

**Media Discourse on Climate Change in Pakistan: An Analysis of
Media-Government Synchronicity**

BY

RIFFAT ALAM

REGISTRATION # 23-FSS/Ph DMC/F18

Program PhD Media and Communication Studies

Batch PhD Media and Communication Studies F (18)

Department Media and Communication Studies

International Islamic University

Islamabad

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DECLARATION

I, Riffat Alam D/O Muhammad Alam, registration # 23-FSS/PH.DMC/F18, student of PhD in Media and Communication Studies, International Islamic University hereby declare that the contents printed in this thesis is based in original idea for research work. The thesis does not contain any material that has been submitted for the award of any other degree in any other university, neither does this thesis contain any plagiarized material published or written previously except in the text for which the references are given.

Riffat Alam

THESIS COMPLETION CERTIFICATE

ABSTRACT

Climate change, characterized by long-term alterations in weather patterns, presents a substantial global challenge. The 2020 Global Risk Perception Survey of the World Economic Forum ranked climate change as one of the five most significant global risks, emphasizing its critical importance. Despite Pakistan's limited contribution to global greenhouse gas emissions, the country is highly susceptible to the impacts of climate change and has experienced numerous catastrophic natural disasters that have had a detrimental effect on its socio-economic stability. Secretary-General António Guterres highlighted this issue in his speech to UN General Assembly on Oct 07, 2022, when he declared that the people of Pakistan are subject to "a grim calculus of climate injustice" and the country is paying a "supersized price for man-made climate change".

The alarming threat about potential consequences of climate change has led to an increasing demand of information on the issue and if governments are taking mitigation measures to tackle long-lasting issue of climate change. The media plays a crucial role in covering climate change and shaping public opinion (Arlt et al. 2011) which in turn influences policy agenda (Carmichael and Brulle 2016; Weingart et al. 2016) and public discourse on climate change (Carvalho 2010). Journalists can also play an importing role in building narrative surrounding climate change and documenting crucial climate metrics including policy action and inaction.

Studies on climate change representation of media are more concentrated on western societies and scholarly literature on countries like Pakistan which are exposed to greater climate risks are non-existent or limited. Also, previous research has emphasized the significant role of official sources in shaping the discourse surrounding climate change governance, and mass media serves as a central forum for the legitimation and discussion of climate change actions. Despite limited research comparing government communication and media coverage on climate change; official sources have been established as critical sources of information on the issue. So, this study intends

to bridge the gap and explore media frames and government claims on climate change and if there exists any synchronicity among these stakeholders regarding adaptation and mitigation measures to tackle climate change issue in Pakistan.

Guided by Framing Theory and drawing on Van Dijk's Socio-cognitive Model (2005) and employing discursive strategies Lexicalization and Consensus within Critical Discourse Analysis (CDA) paradigm, the researcher analyzed three elite English newspapers of Pakistan including Dawn, The News International and The Express Tribune at an interesting time, when country was embarking on ambitious projects like Billion Tree Tsunami and 10-Billion Tree Tsunami to mitigate impacts of climate change in 2014 and 2018 respectively. The research study found out that elite press of Pakistan predominantly validates government policies regarding mitigation and adaptation measures to tackle climate change issue and highlighted themes like 'climate change vulnerability' and 'role of government' in news and editorial coverage. The News International and The Express Tribune were appreciative about climate change governance in 2014 and 2018; however, Coverage of Dawn was varying with supporting government claims on climate change policies in 2014 and reflected a neutral stance on government climate change policies during 2018 time period. Overall, the representation of climate change issue in elite newspapers of Pakistan during the time frame was in synchronization with government claims through highlighting vulnerabilities faced by the country as well as supportive portrayal of role of government as dominant themes on mitigation and adaptation measure.

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Chapter 1

INTRODUCTION

Climate change has been called “the defining challenge of our age” (Ban Ki-moon, 2007) and “the biggest environmental challenge facing our planet” (President Obama, BBC News 2011). It is arguably the most alarming issue of our time which will have catastrophic effects on the future of humankind in the near future. Although climate change was attributed to the future risk of rising levels of oceans, implication of CO₂, rapid melting of polar glaciers a few decades ago, it has only now become a pressing issue within public and media discourse. Highly politicized debates on climate change focus on intergovernmental collaboration to introduce concrete policy measures to mitigate threats on global level (Kasim, 2018). Over time, the implications of climate change have become increasingly more apparent (Patt and Schröter, 2008). The academic Carvalho opined that the climate change issue was brought in front of the public and the governments due to a number of prominent and noteworthy events including, but not limited to, the widespread news coverage of hurricane Katrina, the Nobel Peace Prize awarded to Intergovernmental Panel on Climate Change and Al Gore in 2007, the book by Nicholas Stern on *The Economics of Climate Change*, the warnings in *The Climate Change 2007 AR4* report by United Nations Intergovernmental Panel on Climate Change. Due to these vastly spread events climate change became a focal point for the public, international institutions and governments (Carvalho, 2008).

The public understanding and policy discourse on climate change is largely shaped by scientific knowledge conveyed and interpreted by the media (Carvalho, 2005) as the public gathers most of information related to science from media (Nelkin 1987; Wilson 1995). Mass media is the dominant public sphere which makes us informed of environmental issues and the way they are focused, examined and resolved (Hansen, 2011). The media person, politicians and climate experts engage in public debate through climate change news discourse and make claims about

the consequences, causes, and solutions to climate change (Stoddart, Tuomas and David, 2017). Therefore, the intersection of mass media, politics and climate science represents a key arena where climate change public opinion is formed and multiplicity of critical debates are contested and negotiated. Governments, corporate sector, NGOs and other stakeholders are constantly working on to integrate climate change into policy making and planning processes and strive to position themselves and their adaptation strategies high among the general public and in doing so, their main concern is to frame the issues in line with their policy goals. (Schäfer, et al, 2017). Previous scholarship on climate change suggests that there has been very limited research on governments and other decision makers discourse on climate change policies (Schafer, et al, 2017), although there are ample studies on NGOs contribution in exploring the potential implication and extent of threats caused by climate change. According to Painter (2010) there is a limited amount of research available on the agenda setting and framing of states position on climate change by the media. But it is of high significance to understand and interpret the state's position communicated through the press regarding climate change and its impact. This dissertation aims to provide literature and overcome the research gap regarding the comparison of media frames and government policy, or more specifically media-government synchronicity regarding climate change.

1.1 Background of the Study

Pakistan is no exception to harmful impacts of climate change and has been frequently exposed to natural disasters, similar to its neighboring states within the region, because of the decrease in resources, the unchecked growth of industry as well as development, and economic extension (Chan et al. 2018; Shaffril et al.2018). The state of Pakistan has to deal with the drastic impact of climate change resulting in endangerment of the states' economy and its social and environmental development (Khan et al. 2016). Pakistan, due to resource scarcity and mainly arid geographical location is highly susceptible to climate change (Schilling et al., 2013). Pakistan has

faced several natural disasters over the last two decades including severe floods in the provinces of Punjab, Sindh and Khyber Pakhtunkhwa, the melting of glaciers in Gilgit-Baltistan, the increase in sea level in the coastal belt of Balochistan and Sindh and extreme temperatures and drought in Sindh and Balochistan (Kasim, 2018). The findings of the Global Climate Risk Index 2012 have shown Pakistan to be the third highest country facing the consequences of climate change (Kreft and Eckstein 2014). Pakistan has failed to combat challenges of Climate change or focus on environmental threats as the state is dominated by issues like water scarcity, energy crisis, terrorism, and security challenges therefore climate change holds very little importance in the news and political agenda (Friedman 2013). Conversely, the media in Pakistan has deemed climate change to be a foreign issue of less significance that does not require much screen time (Afzal 2012). Issues like politics, terrorism, and the economy have been in the spotlight, so the public has little to no knowledge about horrible impacts of climate change (Rathor 2014). According to Pew Global Attitudes Survey (2007), only 12 percent of residents of Pakistan were aware about impacts of climate change as compared to 99 percent in Japan (Kim, 2011). However, due to the influence of world bodies like the United Nations (UN), World Trade Organization (WTO) and the World Bank, have made Pakistan adopt measures to mitigate effects of Climate change as observed by the signing of the Kyoto Protocol in 2005 by Pakistan . The Government of Pakistan has also established the Ministry of Climate Change in April 2012 and launched National Climate Change Policy in February 2013, to deal with challenges of climate change (A. A. Khan, 2011). Back in 2016, the government of Pakistan also ratified the landmark Paris agreement to keep global warming below 2 degrees centigrade . Pakistan with technical support of UNDP working to achieve the UN Sustainable Development Goal (SDG) for protecting the environment before the deadline of 2030 . The government of Khyber Pakhtunkhwa (KPK) in 2014, took a great initiative when it decided to plant over a billion trees. The Pakistan Tehreek Insaf (PTI) government led by Prime Minister Imran Khan, following successful completion and recognition from independent monitors, had also started the initiative

Plant for Pakistan (Plant4Pakistan), which has been termed as the 10 Billion Tree Tsunami by the media. The Plant for Pakistan initiative is a short-term project scheduled to be completed in 5 (2018-2022) years and aims at the planting of 10 billion trees all over the country. This project has heavily influenced the understanding of the public regarding climate through the help of the news coverage of the 10 Billion Tree Tsunami initiative. The role of mass media is crucial in framing the climate change topic and building civil pressure on governments to adopt appropriate measures for handling the climate change crisis (Burgess 1990).

Beck (2010), is of the view that mass media “undoubtedly helped to establish status of climate change as a widely recognized global risk” (Beck 2009, p. 69). For climate change to rise and stay high on agendas, both the media and policymakers must be convinced (Eckstein et al., 2018). Media helps governments to disseminate vital information about public services and government activities (Olengurumwa, 2017).

On the other hand, it is noted that the government is not only a regulator of the media, but communicator itself as well. (Keane, 1992; cited in Menon, 2014). So, a discourse analysis of media coverage and government policy related to climate change in Pakistan is both timely and urgent to explore synchronization between government policies and media frames. After 2010, Pakistan has adopted various measures for handling the alarming issue of Climate change, so a critical analysis of media and government policy on climate change will also reflect seriousness in attitudes of both government and media to sensitize the general public regarding growing threats of climate change.

Owing to its diverse conceptual and methodological approaches, discourse analysis has been used as an established framework of research in environmental policy analysis since the mid-1990s. Discourse analysis provides new perspectives and understandings on how political and social entities act on certain phenomena that are discussed in environmental policy making. So, the ambition of this thesis is to understand climate change as a policy issue by negotiating on a

variety of discursive strategies. In contrast to framing analysis and survey-based analysis, discourse analysis focuses on socio-cultural and political dimensions of stakeholders involved in climate change communication. Climate change is a difficult concept to grasp because it is an abstract and complex process (Van Kerkhoff et al., 2019). The media has a hard time communicating the topic and getting it on their agendas since climate change's long-term, abstract, and global nature, as well as the lack of clear remedies, do not easily fit into the prevalent media paradigm (Sedlacek, 2017). As a result, several approaches based on a constructivist epistemology argue that successful public communication of climate change should not be dependent on scientific facts to "speak for themselves." Instead, they suggest that communication should be tailored to clearly defined target audiences, utilizing suitable language and crafting messages that are in line with these groups' current interests and values (Nisbet, 2009). Researches on media and communication studies (Nisbet, 2009; Schlichting, 2013) in critical discourse studies (CDS) has largely depended on a strong constructivist paradigm, in connection with the concepts of 'frames' and 'framing' (Olausson, 2009; Sabet, 2014). The goal of executing a critical discourse analysis on climate change discourse in journalism assists in;

(1) Discovering ubiquitous but naturalized tactics of misrepresentation

(2) Critically examining their ideological roots and effects (Fairclough, 1995; Hansen & Machin, 2013).

The discourse analysis of media related to climate change in Pakistan is both timely and urgent as various stakeholders and policy makers are trying to impose their influence on the public. After 2010, Pakistan has adopted various measures to tackle the alarming issue of climate change, so a discourse analysis of media-government policy on climate change will also reflect seriousness in attitudes of both government and media to sensitize the public regarding growing threats of climate change.

1.2 Problem Statement

Media representation of climate change is a crucial source of information for ordinary individuals as well as decision makers. The media coverage of climate change has received much scholarly attention in recent years as compared to other issues because the issue has garnered attention of both common natives (Nisbet & Myers, 2007) and decision-makers (Gupta, 2010). Governments, industries, NGOs, and other stakeholders are constantly working towards integrating climate change into policy making and planning process. Furthermore, all these actors striving to position themselves and their adaptation strategies high among the general public while doing so, their main concern is to frame the issues in line with their policy goals (Schäfer, et al, 2017).

Climate change has also attracted considerable political and media attention in the current years, and it has been a top agenda on various regional and international forums. The framing of climate change in the news media offers us insights into how policy makers think about the alarming issue and their actions towards mitigating its harmful impacts. While western media coverage of climate change is well-documented, unfortunately very limited media evaluation for climate change reporting is performed in developing economies.

This research study aims to identify the discursive strategies of political actors, policy makers and the media in their re-constructions of climate change and how government policies influence production of news frames on climate change. It is important to gain understanding of whether synchronicity in media analysis as well as the state's strategy with respect to climate change exists in Pakistani media or whether both parties employ different approaches and framing strategies to communicate with the public on climate change. This study will be analyzing the association between policymakers and media regarding climate change coverage by employing the framing theory and through critical discourse analysis of leading newspapers of Pakistan i.e., *Dawn* and *The News*, and *Express Tribune*.

1.3 Objectives of the Study

1. To analyze whether Pakistani media validate or challenge government policies regarding climate change.
2. To explore the underlying themes used in newspapers, i.e. The News International , Dawn and The Express Tribune during 2014 and 2018 while reporting climate change.
3. To map out the overall representation of the role of government towards climate change in the editorial and news stories of the selected newspapers as being positive, negative, or neutral.
4. To identify how different newspapers cover the government response to climate change differently.

1.4 Significance of Study

A critical analysis of climate change research suggests that Pakistan's contribution to climate change scholarship is almost non-existent as compared to other South Asian countries such as India, Sri Lanka, Bangladesh, Nepal etc. in particular and global media in general (Kim, 2011). Climate change has also been one of the biggest issues in world politics and global media landscape, yet it holds a low priority in the government and media agenda of Pakistan. A state, already occupied by terrorism, sectarianism, water, and energy crisis does not have the time or energy to invest in figuring out climate change issues. (Friedman 2013). Ali (2010) observed in his study that Urdu Press in Pakistan hardly reports on issues pertaining to climate change as compared to English Press in the country. Boykoff (2010) has also found that climate change coverage in Pakistani media is limited and inadequate.

Previous scholarship on climate change suggests that there has been very limited research on governments and other decision makers framing on climate change policies because the framing approach is not common in political science (Schafer, et al, 2017), although there are ample

studies on non-Governmental Organizations (NGOs) framing the potential threats of climate change. NGOs have strived to sensitize the public by focusing on “diagnostic framing” (Schmidt, 2012) i.e., exploring the potential implication and extent of threats caused by climate change. In the context of highly vulnerable countries to climate change, like Pakistan, none of the research has been undertaken on framing government claims or policy regarding climate change. Also, in Pakistan a limited amount of research is present with regards to media portrayal of climate change and is also mainly focused on coverage of environmental news in mainstream media. There is a research gap on the influence of government policies regarding climate change on media coverage and how various government initiatives regarding mitigation and adaptation of climate change are framed and portrayed by the media agencies. This dissertation plans to overcome these gaps by analyzing the construction of climate change discourse present and created by the media and how government initiatives regarding mitigation and adaptation of climate change are influencing new coverage in Pakistani media. We know that the impact of climate change among the different sectors of society are interconnected. This study will provide an insight for both media and government policy makers about the way the issue is being addressed in media and importantly its alignment with government initiatives on climate change.

Media coverage promotes a sustainable outcome to the climate change negotiations at intergovernmental level. This study will provide a direction to policymakers both in the context of media content being promoted and in what ways and to which degree the climate change initiatives by the government have been highlighted by the print medium of Pakistan. Policymakers play a key role and address these challenges by improving communication, building media capacity, and finally engaging communities. Several academics have examined the characteristics, appearance, utilization and impact of mediated communication with regards to climate change in the last decade (Schäfer,2015). The lack of media coverage prevents these issues from entering the public debate and finally policy makers (Poberezhskaya,2014). When we consider Pakistan, there is a need for study regarding the synchronicity between media

coverage and government policy i.e., how does the media agenda synchronize with the government policies regarding climate change in Pakistan So, this research will determine the synchronization between media agenda and government policies in the perspective of climate change. Discourse analysis of newspapers content on climate change before and after launching billion tree tsunami and ten billion tree tsunami, will give an insight in determining this synchronicity between media and government with regards to climate change.

Chapter 2

LITERATURE REVIEW

The chapter consists of two parts i.e. conceptual framework and theoretical framework. This chapter critically evaluates the existing literature related to core variables of the present research study. Conceptual framework provides an overview of all the main concepts being analyzed mainly climate change discourse and media, as well as climate change profile of Pakistan.

2.1 Conceptual Framework

2.1.1 Climate Change Discourse and Media

In today's era, Climate change has become an issue that can result in the end of humanity and therefore is the pivotal problem humanity is facing. The scientific community has grown increasingly convinced about the fact of modern climate change over the past five decades, as more data has surfaced showing that human actions impacting the climate have aggravated inevitably (IPCC, 2022). The media are main actors in the identification and understanding of environmental issues (Jylhä and Hellmer, 2020). It is considered that varied vintage points regarding underlying factors and ramifications of climate change are addressed by the media (Boykoff and Boykoff, 2004). Masses heavily rely on media for comprehending the causes and implications of climate change (Boykoff, 2011) meanwhile, real-world situations that are intense can be made much scarier by media exposure (Ungar, 1992).

It is pertinent to mention that mass media plays a decisive role in ascertaining both societal and environmental issues, as well as its role in the explanation of the issues, cannot be undermined (Boykoff & Boykoff, 2007). Therefore, the media is certainly relevant to climate change, because the public builds their comprehension regarding the issue of climate change through the information ascertained using media (Wilson, 2000). A huge proportion of people gain

information via the internet and electronic and print media sources. Given that various media platforms create awareness among the masses about the problems associated with climate change and put forth apt policy recommendations (Carvalho, 2010). The public frequently shows a substantial amount of acceptance for political and professional voices through press coverage of environmental issues (McManus, 2000).

Research studies have demonstrated that the media news significantly contributes to enhancing the knowledge of the masses regarding science (Wilson, 1995 [as cited in Egbra, 2014]). Over the last few years, media and public debate about climate change have been substantially altered (Carvalho, 2010). However, climate change is portrayed as an impending disaster that can hit hard affecting practically everyone and is possibly catastrophic. The comparative research concerning environmental calamities and the media coverage depicted mixed findings. As per the findings of Brossard et al. (2004), the issues caused by climate change are covered through a culturally distinct style, but these findings do not infer that all newspapers or media outlets in a particular country present the topics in the same way from a societal point of view. Good (2008), using Herman and Chomsky's media propaganda model (1988), anticipated variations in climate change reporting due to social influences on news creation and also the potential influence of a system of governance. Further, she maintained that as compared to Canadian newspapers or international news outlets, the news articles in America present climate change as a science discourse.

Flottum (2020) has extensively talked about climate portrayal through the discourse of climate change. According to Flottum climate discourse is packaged as narratives which represent climate change as the issue that requires subsequent steps to resolve the issue. Another academic, Centeno, has also studied the discourse of climate change. Centeno (2020) explored the socio-political structure of climate change. By examining the papers formed by international organizations (IO) like Intergovernmental Panel on Climate Change (IPCC), Conference Of Parties etc. Centeno concluded that anthropocentric, market- based and

technocratic approaches to the social and ecological relations play an important role in climate change policy formulation. Ferguson et.al (2016), while using content analysis techniques, examined climate change discourse in the corporate social responsibility (CSR) reports of the 24 largest companies. According to him, rationalization, and differentiation, were the two linguistic strategies used in the reports.

2.1.2 Climate Change, Media, and Government

The correlation between media and government has a significant impact on the dissemination of information to which the public has access. Since the inception of print and electronic media, the governments have always been dependent upon media to communicate with citizens and relevant stakeholders around the world. Moreover, to ensure that they receive the information that would influence their opinions and decisions daily.

Media outlets play a very vital role to inform the masses and government administration regarding protection of natural resources. Moreover, about the propagation of climatic disorder which is basically in the interest of future generations to come. However, sustainability could be achieved through controlling the consumption of natural resources as it would lead towards a healthier atmosphere. In addition to this, both developed and developing countries have an equal responsibility regarding the safety of this world (Sonwalkar,2002).

As the real constancy of our earth is dependent on the sustainability of its environment, likewise, the role of media is critically important regarding the propagation of awareness among the common masses. More importantly, the progressive change in behavior of society would enlighten the anthropogenic environmental change (Yadav & Rani,2011). Primarily, the media's utmost duty is to set an agenda that would shape public opinions regarding various problems (Khan et al, 2017) like climate change and its effects. Lastly, to convince the world and stakeholders (government) to take immediate action regarding it.

Due to the severity of climate change disparity, the issues like climate change, global warming, water scarcity, construction of dams and its impact on agriculture and food sector lead towards the higher demand of media portrayal. In this contemporary era, mass media has become a necessity and a central part of life and society. Apart from just disseminating information, awareness is also an important part of the media through which they provide focus on vital issues like climate change and its consequences. This depicts that the media knows the severity and consequence of environmental and climate change news. More importantly, the suggestions and statements of scientists' and policy makers through the medium of mass media has garnered high awareness which makes the public understand the climatic issues (Kakade, et al., 2013). Furthermore, organizations like national level press, regional level press and small /local language newspapers; they all give complete coverage to issues like climate change and its consequences according to their policy In conclusion, this helps the general masses to know more about the severity of environmental & climate change effects, its warnings and what preventive actions should be taken in order to mitigate it (Christian & Nordenstreng, 2010).

Climate change has become a highly politicized and controversial issue in developed countries, with conflicting views on its causes and solutions. This politicization can lead to a lack of consensus on the causes and solutions of climate change, which can hinder progress in addressing the issue. In some cases, media outlets themselves may have their own political biases or agendas that can influence their coverage of climate change. For example, in some countries, conservative media outlets may be more likely to downplay the severity of climate change and reject the need for action, while liberal media outlets may be more likely to emphasize the urgent need for action and advocate for more aggressive policy solutions. (Feygina et al., 2010; Weber and Stern, 2011; Feldman et al., 2012; Elsasser and Dunlap, 2013; Liu et al., 2014; Hmielowski et al., 2014; Schuldt and Roh, 2014).

Also, coverage of climate change differs due to domestic and global perspectives in both Global North and Global South and how it should be addressed also varies according to countries's political, economic interests and journalistic culture (Konieczna et al., 2014, Kunelius et al., 2017). Journalistic resources are scarce in countries of Global South including Pakistan, so scientific issues including climate change is very less covered in media and also scholarly research on climate change is scarce too (Schäfer & Schlichting, 2014; Comfort & Park, 2018). Unlike Global South, Global North is dominated in communication, research and policies concerning climate change (Blicharska et al., 2017, Schäfer and Schlichting, 2014).

