are uncertainties regarding how global warming coverage is given prominence in these places, considering the stark contrast in the quantity of articles published between Pakistan's elite press and the United States. Both sets of papers covered climate change.

Pakistani newspapers—particularly Dawn—covered the topic so extensively that it appears that people are more aware of it or think it is important given the upcoming floods in 2022.

The results offer a useful starting point for academic research on how climate change is portrayed in the media, particularly during pivotal moments like natural disasters. The observed discrepancies in coverage raise concerns about the variables—such as editorial policies, audience interests, and political viewpoints—that impact media agendas in various geographic areas. Further investigation may focus on the framing techniques these newspapers use. For example, knowing if the coverage primarily concentrates on the political, social, economic, or scientific aspects of climate change could provide more in-depth information.

Global warming was the most widely covered frame of those that were found, suggesting that it played a pivotal role in the conversation about climate change during the floods of 2022. This implies that media organizations acknowledged and gave priority to conversations on the wider ramifications of rising global temperatures and climate-related incidents. The findings demonstrate how diversely climate change is covered by newspapers, which examine a range of issues including pollution, water scarcity, agriculture, and other issues.

The different emphasis in each frame highlights how complicated the story of climate change is and how important it is to have a thorough grasp of all of its various effects. These results illuminate the framing techniques used by major newspapers during a major climate event, adding insightful information to the larger conversation on climate change communication. It is advised to read these articles in their entirety for a more thorough examination in order to comprehend the ways in which each frame is expressed and the stories that arise inside each thematic category.

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