2.1.3 Climate Change Profile of Pakistan

Pakistan is one of the South Asian nations that is most impacted by the threats related to climate change (Ali and Erenstein, 2016). Pakistan with a population of around 122 million people highly suffered due to climate hazards. The country is ranked eighth position as the most susceptible country in the global risk index (Eckstein et al., 2019). Pakistan is ranked among the six countries that are most vulnerable to climate change and it is also facing the severe impacts of climate change like other developing nations (Javed, 2016). Pakistan is already struggling with deleterious ramifications of increasing climatic calamities including scarcity of water resources, famines, torrents, scorching heat waves, an outbreak of communicable disease, and recurring incidents of pest's attacks in diverse parts of the country (Skinner 2002). More people are exposed to natural disasters than ever before due to several causes, including a fast population boom, unregulated industrialization, and mismanaged infrastructural development (Cardona et al., 2003).

Despite making minute emissions of greenhouse gasses, Pakistan has already been growing more vulnerable to the consequences of climate change over time. Pakistan ranked 12th among some of the top nations vulnerable to the vicissitudes of global temperature rise and climate change in 2012, 8th in 2015, and 7th in 2016 (IUCN, 2009).

2.1.3.1 Climate Change Vulnerability of Pakistan

The issue of climate change is one of the pressing issues confronted by humankind throughout human history (Moser & Dilling, 2004). However, this is not a novel issue rather it is a centuries-old challenge, during the 1980s climate change got much traction among the public (Seacrest et al., 2000). Over the past few decades, the impacts of climate change have progressively become more evident (Schröter, 2008). Climate change predictions indicate that underdeveloped countries will have a more volatile climate with more susceptibility (McCarthy, 2001). Mainly, in developing countries, rural populations are often vulnerable to floods owing to the slight adaptive capability and resources (Huong et al. 2018). Many Asian countries are struggling hard to attain sustainable development because of the scarcity of resources, rapid urbanization, and economic restraints. Despite their negligible role in carbon emissions, developing nations suffer the most, which starkly illustrates the unfairness of climate change (Van Aalst, 2006). This is because some of the highly vulnerable regions are geographically located within the boundaries of developing nations and because those areas are highly exposed, have hardly any resources, are seeing rapid and uncontrolled population expansion, and are therefore more likely to have poor adaptation strategies. (Khan, 2011).

The situation is particularly dire in Pakistan because of the long track record of uncontrolled growth all over Pakistan, which has had a deleterious effect on the nation's socioeconomic structure, particularly in densely populated areas (Hussain et al. 2018). Most importantly, Pakistan is vulnerable to the effects of climate change due to its geographical location (Chan et al. 2018; Shaffril et al. 2018). Pakistan's total Climate Risk Index (CRI) rating between 1998 and 2019 was 28.83, positioning it fifth among the 10 countries that have been most at risk from climate change over the past twenty years (Eckstein et al., 2019). In 2015, Karachi, the largest city in Pakistan encountered the worst heat waves which resulted in the casualties of nearly around 1200 to 2000 citizens (Anis, 2015).

Pakistan ranks among the nations extremely vulnerable to climate change because of its meager resource availability and arid geographic feature (Schilling et al., 2013). In recent years, climatic catastrophes such as cyclones, storms, droughts, and floods adversely impacted Pakistan (Tingju et al. 2014). Pakistan is vulnerable to climatic perils, particularly floods and famines. During the years 2010 and 2014, Pakistan massively suffered from disparaging floods, several people lost their lives and property, and the majority of the folk fled their homes. Additionally, other catastrophic events such as pest attacks, droughts, and torrents deteriorate the country's vulnerable situation. In addition, scientists have pointed out that climate change will have varying level of impacts on different geographical locations on Earth (Malik et al. 2012), raising serious concerns that it would exacerbate the plight of the deprived rural farm worker (Ali and Erenstein 2017), who has higher fragility to climate change as exemplified by the flood disasters of 2010–2011. (Gorst et al. 2015). Most of the population in mountain regions of developing economies relies on natural resources for their means of survival. Therefore, climate change poses a serious threat to the country's economic situation as well as the rural lifestyle (Mukwada and Manatsa 2018).

Pakistan is among the first 10 nations that climate change is predicted to cause substantial threat towards (Melchior, 2016). Some dominant factors that are posing serious threats to the country include economic downturn, population explosion, fragile governance capacity, low living standards of the folk, and increasing environmental issues. Significant economic damages have been borne by Pakistan because of natural disasters, including reduced crop yields, mismanagement in rehabilitation, and the need to repair essential infrastructure (Ali and Erenstein 2017) Parallel to the situation globally, Pakistan is experiencing huge losses in its power, water and food production due to climate conditions (Imran et al. 2016).

Pakistan is one of the nations with the lowest potential for adaptation due to its extreme deprivation level and the unavailability of financial and physical resources (Smit, 2000). Pakistan's north-western part is susceptible to deteriorating climatic conditions, particularly

this region may face the worst drought conditions (World Bank, 2013). Pakistan is confronted by grave challenges due to climate change, here it is imperative to mention that Himalayan glaciers are thawing at an unprecedented rate ever documented in history (M et al. 2012). The consequences resulting from climate change can be seen in the form of sudden rainfall, fluctuating temperature, scarcity of water source, capricious flooding (Abid et al. 2016b, b), formation of lakes, deadly heat waves (GOP 2017–18), avalanches, mudslides, and seismic activities (GOP 2012) etc. The findings of research studies put forward that the underprivileged people of Pakistan dwelling in rural areas are highly susceptible to climate change (Füssel, 2007). In the same vein, several other studies carried out in diverse parts of the country revealed that inhabitants of rural areas are adversely affected by climate change (Qasim et al., 2015; Abid et al., 2015). Major population of rural inhabitants rely primarily on agriculture for their livelihood, and agriculture is particularly vulnerable to climate change. This excessive reliance on agriculture is the primary cause of this catastrophe.

Pakistan's economy, as well as environmental and societal growth, may be in jeopardy owing to the catastrophic effects of climate change (Khan et al. 2016). By 2030, it is projected that this global ranking would have risen considerably higher given the increasing urbanization, increase in transportation, growth in energy consumption, and an upsurge in waste (Jibran et al. 2015). Developing substantial and multifaceted plans to confront the effects of climate change at this level is urgently needed in a variety of industries. It is necessary to plan out strategies in response to and alleviate weather patterns by reducing interventions in grasslands, lakes, woodlands, and glaciers. Figuring out and prioritizing the mechanism involved is essential for disaster risk reduction and vital to fulfilling state sustainable economic growth.

2.1.3.2 Role of Government in Mitigation and Adaptation of Climate Change

The government of Pakistan has now become determined to combat climate change, though the country has been suffering because of the climate change issue for many years. Now the

government is taking notice of the climate change issue and taking action towards understanding the sensitivities and vulnerabilities related to it (Rasul et al. 2011). Similar to other developing countries, Pakistan tackled the climate change issue using numerous strategies in the form of climate policy and action plans.

To confront the negative consequences of climate change, many nations around the globe have established climate policies. Climate change responses generally start with one of two goals, that is, adaptation, which regulates economic, social, and ecological systems to bound vulnerability to climatic surprises, and mitigation, which intends to decrease greenhouse gas (GHG) emissions and stop further climatic change (Ginbo et al., 2021). While mitigation efforts naturally are measured at large scales, adaptation can be an extremely local problem (Thornton & Comberti, 2017). The mitigation policy refers to emphasis on events and initiatives to diminish Greenhouse Gas (GHG) emissions. The approach of climate mitigation is well-defined as the ‘anthropogenic involvement to reduce the bases of greenhouse gasses’ (IPCC, 2014). It proposes a long-term resolution by addressing the basis of global warming. Contrary to this, Climate adaptation, discusses the “adjustment in natural or human systems in response to definite or predictable climatic stimuli or their consequences” (IPCC, 2014).

Pakistan’s climate change policy and several initiatives to alleviate effects of climate change has its roots in previous key environmental efforts like, National Conservation Strategy (NCS), A Plan of Action, 1992, National Environmental Quality Standards (NEQS), 1993, Pakistan Environment Protection Act, 1997 (PEPA), Pakistan Environmental Protection Council (PEPC), the Pakistan Environmental Protection Agency (EPA), National Environmental Action Plan (NEAP) 2001 and the National Environment Policy (NEP), 2005.

Subsequently, after the establishment of the Task Force on Climate Change by the Planning Commission, Pakistan first took intensive steps toward the progress of targeted climate change policies in 2008. An objective of the Task Force was to articulate a “climate change strategy

that would support the government in pursuing the dominant objective of continuous economic growth by suitably addressing the challenges posed by the threat of climate change” (Khan, 2011, p. 5).

National Climate Change Policy (NCCP) for Pakistan was formulated in 2012, the primary objective is to streamline climate change response in every socioeconomic development plan, aiming to endorse climate resilient development. Main emphasis of the NCCP policy paper is the adaptation along with the clarification regarding a series of possible adaptation strategies, however mitigation is also providing an effective space (Afzal, 2020).

The key purpose of the NCCP is to “improve the awareness, skill, and institutional capability of pertinent stakeholders”. Secondly, to encourage protection of natural resources in order to safeguard long-term sustainability in the economy.

Pakistan is one amongst few of the second world countries, which has articulated its policies of climate change. The foundation of NCCP is a laudable step to resourcefully counter climate change in Pakistan (Mumtaz, 2013). Understanding the destruction caused by harsh climatic conditions along with the significant economic cost it incurred, the government of Pakistan (GOP) announced and initiated the National Environmental Policy (NEP) in 2015.

In 2017, the GOP passed the Pakistan Climate Change Act (PCCA) to “fast-track actions required to implement activities on the ground”. Pakistan 2025: One Nation, One Vision, formulated in 2014 has also ranked the issue of climate change as a significant policy area because it possesses a grave concern towards water, food, shelter and various similar needs of the populace and therefore has recognized several aims for responding efficiently to such challenges (Nachman et al. 2015). Likewise, Pakistan is the first to pass an approved Pakistan Climate Change Act in 2017, amongst South Asian countries.

The state has also presented numerous sectoral policies such as National Energy Conservation Policy (NECP) 2006, National Power Policy (NPP) 2013, National Forest Policy (NFP) 2015,

National Food Security Policy (NFSP) 2015, National Water Policy (NWP) 2018, and The National Transport Policy of Pakistan (NTPP) 2018, Alternative and Renewable Energy Policy, 2019 (Afzal, 2020). It is important here to note that the team from Pakistan at the United Nations Climate Change Conference (COP 25) was able to attain six positions in numerous committees displaying the state's seriousness regarding tackling climate issues and fully participating in the climate negotiations.

In the 2013 elections, Pakistan Tehreek-e-Insaaf formed a government in Province Khyber Pakhtunkhwa and started a massive plantation initiative called Billion Tree Tsunami in 2014. The campaign was designed to plant a billion trees in the 350,000 hectares area of Abbottabad, Peshawar, and Malakand divisions of the KP province in connection to Bonn Challenge (Hutt, 02 July 2018).

The project 10 Billion Tree Tsunami initial stage is being executed in different locations all over the country and is being assisted by the necessary help from the provincial governments in between the timeline of four years (2019-20 to 2022-23). According to the plan a total of 3.29 billion plants will be planted/regenerated, during this first phase of the program. The program is the repetition of the Billion Tree Afforestation Project (BTAP) which was positively executed in Khyber Pakhtunkhwa.

2.2 Theoretical Framework

This study will utilize two theoretical approaches for the research study including framing theory and Critical Discourse Analysis

2.2.1 Framing of Climate Change

The concept of framing is broadly applied as a framework to comprehend how actors focus certain features of a topic and how such a representation affects audiences' perceptions of the topic (Chong & Druckman, 2007). Reflecting this, the last decade has observed a spread of research examining the reporting and framing of climate change in the media, with a strong

emphasis on the science of climate change, its impact, and mitigation (Schmidt et al., 2013). News reporting for climate change frames offer methods of selection, emphasis, and salience (Entman, 1993), hence affecting public agenda in terms of perceptual contexts.

The salience of important issues, their ability to influence via media is examined through framing (Kim, Scheufele, & Shanahan, 2002), and who should be held responsible for detailed social problems (Iyengar, 1991). Researchers in the field of communication have taken little notice of the media framing regarding the health consequences faced by the populace due to climate change rather their attention has been the framing of climate change as an environmental issue within the media landscape (e.g., Corbett & Durfee, 2004).

The theoretical framework of this study is influenced by the theory of framing, the main work of Entman, R. M et.al (1993) who originated the concept “to frame is to choose some characteristics of an apparent reality and make them more significant in a communicating text”. Framing theory will be used to determine media discourse with primary focus on conceptualizing four elements of the text that is lexis, transitivity, modality, and sources. The toolkit of Maunter’s method suggests studying seven elements of the text. Media discourse determines media policy and there is a need to study media policy. Media policy research explores how regulators, public policies and governments, form the information industries and social practices (Papathanassopoulos & Negrine, 2010). Secondly, the media is influencing policies on different issues. According to Crow & Lawlor (2016), media influence as well as intercede the government's policy process through the agenda setting and framing of topics/issues deemed significant in front of the general populace and the policy makers.

Climate change opinions which hold firm basis in scientific data, are framed in the language of environmentalism (Rademaekers & Johnson-Sheehan, 2014). It is because climate change is/can be perceived as an issue regarding the environment. Therefore, the media is usually inclined to frame the concerns of climate change in a manner which the public can easily relate

to. When framed as an environmental problem, the understanding tends to hinder the general populace from the issue thus leading towards an unconcerned attitude towards climate change which causes significant hindrance towards formulating solutions. To deal with this issue a deeper understanding of framing theory is required.

According to Hase et al. (2021) analysis of 71,674 climate-related news pieces from 10 Global South and North countries in 2021, The Global North publishes more stories with an emphasis on the societal aspect of the issue while the media in the Global South is more likely to highlight how humans will be affected by climate change. According to research, the media in emerging economies emphasizes more on environmental impacts and mitigations measures related to climate change (Shanahan, 2009; Takahashi, 2011).

Previous literature on climate change reflects that the frames of solutions, responsibilities, consequences/effects, science, and international relations/conflicts have been frequently used in the context of climate change coverage in many nations, including the United States (Boykoff, 2008; Boykoff & Boykoff, 2004; Shehata & Hopmann, 2012; Trumbo, 1996), France (Brossard et al., 2004), Sweden (Olausson, 2009; Shehata & Hopmann, 2012 (Jang & Hart, 2015)). Scholarly research on climate change over the past two decades has also revealed the existence of a number of additional frames including, public health, national security, and economic prosperity/development. Scientific, economic, and the environmental frames were most commonly used in the literature base. Scholarly interest in other climate change frames, including public health, natural disasters, and morality/ethics, appears to have increased recently. Environmental consequences and mitigations are regularly covered in the media in developing countries (Shanahan, 2009; Takahashi, 2011).

Grundmann and Krishnamurthy (2010) analyzed the climate change framing in different countries (France, Germany, UK, US) by looking at comparison patterns. They determined that climate change is framed in various ways in different states. While analyzing American and

Great Britain media, the most prominent frame is scientific, however in Germany and France media frames climate change through a moral approach. In comparison, France and Germany take the issue more seriously than the US and UK (p. 144). Russell (2010), talked about the metaphorical framing of climate change. He stated that climate change is metaphorically framed as an 'angry beast', 'rollercoasters', 'green houses', 'blankets', 'switches' etc. Research on climate change framing was done in Chile using a qualitative approach by Hasbun (2017). He concluded that the framing of climate change in the media in Chile supports the informal stance of the bourgeois.

Furthermore, research reveals that the media used to frame climate change as a scientific issue and now has moved towards framing it as a political issue (Bødker & Neverla, 2012; Carvalho, 2007). Henceforth, Climate change is now considered a focal point on the political agenda of the media (Sonnett, 2010; Weingart, Engels, & Pansegrau, 2000).

In developed countries like the United States and France, climate change is frequently framed from the perspective of political conflict by the news media (Brossard, Shanahan, & McComas, 2004; Dirikx & Gelders, 2010). Additionally, government officials have become the most frequently cited information sources in the media coverage of climate change in both developed and developing countries (Shehata & Hopmann, 2012; Takahashi, 2011).

Researchers have further found several news frames on climate change in media of different countries, including the United States (Boykoff, 2008; Boykoff & Boykoff, 2004; Shehata & Hopmann, 2012; Trumbo, 1996), France (Brossard et al., 2004), Sweden (Olausson, 2009; Shehata & Hopmann, 2012), and Australia (Jang & Hart, 2015). The most frequent frames used in these countries are frames of science, solutions, responsibilities, consequences/effects, and international relations/conflicts.

Scholars (e.g., Shanahan, 2009) of developed countries have focused on the need of further research, especially the most susceptible districts and counties with huge greenhouse gas

emissions. The overall frames adopted in both the developed and developing countries are common but to varying degrees (Billett, 2010; Gordon et al., 2010; Mercado, 2012; Semujju, 2013; Shanahan, 2009; Takahashi, 2011).

Research indicates that the media in developing countries focus more on environmental impacts (e.g., in Brazil, South Africa, and Swaziland) and on mitigations (e.g., in Brazil and Peru; Shanahan, 2009; Takahashi, 2011). The nationalistic position in the North–South frame depicted by the media in developing countries such as India and Malaysia, is of great interest. Discourse analysis suggests that the nationalism frame, or the North–South frame, creates conflict between developed and developing countries (Billett, 2010; Manzo & Padfield, 2016).

2.2.2 Critical Discourse Analysis

Discourse, stemming from social interactions, can be oral or written as has been mentioned above. There is, however, a difference in the employment of the term when it is used in spoken and written communications (Coulthard, 1979; Badara; 2012). To Hajer (2005), discourse is “an ensemble of ideas, concepts and categories through which meaning is given to social and physical phenomena, and which is produced and reproduced through an identifiable set of practices”.

According to van Dijk (2011), Discourse Analysis (DA) is the realm of research that is made up of several heterogeneous methods, which are mostly qualitative. It is the study of relations that are found between language-in-use and the social world. Discourse analysis carries numerous elucidations, “hence, there are quite a variety of schools and approaches to the comprehension and execution of discourse analysis”. Van Dijk (2011) points out that discourse can be observed as “social interaction, as power and domination, as communication, as contextually situated, as social semiosis, as natural language use as a complex layered construct”. Discourse analysis is a method that often inspects or evaluates language to be used in written and spoken form naturally by the users as a component of society.

Critical Discourse Analysis (CDA) is a qualitative analytical method that analytically defines, describes, interprets, and explains the techniques through which communication patterns make, uphold, and validate disparities on social level (Wodak & Meyer, 2009). Wodak and Meyer (2016) further suggests that it is an all-encompassing term for a pile of theories, methods, approaches, implements, and implementations which is dependent on the process as a social exercise.

As Critical Discourse Analysis is a fresh interdisciplinary, multifaceted method to the investigation of discourse, many disciplines can be and are found to be involved in this methodology ranging from language, linguistics, psychology, sociology, law, literature, political sciences, and social psychology to mass communication. It involves, by and large, all dimensions of language such as style, syntax, semantics, pragmatics (van Dijk, 2011).

Since 1990, however, CDA has been taken up as a new arena in applied linguistics. In CDA, there are several approaches, but they are often used in the analysis of discourse in the form of text (Van Dijk). Some are different, and the others are identical. However, every model equation is the ideology that becomes a significant slice of the analysis of all models. Power is also a chief part. Moreover, the unit of language is used as a research tool to sense any ideology framed and fixed in the text.

CDA largely investigates how language is employed and twisted while projecting the issues in prevailing news (Wodak 2011). It analyzes how the practice of language is likely to relegate and exaggerate various points of view in news demonstrations (Hackett 2006). Semiotics used by the news persons cause the news consumers to depend on that specific word choice for understanding and having perceptions about the news content (van Dijk 2005; Carvalho 2008; Mautner 2008). CDA mainly considers the associations between language use, its creators and users, and the public and political milieus, constructions, and applications in which it occurs (Waugh et al. 2015). The discursive choices are mindful or not and whether the use of language

is purpose oriented. Language is taken as a social norm by CDA scholars, and their key resolve is to study the secret power relationships fixed in the discourse. So, the major concerns of discourse are meticulously investigated in it. Language and society are interlinked in two-way: language is shaped by society and vice versa.

Many CDA studies have focused on how newspapers utilize language to pile power or question it (van Dijk 2005; Carvalho 2008; Mautner 2008). Predominantly, much emphasis has been on the media's manipulative employment of language to influence people's opinions and comprehension of events occasionally backed by the ruling elite. Critical discourse analysis approaches such as Feminist critical discourse analysis, Fairclough's dialectical-relational approach and Van Dijk socio-cognitive approach have the capacity to give understanding into the way discourse produces social and political disparity (Wolfstone, 2014). The chief aim of CDA is to comprehend how language discourses shape and get shaped by social and political practitioners. Van Dijk's model of the CDA is a multidisciplinary framework which contains discourse, society, and cognition. Ideology and discourse are not the concepts that can be adequately studied in one field. Teun A. van Dijk (2001) stated that Critical Discourse Analysis (CDA) is the way social power, abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. CDA, particularly concentrates on the ways discourse structures represent, endorse, legitimate, produce or challenge relationships of power and dominance in society (van Dijk 2001).

Dijk holds that the role of politics, politician, and political discourse, are chief arenas of research in critical discourse analysis. CDA defines the existing social issues in accordance with need. CDA critically scrutinizes these issues embedded in power structure, and those who own the sources and the opportunity to sort out these problems. (Dijk, 1986, Wodak & Meyer, 2001). To Fairclough (1995, p. 30), Van Dijk's approach is positively a suitable tool to analyze newspapers' soft news content such as articles, columns, and editorials" (Fairclough et al 1997: 271).

Dijk (2008) considers the print media content as a prism, which is used either to shape a reality or to twist it as is intended and planned by some political, ethnical, or religious group. Major studies of Dijk are on parliamentary debates and mass media. He particularly focuses on issues linked with parochialism and ethnic bigotry (Wodak, 2006).

Dijk (2004) expands the area of CDA by including and putting emphasis on social and psychological factors. He puts his efforts on a triangle of discourse, cognition and society. According to Dijk, social cognition as personal cognition also plays a vital role in the process along with memory structures, thoughts, beliefs, objectives, appraisals, and sentiments.

Dijk's (2004) critical social analysis combines various approaches and methods through which one can decipher the multifarious discourse arrangements with ideological foundations. Dijk goes through the semantic meanings, style, syntax patterns, morphology and the lexical choices to completely understand the between-the-lines meaning of discourse. He has provided explanations of various linguistic categories which are 40 in number. These clusters or categories are imperative to analyze the discourse in question critically. The salient categories are as follows:

Actor description, authority, burden, categorization, comparison, consensus (political strategy), counterfactuals, disclaimers, euphemism, evidentiality, example/illustration, Generalization, hyperbole, implication, irony, lexicalization (style), metaphor, national self-glorification, norm expression, number game, polarization, Us- Them categorization(meaning), populism, presupposition, vagueness, and victimization.

These strategies or approaches can be used at different levels ,under different types of ideological discourse. It may not be possible to identify all the 40 macro-strategies identified by Van Dijk. Two micro-strategies of Van Dijk will form the core of this analysis. This study is based on two strategies of Van Dijk that is lexicalization and Consensus. Van Dijk's approach has the capacity to produce understanding into the way discourse reproduces political and

social inequality, including anthropocentric domination over climate change (Wolfstone, 2014). The impact of climate change is a multifaceted and complex issue that has far-reaching consequences on various regions and communities across the world. Those who are economically, politically, socially, and culturally vulnerable are often the most affected by its impacts (Giddens, 2010; Cannon & Müller). Climate change is seen as a developmental issue in Latin America, where reducing its impact requires improving the living conditions of the population (Giddens, 2010; Cannon & Müller).

Critical discourse analysis (CDA) approaches have been used to study the language and discourse surrounding climate change and the way it is addressed by political leaders. Calliari (2016) applied Norman Fairclough's theoretical approach to examine the power dynamics in the Paris Agreement on climate change, revealing the defensive strategies employed by developed countries and the use of scientific information to neutralize the demands of developing countries. Lin (2020) analyzed political leaders' speeches on the Paris Agreement using Fairclough's and Van Dijk's approaches, finding that Trump's speech was entrenched with rationality and neoliberal ideology. Bohm (2022) used Fairclough's approach to analyze two newspaper articles about natural disasters in Australia and Sweden, and found that the main discourses were climate change, natural disasters, and the nation's security. Wolfstone (2014) analyzed the use of critical discourse studies approaches, including feminist critical discourse analysis and the Essex School, to shed light on how discourse replicates political and social inequality and environmental authority. Julio and Piluana (2017) used van Dijk's approach to study the news framing of climate change by four digital press media, finding that the media consistently removed the responsibility of mitigation and adaptation from the public. Nasir, Habib, and Yousaf (2022) studied the role of print media advertisements in spreading ecological discourse and found that the use of language properties could be used to raise awareness of environmental issues. Mehmood (2020) found that climate change is a political issue, as it affects public attitudes.

Malik, Shoukat, and Kharal (2022) employed a critical discourse approach in the context of Pakistan to analyze Imran Khan's lexical choices and found the use of inclusive pronouns and discursive strategies such as referential nomination, intensification, and prediction. Rubbani and Awan (2021) also applied the Fairclough model to analyze the speech of Prime Minister Imran Khan, finding that his language was idiomatic, easy to understand, and used religious beliefs. Afzal and Hameed (2022) also employed the CDA framework of Van Dijk's framework in the context of Pakistan to analyze the speech of Prime Minister Imran Khan at the United Nations General Assembly and found that it reflected his political and ideological beliefs. Tariq, K., Nawaz, S. M., & Farid, A. (2020) used Fairclough's Three-Dimensional Model of CDA to examine the "Us" and "Them" themes in the speech of Prime Minister Imran Khan.

In conclusion, communication events surrounding climate change must be carefully planned and framed to be effective, as seen in the study by Good (2008). The use of CDA models and approaches have provided valuable insights into the discourse and language used by political leaders in addressing climate change. This research highlights the need for further studies in this field to better understand the impact of discourse and language on public attitudes and policymaking surrounding climate change. On the basis of the previous climate change scholarship and the current climate change debates worldwide, there is dire need to explore how various stakeholders related to climate change are responding to growing threats and if there exists a synchronization among climate change policy decisions and media coverage of the issue.

2.2 Research Gap

Climate change is one of the most vital issues of our times. Most people get knowledge on climate change from the broadcast media and mainstream newspapers, and it is important that this report be as precise and thorough as possible.

Governments are an important point of reference for media coverage on climate change, as they are the major actors concerning international climate conferences and national climate policy.

Even though there exists research on media coverage on climate change, very little research exists comparing media and government frames, regarding climate change.

Previous scholarship on climate change suggests that there has been very limited research on governments and other decision makers framing on climate change policies because the framing approach is not common in political science (Schafer et al, 2017). In the context of highly vulnerable countries to climate change, like Pakistan, none of the research has been undertaken on framing government claims or policy regarding climate change. At this point, there is substantial literature on how the climate change issue is framed and presented in the media of developed countries (Chetty, Devadas, & Fleming, 2015; Ford & King, 2015) there is far less attention given to media coverage of climate change in developing countries (Agwu & Amu, 2015; Takahashi, 2011; Uzelgun & Castro, 2015)

Research on adaptation to climate change has been accepted in various ways in agreement with the interests and the methodologies of researchers (van der Sluijs and Dessai 2007). A governance approach to decision-making practices is normally established as a democratic means of policy making. Thus, there is little literature available about climate governance, but very limited studies have been conducted concerning the process of constructing climate change adaptation policies from the viewpoint of political discourse, and none have been done in Pakistan.

There are some studies regarding impact of climate change on human life and agriculture sector, but little attention has been paid to government claims and media frames and how it is influencing the decision-making about climate change adaptation policies. Very few studies focus on the concept that the media support their country's policies and frame their news according to the interest of the government. In the context of highly vulnerable countries to climate change, like Pakistan, none of the research has been undertaken on synchronization of government and media regarding climate change and other pivotal issues.

Studies on climate change discourse have not adopted the critical perspective to investigate the discursive practices in this kind of discourse. There has been limited research on discourse analysis of climate change, especially in the context of third world countries. Although in developed countries, many critical discourse studies have employed Fairclough's Model of Critical discourse Analysis to analyze discursive practices in climate change communication, Van Dijk's Model of Critical discourse analysis has not been tested to analyze environmental policy discourse. Van Dijk's Model of Critical discourse analysis has been mostly used in the context of Us versus Them binary, especially in context of racism and other political discourses but other discursive strategies of Van Dijk's Model including consensus has not been employed for unfolding of power relations among various stakeholders within a country to promote certain ideology. Van Dijk's rhetorical strategies could prove to be effective in promoting communication interactions among various stakeholders regarding climate change issues, so these micro-level linguistic devices need to be utilized to explore social construction of climate change discourse.

2.3 Research Questions

Q.No.1. How does the media coverage synchronize with the government policies regarding climate change in Pakistan?

Q. No 2. What are the predominant themes regarding climate change during the time period under study.

Q. No 3. What is the nature of representation of role of government towards climate change in Pakistani Print media in 2014 and 2018?

Chapter 3

METHODOLOGY

This chapter consists of two parts, consisting of ‘Data Collection’ and ‘Data Analysis’. The first part discusses data collection including sampling, categorization, conceptualization, operationalization, unit of analysis, and unit of coding. Second part of this chapter describes the data analysis technique used in study.

3.1 Data Collection and sampling

Data collected from “Lexis Nexis” which is a reliable source using “Climate Change” and “Billion tree Tsunami” as a key term during both the time periods that is 13 October,2014 to 13 December,2014 and 2nd August to 2nd October,2018.

Using “consensus sampling” technique i.e., going through every news story and editorial, 53 news items and editorials were selected from *The News International* dated 2nd August to 2nd October, 2018. From the *Express Tribune* 22 news items and editorial were selected and 36 news items and editorial were selected from *Dawn* newspaper.

Search results from 13 October 2014 to 13 December,2014, employing consensus sampling ,74 news items and editorials were selected from the *News International*, 30 news items and editorial were selected from the *Express Tribune* and 42 news items and editorial were selected from *Dawn*.

Secondly, “data cleansing” process was adopted by the researcher to select extremely relevant news items and editorials from the time period that is 2nd August to 2nd October,2018. After thorough reading of all the news items and editorials 40 news items and editorial included from the *News International* (2018) that were relevant to the study and contained words ‘Climate Change’ and ‘Billion Tree’ more than once. In the same way, reading out all the 20 news items and editorials of *Express Tribune* (2018) ,12 (10 news & 2 editorial) of them were found relevant and 28 news items and editorials were included from *Dawn* (2018), that were relevant to the study.

For the time period 13 October 2014 to 13 December,2014, data cleansing method was also applied and 28 news items were cleaned out from *The News International*, that contained words ‘Climate Change’ and ‘Billion Tree’ more than once in them, 18 news items were cleaned from *Express Tribune* and 21 news items and editorials were cleaned from *Dawn*. Data cleansing was done based on terms *e.g.*, *climate change* and *billion tree*, identified more than once in them. The editorials and news items were left out after cleansing because they mentioned climate change out of context or used the term in terms of discussing other entities, which are not specifically related to billion tree and climate change in Pakistan.

However, to select the desired number of news items from each newspaper, the researcher employed systematic sampling. The newspaper search data yielded a different number of news items from each newspaper. Therefore, systematic sampling was applied with different desired sample size for different newspaper, using Kth selection technique $K=N/n$ (K refers to ratio of sampling frame N and desired sample n) (Bhattachargee,2012, p,67) all the ‘sample frame’ i, e. 10 news items were arranged according to date and were divided by the ‘desired sample size’ as 10/4 and every 2nd news item was selected as sample.

From the time period ,2nd August to 2nd October,2018, after systematic sampling, the sample of four news stories were selected from 40 news stories, that is 16 news stories during non-critical time period and 24 news stories during critical time period. For example, following Kth selection technique, from 16 news stories during non-critical time period, the desired sample size is two, therefore 16 is divided by ‘desired sample size’ as 16/2 and every 8th news item was selected as sample, following Kth selection technique.

Following the same procedure four news stories four were selected from a sample of 20 news stories of *Express Tribune* i.e. eight news stories from non-critical time period and 12 news stories from critical time period. Similarly, from the third newspaper *Dawn*, four news stories were selected after systematic sampling from a sample of 28 news stories i.e. 11 from the non-critical time and 17 from critical time period.

Likewise, from the time period, 13 October 2014 to 13 December,2014, after systematic sampling, the sample of two news stories were selected from twenty eight news stories that is zero news stories during non-critical time period and twenty eight news stories during critical time period. Following Kth selection technique, two news stories were selected from *The News International* 2018. Following the same procedure four news stories four were selected from a sample of twenty news stories of *Express Tribune* i.e. two news stories from non-critical time

period and 16 news stories from critical time period. Similarly, from the third newspaper *Dawn*, four news stories were selected after systematic sampling from a sample of twenty news stories i.e. eight from the non-critical time and twelve from critical time period.

Therefore, employing or following systematic “sampling technique” i.e., going through every single item in the collected data, twenty-two news items were selected from the News International, Express Tribune and Dawn during the time period 13 October,2014 to 13 December,2014 and 2nd August to 2nd October,2018.

Hence, overall total 22 news stories were selected from the three newspapers in two different time periods that is 13 October,2014 Dawn to 13 December,2014 and 2nd August to 2nd October,2018.

After census sampling and data cleansing the Newspaper, *Express tribune* (2018) Newspaper yielded data two editorial, one from critical time period and one from non-critical time period. *The News International* (2018) yielded data of four editorial, two from critical time period and two from non-critical time period. Meanwhile, *Dawn* (2018) yielded data of two editorials, one from critical time period and one from non-critical time period.

Similarly, *Express tribune* (2014). yielded data of two editorials from critical time period and The News International (2014) yielded the data of two editorial one from critical time period and one from non-critical time period. The third newspaper *Dawn* (2014) data of editorial yielded one editorial.

For the selection of editorials, multi sampling based on need and purpose of this study was adopted. Initially convenient sampling was adopted to select all the editorials published in selected newspapers. After convenient sampling, it was found that minimum number of editorials was one, in one of the three newspapers of two different time periods. Therefore, one editorial was selected from critical time period and one editorial was selected from non-critical time period of each newspaper, following purposive sampling.

Therefore, following multi sampling (Convenient and purposive sampling technique) seven editorials were selected as a sample size, from News International, Express Tribune and Dawn during the time period 13 October,2014 to 13 December,2014 and 2nd August to 2nd October, 2018.

3.2 Selection of the Newspapers

The *Express Tribune*, *Dawn* and *The News International* have been used for this study, because they are the leading Pakistani newspapers and are circulated widely across the country.

3.2.1 Profile of the *Express Tribune*

The Express Tribune was launched in 2010, and this was the first internationally affiliated newspaper in Pakistan. It is partnered with the International New York Times. Express Tribune's policy follows social liberalism as its approach. Its readership generally comes from the mainstream left of Pakistani social and political opinion. The specified purpose of the newspaper is “to shield the liberal values and democratic traditions we believe in, and which deserve to be maintained in writing that is both useful and insightful” (Bhanbhro,2015).

3.2.2. Profile of the *Dawn*

Dawn is one of the most extensively read and oldest English-language newspapers in Pakistan. The second largest newspaper group of Pakistan, the Dawn Media Group, is the publisher of this newspaper. The editorial agenda of Dawn is renowned for its controversial leftist agenda (Shaista, Malik & Zafar,2011). Dawn’s character and readership is elitist, as an English-language newspaper and not read by the common people (Rai Shakil & Akhtar,2000). Dawn was the first English daily that started to publish right after independence (Kumar et al, term paper). The Daily Dawn is one of the most significant English newspapers of the country, with the second main circulation in the category of English language dailies (Ali, A., & Fahad, S.,2022). The Dawn is read by the policy makers and literate society/class. Dawn has been at the front of many events that constitute Pakistan’s history (Hameed et al., 2018).

3.2.3 Profile of The News International

The News International started in February 1999, and it is the second largest English-language newspaper in Pakistan. Jang Group of Newspapers, Pakistan's largest media group publishes this newspaper. The News International has an ABC certified circulation of 140,000 copies. It is published in Lahore, Karachi, and Rawalpindi/Islamabad. This paper has an overseas edition published from London. The editorial position of The News International is progressive, open, and radical. The News also addresses a wide range of national and international audiences.

3.3 Categorization:

After pilot study three content categories have been derived, defined, and conceptualized from literature review, as mentioned below and the data analysis is based on these three categories

Categories

Climate Change

Vulnerability

A news story or editorial included in this category if it contains key terms like global climate risk index, German Watch, monsoon, heatwave, cyclone, natural hazards etc.

Climate Change Denial and Skepticism

A news story or editorial included in this category if it indicates climate change as foreign agenda or if it indicates that climate change doesn't exist and has less importance in comparison to national security and political issues

Climate Change and Role of Governance

A news story or editorial included in this category if it focus on climate change policy, billion tree, SDGs, BTAP, TBTP, IPCC, NAP, GCF, GEF etc

3.4 Unit of Analysis:

Each editorial and news item of all the newspapers in the sample selected are the unit of analysis in this study. Based on themes and key terms each unit of analysis will be categorized into a specific relevant category.

Editorial outlines and review a situation or news story, evaluate and assess the situation and make recommendations and advice based on solutions (Van Dijk, 1992). The importance of editorial increases when a “less familiar” foreign policy area is given more coverage as compared to “more complex” foreign policy area. This is the reason such coverage affects the readers and policy makers definition of international political scenario (Izadi & Saghaye-Biria, 2007).

The news items are meant to inform readers, viewers and listeners about an incident or happening, in consideration with its importance (Muryati, 2004). News item framing is a way towards capturing the power of media to describe issues verbally and visually, thereby influencing audience perception (Reese, 2001). Press as an institution relates to the state, using news items as evidence of that relationship. As news items express political power indirectly, and indicate among other things the significant institutional relationship between state and press (Reese, 2008).

Given the relevance of news items and editorial with state policy, which is the objective of the study, the editorial and news items of *The News International*, *Dawn* and *Express Tribune* (2014, 2018) have been selected to analyze synchronization between media and government regarding climate change.

3.5 Unit of Coding

Every single word, verb, adverb, phrasal verb, adjective and sentence that has highlighted any prominent discourse understudy is considered as a unit of coding in this study.

3.6 Time Period

The period for this study will be two years i.e., 2014 & 2018. The year 2014 has been important year as Pakistan Tehreek-e-Insaf (PTI) party governing the KPK province, launched the

reforestation campaign, the project of “Billion Tree Tsunami,” One month before and one month after the event will be chosen, that is, from 13 October, 2014 to 13 December, 2014. The year 2018 has been an important year as the project of “10 Billion tree Plantation” was introduced in other provinces of Pakistan, after PTI, came into power. One month before and one month after the incident will be chosen, that is, from 2nd August 2018 till 2nd October 2018.

3.7 Conceptualization and Operationalization of the key constructs

3.7.1 Climate Change

Climate Change refers to the heat waves, seasonal change, avalanche, floods, Greenhouse Effect, glacier lake outburst, fossil fuels, sea-level rise and extreme weather events. In the context of this study climate change content refers to the content related to the billion-tree tsunami and ten billion tree tsunami during the time period 2014 and 2018. In the context of this study, content on climate change before and after launching billion tree tsunami and ten billion tree tsunami, will give an insight in determining this synchronicity between media and government and also representation in the context of climate change.

3.7.2 Media Agenda

Media agenda refers to the routine practices of the media organization in the context of climate change coverage. This also refers to the strategy and objective of media outlets, while covering climate change content. With regards to this study, the media agenda refers to the content of the media which highlights the steps taken by the government in the context of climate change. Media agenda defines the path and objectives for the media manager (Arbatani et al., 2012).

3.7.3 Government Policy

Government Policy may refer to what the government intends to do to achieve certain goals (Anyebe, 2018). Government policy is a practically authoritative and purposeful framework, and within which elected political office bearers make public decisions (Marume, 2016). In the context of this study, government policy refers to steps taken by government or policies

(Billion tree Tsunami and 10 Billion tree) introduced by government to mitigate the climate change effects on environment .

3.7.4 Media Government Synchronicity

Media government synchronicity refers to the relationship or alignment between media content and government policy in terms of government policies being adopted regarding climate change and simultaneously coverage given to these policies of climate change and endorsed positively by the media.

3.7.5 Positive Slant

News will be considered positive if its content endorses the positive steps being taken by the government regarding climate change policies and highlights the severity of the issue.

3.7.6 Negative Slant

News will be categorized as negative content, if it criticizes the role of government regarding climate change policies and news is more cynical and raises a question regarding the capacity and governance of government regarding climate change

3.7.7 Neutral Slant

News or editorial will be considered as neutral if half of the content is towards positive slant and half of the content is towards negative slant e.g., if content is containing four paragraphs, then two paragraphs are towards positive slant and two of the paragraphs are towards negative slant.

3.2 Data Analysis

This part of the chapter describes the data analysis technique used in the study. For data analysis, the researcher employed Van Dijk's discursive strategies (Van Dijk, 2005) towards

Critical Discourse Analysis; in what ways were lexical choices and consensus approach utilized in the media discourse regarding climate change in Pakistan.

3.2.1 Critical Discourse Analysis

Critical discourse analysis is a multidisciplinary approach to the study of language use and communication in their social context and has achieved a lot in developing its theoretical framework and analytical approaches in the fields of linguistics and humanities. It is generally agreed that CDA cannot be classified as a single method but is rather viewed as an approach, which consists of different perspectives and different methods for studying the relationship between the use of language and social context. Van Dijk (1993), who prefers the term Critical Discourse Studies (CDS) for this reason, described it as “a new cross-discipline that comprises the analysis of the text and talk in virtually all disciplines of the humanities and social sciences.” Van Dijk (2001, p.352) further explains Critical discourse analysis as “discourse analytical research that primarily studies the way social power, abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. With such dissident research, critical discourse analysts take an explicit position, and thus want to understand, expose, and ultimately resist social inequality”. The term ‘Critical’ can be defined as “a shared perspective on doing linguistic, semiotic or discourse analysis” (Van Dijk 1993b: 131). Critical does not mean being negative and skeptical but to uncover the power relationships and to demonstrate inequalities in each society (Rogers, 2004). Therefore, Critical Discourse Analysis will uncover the motive of the discourse more than just analyzing the textual structures. It studies the silent meaning of the text from some aspects related with the textual structure as well to reveal the ideology and interest of the speaker or the writer of the text. So, within the scope of CDA, linguists analyze social problems, power relationships, injustices, discrimination, bias, etc. which is manifested in a discourse.

Communication is not the mere usage of words, sentences, and particular style, but is actually used for influencing public opinion, attracting the masses support, strengthening one's ideology and negating the opponents' stance. In this regard, Van Dijk (2000) interprets text in three levels, and he is of the view that all texts can be analyzed through these three lenses of analysis. Super structure level analysis sees the text and how the different parts of the text are intact. Macro structure analyzes the text at the topic analysis or seeing the whole story of the text. At the micro level, the meaning is interpreted at smaller parts like words, sentences, and prepositions. Van Dijk Micro level examination in CDA generally explores the use of syntax, local semantics, lexis, topics, and schematic structures. The use of certain words, sentences, and certain styles is considered to influence public opinion, create support, strengthen legitimacy, and get rid of opponents. Discourse structure is a way of seeing the rhetoric and persuasion processes used by someone to convey a message. Certain words may be chosen to reinforce choices and attitudes, shape political awareness, and so on (Eriyanto, 2007). Van Dijk (2005) provides 25 specific discursive devices for micro-level examination (VanDijk,2005)

A micro-structure consists of four aspects, including semantic aspects, syntactic aspect, stylistic aspect and rhetoric aspect. Micro-strategies such as lexicalization, illegality, disclaimer, consensus, etc. are linguistic devices at the disposal of the journalists for political communication . Van Dijk (2005:735) applied 25 discursive devices which, in Dijk's words, are "general strategies of ideological discourse production and also a handy discovery or recognition procedure for ideological analysis of political discourse" (VanDijk,2005).

The adopted model for this study Van Dijk's strategies towards Critical Discourse Analysis demonstrates the importance of knowledge in creating and structuring discourse by showing the methods and structures. Van Dijk (2005) highlights some of the most prevalent critical discourse analysis strategies and structures that are influenced by knowledge management (as cited in Nasih & Abboud, 2020). Dijk's critical social analysis is a combination of different

strategies and techniques through which one can decode the complex discourse structures that have ideological underpinnings. He studies the semantic meanings, style, syntax patterns, morphology and the lexical choices to completely understand the hidden meaning of the discourse. Van Dijk (2005) proposes twenty-five strategies in all for micro-level examination of text, but only 2 categories i.e., Lexicalization and Consensus will be explored by the researchers in this study because they are suitable for the chosen data since they fit the study's theme. Next is a full description of these two micro-strategies to be examined in this study.

3.2.2 Lexicalization

Lexicalization refers to the expression of lexical items creating an overall ideological strategy for negative or positive representation (Jahedi, Abdullah, & Mukundan, 2014). Lexicalization is a vital device for the linguistic analysis of the present study as word choice signifies ideologically controlled discourse meanings (Al-Saaidi, Pandian, & Al-Shaibani, 2016).

In discourses certain words or lexical items are deliberately used over other words to fulfill certain goals or convey an intended point of view to the readers. Lexicalization is the use of semantic aspects of words to depict or represent something or someone in a good or bad light (Rashidi, Souzandehfar, & Education, 2010; T. A. J. A. n. a. i. d. a. Van Dijk, 2005).

The word choice suggests a certain ideology or posture and the same events can be described using different words. Van Dijk explained it as follows:

“Lexicalization is a major and well-known domain of ideological expression and persuasion as the well-known terrorist versus freedom fighter pair suggests. To refer to the same persons, groups, social relations or social issues, language users generally have a choice of several words, depending on discourse genre, personal context (mood, opinion, perspective), social context (formality, familiarity, group membership, dominance relations) and socio-cultural context (language variants, socialist, norms and values).”

At the local level analysis, the speaker needs to express underlying concepts and beliefs in specific lexical items. Similar meanings may thus be variably expressed in different words, depending on the position, role, goals, points of view or opinion of the speaker, that is, as a function of context features (van Dijk, 1997).

3.2.3 Consensus

Consensus is considered as a political strategy and often used in discourse analysis on issues related to national importance or significance. This discursive strategy can be employed through claims or wishes to foster nation's solidarity and agreement and sustain the sense of group ideology. In other words, in-group unification, cohesion, and solidarity against outsiders (them), should exist over various political backgrounds, beliefs, or races (Van Dijk, 2004).

There is a symbiotic relationship between the various social class interests in each society on the one hand and ideology and communicative power on the other (Herman and Chomsky, 1988). Van Dijk (2006) also observed that discourses of social groups are controlled by their ideologies and people generally tend to represent their ideologies positively. Mass media particularly in developed as well as in developing countries supports government narrative and ideology in matters of international significance and foreign affairs. Mass media behavior—that is, how they present their messages—could be understood as being hugely influenced by this relationship (Klaehn and Mullen 2010). Many CDA studies have focused on how newspapers make use of language to prop power or question it (van Dijk 2005; Carvalho 2008; Mautner 2008). Much focus has been on the media's use of language to manipulate and influence people's perceptions and understanding of events sometimes on behalf of the ruling elite. In the examples given below from Daily Dawn and Daily Express Tribune, the statements show how mass media fosters national unity and agreement in matters of international significance and agrees with government efforts to mitigate challenges of climate Change.

Example 1: “*UN body praises PM’s billion tree tsunami vision*” – Daily Dawn

Example 2: “*Pakistan’s climate change actions can serve as model*”- Daily Express Tribune

Therefore, based on the relevance and suitable nature of the “lexicalization” and “consensus”, this research has employed these two approaches of Van Dijk within the paradigm of CDA approach to analyze the editorial and news stories of *The Express Tribune*, *Dawn* and *The News International*, to determine media-government synchronicity in the context of climate change policy

Chapter 4

INTERPRETATION AND ANALYSIS

This chapter is divided into two parts, first is the interpretation of the data and second is the analysis. First part contains categorization, coding, and interpretation of the collected data from the newspaper on the basis of lexicalization and consensus within the paradigm of CDA. While the second part of this chapter contains analysis of the findings from newspapers in terms of answering the research questions and discussing the objectives set at the onset of this research endeavor.

4.1 Interpretation of the Data

Following tables describe the categorization and coding of the editorials and news items of *The Express Tribune*, *Dawn* and *The News International*.

Table 1: *Names and Representation of Express Tribune*

Table 4. 1: Categorization and Coding of Express Tribune Editorials				
Sr No	Headline	Predominant Discourse		Overall
		1	2	
1.	“Imminent drought” 16 September,2018	A	B	Positive
2.	MDGs: Climate change hampering Pakistan from achieving targets 3 November,2014	B	A	Positive

Quantity of Discourses; 1 to 2 is maximum to minimum and (-) means ‘no discourse’.

- A- Role of Government and Climate Change
- B- Climate Change Vulnerability
- C- Climate Change Denial or Skepticism

Above mentioned table has shown the two editorials selected from Express Tribune for the selected time period of the year 2014 and 2018.

Table: 2 *Names and Representation of Express Tribune in 2018*

Table 4. 2: Categorization & Coding of Express Tribune News Items 2018

Sr No	Headline	Predominant Discourses		Overall
		1	2.	
1.	Climate change challenges await new minister 21 August,2018	A	B	Negative
2.	People from Karachi to Peshawar voted Imran khan for Naya Pakistan 18 August,2018	A	B	Positive
3.	Climate change: youth urged to partake in policy making process 5 September, 2018	A	B	Neutral
4.	Senate delegation participates in ASEP10 28 September 2018	B	A	Neutral

Above mentioned table has shown the four news stories selected from Express Tribune for the selected time period of the year 2018.

Table: 3 *Names and Representation of Express Tribune in 2014*

Table 4. 3: Categorization & Coding of Express Tribune News Items 2014

Sr No	Headline	Predominant Discourse		Overall
		1	2.	
1.	Karachi needs to welcome its visitors 12 November 2014	B	-	Neutral
2.	Where the cracks show, southern parts of K-P more vulnerable for climate change 5 December,2014	B	A	Neutral
3.	Volunteers clean hiking trail on Margalla 7 December,2014	B	A	Neutral

Quantity of discourses; 1 to 2

A- Role of Government and Climate Change

B- Climate Change Vulnerability

C- Climate Change Denial and Skepticism

Above mentioned table has shown the three news stories selected from Express Tribune for the selected time period of the year 2014.

Table : 3 *Names and Representation of The Dawn*

Table 4. 4: Categorization & Coding of The Dawn Editorials

Sr.#.	Headline & Date	Predominant Discourses			Overall
		1	2.	+ - o	
1.	Seeds of Change 5 September 2018	A	B		Negative
2.	Melting glacier 25 November,2014	B	A		Neutral

Quantity of discourses; 1 to 2

A- Role of Government and Climate Change

B- Climate Change Vulnerability

C- Climate Change Denial and Skepticism

Above mentioned table has shown the two editorials selected from Dawn for the selected time period of the year 2014 and 2018.

Table : 4 *Names and Representation of The Dawn in 2018*

Table 4. 5: Categorization & Coding of The Dawn News Items 2018

Sr.#.	Headline & Date	Predominant Discourses		Overall
		1	2.	
-	0			+
1.	Seminar calls for inclusion of youth for climate change policy making 29 August,2018	A	B	Positive
2.	Efforts urge to protects habitats of endangered species 31 August,2018	B	A	Neutral
3.	Climate change council, authority and funds to be set-up 11 September,2018	A	B	Positive
4.	Country lacks reliable data o impacts of climate change 9 September 2018	B	A	Negative

Above mentioned table has shown the four news stories selected from *Dawn* for the selected time period of the year 2018.

Table : 6 *Names and Representation of The Dawn in 2014*

Table 4. 6: Categorization & Coding of The Dawn News Items 2014

Sr.#.	Headline & Date	Predominant Discourses		Overall
		1	2.	
-	0			+
1.	NDMA chairman warns against climate change 29 November,2014	A	B	Positive
2.	Kalash dancers baltis celebrate a day of mountains at lok virsa 12 December 2014	A	B	Positive
3.	Climate change centers to help farmers to adopt new challenges 13 November,2014	B	A	Positive
4.	Potohar may face 40pc less peanut yield 14 November,2014	B	A	Neutral

Quantity of discourses; 1

A- Role of Government and Climate Change

B- Climate Change Vulnerability

C- Climate Change Denial and Skepticism

Above mentioned table has shown the four news stories selected from *Dawn* for the selected time period of the year 2014

Table : 7 *Names and Representation of The News International*

Table 4. 7: Categorization & Coding of The News International Editorials (2018&2014)				
Sr.#.	Headline & Date	Predominant Discourses		Overall
		1	2.	+ - o
1.	Climate Crunch 14 August,2018	B	A	Positive
2.	Ten billion tress 6 september,2018	A	B	Positive
3.	Climate Consensus 16 Nov 2014	A	B	Positive

Above mentioned table has shown the three editorials selected from *Dawn* for the selected time period of the year 2014 and 2018.

Table : 8 *Names and Representation of The News in 2018*

Table 4. 8: Categorization & Coding of The News International News items 2018				
Sr.#.	Headline & Date	Predominant Discourses		Overall
		1	2.	+ - o
1.	Imran khan launches ‘plant for Pakistan’ drive 2 september,2018	A	B	Positive
2.	Call for disaster preparedness-oriented policies 19 august,2018	B	A	Neutral
3.	Environmental assessment of EU development programs completed 26 september,2018	B	A	Neutral

4.	Right to information day: experts demand more transparency 28 september,2018	A	B	Negative
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Above mentioned table has shown the four news stories selected from *The News International* for the selected time period of the year 2018.

Table: 9 *Names and Representation of The News in 2014*

Table 4. 9: Categorization & Coding of The News International News items 2014				
Sr.#.	Headline & Date	Predominant Discourses		Overall
		1	2.	+ - o
1.	News: Young people participate in Margalla Hills clean-up activity 8 December,2014	A	B	Neutral
2.	Seminar on climate change starts in Islamabad 27 November,2014	A	B	Neutral

Quantity of discourses; 1 to 2

- A- Role of Government and Climate Change
- B- Climate Change Vulnerability
- C- Climate Change Denial and Skepticism

Above mentioned table has shown the two news stories selected from *Dawn* for the selected time period of the year 2014.

Following pages contain the interpretation and analysis of the editorials and news items of The Express Tribune. The interpretation and analysis have been done using lexicalization and consensus within the paradigm of CDA.

The Express Tribune did not publish any editorial regarding climate change during the ‘non-critical time period’ i.e., from August 02 to September 02, 2018. But has published one editorial in critical time of 2018.

Table 4.1. 1	
Newspaper	The Express Tribune
Date	September 13, 2018
Headline	Imminent Drought
Category/Theme	Climate Change Vulnerability /Role of government

Coding

A- Lexicalization

B-Consensus

First editorial among the selected sample of editorials published during the ‘critical time period’ i.e., from September 02 to October 02, 2018, was entitled “Imminent drought”. The headline itself contains a combination of lexical items with clear intention of creating *consensus* on the seriousness of the climate change issue. In simpler terms the newspaper has chosen these two lexes i.e., ‘*imminent*’ and ‘*drought*’ to comment on the ‘appeal’ made by the then Prime Minister Imran Khan to the public for ‘generous donations’ for the construction of the Diamer-Bhasha Dam. Both the ‘imminent’ (meaning looming, impending and forthcoming) and ‘drought’ (meaning dearth and famine) are the lexical items used by the newspaper to sensitize the reader regarding the seriousness of the issue. All of the contents of this editorial seem to be creating consensus among the readers on the appeal made by the PM.

Table 4.1. 2: Para 01

Lexical choices	second warning’, ‘drought’, ‘failing to support crops’, ‘fittingly reverberated’, ‘warning to the nation’, ‘appeal’, ‘water crisis’ ‘less rain, generous donations’ generous donations’
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Consensus	Prime Minister Imran Khan fittingly reverberated the warning to the nation
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The first paragraph of the editorial contains lexical items such as, ‘second warning’, ‘drought’, ‘failing to support crops’, ‘fittingly reverberated’, ‘warning to the nation’, ‘appeal’, ‘water crises, and ‘less rain’. All these lexical items express clear synchronization and support of the newspaper with the PM’s appeal to the nation for the ‘generous donations’ to construct the Diamer-Bhasha Dam. While in terms of the discursive move ‘consensus’, the newspaper has shown its support to the PM’s appeal by highlighting that “Prime Minister Imran Khan fittingly reverberated the warning to the nation...” and by expressing that “We understand that, having already experienced a water crisis, the 24.4% below average rainfall from May to August is critical. Sindh has received approximately 70% less rain than average in this period”.

Table 4.1. 3: Para 02

Lexical choices ‘doling out’, ‘gargantuan task’, ‘guilty’, ‘our stubbornness’, and ‘more impactful ways’ More immediate.

Consensus there are more impactful ways to reduce the effects of the imminent drought PM Khan and the Met Department warned of”.

In the second paragraph the newspaper used lexical items such as; ‘doling out’, ‘gargantuan task’, ‘guilty’, ‘our stubbornness’, and ‘more impactful ways’ to support the construction of the dam, to favor the safety of the water resources and to criticize the extra consumption of water by the public. The newspaper has used the ‘consensus’ as a discursive move in this paragraph to support the government policy by giving suggestions in its support as; “More immediate measures need to be adopted...stubbornness against reducing livestock farming”, “...there are more impactful ways to reduce the effects of the imminent drought PM Khan and the Met Department warned of”.

Table 4.1. 4: Para 03

Lexical choices ‘conscionable move’, ‘laudable’, ‘thwarting atmospheric temperature’, and ‘warnings are needed’

Consensus In a conscionable move, the PM's Billion Tree Tsunami campaign is laudable”

In the last paragraph, the newspaper’s use of the lexis such as; ‘conscionable move’, ‘laudable’, ‘thwarting atmospheric temperature’, and ‘warnings are needed’ while commenting on the ‘PM's Billion Tree Tsunami campaign’ show that the newspaper is in agreement with the government regarding the climate change policy. In the comment; “In a conscionable move, the PM's Billion Tree Tsunami campaign is laudable”, the newspaper has employed the ‘consensus’ discursive move to create synchronization with the government’s policy regarding the climate change issue.

This three-paragraph editorial by *The Express Tribune* is in explicit agreement with the government policy regarding the climate change. This editorial seems to be creating consensus among its readers regarding the dire need of the construction of the Diamer-Bhasha Dam to safe the water. The newspaper seems to be in synchronization with the government’s climate change policy. Seeing through the goggles of lexicalization and consensus it can safely be said that the under study editorial falls in the category of ‘climate change vulnerability’ and that the editorial supports the PM's Billion Tree Tsunami campaign.

The Express Tribune did not publish any editorial regarding the climate change during the ‘critical time period’ i.e., from November 14 to December 13 2014. But has published one editorial in critical time of 2018.

Table 4.2. 1

Newspaper	The Express Tribune
Date	November 03, 2014
Headline	MDGs: Climate change hampering Pakistan from achieving targets
Category/Theme	Climate Change Vulnerability (Dominant Discourse) And Climate Change and Role of Governance (synchronization with Government policy but also little Critical)

The editorial published in *The Express Tribune* on November 03, 2014 with the title “MDGs: Climate change hampering Pakistan from achieving targets” falls predominantly into the category of “Climate Change Vulnerability” and also in the ‘climate change and role of governance’ wherein the newspaper seems to be in ‘synchronization with the government policies’. However, in the last paragraph the editorial newspaper has explicitly criticized the government for its failure in achieving the set goals. As for as the headline is concerned it clearly emphasizes on the severe consequences of the climate change to be faced by Pakistan. The lexical choices made by the newspaper such as; ‘climate change’ and ‘hampering Pakistan’ explicitly indicate the discourse of the editorial and the opinion of the newspaper on the issue. The headline also seems to be creating a consensus among its readers on severity of the climate change issue.

Table 4.2. 2: Para 01

Lexical choices	challenge for Pakistan’, ‘climate change’, ‘increasing floods’, ‘droughts’, ‘erratic storms’
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Consensus	Achieving the Millennium Development Goals (MDGs) remains a challenge for Pakistan with the effects of climate change
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The lead paragraph of the editorial speaks about the ‘climate change vulnerability’ of the country. The lexical items ‘challenge for Pakistan’, ‘climate change’, ‘increasing floods’, ‘droughts’, ‘erratic storms’ are the evidence that the newspaper emphasizes on the climate change challenge and its consequences faced by Pakistan. Overall this paragraph seems to be creating awareness about the seriousness of the climate change issue.

Table 4.2. 3: Para 02

Lexical choices	economic challenges’, ‘natural disasters’, and ‘lack of interest of policymakers
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Consensus	achieving the MDGs is now seen as a pipe dream for Pakistan
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However, in the second paragraph employing the lexical items such as ‘economic challenges’, ‘natural disasters’, and ‘lack of interest of policymakers’, the newspapers seems to criticize the government for its ‘failure in implementing policies effectively’. Here the newspaper is creating a consensus among its readers upon the failure of the government in tackling the ‘Millennium Development Goals (MDGs)’ by commenting as; “...achieving the MDGs is now seen as a pipe dream for Pakistan”. The achievement of the MDGs has been labelled as a ‘fanciful’ or ‘unattainable’ dream or scheme.

Table 4.2. 4: Para 03

Lexical choices increasing number of floods’, ‘droughts’, ‘storms’, ‘crop failure’, ‘food insecurity’, ‘extreme poverty’, ‘hunger’, ‘environmental sustainability’, ‘safe drinking water’, and ‘biodiversity loss’

Consensus number of floods, droughts and storms are leading to crop failure, food insecurity and diminishing opportunities

Next paragraph also employs candid lexical items to highlight the ‘climate change vulnerability’ in Pakistan. Such blunt lexical choices made by the newspaper in this editorial include; ‘increasing number of floods’, ‘droughts’, ‘storms’, ‘crop failure’, ‘food insecurity’, ‘extreme poverty’, ‘hunger’, ‘environmental sustainability’, ‘safe drinking water’, and ‘biodiversity loss’. All these key lexical items highlight the ‘climate change vulnerability’ in the country. Along with these lexical items the newspapers also employs the ‘consensus’ as a discursive move to highlight and bring in an agreement among its readers upon the severity of the climate change issue faced by Pakistan. Following excerpt from this paragraph is the evidence of the consensus; "Many of the main drivers of poverty in Pakistan are intertwined, the increasing number of floods, droughts and storms are leading to crop failure, food insecurity and diminishing opportunities".

Table 4.2. 5: Para 04

Lexical choices ‘protecting forests’, ‘deforested’, ‘disappear’, ‘deforestation’, ‘global warming’, ‘desertification’, ‘flooding’, and ‘endangering of wildlife’

Consensus The main reasons of deforestation are urbanization, farming, and overgrazing, global warming, and tourism development

Next paragraph also highlights the ‘climate change vulnerability’ by using the lexical items such as ‘protecting forests’, ‘deforested’, ‘disappear’, ‘deforestation’, ‘global warming’, ‘desertification’, ‘flooding’, and ‘endangering of wildlife’. The newspaper creates awareness among its readers regarding the issue of climate change and by quoting a government official the newspaper seems to be in synchronization with the government policy. The use ‘consensus’ as a discursive move and the synchronization with the government is evident from the following quote: “The main reasons of deforestation are urbanization, farming, and overgrazing, global warming, and tourism development. This has led to severe consequences including desertification, flooding, and endangering of wildlife," said Forest Inspector General Syed Mehmood Nasir.

In the same way, the next paragraph also creates awareness regarding the ‘climate change vulnerability’ faced by the country. Along with that, the newspaper quotes another government official highlighting the government’s achievements and policies regarding ‘tree plantation’ and ‘safe drinking water’. The newspaper’s usage of ‘consensus’ as a discursive move to highlight the ‘climate change and role of governance’ and the synchronization of the newspaper’s opinion with the government is evident from the following excerpt; “...they had achieved 50 per cent targets set in the MDGs by increasing protected area of forest by enhancing forest cover from five million hectares to six million”.

Predominantly, this editorial highlight the ‘climate change vulnerability’ in Pakistan, creates awareness about the climate change issue among its readers and creates consensus among its readers upon the consequences of the climate change by synchronizing with government

policies. The newspaper uses quotes from multiple government officials and from environmental experts in this regard. So, this editorial falls into two categories; predominantly into the ‘climate change vulnerability’ and also in the ‘climate change and role of governance’ wherein the newspaper seems to be in ‘synchronization with the government policies. However, in the last paragraph there is also a hint of criticism by the newspaper on the government’s ‘disappointing’ performance in achieving the set goals.

Following pages contain the analysis of the news published in the daily *The Express Tribune* on the topic under study during the ‘Non-Critical Time Period’ i.e., August 02, 2018, to September 02, 2018. Keeping in view the objectives of the study and to answer the research questions the researcher has employed the lexicalization and the consensus as data analysis tools from the CDA paradigm.

Table 4.3. 1

Newspaper	The Express Tribune
Date	August 21, 2018 (Non-Critical Time Period)
Headline	Climate change challenges await new minister
Category/Theme	Climate Change and Role of Governance (Critical-Negative) And Climate Change Vulnerability

This byline news story by *The Express Tribune* published on August 21, 2018 contained the headline “Climate change challenges await new minister”. In terms of lexicalization this headline contains two lexical items i.e. ‘climate change’ and the ‘challenges’. As the headline speaks for itself it clearly reflects that the reporter reports the climate change as a challenge. And, the second part of the headline is about the government wherein the reporter points out that the ‘climate change minister’ is yet to be announced by the government. Overall, this

headline suggests the ‘climate change and role of governance’ as the category of the news wherein the role of (previous) government has been criticized.

Table 4.3. 2: Para 01

Lexical choices global warming’, ‘rapid growing population’, ‘asymmetrical climate conditions’ ‘lack of coordination between institutions. ‘environmentalists’, ‘ good omen’

Consensus ‘The appointment of a ‘climate change’ minister with ‘high level’ experience in the field of ‘environment’

The intro of the news story is full of relevant lexical items such as; ‘global warming’, ‘rapid growing population’, ‘asymmetrical climate conditions’ and ‘lack of coordination between institutions’. In terms of the time context this story has been published after the change of federal government in Pakistan from Pakistan Muslim League-N (PML-N) to Pakistan Tehreek-i-Insaaf (PTI). Hence, the reporter along with the use of explicit and warning-bound climate change lexical items stresses that the new government faces serious climate change issue.

Quoting and relying on various reports, the reporter reports the appointment of a ‘climate change’ minister with ‘high level’ experience in the field of ‘environment’. In terms of the ‘consensus’ as a discursive move the reporter quotes the opinion of the ‘environmentalists’ on the appointment as a ‘good omen’ for Pakistan to tackle the ‘challenges’ of the ‘climate change’ faced by the country; “The experts looking nomination of Amin Aslam as climate change minister would be a good omen for the country, because of knowledge and understanding about climate change issues and challenges faced by the country”.

Table 4.3. 3: Para 02

Lexical choices	‘global warming’, ‘asymmetrical rain patterns’, ‘long dry spells’, exacerbated’,
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Consensus	‘environmentalists say that Ministry of Climate Change (MoCC), however, had thus far failed to take tangible steps to implement the programme efficiently in past”.
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Next paragraph of the news story is again full of lexical items related to the ‘climate change vulnerability’ faced by the country along with a hint of criticism on the previous government for the “lack of coordination between concerned government departments”. Such lexical items include; ‘global warming’, ‘asymmetrical rain patterns’, ‘long dry spells’, exacerbated’, and ‘vulnerable to climate change impacts’. Using these lexical items the reporter reports about the climate change issue and vulnerability of the country to the impacts of these changes. In terms of the ‘consensus’ as a discursive move the reporter banks on the ‘environmentalists’ to criticize the government for failing “to take tangible steps to implement the programme efficiently in past”; “They anticipated that country might remain vulnerable to climate change impacts. The environmentalists say that Ministry of Climate Change (MoCC), however, had thus far failed to take tangible steps to implement the programme efficiently in past”.

Table 4.3. 4: Para 03

Lexical choices	environment’, climate change bill’, ‘Pakistan Climate Change Council’, ‘climate change issues’, ‘dire need’, ‘water pollution’
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Consensus	The reporter criticizes the committee “not take solid steps to influence the provinces, ministries, and divisions in making medium or long-term plans for adaptation measures to tackle with climate change issues
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Last three paragraphs of the news story contains lexical items such as; ‘environment’, climate change bill’, ‘Pakistan Climate Change Council’, ‘climate change issues’, ‘dire need’, and ‘water pollution’. The reporter has employed these lexical items to report on the ‘national climate change policy implementation committee’ and its performance. The reporter criticizes

the committee “not take solid steps to influence the provinces, ministries and divisions in making medium or long-term plans for adaptation measures to tackle with climate change issues”. And, banking on the ‘consensus’ as a discursive move the reporter, again, quotes the ‘environmentalists’ to highlight the ‘dire need’ to tackle the ‘climate change issues’ as; “The environmentalists say that there is dire need for proper check on industrial and other air, water pollution and new government would have to chalk a clear strategy to meet these challenges”.

Overall and predominantly, this news story falls into the category of ‘climate change and role of governance’ wherein the role of (previous) government has been criticized. However, there is also a significant amount of discourse highlighting the ‘climate change vulnerability’ faced by the country.

Table 4.4. 1

Newspaper	The Express Tribune
Date	August 18, 2018 (Non-Critical Time Period)
Headline	'People from Karachi to Peshawar, Lahore voted Imran to make 'Naya Pakistan'
Category/Theme	Climate Change and Role of Governance

The news story with the headline ““People from Karachi to Peshawar, Lahore voted Imran to make 'Naya Pakistan'”” was published by *The Express Tribune* on August 18, 2018. This news story is based on the statements made by Pakistan Tehreek-e-Insaf (PTI) Parliamentary leader in Azad Jammu and Kashmir Legislative Assembly (AJKLA) Abdul Majid Khan on Imran Khan’s victory in general elections held in 2018. However, this news story is related to this study as there is a paragraph in this story wherein the reporter has reported the politician’s statement regarding ‘billion tree tsunami’ plan ‘successfully’ carried out by the then PTI government in the Khyber Pakhtunkhwa (K-P) province. Hence, this story is categorized into the category of ‘climate change and role of governance’.

Table 4.4. 2: Para 01

Lexical choices ‘billion tree tsunami’, ‘success story’, ‘planted near 1.18 billion trees’, and ‘appreciated’.

Consensus ‘the billion-tree tsunami plan of the PTI in K-P was the success story of the provincial government’

The report contains lexical items such as; ‘billion tree tsunami’, ‘success story’, ‘planted near 1.18 billion trees’, and ‘appreciated’. The choice of lexical items made by the reporter to report on the politician’s statement reflects that the report favors the then government’s performance regarding ‘tree plantation drive’. Apart from the lexical items employed by the reporter in this report to ‘appreciate’ the government’s role the report contains the ‘consensus’ as a discursive move which is evident from the following excerpt: “...the billion tree tsunami plan of the PTI in K-P was the success story of the provincial government. The PTI government in K-P planted near 1.18 billion trees, which was appreciated by the World Bank and other global institutions”.

Conclusively, the story is categorized into the category of ‘climate change and role of governance’ wherein the role of government has been appreciated by the news reporter using positive lexical items and through the use ‘consensus’ as a discursive move.

Following pages contain the analysis of the news published in the daily *The Express Tribune* on the topic under study during the ‘Critical Time Period’ i.e. September 02, 2018 to October 02, 2018. Keeping in view the objectives of the study and to answer the research questions the researcher has employed the lexicalization and the consensus as data analysis tools from the CDA paradigm.

Table 4.5. 1

Newspaper	The Express Tribune
Date	September 05, 2018 (Critical Time Period)
Headline	Climate change: Youth urged to partake in policy making process

Category/Theme	Climate Change and Role of Governance (Synchronization with Government policy)
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This news story containing the headline “Climate change: Youth urged to partake in policy making process” was published by *The Express Tribune* on September 05, 2018. As of the lexical items employed by the reporter in the headline there are two prominent lexis i.e. ‘climate change’, and ‘urged’. These two items reflect the overall crux and theme of the news story which is about a seminar arranged by an institution called Sustainable Development Policy Institute (SDPI). Looking through the lenses of ‘lexicalization’ and ‘consensus’ and considering the use of lexical items and the discursive move ‘consensus’ employed by the reporter in the headline and in overall news story it can be claimed that the reporter wants to create a consensus over the need of youth role in tackling the issue of climate change. Also, the news is about a seminar regarding the climate change issue held by the government institute wherein the politicians, climate change authorities and the experts participated so the story can be categorized into ‘Climate Change and Role of Governance’ category wherein the reporter tries to create consensus over the need of youth role to cope with the climate change issue.

Table 4.5. 2: Para 01

Lexical choices	‘developing climate change policies’, ‘energetic’, ‘innovative’, ‘motivated’, ‘climate change policy’, and ‘youth driven climate change action’
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Consensus	“If we want to end inequality and reduce disparities, we must give preference to sustainable food production, food consumption and sustainable economy”.
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The intro of the news story reflects upon the crux of the story employing lexical items such as; ‘developing climate change policies’, ‘energetic’, ‘innovative’, ‘motivated’, ‘climate change policy’, and ‘youth driven climate change action’. Overall the intro of the story is an attempt to create awareness and consensus regarding the role of the youth in tackling the climate change issue. In the rest of the news story the reporter quotes the participants of the seminar and

highlights their statements regarding the gravity of the climate change issue and the youth role in coping with this issue.

Quoting a politician Ms. Romina Khursheed Alam, the then member national assembly, and the then Executive Director of SDPI Dr. Abid Qaiyum Suleri the report creates a consensus over the need of effective role by the youth. The report highlights the government's efforts to tackle the climate change issue. The use of discursive move 'consensus' by the reporter is evident from the quotations he reported from the two participants' statements such as; "...we should go for the concept of urban forestation in the metropolitan cities and youth can be instrumental in raising awareness in this campaign". In the same way Dr. Suleri's statement was quoted like; "If we want to end inequality and reduce disparities, we have to give preference to sustainable food production, food consumption and sustainable economy".

Table 4.5. 3: Para 02

Lexical choices 'dire consequences', 'sustainable food production', brunt of climate change' and 'climate change impacts'

Consensus "To cope with dire consequences of climate change, our youth must understand and bring fundamental change in their daily lifestyle".

Similarly, Dr. Pervaiz Amir has been quoted in the report as an expert of climate issue and the reporter again using the 'consensus' as a discursive move highlights the expert's statement as; "To cope with dire consequences of climate change, our youth must understand and bring fundamental change in their daily lifestyle". The reporter uses lexical items such as; 'dire consequences', 'sustainable food production', and 'challenges of climate change' while reporting the expert's statements. Reporting the statements of the next participant of the seminar; Arif Goheer from Global Change Impact Studies Centre (GCISC), the reporter employs lexical items such as; 'brunt of climate change' and 'climate change impacts' to

highlight the issue. And, the ‘consensus’ is being created by quoting the statement as; “Our universities and institutions have fragmented research which cannot offer concrete and sustainable solutions to climate change impact”.

Table 4.5. 4: Para 03

Lexical choices ‘green campaigns’, ‘tree plantation drives’, youth green volunteers’, ‘environment’ and ‘changing climate’

Consensus SDPI initiated several green campaigns and tree plantation drives with the help of its young green volunteers to raise awareness on the issues related to the changing climate”.

Furthermore, reporting the statements of the last two participants; Yasir Dil Nawaz from Pakistan Youth Climate Network and Shakeel Ramay from China Study Centre the reporter uses lexical items such as; ‘green campaigns’, ‘tree plantation drives’, youth green volunteers’, ‘environment’ and ‘changing climate’. These lexical items highlight the climate change issue and the role of youth to cope with this issue. In terms of creating ‘consensus’ among the readers the reporter quotes the participants’ statements as; “SDPI initiated several green campaigns and tree plantation drives with the help of its young green volunteers to raise awareness on the issues related to the changing climate”.

Conclusively, the news story published by *The Express Tribune* is a classic example of creating awareness and consensus among the readers regarding the severity of the climate change issue and the role of government in tackling the issue. Keeping in view the use of lexical items and the ‘consensus’ as a discursive move by the reporter in this news report it can be claimed that the reporter wants to create a consensus over the need of youth role in tackling the issue of climate change. Also, the news is about a seminar regarding the climate change issue held by

the government institute wherein the politicians, climate change authorities and the experts participated so the story can be categorized into ‘Climate Change and Role of Governance’ category wherein the reporter tries to create consensus over the need of youth role to cope with the climate change issue.

Table 4.6. 1	
Newspaper	The Express Tribune
Date	September 28, 2018 (Critical Time Period)
Headline	Senate delegation participates in ASEP10
Category/Theme	Climate Change Vulnerability

The next news story among the sample was published on September 28, 2018 by *The Express Tribune* containing the headline “Senate delegation participates in ASEP10”. As the headline suggests there are no lexis or words included regarding climate change. The headline and the news story is actually about the 10th Asia-Europe Parliamentary Partnership Meeting organized by the European Parliament in Brussels, the Belgian capital. However, there are three sessions regarding ‘environment’ and ‘climate change’ in the meeting which were attended and participated in by the three member Pakistani parliamentarians.

Table 4.6. 2: Para 01

Lexical choices	environment’, ‘climate change’, and ‘impact of climate change’.
Consensus	Senate delegation participates in ASEP10

This three paragraph news story contains lexical items related to the climate change issue only in the second and main paragraph of the news story. This news story falls into the scope of this study because this contains key terms like; ‘environment’, ‘climate change’, and ‘impact of climate change’. The news story is a report about the participation of the Pakistani parliamentarians in the 10th Asia-Europe Parliamentary Partnership Meeting in Brussels. The

parliamentarians participated in the sessions discussing ‘environment’, ‘climate change’ and the ‘impact of climate change’ on security and economy.

Considering the overall context and lexical items used in the news story it is categorized into the category of the ‘climate change vulnerability’. Since the overall scope of the news story is about the environment and the impacts of climate change on security and economy so it can be categorized into this discourse category.

Following pages contain the analysis of the news stories published in the daily *The Express Tribune* on the topic under study during the ‘Non-Critical Time Period’ i.e. October 13, 2014 to November 13, 2014. Keeping in view the objectives of the study and to answer the research questions the researcher has employed the lexicalization and the consensus as data analysis tools from the CDA paradigm.

Table 4.7. 1

Newspaper	The Express Tribune
Date	November 12, 2014 (Non-Critical Time Period)
Headline	Karachi needs to welcome its 'visitors'
Category/Theme	Climate Change Vulnerability

The news story under study was published by daily *The Express Tribune* on November 12, 2014 with the headline “Karachi needs to welcome its 'visitors'”. As it is evident from the headline there are no apparent lexical items related to the issue of climate change. In the same way the intro of the news story does not contain any lexical item or statement related to the climate change issue. The news story is basically about the migration to the city of Karachi from the interior Sindh, a province in Pakistan, and from other parts of country. Pointing out various ‘triggers’ to the ‘mass scale migration’ to the city the reporter mentions ‘climate change’ among other triggers including ‘prolonged droughts’, ‘food insecurity’, and ‘large scale flooding’. This is where the climate change and related issue are pointed out by the

reporter in terms of the factors causing migration to the city. The lexical items used in the intro and in the subsequent body text of the story are the evidence that the news item can be placed into the discourse category of ‘climate change vulnerability’. The reporter relates the ‘mass scale migration’ to the city of Karachi with the climate change impacts among other ‘triggers.

Table 4.7. 2: Para 01

Lexical choices	floods’, ‘climate change’, ‘national climate change adaptation’, ‘highly vulnerable to climate change’, ‘the largest floods’, and ‘climate adaptation’
Consensus	‘. highlights the fact that Pakistan is highly vulnerable to climate change.’

However, the body text of the news story contains more explicit lexical items that mark the news story as a part of the ‘climate change vulnerability’ discourse. Such lexical items include ‘floods’, ‘climate change’, ‘national climate change adaptation’, ‘highly vulnerable to climate change’, ‘the largest floods’, and ‘climate adaptation’. All these lexical items have been used by the reporter to highlight the impacts of climate change and the climate change vulnerability in Sindh and in Pakistan. The reporter reports on the ‘mass scale migration’ of the people to Karachi from various parts of the province of Sindh and from Pakistan. The reports points out various factors that are causing this migration. Among those factors the climate change issue has been pointed out as a trigger to this migration. So, all these lexical items are the evidence that the news story is an attempt and part of the discourse to highlight the ‘climate change vulnerability’ in the country.

Along with these explicit lexical items the reporter employs the ‘consensus’ as a discursive move to highlight the ‘climate change vulnerability’ in the country. In terms of creating consensus in this regard the reporter quotes various findings of an MSc thesis written by Lisa Michele Bott, a student of the University of Hamburg, Department of Earth Sciences, Institute

of Geography. According to the report the thesis is about ‘Geography Migration and Adaptation to Climate Change in Pakistan’.

To highlight the ‘climate change vulnerability’ faced by Pakistan the reporter quotes the thesis as “Bott highlights the fact that Pakistan is highly vulnerable to climate change. In 2010, one fifth of the country's land area was inundated by the largest flood in its history”. Similarly, at another place the reporter highlights the relationship between the migration and the climate change as “According to her findings, under favourable conditions, migration can contribute to the development and adaptation to climate change”. The reporter quotes the suggestions given by the researcher in her thesis to cope with the climate change issue as “low literacy rate and lack of knowledge and awareness about climate change need to be overcome”. Another suggestion in this regard has been quoted as “potential contribution of migration for adaptation to climate change means to involve people and to empower them to adapt and make them more resilient”. As a result of the analysis of the news story using ‘lexicalization’ and ‘consensus’ as tools of critical discourse analysis it can be concluded that the news story highlights the ‘climate change vulnerability’ in Pakistan. The use of explicit lexical items and ‘consensus’ as a discursive are the evidence the reporter intends to create awareness regarding the factors of the ‘mass scale migration’ to Karachi and among those factors the ‘climate change vulnerability’ is one of the impactful ‘trigger’.

Following pages contain the analysis of the news stories published in the daily *The Express Tribune* on the topic under study during the ‘Critical Time Period’ i.e. November 14, 2014 to December 13, 2014. Keeping in view the objectives of the study and to answer the research questions the researcher has employed the lexicalization and the consensus as data analysis tools from the CDA paradigm.

Table 4.8. 1

Newspaper	The Express Tribune
Date	December 05, 2014 (Critical Time Period)
Headline	Where the cracks show: Southern parts of K-P more vulnerable to climate change
Category/Theme	Climate Change Vulnerability (Main Discourse) And Climate Change and Role of Governance (Synchronization)

This news story from the sample drawn from *The Express Tribune* during the ‘critical time period’ in 2014 was published on December 05, 2014 with the headline “Where the cracks show: Southern parts of K-P more vulnerable to climate change”. Looking through the goggles of the ‘lexicalization’ it is evident that the headline highlights the ‘climate change vulnerability’ in the province of Khyber Pakhtunkhwa (KP). The lexical items such as ‘cracks’, ‘vulnerable’ and ‘climate change’ reflect the overall discourse of ‘climate change vulnerability’. Similarly, the sever negative impacts of the climate change in the province are also highlighted in terms of creating ‘consensus’ among the readers by the reporter wherein the reporter ‘warns’ the vulnerability of the ‘southern parts’ of the province to the negative impacts of the climate change. So, the headline and the lexical items used in it, place the story in the discourse category of the ‘climate change vulnerability’.

Table 4.8. 2: Para 01

Lexical choices	‘vulnerable’, ‘impacts of climate change’, ‘climate change cell’, ‘adversely affect’, ‘food security’, and ‘environmental and natural resources’, ‘severe droughts’, ‘significant rainfalls’, ‘higher solar radiation’, ‘changing patterns of rainfall’, ‘environmental body’, ‘climate change’, ‘severe water shortage’, ‘challenges’, and ‘food security’
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Consensus	Since the cell became operational in June, we have been closely examining the impact of climate change on KP
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This news story is basically about an interview given to the reporter by the then Deputy Director of the KP’s ‘Climate Change Cell’ (CCC). The reporter quotes various statements

from the interview to create consensus among the readers over the province's vulnerability to the climate change impacts. Along with that the role of the KP's government has also been highlighted in tackling the climate change 'challenges' which implies that the story also falls into the category of 'climate change and role governance'. Also, it is evident that the coverage of the newspaper is in synchronization with the government policy regarding the climate change issue.

The intro of the news story contains lexical items such as; 'vulnerable', 'impacts of climate change', 'climate change cell', 'adversely affect', 'food security', and 'environmental and natural resources'. All these lexical items explicitly highlight the 'climate change vulnerability' faced by the KP. Similarly, the reporter employs 'consensus' as a discursive move by quoting from the statement of an official from the KP's Climate Change Cell as; "This is likely to adversely affect food security, livestock production and environmental and natural resources in the area". This attempt also highlights that the reporter's emphasis is on the 'climate change vulnerability' in the province.

Similarly the body text of the news story also contains explicit lexical items and quotes from the official's statement in an effort to highlight the 'climate change vulnerability' and the 'climate change and role of governance'. In this regard the explicit lexical items employed by the reporter include; '*severe droughts*', '*significant rainfalls*', '*higher solar radiation*', '*changing patterns of rainfall*', '*environmental body*', '*climate change*', '*severe water shortage*', '*challenges*', and '*food security*'. All these lexical items are the clear evidence that the report is about the 'climate change vulnerability' faced by the KP province. In the same way the lexical items such as; '*climate change policy*', '*Environmental Protection Agency*', '*environmental profile*' and '*construction of dams*' are the evidence that the report also

highlights the provincial government's policy to tackle the climate change issue which places the story into the category of the 'climate change and role of governance'.

In terms of the 'consensus' as a discursive move the reporter quotes excerpts from the official's statement in the news story to create awareness among the readers regarding 'climate change vulnerability' and the 'climate change and role of governance'. For instance, the reporter quotes the official to highlight the negative impacts of the climate change as; "the pattern of rainfall has changed drastically and is likely to create a wheat shortage". Similarly, to create 'consensus' among the readers regarding the government's policies, the reporter quotes the official as; "Since the cell became operational in June, we have been closely examining the impact of climate change on KP". At another place the reporter quotes the official as "The new cell was established by the Khyber Pakhtunkhwa Environmental Protection Agency (EPA) in June 2014. KP is the first province to have introduced a climate change cell".

Consequently, looking through the lenses of 'lexicalization' and 'consensus', it can be claimed that the predominant discourse in the news story is the 'climate change vulnerability' but there is also a notable amount of the discourse 'climate change and role of governance'. Overall the role of the Climate Change Cell of the KP's government in tackling the climate change is highlighted. An official has been quoted in this regard to highlight the efforts of the KP's CCC. Hence, the news story is also in synchronization with the government's policies regarding climate change issue.

Table 4.9. 1

Newspaper	The Express Tribune
Date	December 07, 2014 (Critical Time Period)
Headline	Volunteers clean hiking trail at Margallas
Category/Theme	Climate Change Vulnerability (Main Discourse) And Climate Change and Role of Governance (Synchronization)

The news story published with headline “Volunteers clean hiking trail at Margallas” is the next item in the sample drawn from daily *The Express Tribune*. The news story was published on December 07, 2014. As the headline suggests this story is about a mountain cleaning drive initiated by some government and non-government organizations. Apparently the headline does not contain any lexical items that can be placed into any of the discourse categories under study. However, the gist of the story and the lexical items used in the report suggest that the story is about ‘climate change vulnerability’. Also, part of the story contains comments and excerpts from the statements of an official regarding the government policies to tackle climate change and ‘mountain ecosystems’. This is the evidence of the discourse ‘climate change and role of governance’.

Table 4.9. 2: Para 01

Lexical choices	‘climate change’, ‘glacial lakes’, ‘awareness’, ‘global warming’, and ‘mountain ecosystems’
Consensus	festival was aimed at creating awareness regarding climate change, global warming and manmade interventions in the mountain ecosystems

The intro of the news story contains information about the mountain cleaning drive organized by the Climate Change Division (CCD) of Pakistan in collaboration with some other groups and organizations. The intro contains lexical items such as ‘*climate change*’, ‘*glacial lakes*’, ‘*awareness*’, ‘*global warming*’, and ‘*mountain ecosystems*’. These lexical choices made by the reporter to report on the cleaning event place the news story in the content category ‘climate change vulnerability’. The same discourse is also evident from the use of ‘consensus’ as a discursive move where the reporter quotes ‘organizers’ to highlight the ‘climate change vulnerability’ as “The organisers said the festival was aimed at creating awareness regarding climate change, global warming and manmade interventions in the mountain ecosystems”.

Table 4.9. 3: Para 02

Lexical choices ‘deforestation’, ‘biodiversity extinction’, ‘global warming’, ‘glaciers were melting rapidly’, ‘glacial lakes’, ‘flood outbursts’, ‘climate change’, ‘global warming’ and ‘mountain ecosystems’

Consensus due to deforestation, biodiversity extinction, global warming and human intervention, glaciers were melting rapidly

Similarly, the body text of the news story contains explicit lexical items that highlight the ‘climate change vulnerability’. Such lexical items include; *‘deforestation’*, *‘biodiversity extinction’*, *‘global warming’*, *‘glaciers were melting rapidly’*, *‘glacial lakes’*, *‘flood outbursts’*, *‘climate change’*, *‘global warming’* and *‘mountain ecosystems’*. All these lexical items employed by the reporter to report on the event are the evidence the report highlights the ‘climate change vulnerability’ in the country. In the same way the reporter employs ‘consensus’ as a discursive move by quoting an official’s statement on various places in the news story to highlight the ‘climate change vulnerability’. For instance, the reporter quotes the official as “due to deforestation, biodiversity extinction, global warming and human intervention, glaciers were melting rapidly and glacial lakes were forming”. The climate change vulnerability is also highlighted as “the glaciers in the country were receding at a rate of almost 4060 metres every 10 years”.

In the end of the news story the reporter banking on the ‘consensus’ as a discursive move quotes the official to highlight the ‘climate change vulnerability’ as “now was the time when everyone should come forward to save glaciers and mountains by focusing on issues such as climate change and global warming”. All of these excerpts are an evidence that news story contains ‘climate change vulnerability’ as a predominant discourse. However, the discourse of ‘climate

change and role of governance’ is also evident in the story. For instance the reporter quotes the official mentioning the work of the organization to tackle the climate change issue as “the organisation had also been working to help reduce risks and vulnerabilities from glacial lakes like flood outbursts”. This excerpt and quote is also the evidence that the news story is in ‘synchronization’ with the government policies.

Following pages contain the interpretation and analysis of the editorials and news items of The Dawn. The interpretation and analysis have been done using lexicalization and consensus within the paradigm of CDA.

The Dawn did not publish any editorial regarding the climate change during the ‘critical time period’ i.e., from August 02 to September 02 2018. But has published one editorial in critical time of 2018.

<i>Table 4.10. 1</i>	
Newspaper	Dawn
Date	September 05, 2018
Headline	Seeds of Change?
Category/Theme	Climate Change and Role of Governance (Skeptical/Critical/Negative)

The editorial published by the *Dawn* on September 05, 2018, was entitled “seeds of change?” The headline is a question mark in a skeptical way by the newspaper on the overall ‘change’ policy of the Pakistan Tehreek-i-Insaf (PTI) government along with its climate change policy. PTI comes with a popular political rhetoric of ‘change/Tabdeeli’ in society and the newspaper has put PTI’s political slogan along with its climate change policy under question. Which clearly means that the *Dawn* is more cynical, skeptical, and critical towards the government’s climate change policy and the content within the editorial also reflects such criticism on the government’s governance within the context of climate change framework.

Table 4.10. 2: Para 01

Lexical choices	ambitious target’, ‘is it achievable’, ‘sustainable?’, ‘realistic?’, ‘ill-conceived’
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Consensus THE government has set an ambitious target of planting '10bn trees' in the next five years; that's roughly 5.4m trees a day! Few can deny the cause is noble but is it achievable? Or sustainable? Are these figures even realistic?

The criticism and skepticism of the newspaper over government’s climate change policy and performance is explicitly evident from the lexical items used in the first paragraph such as; ‘*ambitious target*’, ‘*is it achievable*’, ‘*sustainable?*’, ‘*realistic?*’, ‘*ill-conceived*’. From the style and lexical items used by the *Dawn* in this lead paragraph the reader would get an impression as if the newspaper is not in agreement with the government’s ‘ambitious target’ of ‘10bn trees’ plantation and that the newspaper is raising serious doubts on the feasibility of the target. Also, the newspaper is raising doubts on the government’s intelligence, policy making and thought process by raising questions on the selection of trees to be planted during the ‘10bn trees’ plantation move.

The *Dawn* has not banked on the ‘consensus’ as a discursive move to support and to synchronize with government’s climate change policy and performance rather the newspaper has clearly raised cynical questions on the government’s ‘*ambitious targets*’. The critical and skeptical editorial discourse is evident from the text such as;

“THE government has set an ambitious target of planting '10bn trees' in the next five years; that's roughly 5.4m trees a day! Few can deny the cause is noble but is it achievable? Or sustainable? Are these figures even realistic? While the public is enthralled by the idea, environmentalists are more cautious.”

Table 4.10. 3: Para 02

Lexical choices scattered carelessly', 'not set in proper properly', 'not watered adequately', 'little attention paid to the existing trees', 'corruption in government departments', 'menace', 'alleged embezzlement of funds'

Consensus In attempting to plant the highest number of trees in the shortest amount of time, they were not set in place properly. In some instances, 'seed bombs' were scattered carelessly.

Similarly, in the second paragraph of the editorial, the *Dawn* has criticized the government policy and governance regarding the tree planation move by employing lexical items such as; '*scattered carelessly*', '*not set in proper properly*', '*not watered adequately*', '*little attention paid to the existing trees*', '*corruption in government departments*', '*menace*', '*alleged embezzlement of funds*'. This paragraph with the use of these lexical choices shows that the *Dawn* has serious doubts on the government's intentions, policy and governance regarding the tree plantation move. So, the editorial contents in this paragraph too do not seem to be in synchronization with the government's policy towards the climate change. The newspaper doesn't seem to be creating consensus among its readers regarding the government's climate change policy which is evident from the comments such as;

In some cases, these trees had to be cut down, less than a decade after being planted, as they were lowering the water table. Secondly, in attempting to plant the highest number of trees in the shortest amount of time, they were not set in place properly. In some instances, 'seed bombs' were scattered carelessly. Or the trees were not watered adequately. There has been a very low survival rate of such trees.

Table 4.10. 4: Para 03

Lexical choices sincerity' ambitious targets'.

Consensus Time will tell if that sincerity translates into sustainable change, and whether this government can learn from mistakes of the past".

The last paragraph of the editorial reflects a combination of support to the then PM Imran Khan and skepticism over the government's governance regarding the climate change policy. The mixed editorial trend is evident from the lexical item 'sincerity' used by the newspaper for the PM's climate change agenda and from the skeptical comment; "Time will tell if that sincerity translates into sustainable change, and whether this government can learn from mistakes of the past".

There are three paragraphs in this editorial published by the *Dawn* and all the paragraphs are the true reflection of the editorial's headline which is critical and skeptical towards the government's intelligence and governance regarding the '10bn trees' plantation move. In the second last sentence of the last paragraph of the editorial the newspaper acknowledges the 'sincerity' of the PM towards the 'environment' but the very next sentence again raises a question on the capacity and governance of his government. Overall, the editorial falls in the category 'climate change and role of governance' with an explicitly critical and skeptical discourse towards the government's policy of climate change. The newspaper seems to be raising serious doubts on the government's intelligence, policy making and thought process by raising questions on the selection of trees to be planted during the '10bn trees' plantation move. The newspaper has not employed the 'consensus' as a discursive move to support and to synchronize with government's climate change policy and performance rather the newspaper has clearly raised cynical questions on the government's 'ambitious targets'.

The dawn did not publish any editorial regarding the climate change during the 'non-critical time period' i.e., from October 13 to November 13 2014. But has published one editorial in critical time of 2014.

Table 4.11. 1

Newspaper	Dawn
Date	November 25, 2014
Headline	Melting Glaciers
Category/Theme	Climate Change Vulnerability

Editorial published by daily *Dawn* on November 25, 2014 with the title ‘Melting Glaciers’ is a strong wake-up call by the newspaper to the stakeholders and authorizes in Pakistan and India to ponder over the potential consequences of the climate change issue faced by the region. As the headline speaks for itself it is a pinpoint warning drawing attention towards an explicit indication of the climate change in the region. Overall, this editorial falls into the category of ‘climate change vulnerability’ wherein the editorial contains candid lexical items along with the use of ‘consensus’ as a discursive move to highlight the ‘far-reaching ramifications and ‘gravity’ of the climate change issue.

Table 4.11. 2: Para 01

Lexical choices	‘glacial melt’, problem is grave’, ‘far-reaching ramifications’, ‘obscure’, ‘climate change’, ‘global warming’, ‘most vulnerable countries’, ‘massive and turbulent impact’, ‘changing climate patterns’, ‘regular flooding’, ‘monsoon’, and ‘devastation’
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Consensus	A NEW study has drawn attention to the accelerating rate of glacial melt in Pakistan’s mountainous north
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First paragraph of the editorial is full of the explicit and warning-bound lexical items which draw readers’ attention towards severe consequences of the ‘malting glaciers’. Such lexical items include; ‘*glacial melt*’, ‘*problem is grave*’, ‘*far-reaching ramifications*’, ‘*obscure*’, ‘*climate change*’, ‘*global warming*’, ‘*most vulnerable countries*’, ‘*massive and turbulent impact*’, ‘*changing climate patterns*’, ‘*regular flooding*’, ‘*monsoon*’, and ‘*devastation*’. All of the pointed out lexical choices point out the fact that the newspaper’s opinion is clear warning to the stakeholders, readers, authorities and the policy makers regarding ‘grave consequences’ of the ‘melting glaciers’. For creating consensus on the issue among its readers, the newspaper quotes a scientific study as; “A NEW study has drawn attention to the accelerating rate of

glacial melt in Pakistan’s mountainous north”. The same discursive move of ‘consensus’ has been employed in the following excerpt; “Regular flooding every monsoon is a reminder of these vulnerabilities, but most people see the floods disappear quickly, and the devastation they cause retreats from consciousness as fast as the water does”.

Table 4.11. 3 : Para 02

Lexical choices	‘glacial melt’, ‘profound changes’, ‘intensifying rains’, ‘shrinkage in glaciers’, ‘challenge’, ‘climate change’, ‘fanning panic’, and ‘extreme weather’
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Consensus	The challenge posed by climate change needs to be taken far more seriously than it currently is.
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Similarly, next paragraph also contains a plenty of lexical items which portray a warning for the readers and for the decision makers to tackle and face the challenge of climate change. Lexical choices such as; ‘*glacial melt*’, ‘*profound changes*’, ‘*intensifying rains*’, ‘*shrinkage in glaciers*’, ‘*challenge*’, ‘*climate change*’, ‘*fanning panic*’, and ‘*extreme weather*’ are the indicators of the discourse produced by the newspaper in this paragraph in terms of creating awareness and to give a wake-up call to the decision makers for effective decision making. The same discourse has been produced by the newspaper by employing ‘consensus’ as a discursive move which is evident from the following excerpt; “The challenge posed by climate change needs to be taken far more seriously than it currently is. This does not have to mean fanning panic. However, steps to mitigate the impact of extreme weather events can be taken”.

The effort of the newspaper in creating ‘consensus’ for ‘better planning’ to minimize the ‘damage’ is also evident from the following comment; “Given the regularity with which monsoon flooding is visiting us now, it is obvious that better planning can be undertaken so that the damage is minimized”. The newspaper’s opinion and voice to create ‘consensus’ is also present in the form of this suggestion; “We cannot reverse climate change. But we can lessen its impact. The best way to do this is to reach out to climate scientists”. The same opinion

and discourse of warning over climate change issue is also visible from the lexical choices made by the newspaper in this paragraph as; *'monsoon flooding'*, *'damage'*, *'glacial melt'*, *'climate scientists'*, *'forecasting models'*, *'extreme weather events'*, *'climate change'*, and *'monsoon floodplains'*.

Table 4.11. 4: Para 03

Lexical choices	melting observed', 'burning coal', 'ice mass', 'problems', and 'take the problems seriously'
Consensus	Such problems can be addressed, and mitigative strategies developed, provided both countries learn to take the problem seriously. It is still not too late".

The last paragraph is also a combination of warning and suggestions by the newspaper over the gravity of climate change issue and how to tackle and face this challenge. The 'climate change vulnerability' has been portrayed and highlighted by using lexical items such as; 'melting observed', 'burning coal', 'ice mass', 'problems', and 'country can take the problems seriously'. And, the suggestions are offered by employing 'consensus' as a discursive move which is evident from the following excerpt; "Such problems can be addressed, and mitigative strategies developed, provided both countries learn to take the problem seriously. It is still not too late".

Overall this editorial fall into the category of 'climate change vulnerability' wherein the editorial contains candid lexical items along with the use of 'consensus' as a discursive move to highlight the 'far-reaching ramifications' and 'gravity' of the climate change issue. In this editorial the 'climate change vulnerability' has been portrayed and highlighted as a 'challenge' and 'melting glaciers' has been portrayed as the indicator of this challenge. In terms of 'consensus' as a discursive move the newspaper quotes a scientific study to strengthen its opinion and gives various suggestions to establish that the issue of climate change needs to be

taken ‘seriously’ because “The problem is grave and has far-reaching ramifications for the country”.

Following pages contain the analysis of the news published in the daily *The Dawn* on the topic under study during the ‘Non-Critical Time Period’ i.e. August 02, 2018 to September 02, 2018. Keeping in view the objectives of the study and to answer the research questions the researcher has employed the lexicalization and the consensus as data analysis tools from the CDA paradigm.

Table 4.12. 1

Newspaper	Dawn
Date	August 29, 2018 (Non-Critical Time Period)
Headline	Seminar(SPDI) calls for inclusion of youth in climate change policymaking
Category/Theme	Climate Change and Role of Governance (Main Discourse and Synchronization with Government policy) Climate Change Vulnerability

The news story with the headline “Seminar calls for inclusion of youth in climate change policymaking” was published by daily the *Dawn* on August 29, 2018. The lexical items used by the news reporter in the headline such as; ‘calls for’, ‘inclusion’, and ‘climate change’ suggest that the reporter tries to create a consensus among its readers regarding the ‘inclusion’ of the ‘youth’ in the ‘policy making’ regarding the ‘climate change’ issue. This story is about a seminar organized by the then government institute, Sustainable Development Policy Institute (SDPI), wherein the politicians, climate change authorities and the experts participated so the story can be categorized into ‘Climate Change and Role of Governance’ category. Along with that the story can also be categorized into the category of ‘Climate Change Vulnerability’ because the report highlights consequences of the climate change potentially faced by Pakistan. However, the main discourse of the story remains the ‘Climate Change and Role of Governance’.

The intro of the news story contains lexical items such as; ‘climate change policy’, ‘youth driven climate change action’, ‘climate change policies’, and ‘sustainable food production’. The use of such lexical items implies that the reports highlights the government policies regarding the ‘climate change’ issue and also the potential consequences of the climate change issue faced by the country. The reporter tries to create the agreement among its readers employing ‘consensus’ as discursive move by quoting the experts’ opinion as; “They said that as a nation Pakistanis, but the youth in particular, must change their eating habits and learn sustainable food production and consumption”.

The reporter contains quotes from the statements of various participants of the seminar including a politician, climate change issue experts and the authorities of the host organization. The use of lexical items to report on the seminar and the selection of quotes from the participants’ statements implies that the report is in synchronization with government’s policies regarding climate change and that the lexical choices made by the reporter highlights the severity of the climate change issue and the importance of the ‘inclusion’ of the ‘youth’ in the ‘policy making’. The predominant discourse of ‘climate change and role governance’ is evident from lexical items such as; ‘climate change policy’, ‘tackle climate change’, ‘plant more than a trillion tree’, ‘climate smart and sustainable cities’, ‘safer, greener and sustainable Pakistan’, ‘forestation’, and ‘water pricing’. Also, the second main discourse of ‘climate change vulnerability’ is evident from the lexical choices made by the reporter such as; ‘consequences of climate change’, ‘challenges of climate change’, ‘malnutrition’, ‘sustainable food production’, ‘brunt of climate change’, and ‘climate change issue’.

In terms of ‘consensus’ as a discursive move in the report the reporter has quoted from various participants’ statements which are in accordance with ‘climate change and role governance’ and ‘climate change vulnerability’. Following quotes are the evidence; “To cope with dire

consequences of climate change, our youth must understand and bring fundamental changes in their daily lifestyle”, “We should go for water pricing and water consumption meters to regulate the use of water and ensure water governance and water waste management”, and “Demand-driven policy change is important to attain economic and environment sustainable”. These quotations in the report are the evidence that the reporter intends to create a consensus among its readers over the ‘climate change and role governance’ and ‘climate change vulnerability’. Also, the report is in synchronization with the government policies regarding the climate change issue.

Table 4.13. 1

Newspaper	Dawn
Date	August 31, 2018 (Non-Critical Time Period)
Headline	Efforts urged to protect habitats of endangered species
Category/Theme	Climate Change Vulnerability

Next story within the sample of daily *Dawn* under study was published on August 31, 2018 with the headline; “Efforts urged to protect habitats of endangered species”. There is one lexical item ‘*endangered species*’ in the headline that suggests that the headline and the story is about the impacts of climate change on wild life and their ‘ecosystems’. Therefore, the story has been categorized into the ‘climate change vulnerability’ category. Also, the overall message in the headline is an effort to bring awareness and agreement among its readers regarding the protections of the ‘endangered species’. So, considering the lexical item used in the headline and usage of the ‘consensus’ as a discursive move by the reporter it can be claimed that the news story is about the ‘climate change vulnerability’. Also, since there are government officials and a government institute, Pakistan Snow Leopard and Ecosystem Protection Programme (PSLEP), mentioned in the story so the story is in ‘synchronization with government policies’.

Table 4.13. 2: Para 01

Lexical choices ‘endangered species’, ‘ecosystem protection’, ‘critically endangered species’, ‘land management’ and ‘national parks’ ‘climate change’, ‘forest’, ‘global environment fund’, ‘environmental’, ‘global warming’, ‘climate change impacts’, ‘biodiversity’, ‘ecosystems’, ‘sustainable development’,

Consensus negative impacts of the climate change on the life of the ‘endangered snow leopard’ in the region

The intro of the news story elaborates the crux of the whole story incorporating lexical items such as; ‘*endangered species*’, ‘*ecosystem protection*’, ‘*critically endangered species*’, ‘*land management*’ and ‘*national parks*’. The intro reveals that the story is about a workshop for ‘Pakistan Snow Leopard and Ecosystem Protection Programme’ (PSLEP) organized by the ‘Snow Leopard Foundation (SLF)’. The lexical items employed by the reporter to report on the workshop reflect that the story highlights the negative impacts of the climate change on the well-being of the snow leopard in the Karakoram-Pamir, Himalaya and Hindu Kush mountain ranges in Azad Kashmir, Gilgit-Baltistan and Khyber Pakhtunkhwa.

The reporter quotes various participants of the workshop and employs lexical items such as; ‘*climate change*’, ‘*forest*’, ‘*global environment fund*’, ‘*environmental*’, ‘*global warming*’, ‘*climate change impacts*’, ‘*biodiversity*’, ‘*ecosystems*’, ‘*sustainable development*’, and ‘*endangered animals*’. The lexical items used by the reporter to report on the workshop highlight the negative impacts of the climate change on the life of the ‘endangered snow leopard’ in the region. So, the news story is coded in the discourse category ‘climate change vulnerability’.

In terms of employing ‘consensus’ as a discursive move to bring an agreement among the readers regarding the issue the reporter quotes following excerpts from the statements of the participants; “The snow leopards' habitats in Pakistan are at a serious risk of vanishing as glaciers are rapidly melting because of global warming-induced climate change impacts” and “The participants highlighted the unique habitat of the snow leopard, the associated biodiversity, and the communities dwelling in the high mountains that depend on their ecosystems and stressed sustainable development”.

Following pages contain the analysis of the news published in the daily *Dawn* on the topic under study during the ‘Critical Time Period’ i.e. September 02, 2018 to October 02, 2018. Keeping in view the objectives of the study and to answer the research questions the researcher has employed the lexicalization and the consensus as data analysis tools from the CDA paradigm.

Table 4.14. 1

Newspaper	Dawn
Date	September 11, 2018 (Critical Time Period)
Headline	'Climate change council, authority and fund to be set up'
Category/Theme	Climate Change and Role of Governance

The news story published by the *Dawn* on September 11, 2018 with headline 'Climate change council, authority and fund to be set up' is the next item from the sample of the study within the ‘critical time period’ under study. In terms of lexical choices, the reporter uses ‘climate change’ as a key term and in terms of the consensus as a discursive move the headline appears as a quote from the seminar proceedings held by the government authorities. So, from the lexical choices made by the reporter to report on the official seminar the news story appears to

be in synchronization with the government policies on ‘climate change’ issue. Therefore, the news story is categorized into the ‘climate change and role of governance’ discourse category

Table 4.14. 2: Para 01

Lexical choices climate change act’, ‘climate change council’, ‘climate-related policies’, ‘climate change ministry’, ‘climate change issue’, ‘climate change fund’, and ‘climate change authority’ green development fund’, ‘climate change’, ‘handle climate change’, ‘climate and environment’, ‘cleanliness drive’, ‘national forest policy’, ‘federal forest board’, ‘10 Billion Tsunami Tree Plantation’, and ‘forest department’.

Consensus meeting held in the parliament house where the climate change authorities informed the Senate Standing Committee about the federal government’s policies

The intro of the news story contains lexical items such as; ‘*climate change act*’, ‘*climate change council*’, ‘*climate-related policies*’, ‘*climate change ministry*’, ‘*climate change issue*’, ‘*climate change fund*’, and ‘*climate change authority*’. Considering the lexical items used by the reporter in the intro it can be claimed that the news story is about the ‘climate change and role of governance’ wherein the reporter tries to create awareness among its readers regarding the issue and that too in synchronization of the government policies.

Similarly, the body of the news story contains lexical items such as; ‘*green development fund*’, ‘*climate change*’, ‘*handle climate change*’, ‘*climate and environment*’, ‘*cleanliness drive*’, ‘*national forest policy*’, ‘*federal forest board*’, ‘*10 Billion Tsunami Tree Plantation*’, and ‘*forest department*’. All these lexical choices made by the reporter in the report reflect the predominant discourse of ‘climate change and role governance’. Basically, the report is about an official meeting held in the parliament house where the climate change authorities informed the Senate Standing Committee about the federal government’s policies and actions to tackle

the climate change issue. All the news story is about the awareness on the federal government's future.

Looking the news story through the lenses of 'consensus' as a discursive move employed by the reporter it can be claimed that the story is an attempt to highlight the federal government's efforts to tackle the climate change issue and that the story is in synchronization with the government policies. Also, the mention of the '10 billion tsunami tree plantation project' in the story reflects that the story is under the impression of the project. The reporter's effort of creating awareness and consensus over the government's policies regarding the climate change issue is evident from the following excerpts from the story; "Pakistan has already spent Rs14 billion on climate change and has taken various steps to handle climate change effectively". The reporter quotes an official as; "Mr Aslam said the National Forest Policy will be implemented in letter and spirit and ordered the reactivation of the federal forest board". The use 'consensus' as a discursive move is also clearly evident from the following quote; "the implementation of the 10 Billion Tsunami Tree Plantation Project has been included in the terms of reference for the harmonization of the project all over the country".

Overall, the news story is a report on an official meeting held in the parliament of Pakistan regarding the climate change issue. The report is an effort to create awareness and consensus among its readers over the government's policies to tackle the climate change issue effectively in the country. Therefore, employing the lexicalization and consensus as text analysis tools it can be concluded that the predominant discourse in the story is 'climate change and role of governance' wherein the discourse is in synchronization with the government's policies.

Table 4.15. 1

Newspaper	Dawn
Date	September 09, 2018 (Critical Time Period)
Headline	'Country lacks reliable data on impact of climate change'
Category/Theme	Climate Change Vulnerability (Main Discourse) and Climate Change and Role of Governance (Critical/Negative)

Next news item in the sample understudy is from daily the *Dawn* published on September 09, 2018 with the headline; “Country lacks reliable data on impact of climate change”. The headline contains ‘*climate change*’ as a lexical item putting this headline and the news story under the scope of this study. As the headline suggests it is a claim and verdict against the government/s for their inability to collect and maintain a ‘reliable data’ regarding the ‘impact’ of the ‘climate change’ in the country. Hence, the lexical items used in this headline and overall the use of ‘consensus’ as a discursive move implies that the reporter is more focused on the ‘climate change and role of governance’ and that too critically. So, the headline falls into the content category ‘climate change and role of governance’ wherein critical lexical items has been used. However, the forthcoming body text of the story contains main discourse of ‘climate change vulnerability’ wherein the report highlights the negative ‘impacts’ of the ‘climate change’ and the ‘environmental degradation’ faced by the country.

Table 4.15. 2: Para 01

Lexical choices	‘effects of climate change’, ‘environmental degradation’, ‘deforestation’, ‘threat to the ecosystem’, ‘scarcity of food’, ‘water shortage’, ‘changing weather patterns’, ‘reduction in the rainfall’, ‘extreme weather’, ‘drought’, ‘irregular floods’, ‘heavy rainfall’, ‘increased glacier melting’, and ‘greater challenge’.
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Consensus ‘Pakistan is ranked the seventh most vulnerable country when it comes to climate change. Unfortunately, we do not have any reliable data on the impact of climate change and our understanding of the subject is rudimentary’.

The news story is about a seminar organized by the ‘Panjwani Centre for Molecular Medicine and Drug Research’ of University of Karachi. The seminar was attended by various scholars and experts of the molecular medicine and climate change. The intro contains the crux of the discussion of the seminar as “The country lacks reliable data on the impact of climate change and there is a need for an in-depth study on the subject”. In terms of the ‘consensus’ as a discursive move this is an attempt of the reporter to highlight the seriousness of the issue of climate change faced by Pakistan. The intro of the news story contains lexical items such as; ‘impact of climate change’, and ‘most vulnerable country’. The use of such lexical items implies that the reporter intends to create awareness among its readers regarding the ‘climate change vulnerability’ of the country. In terms of creating consensus on the issue the reports quotes an expert as; “Pakistan is ranked the seventh most vulnerable country when it comes to climate change. Unfortunately, we do not have any reliable data on the impact of climate change and our understanding of the subject is rudimentary”.

Similarly, the rest of the body text of the news story contains explicit lexical items employed by the reporter to report on the ‘climate change vulnerability’ discussed in the seminar. The lexical items include; ‘*effects of climate change*’, ‘*environmental degradation*’, ‘*deforestation*’, ‘*threat to the ecosystem*’, ‘*scarcity of food*’, ‘*water shortage*’, ‘*changing weather patterns*’, ‘*reduction in the rainfall*’, ‘*extreme weather*’, ‘*drought*’, ‘*irregular floods*’, ‘*heavy rainfall*’, ‘*increased glacier melting*’, and ‘*greater challenge*’. All these lexical items are the evidence that the reporter is highlighting the ‘climate change vulnerability’ faced by the country. Also, the report is an effort to create awareness among its readers regarding the ‘impacts’ of the ‘climate change’ in Pakistan. This also implies that the story is in synchronization with the government’s policy towards climate change.

The same aspect of highlighting the ‘climate change vulnerability’ is also evident from the following excerpts that the reporter quotes from the speeches of the participants of the seminar; “...the government to conduct an in-depth study about how climate change was affecting the country and its future. Such a research project was critical for formulating a strategy to deal with the effects of climate change”. Similarly, another expert is quoted as; “The other area to focus upon is environmental degradation and deforestation which is posing a real threat to the ecosystem”. The reporter attempts to create consensus by quoting another participant as “What had aggravated the situation was human interference in nature and environmental degradation”. However, within the discourse of ‘climate change and role of governance’ following excerpt is the evidence that the report is critical towards the role of governance in this regard; “Adapting to climate change is vital for developing countries like Pakistan but lack of awareness is one of the major barriers”.

Looking through the lenses of the ‘lexicalization’ and ‘consensus’ it can be concluded that the main discourse in the news story is the ‘climate change vulnerability’ wherein the report highlights the negative ‘impacts’ of the ‘climate change’ and the ‘environmental degradation’ faced by the country. The news story also contains a significant amount of the discourse of ‘climate change and role of governance’ wherein the role of governance has been criticized for not creating public ‘awareness’ and for not maintaining the ‘reliable data’ regarding ‘impacts’ of the climate change’ in the country.

Following pages contain the analysis of the news stories published in the daily *Dawn* on the topic under study during the ‘Non-Critical Time Period’ i.e. October 13, 2014 to November 13, 2014. Keeping in view the objectives of the study and to answer the research questions the researcher has employed the lexicalization and the consensus as data analysis tools from the CDA paradigm.

Table 4.16. 1

Newspaper	Dawn
Date	November 10, 2014 (Non-Critical Time Period)
Headline	Potohar may face 40pc less peanut yield
Category/Theme	Climate Change Vulnerability (Main Discourse) And Climate Change and Role of Governance

The news story under study was published by daily *Dawn* on November 10, 2014 with the headline “Potohar may face 40pc less peanut yield”. As the headline suggests this story is about the ‘crop failure’ in the context of poor production of the peanut in the area of Potohar, Pakistan. Apparently, the headline does not contain any lexical items that can be coded into any of the discourse categories under study. However, the gist of the story and the lexical items used in the report suggest that the story is about ‘climate change vulnerability’. Also, the headlines appear to be in the form of a ‘warning’ regarding the ‘crop failure’. So, looking through the lenses of ‘consensus’ it can be claimed that the headline falls into the category of ‘climate change vulnerability’.

Table 4.16. 2: Para 01

Lexical choices	tide of climate change’, ‘too many rains’, ‘drought’, ‘affected the crop’, and ‘feared
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Consensus	It would be premature to determine the overall production but it is feared that there would be up to 40 per cent less production
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The news story is about the negative impacts of climate change on the peanut production in the region of Potohar of Pakistan. The intro of the news story along with the introduction of the peanut production area contains lexical items that determine the negative impacts of the climate

change on the crop production. Such lexical items include; *'tide of climate change'*, *'too many rains'*, *'drought'*, *'affected the crop'*, and *'feared'*. Along with these lexical items, the reporter report on the issue and tries to create 'consensus' on the negative impacts of the climate change on crop production as "But this year, the tide of climate change, with too many rains in some parts and drought in other, affected the crop". Similarly, in terms of employing 'consensus' as a discursive move the reporter quotes an agriculture officer of the region to highlight the negative impacts of the climate change as; "It would be premature to determine the overall production but it is feared that there would be up to 40 per cent less production". So, looking through the lenses of 'lexicalization' and 'consensus' it can be claimed that the intro of the news story contains 'climate change vulnerability' as a predominant discourse. And, since there is involvement of a government official in the creation of the discourse and awareness regarding the 'climate change vulnerability, so it can be claimed that the intro does have a hint of the discourse of 'climate change and role of governance'.

Table 4.16. 3: Para 02

Lexical choices	<i>'heavy rains'</i> , <i>'lower rains'</i> , <i>'rains affected the crop'</i> , <i>'drought like situation'</i> , <i>'damaged'</i> , <i>'heavy rains'</i> , <i>'badly affected'</i> , <i>'drought'</i> , <i>'rained heavily'</i> , and <i>'unusual rains'</i> .
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Consensus	Peanut was cultivated normally in both tehsils but in Chakwal it was damaged due to the heavy rains while in Talagang the lower than average rains affected the crop
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As for as the body text of news story is concerned, the reporter has employed explicit lexical items to create the 'climate change vulnerability' discourse in terms of the negative impacts of the climate change on the peanut production in the region. Such lexical items include; *'heavy rains'*, *'lower rains'*, *'rains affected the crop'*, *'drought like situation'*, *'damaged'*, *'heavy rains'*, *'badly affected'*, *'drought'*, *'rained heavily'*, and *'unusual rains'*. All of these lexical

choices are made by the reporter to highlight the discourse of ‘climate change vulnerability’ in terms of the negative impacts of the climate change. The same discourse has been produced by the reporter while quoting various government officials and farmers highlighting the negative impacts of the climate change on the production peanut crop. Employing the ‘consensus’ as a discursive move the reporter quotes the agriculture officer as; “Peanut was cultivated normally in both tehsils but in Chakwal it was damaged due to the heavy rains while in Talagang the lower than average rains affected the crop”.

In the same way the reporter quotes a grower of the peanut mentioning the reasons of the less production of the crop as; “...this year the yield has been badly affected by drought”. Another farmer has been quoted as; “About 80 per cent less than average yield is being witnessed due to the drought like situation in Talagang”.

Consequently, the analysis of this news story through ‘lexicalization’ and ‘consensus’ is the evidence that the predominant discourse in it is the ‘climate change vulnerability’. However, the reporter, banking on the ‘consensus’ as discursive move, has quoted a government official in the creation of the discourse and awareness regarding the ‘climate change vulnerability, so it can be claimed that the intro does have a hint of the discourse of ‘climate change and role of governance’.

Table 4.17. 1

Newspaper	Dawn
Date	November 13, 2014 (Non-Critical Time Period)
Headline	Climate Change Centre to help farmers adapt to new challenges
Category/Theme	Climate Change Vulnerability (Main Discourse) And Climate Change and Role of Governance (Supportive)

The next news story drawn from the sample of *Dawn* was published on November 13, 2014 under the headline “Climate Change Centre to help farmers adapt to new challenges”. Two explicit lexical items used in this headline ‘climate change’ and ‘new challenges’ are the evidence that the news story is within the scope of the study and that it falls into the category of ‘climate change vulnerability’. In terms of ‘consensus’ as a discursive move the headline appears to be creating consensus among its readers and stakeholders that the climate change is a challenge and that the ‘Climate Change Centre’ would be helpful in coping with the challenges.

Table 4.17. 2: Para 01

Lexical choices	‘climate change’, ‘challenges’, ‘changing weather patterns’, ‘earth’s’ climate’, ‘weather systems’, and ‘opportunities and threats’
Consensus	Climate change is defining human development challenges of our time because the earth's climate is changing and its manifestation is changes in weather systems, patterns of precipitation and temperatures which result in both creating opportunities and threats to local livelihoods

This story is about a newly established ‘Climate Change Centre’ in the University of Agriculture Peshawar. The story revolves around the information on the challenges posed by the climate changes to the agriculture field of the Khyber Pakhtunkhwa province in Pakistan. Along with the information on the challenges the news story highlights the efforts and services of the Centre for the farmers to cope with the challenges. The intro of the news story contains lexical items such as; ‘*climate change*’, ‘*challenges*’, ‘*changing weather patterns*’, ‘*earth’s*’ *climate*’, ‘*weather systems*’, and ‘*opportunities and threats*’. All these lexical items are the evidence the intro of the story highlights the ‘climate change vulnerability’ in the province’. The same discourse of ‘climate change vulnerability’ is also evident from the excerpts quoted by the reporter from the statements of the director of the Centre. The reporter intends to create

consensus among the readers regarding the ‘climate change vulnerability’ by quoting the official as; “Climate change is defining human development challenges of our time because the earth's climate is changing and its manifestation is changes in weather systems, patterns of precipitation and temperatures which result in both creating opportunities and threats to local livelihoods”. So, looking through the goggles of the ‘lexicalization’ and ‘consensus’ it can be claimed that the news story is about ‘climate change vulnerability’. The story also contains a hint of the discourse of ‘climate change and role of governance’ since it contains information about the services of a Climate Change Centre established in a government university and that the reporter has quoted two officials from the university.

Table 4.17. 3: Para 02

Lexical choices ‘changing climate patterns’, ‘highly sensitive’, ‘warmer temperature’, ‘heat waves’, ‘amount of rainfall’, ‘highly vulnerable’, ‘effects of climate change’, ‘changes in temperature’, ‘uncertain hydrological patterns’, ‘food security’, ‘climate scenarios’, ‘water scarce areas’, ‘climate change adaptation’, ‘climate change issues’, ‘critical challenges’, ‘vulnerable countries’, and ‘sensitive to climate change’.

Consensus Khyber Pakhtunkhwa was highly vulnerable to the effects of climate change due to a huge agroecological diversity

There is a plethora of lexical items employed by the reporter in this story that indicate that the story falls into the category of ‘climate change vulnerability’. The reporter highlights the negative impacts of the climate change on the field of agriculture in the province of Khyber Pakhtunkhwa by using lexical items such as; ‘*changing climate patterns*’, ‘*highly sensitive*’, ‘*warmer temperature*’, ‘*heat waves*’, ‘*amount of rainfall*’, ‘*highly vulnerable*’, ‘*effects of climate change*’, ‘*changes in temperature*’, ‘*uncertain hydrological patterns*’, ‘*food security*’,

'climate scenarios', 'water scarce areas', 'climate change adaptation', 'climate change issues', 'critical challenges', 'vulnerable countries', and 'sensitive to climate change'.

Similarly, the reporter employs 'consensus' as a discursive move by quoting two officials from the university in favor of the 'climate change vulnerability'. Mentioning the vulnerability of the KP province, the reporter quotes the director of the Centre as; "Khyber Pakhtunkhwa was highly vulnerable to the effects of climate change due to a huge agroecological diversity". The climate change vulnerability is emphasized in another quote as; "Changes in temperature and uncertain hydrological patterns are expected to affect food security and access to water and the farmers need to be supported in finding and developing adequate responses to the new challenges". Regarding the Centre's policy and efforts the official is quoted as; "We are also establishing a roundtable where farmers, government agencies, development agencies and researchers will share information and discuss ideas for research on climate change issues". The 'climate change vulnerability' is also established by quoting the vice chancellor of the university as; "According to the Global Climate Risk Index 2012, Pakistan ranks third on the list of the most vulnerable countries to climate change".

So, keeping in view the analysis of the news story using 'lexicalization' and 'consensus' it can be claimed that the predominant discourse in the news story is 'climate change vulnerability'. However, the story also contains a hint of the discourse of 'climate change and role of governance' since it contains information about the services of the Climate Change Centre established in a government university and that the reporter has quoted two officials from the university.

Following pages contain the analysis of the news stories published in the daily *Dawn* on the topic under study during the 'Critical Time Period' i.e. November 14, 2014 to December 13, 2014. Keeping in view the objectives of the study and to answer the research questions the

researcher has employed the lexicalization and the consensus as data analysis tools from the CDA paradigm.

Table 4.18. 1

Newspaper	Dawn
Date	November 29, 2014 (Critical Time Period)
Headline	NDMA chairman warns against climate change
Category/Theme	Climate Change Vulnerability (Main Discourse) And Climate Change and Role of Governance (Synchronization)

The news story under study was published by daily *Dawn* on November 29, 2014 under the headline “NDMA chairman warns against climate change”. NDMA, National Disaster Management Authority, is a federal government institution in Pakistan. As it is obvious from the lexical items used in the headline, ‘climate change’, ‘warns’, and ‘NDMA’, that the reporter highlights a warning issued by the most concerned department regarding the negative impacts of the climate change faced by Pakistan. Hence, it can be claimed that the news story falls into the categories of; ‘climate change vulnerability’ and ‘climate change and role of governance’. The headline is in the form of a warning hence an attempt to create a ‘consensus’ among its readers on the ‘climate change vulnerability’ and that the government is taking the issue seriously. So, the reporting is also in synchronization with the government policies.

Table 4.18. 2 : Para 01

Lexical choices	‘climate change’, ‘major threat’, ‘adversely impacting’, ‘food security’, ‘floods’, and ‘droughts’, ‘food insecurity’, ‘floods’, ‘droughts’, ‘reforestation’, and ‘climate change’
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Consensus	Because of climate change, temperatures will increase. We will have floods in Punjab and droughts in Sindh. Moreover rising sea level will invade the land
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The news story is about a seminar on ‘Climate Change, Adaptability and Food Security’ held by the government and non-government institutions including the NDMA. The intro of the news story starts with a quotation made by the reporter from the statement of the Chairman NDMA as “Climate change will be a major threat to the country in future, adversely impacting food security. There will either be excessive rain or no rain due to which we will face both floods and droughts”. In terms of ‘consensus’ as a discursive move the reporter has quoted this statement in favor of the ‘climate change vulnerability’. Looking through the goggles of ‘lexicalization’ it can be claimed that the lexical items used in the intro are also an explicit evidence of the negative impacts of the climate change faced by the country. This discourse is evident from the lexical items such as; ‘*climate change*’, ‘*major threat*’, ‘*adversely impacting*’, ‘*food security*’, ‘*floods*’, and ‘*droughts*’.

Similarly, the body text of the news story contains equally explicit lexical items such as; ‘*food insecurity*’, ‘*floods*’, ‘*droughts*’, ‘*reforestation*’, and ‘*climate change*’. All these lexical items have been used by the reporter throughout the news story and they are the evidence that the predominant discourse of the story is ‘climate change vulnerability’. Same discourse has been produced by the reporter in terms of ‘consensus’ as a discursive move by quoting various government officials and experts. For instance, the reporter quotes the Chairman NDMA mentioning the effects of the climate change as; “Because of climate change, temperatures will increase. We will have floods in Punjab and droughts in Sindh. Moreover rising sea level will invade the land”. At another place the reporter quotes another speaker of the seminar mentioning the causes of the climate change as; “If we emit more carbon, climate will be worse affected. Some projects are economically beneficial but they are not good for the climate”. Along with the ‘climate change vulnerability’ the discourse of ‘climate change and role governance’ is also evident from the following excerpt wherein the reporter quotes a Minister from the Province of Punjab, Pakistan mentioning the efforts of the government to tackle the

issue of climate change and its effects as; “The Congress is taking up the major issues like human resource development, energy and food security, a huge infrastructure deficit, issues pertaining to climate change, and leveraging world trade and markets”.

So, bearing in mind the detailed inspection of the news content using ‘lexicalization’ and ‘consensus’ it can be claimed that the predominant discourse in the news story is ‘climate change vulnerability’ however the discourse of ‘climate change and role of governance’ is also present in the story. Since the reporter has quoted various government officials and has tried to create a consensus among the readers over what the officials said, so it can be claimed that the story is also in ‘synchronization’ with the government policies.

Table 4.19. 1

Newspaper	Dawn
Date	December 12, 2014 (Critical Time Period)
Headline	Kalash dancers, Baltis celebrate day of the mountain at Lok Virsa
Category/Theme	Climate Change Vulnerability (Main Discourse) And Climate Change and Role of Governance (Synchronization)

The news story under study is the next item from the sample drawn from daily the *Dawn*. The news story was published on December 12, 2014 with the headline “Kalash dancers, Baltis celebrate day of the mountain at Lok Virsa”. Apparently the headline does not contain any lexical items related to the climate change issue. However, the gist of the story from the body text suggests that the story falls into the scope of the study as it is about ‘Pakistan Mountain Festival’ wherein the government and non-government officials and public took part and highlighted the impacts of climate change in Pakistan.

Table 4.19. 2: Para 01

Lexical choices	‘climate change’, ‘serious threat’, ‘ecology’, ‘environmental hazards’, ‘tackle challenges’, ‘climate change’, ‘deforestation’ and ‘biodiversity loss
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Consensus The phenomenon of climate change is posing a serious threat to the ecology as well as the cultures and livelihoods of mountain communities

The intro of the news story expands with the information and details of the festival and its organizers. However, the intro also does not contain any lexical items that could mark the text under the scope of the study. It is the end of the news story where lexical items have been used by the reporter to report on the statements of the government officials regarding the festival. The speakers have pointed the ‘climate change vulnerability’ and ‘climate change and role of governance’. For instance, the reporter uses lexical items to report on the speeches of a government official and the organizer of the festival as; ‘*climate change*’, ‘*serious threat*’, ‘*ecology*’, ‘*environmental hazards*’, ‘*tackle challenges*’, ‘*climate change*’, ‘*deforestation*’ and ‘*biodiversity loss*’. All these lexical items reflect upon the discourse of ‘climate change vulnerability’. The same discourse is evident when the reporter employs ‘consensus’ technique while quoting an official to highlight ‘threats’ posed by the climate change as; “The phenomenon of climate change is posing a serious threat to the ecology as well as the cultures and livelihoods of mountain communities”.

The reporter employs ‘consensus’ as a discursive move by quoting another official to highlight the negative impacts of climate change on the economic condition of the local people as; “...environmental hazards in our mountain regions have direct links with poverty in the area”. As for as the discourse of the ‘climate change and role of governance’ is concerned the reporter quotes a speaker highlighting the tackling of the challenges posed by the climate change as; “We want to tackle challenges of climate change, deforestation, biodiversity loss, sustainable livelihood and solid waste management in Pakistan’s mountains”.

Consequently, it can be claimed that the majority of the news story is about the mountain festival wherein the climate change issue, its impacts and possible coping policy has been highlighted. The available lexical items and the evidence gained through the analysis using

‘consensus’ it can be claimed that the predominant discourse in the story is ‘climate change vulnerability’. However, the discourse of ‘climate change and role of governance’ is also available in the story. And, since the news story about the mountain festival organized by the government institution so the reporting is found to be in ‘synchronization’ with the government policies to tackle the climate change issue.

Following pages contain the analysis of the news published in the daily *The News International* on the topic under study during the ‘Non-Critical Time Period’ i.e. August 02, 2018 to September 02, 2018. Keeping in view the objectives of the study and to answer the research questions the researcher has employed the lexicalization and the consensus as data analysis tools from the CDA paradigm.

Table 4.20. 1	
Newspaper	The News International
Date	August 14, 2018
Headline	Climate Crunch
Category/Theme	Climate Change Vulnerability

Next editorial in the sample from *The News International* was published on August 14, 2018 with the title ‘Climate crunch’. This editorial predominantly sheds light on the global political and historical scenario of the climate change, environment and the economic dynamics associated with the climate change issue. For example the following comment reflects the newspaper’s focus regarding the climate issue in this editorial;

“...one must only take their head out of the clouds and refocus on the social developments on-the-ground to see that climate change is really the tragedy of the enclosures, the inevitable consequence of capitalist privatization”.

Table 4.20. 2: Para 01	
Lexical choices	climate change vulnerability’ Climate crunch’ capitalist privatization

Consensus Now we could intervene by regulating the corporation, requiring them to plant trees where they've cut one down, pay taxes for every ton of carbon they emit, and going back to our analogy of warring parties

However, in the last paragraph of the editorial the newspaper emphasizes on the need of tree plantation for a better climate. In this paragraph the newspaper seems to be creating consensus among its readers regarding the tree plantation move by the PTI government. Following excerpt from the editorial is an explicit evidence that the newspaper highlights the ‘climate change vulnerability’ and need of the tree planation;

“...now we could intervene by regulating the corporation, requiring them to plant trees where they've cut one down, pay taxes for every ton of carbon they emit, and going back to our analogy of warring parties, we would introduce a referee into the war games”.

So, with this conclusive evidence this editorial can be categorized under the ‘climate change vulnerability’ category. Overall, this editorial contains an international aspect regarding the climate change issue however it is related to the topic under study as it focuses on the tree plantation move and supports the government’s initiative in this regard. Also, one can find that the newspaper has attempted to create a consensus over the government’s move by supporting the tree plantation efforts and by giving suggestions in this regard. Conclusively, the editorial contents exhibit synchronization with the government’s policy regarding the climate change issue.

Table 4.21. 1

Newspaper	The News International
Date	September 06, 2018
Headline	Ten Billion Trees
Category/Theme	Climate Change and Role of Governance

Next editorial from the selected sample of *The News International* was published on September 06, 2018 with the headline ‘Ten Billion Trees’. As the headline suggests the newspaper has not used any lexical items with any directional meanings. The headline seems to be descriptive in

nature without any slant and leanings in it. However, the editorial contents seem to be appreciating the government and its policies in terms of tackling the challenges of the climate change. So, the editorial falls in the category of ‘climate change and role of governance’ with an attempt to create consensus in favor of the government for its efforts and policies.

Table 4.21. 2: Para 01

Lexical choices admirable’, vital environment issues’, ‘worsen’, and ‘severe flooding’

Consensus The PTI has been admirable in its focus on vital environmental issues, with Imran taking the lead by mentioning climate change as one of the major challenges facing the government in his first speech after the elections

Lexical items used by the newspaper in the first paragraph such as ‘*admirable*’, *vital environment issues*’, ‘*worsen*’, and ‘*severe flooding*’ reflect that the newspaper attempts to highlight the issue of the climate change and along with that it is appreciating the efforts of the then Prime Minister Imran Khan and his government for “mentioning climate change as one of the major challenges facing the government...”. Following excerpt from the lead paragraph clearly seems to be an attempt to create consensus among its readers in favor the government for its environment friendly efforts and policies;

“The PTI has been admirable in its focus on vital environmental issues, with Imran taking the lead by mentioning climate change as one of the major challenges facing the government in his first speech after the elections... Any attempt to reverse this trend should be welcomed by everyone regardless of political ideology”.

Table 4.21. 3: Para 02

Lexical choices Ten Billion Tree Tsunami’ ‘starting point’ ‘forthcoming’ ‘worse climate change’

Consensus For the government, the Ten Billion Tree Tsunami should be seen as a starting point and not the destination... so we must adapt to the challenges of tomorrow”.

The second paragraph, which is the shortest among the three paragraphs of the editorial, also employs positive lexical item for the ‘Ten Billion Tree Tsunami’ such as ‘starting point’ to

tackle the forthcoming ‘worse climate change’ for Pakistan. The newspaper supports the government’s initiative by giving the suggestion of ‘water conservation’ and ‘shifting power consumption’.

In terms of the ‘consensus’ as a discursive move the newspaper’s following comments and suggestions are an evidence that it is in agreement and support with the government regarding the severity of the issue and with the government’s governance; “For the government, the Ten Billion Tree Tsunami should be seen as a starting point and not the final destination... so we have to adapt to the challenges of tomorrow”.

Table 4.21. 4: Para 03

Lexical choices ‘be careful’, ‘tree-planting campaign’, ‘tide of deforestation’, ‘chop down trees’, ‘should no longer be tolerated’, **‘suitable for climate’**, **‘good intentions’**, and **‘sincere’**

Consensus Good intentions, while a prerequisite, is only half the battle. The PTI has shown that it is sincere but will ultimately be judged on how well it follows through on its promises”.

The last paragraph of the editorial incorporates more explicit lexical items that highlight the climate issue and that support the government for its policies to tackle the issue. For instance; *‘be careful’*, *‘tree-planting campaign’*, *‘tide of deforestation’*, *‘chop down trees’*, *‘should no longer be tolerated’*, *‘suitable for climate’*, *‘good intentions’*, and *‘sincere’* are the lexical choices which reflect the newspaper’s intention to highlight the severity of the issue and to support the government for its policies to tackle the issue. Overall this paragraph seems to be creating consensus in favor of the government for its policies and to highlight the climate change as an important and serious national issue. Following excerpt is an explicit example and evidence of the ‘consensus’ as a discursive move employed by the newspaper; “Good intentions, while a prerequisite, is only half the battle. The PTI has shown that it is sincere but will ultimately be judged on how well it follows through on its promises”.

As a whole this editorial falls into the category of ‘climate change and role of governance’ wherein the predominant discourse of the editorial is creating consensus in favor of the government. The lexical items employed by the newspaper overtly and loudly highlight the serious nature of the issue and they appreciate the government for its intentions and policies to tackle the issue. So, the newspaper’s policy seems to be in synchronization with the government’s policy regarding the climate change issue.

Following pages contain the analysis of the news published in the daily *The News International* on the topic under study during the ‘Non-Critical Time Period’ i.e. August 02, 2018 to September 02, 2018. Keeping in view the objectives of the study and to answer the research questions the researcher has employed the lexicalization and the consensus as data analysis tools from the CDA paradigm.

Table 4.22. 1

Newspaper	The News International
Date	September 02, 2018 (Non-Critical Time Period)
Headline	PM Imran Khan launches 'Plant for Pakistan' drive
Category/Theme	Climate Change and Role of Governance (Synchronized/Supportive)

During the ‘non-critical’ time period understudy *The News International* published a news story on September 02, 2018 with a headline “PM Imran Khan launches 'Plant for Pakistan' drive”. If the headline and the subsequent body text is analyzed through the lenses of ‘lexicalization’ and ‘consensus’ then it can be concluded that the story is in synchronization with the government policies regarding the issue of climate change. The lexical choices made by the reporter in this news are the evidence. For instance, in the headline the reporter employs the lexical item ‘plant for Pakistan’ which actually is a slogan by the then government and Prime Minister Imran Khan regarding the ‘tree plantation drive’ launched by them.

Table 4.22. 2: Para 01

Lexical choices plantation campaign’, ‘plant for Pakistan’, and ‘1.5 million trees’ government's billion tree Tsunami drive’ and ‘plant 10 billion trees’.

Consensus PM Khan took to Twitter to urge people of Pakistan to take part in the drive.

Similarly, the lexical items used in the intro of the news story are creating an awareness regarding the tree plantation drive of the government. The lexical items such as; ‘plantation campaign’, ‘plant for Pakistan’, and ‘1.5 million trees’ are the evidence that the story is about the ‘climate change and role of governance’ and that the story is in accordance with the government policies. Body text of the news story also contains similar lexical items such as; ‘government's billion tree Tsunami drive’ and ‘plant 10 billion trees’.

In terms of ‘consensus’ as a discursive move the reporter reports on the PM’s activities on social and mainstream media regarding the tree planation drive. The reporter’s support and effort of creating awareness and consensus over the PM’s tree planation drive is evident from the following excerpt; “PM Khan took to Twitter to urge people of Pakistan to take part in the drive. Later on, speaking to the media, he said the government plans to plant 10 billion trees within the next five years”.

Therefore, employing the critical discourse analysis tools ‘lexicalization’ and ‘consensus’ it can be concluded that the story falls in the category of ‘climate change and role of governance’ wherein the government’s role has been supported. Also, the dominant discourse of this story is in synchronization with the government policies regarding the climate change issue in Pakistan.

Table 4.23. 1	
Newspaper	The News International
Date	August 19, 2018 (Non-Critical Time Period)
Headline	Call for disaster preparedness-oriented policies
Category/Theme	Climate Change Vulnerability (Main Discourse) and Climate Change and Role of Governance

The next news story under study is part of the sample from daily *The News International* which was published on August 19, 2018 under the headline; “Call for disaster preparedness-oriented policies”. This news story is a report on a seminar organized by an NGO. The seminar was on “climate change a global emerging issue and its implications for Pakistan”. The title of the seminar and the headline suggest that the story is in the scope of this study. And, the headline of the new story is a true crux of the seminar proceedings wherein the reporter highlights the need for policies to tackle the issue of climate change. The reporter has employed explicit and expressive lexical items such as ‘call for’, ‘disaster’, and ‘preparedness-oriented’ in the headline to address the seriousness of the issue expressed in the seminar. The reporter sums up the statements of in the seminar regarding the climate change challenge into one word ‘disaster’ which highlights the ‘climate change vulnerability’ faced by Pakistan. Also, in terms of ‘consensus’ as a discursive move the headline appears to be in consensus with the challenges of climate change and the need for preparing policies to tackle the challenges.

Table 4.23. 2: Para 01

Lexical choices	disaster’, ‘climate change’, ‘global emerging issue’, ‘biggest polluters’, ‘worldwide pollution’, and ‘global emissions’
Consensus	It is time for the country to develop disaster preparedness-oriented policies, indigenous solutions for local problems

The intro of the news story is a quotation from an ‘environmentalist’ participant’s statement which is an attempt to create awareness and consensus among the readers regarding gravity of

the situation. The reporter quotes the environmentalist as “It is time for the country to develop disaster preparedness-oriented policies, indigenous solutions for local problems, extensive research on environment rather focusing on futile endeavors”. The lexical choices made by the reporter in the intro are also evidence that the news story is about the ‘climate change vulnerability’. Such lexical choices include; ‘*disaster*’, ‘*climate change*’, ‘*global emerging issue*’, ‘*biggest polluters*’, ‘*worldwide pollution*’, and ‘*global emissions*’. The use of such lexical items and employment of the ‘consensus’ discursive move by the reporter in the form of direct and in-direct quotations from the statements also suggest that the story is highlighting the need for an effective government role to take up challenges posed by the climate change issue.

Table 4.23. 3: Para 02

Lexical choices blatant violations’, ‘serious repercussions’, ‘jeopardizing human existence’, ‘degrading environmental regime’, ‘global warming’, ‘climate risk index’, ‘ecological susceptibility’, ‘environment conservation’, ‘crucial impacts’, ‘regional environment’, and ‘climate changes

Consensus The government should sensitize farmers and people from other walks of life to the crucial impacts of climate change on the regional environment”.

The body text of the news story is also in the same line taken by the reporter in the headline and in the intro of the news story. Here the reporter has used lexical items such as; ‘*blatant violations*’, ‘*serious repercussions*’, ‘*jeopardizing human existence*’, ‘*degrading environmental regime*’, ‘*global warming*’, ‘*climate risk index*’, ‘*ecological susceptibility*’, ‘*environment conservation*’, ‘*crucial impacts*’, ‘*regional environment*’, and ‘*climate changes*’. All these lexical choices made by the reporter to report on the seminar are evidence that the report is about the ‘climate change vulnerability’ and that there is a need of effective government role to address the climate change issue in Pakistan.

The same discourse of ‘climate change vulnerability’ and ‘climate change and role of governance’ is also evident from the quotations of the participants’ statements made by the reporter as a discursive move to create consensus among the readers over the issue. This is evident from the following excerpts from the report; “Every living being and things associated with it including infrastructure and others are at stake in the contemporary degrading environmental regime”, and “German fact finding of 2014, Pakistan is at number seven of Climate Risk Index”. To create a consensus over the government’s effective role in tackling the climate change issue the reporter quotes a statements as; “The government should sensitize farmers and people from other walks of life to the crucial impacts of climate change on the regional environment”.

Therefore, the lexical items and the ‘consensus’ as a discursive move used in this report are the evidence that the news story mainly falls into the category of ‘climate change vulnerability’. However, the discourse of ‘climate change and role of governance’ is also significantly available in this story. Also, bearing in mind the fact that the story is not critical to the government policies regarding the climate change issue hence the news story appears to be in synchronization with the government policies.

Following pages contain the analysis of the news published in the daily *The News International* on the topic under study during the ‘Critical Time Period’ i.e. September 02, 2018 to October 02, 2018. Keeping in view the objectives of the study and to answer the research questions the researcher has employed the lexicalization and the consensus as data analysis tools from the CDA paradigm.

Table 4.24. 1

Newspaper	The News International
Date	September 26, 2018 (Critical Time Period)
Headline	Environmental assessment of EU's development programmes completed
Category/Theme	Climate Change Vulnerability

The news story published on September 26, 2018 by *The News International* is the next item to be analyzed from the selected sample of the study. The news story carries a headline “Environmental assessment of EU's development programmes completed”. The headline contains ‘environmental assessment’ as a key term related to the study and the lexical item ‘completed’ reflects upon some achievement gained by Pakistan within the context of climate change. The news story is about a seminar organized by the Centre for ‘Climate Research and Development’ (CCRD) of the COMSATS University Islamabad in collaboration with the European Union. The seminar was organized for ‘Environmental Assessment Project’ and for the ‘Environmental Impact Assessment’ of the EU’s programs in Pakistan. Hence the main discourse of the news story is the ‘climate change vulnerability’ in Pakistan. Since, the news story is published in the ‘critical time period’ of the study so it can be claimed that the story is in synchronization with the governmental policies.

Table 4.24. 2: Para 01

Lexical choices	‘climate research’, ‘environmental assessment project’, ‘environmental impact assessment’, ‘environment’, and ‘climate change’, assessment’, ‘environmental’, ‘climate impacts’, ‘environmental profile’, ‘environmental issues’, ‘climate variability’, ‘environmental laws’, ‘environmental sustainability’, and ‘environmental assessment’
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Consensus	He appreciated the Pakistan Environment profile prepared by CCRD which provides status of natural resources, environmental issues, and climate variability of Pakistan”.
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The intro of the news story contains lexical items related to the study such as; ‘*climate research*’, ‘*environmental assessment project*’, ‘*environmental impact assessment*’, ‘*environment*’, and ‘*climate change*’. The lexical items used in the intro of the news story place the story within the scope of this study. Also, the lexical choices made by the reporter to report

on the seminar show that the report highlights the ‘climate change vulnerability’ in Pakistan. The seriousness of the climate change issue has also been established by the reporter in terms of the ‘consensus’ as a discursive move wherein the reporter quotes the EU ambassador in Pakistan as; “...being cognizant of the Environmental issues arising from development activities, the European Union had decided to conduct environmental assessment for all of its planned development project and programs ”.

Similarly, the body text of the news story also contains various lexical items which highlight the climate change vulnerability in Pakistan. Such lexical items include; ‘*strategic environment assessment*’, ‘*environmental*’, ‘*climate impacts*’, ‘*environmental profile*’, ‘*environmental issues*’, ‘*climate variability*’, ‘*environmental laws*’, ‘*environmental sustainability*’, and ‘*environmental assessment*’. Looking through the lenses of lexicalization it can be claimed that the news story is mainly about the ‘environment’ and various aspects related to the ‘environment’ in Pakistan including impacts, assessments, and variability. All the environment related lexis reflects that the story is about the environment and climate change vulnerability in Pakistan.

In the same way, while reporting on the seminar, the reporter highlights the issue of ‘climate change vulnerability’ by employing ‘consensus’ as a discursive move. The reporter quotes the statements of the participants of the seminar which emphasize upon the climate change issue, its impacts, and the policies to tackle it in Pakistan. Following excerpt is the evidence wherein the reporter tries to create consensus among its readers in this regard; “He appreciated the Pakistan Environment profile prepared by CCRD which provides current status of natural resources, environmental issues and climate variability of Pakistan”.

Overall, looking through the lenses of ‘lexicalization’ and ‘consensus’ it can be claimed that the main discourse of the news story is the ‘climate change vulnerability’ in Pakistan. Since,

the news story is published in the ‘critical time period’ of the study so it can be claimed that the story is in synchronization with the governmental policies.

Table 4.25. 1

Newspaper	The News International
Date	September 28, 2018 (Critical Time Period)
Headline	Right to Information Day: Experts demand more transparency
Category/Theme	Climate Change and Role of Governance

Next news story from the sample of *The News International* published during the ‘critical time period’ under study was published on September 28, 2018. The headline of the news story is “Right to Information Day: Experts demand more transparency”. As it is evident from the headline that it does not contain any lexical items apparently related to the issue of climate change. So, the headline of the story cannot be labelled with any of the discourses under study.

Table 4.25. 2: Para 01

Lexical choices	Billion Tree Tsunami
Consensus	reporter highlights the public demands of right to information regarding government’s projects like ‘Billion Tree Tsunami’ and ‘Bus Rapid Transit’.

It is only the intro of the news story wherein the reporter mentions the ‘Billion Tree Tsunami’. The ‘billion tree tsunami’ is a government project to tackle the climate change issue in the province of Khyber Pakhtunkhwa (KP) in particular, and in the country in general. Hence, the news story can be categorized into the discourse category of ‘climate change and role of governance’. The news story is about the civil society’s demands regarding the ‘Right to Information’ on the eve of the International Right to Information (RTI) Day. The reporter highlights the public demands of right to information regarding government’s projects like ‘Billion Tree Tsunami’ and ‘Bus Rapid Transit’.

So, the mention of ‘billion tree tsunami’ in the report places the news story within the scope of this study. However, there is very slight content on the issue of climate change in the news story. Nevertheless, the ‘billion tree tsunami’ is a government project to tackle the climate change issue so the news story can be categorized into the discourse category of ‘climate change and role of governance’.

Following pages contain the analysis of the news stories published in the daily *The News International* on the topic under study during the ‘Critical Time Period’ i.e. November 13, 2014 to December 13, 2014. Keeping in view the objectives of the study and to answer the research questions the researcher has employed the lexicalization and the consensus as data analysis tools from the CDA paradigm.

Table 4.26. 1

Newspaper	The News International
Date	November 27, 2014 (Critical Time Period)
Headline	Seminar on climate change starts in Islamabad
Category/Theme	Climate Change Vulnerability (Main Discourse) And Climate Change and Role of Governance (Synchronization)

This news story from the sample drawn from *The News International* during the ‘critical time period’ in 2014 was published on November 27, 2014 with the headline “Seminar on climate change starts in Islamabad”. Looking through the goggles of the ‘lexicalization’ it is evident that the headline contains ‘climate change’ as a lexical item which places the story under the scope of this study. This news story is about a seminar organized in Islamabad, Pakistan for creating awareness regarding ‘climate change’ issue in Pakistan. The seminar was organized by the Pakistan Agricultural Research Council (PARC) in collaboration with other national and international organizations like NASA and USAID. Since the news story is about the impacts

of climate change and it has been organized by the government institution so it can be claimed that the story falls into the category of ‘climate change vulnerability’ and also in the category of ‘climate change and role of governance’.

Table 4.26. 2: Para 01

Lexical choices ‘earth observation’, ‘climate change’, and ‘awareness’, environmental impacts’, ‘climate change’, ‘geospatial science’, earth observation’, ‘extreme climate change’, ‘drought’, ‘floods’, ‘status of glaciers’ and ‘water ability’

Consensus This youth forum will also emphasize the importance of communicating the message about climate change, raising awareness about the issues, and promoting solutions”

The intro of the news story contains information about the seminar, its organizers and about its agenda. However, the lexical items such as; ‘*earth observation*’. ‘*Climate change*’, and ‘awareness’ are the evidence that the news story is part of the ‘climate change vulnerability’. The same discourse is evident from the following excerpts wherein the reporter banking on the ‘consensus’ as a discursive move report on the seminar as; “This youth forum will also emphasize the importance of communicating the message about climate change, raising awareness about the issues and promoting solutions”. This comment by the reporter on the seminar is evidence that the reporter intends to create consensus on the importance of the seminar and its objectives.

There are explicit lexical items available in the body text of the news story that imply the existence of the ‘climate change vulnerability’ discourse in it. Such lexical items include; ‘*environmental impacts*’, ‘*climate change*’, ‘*geospatial science*’, *earth observation*’, ‘*extreme climate change*’, ‘*drought*’, ‘*floods*’, ‘*status of glaciers*’ and ‘*water ability*’. All these lexical items are the evidence that the report is about the ‘climate change vulnerability’ in Pakistan. The same discourse is evident from the excerpts in the news story quoted by the reporter from

the statements of the officials. The reporter banking on the ‘consensus’ as a discursive move quote and official from the PARC as “the youth forum would inspire young people, particularly from remote mountain areas of Pakistan, to use geospatial science, earth observation and related technologies to address climate change and related issues”.

In the same way the reporter in an attempt to create consensus among the readers on ‘climate change vulnerability’ quotes another official as “He said that topics like assessment of the status of glaciers, permafrost, water availability, land productivity and emergency relief are becoming increasingly relevant...”. So, looking through the lenses of ‘lexicalization’ and ‘consensus’ it can be claimed that main discourse of the news story is ‘climate change vulnerability’. However, since the reporter reports on a seminar organized by the government organization so the news story also falls into the category of the ‘climate change and role of governance’. And, the report is in synchronization with the government policies.

Table 4.27. 1

Newspaper	The News International
Date	December 08, 2014 (Critical Time Period)
Headline	Young people participate in Margalla Hills clean-up activity
Category/Theme	Climate Change Vulnerability (Main Discourse) And Climate Change and Role of Governance (Synchronization)

The news story published with headline “Young people participate in Margalla Hills clean-up activity” is the next item in the sample drawn from daily *The News International*. The news story was published on December 08, 2014. As the headline suggests this story is about a mountain cleaning activity organized by some government and non-government organizations. Apparently, the headline does not contain any lexical items that can be placed into any of the discourse categories under study. However, the gist of the story and the lexical items used in

the report suggest that the story is about ‘climate change vulnerability’. Also, part of the story contains comments and excerpts from the statements of various government and non-government officials regarding actions and policies to tackle climate change issue. This is the evidence of the discourse ‘climate change and role of governance’.

Table 4.27. 2: Para 01

Lexical choices	‘Mountain Ecofriendly’, ‘environment’, ‘climate change’, and ‘cleanup activity’
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Consensus Increasing floods, heavy rains in lesser time, and droughts are the evidence of the climate change that is happening very fast.

The intro of the news story contains information about the mountain cleaning activity ‘Mountain Ecofriendly Walk’ organized by the Capital Development Authority (CDA) of Islamabad, Pakistan in collaboration with some other national and international groups and organizations. The intro contains lexical items such as; ‘*Mountain Ecofriendly*’, ‘*environment*’, ‘*climate change*’, and ‘*cleanup activity*’. These lexical choices made by the reporter to report on the cleaning event place the news story in the content category ‘climate change vulnerability’. The same discourse is also evident from the use of ‘consensus’ as a discursive move where the reporter quotes one of the organizers to highlight the ‘climate change vulnerability’ as “He said the increasing floods, heavy rains in lesser time, and droughts are the evidences of the climate change that is happening very fast”.

Table 4.27. 3: Para 02

Lexical choices	‘climate change vulnerability’. Such lexical items include; ‘natural treasure’, ‘biodiversity’ ‘danger’, ‘increasing floods’, ‘droughts’, ‘climate change’, ‘undue emission’, ‘forest cover’, ‘pure natural environment’, ‘biological diversity’, ‘rare flora and fauna’, ‘mountain environment’, ‘forests’, and ‘ecosystem services’
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Consensus our mountains are rich hub of biological diversity that contains many rare flora and fauna, herbs and shrubs that are mainly used for medicinal purpose”.

In the same way, the body text of the news story contains explicit lexical items that highlight the ‘climate change vulnerability’. Such lexical items include; ‘*natural treasure*’, ‘*biodiversity*’, ‘*danger*’, ‘*increasing floods*’, ‘*droughts*’, ‘*climate change*’, ‘*undue emission*’, ‘*forest cover*’, ‘*pure natural environment*’, ‘*biological diversity*’, ‘*rare flora and fauna*’, ‘*mountain environment*’, ‘*forests*’, and ‘*ecosystem services*’. All these lexical items employed by the reporter to report on the event are the evidence the report highlights the ‘climate change vulnerability’ in the country. In the same way the reporter employs ‘consensus’ as a discursive move by quoting various official’s and participant students’ statement on various places in the news story to highlight the ‘climate change vulnerability’. For instance, the reporter quotes an official as “our mountains are rich hub of biological diversity that contains many rare flora and fauna, herbs and shrubs that are mainly used for medicinal purpose”.

In the end of the news story the reporter banking on the ‘consensus’ as a discursive move quotes another official to point out the importance of the event to highlight ‘climate change vulnerability’ as “the festival is all set to promote the concept of ‘working together’ for mainstreaming the climate change threats facing our frontlines, and conservation of biological diversity and forests and its role in life downstream”. The consensus is also attempted to be created by the reporter while quoting the participant students as “The students urged visitor to avoid littering the beautiful trails and requested the city authorities to make special arrangements for garbage collection and cleaning of the mountain trails”.

All of these excerpts are evidence that news stories contain ‘climate change vulnerability’ as a predominant discourse. However, the discourse of ‘climate change and role of governance’ is

also evident in the story. For instance the reporter quotes the participant students mentioning the work of the government to maintain the Margalla Hills environment as “They were of the view that the government should have an environment friendly development plan as Margalla Hills are part of the National Park”. This excerpt and quote is also evidence that the news story is in ‘synchronization’ with the government policies.

4.2 Analysis of Data

The study was aimed at evaluating the extent to which the newspaper's discourses reflect the government policy decisions to diminish harmful impacts of climate change in Pakistan. To analyze synchronization between media and government regarding climate change will determine the impact of various government projects and measures to effectively deal with climate change challenges. Therefore, the study mainly focused on the following key research questions;

***Q.No.1.** How does the media coverage synchronize with the government policies regarding climate change in Pakistan?*

***Q.No.2.** What are the predominant themes regarding the role of government towards climate change during the time period under study.*

***Q.No.3.** What is the nature of representation of the role of government towards climate change in critical and non-critical time periods of 2014 and 2018.*

The following paragraphs will answer research questions from three selected newspaper's data analysis. As the data is being categorized into four different time periods of 2018 and 2014, so analysis is based on the below mentioned sequence;

The Express Tribune

- 1. Non-Critical Time Of 2018*
- 2. Critical Time Of 2018*
- 3. Non-Critical Time Of 2014*

4. Critical Time Of 2014

Dawn

- 1. Non-Critical Time Of 2018*
- 2. Critical Time Of 2018*
- 3. Non-Critical Time Of 2014*
- 4. Critical Time Of 2014*

The News International

- 1. Non-Critical Time Of 2018*
- 2. Critical Time Of 2018*
- 3. Non-Critical Time Of 2014*
- 4. Critical Time Of 2014*

Q.No.1. How does the media coverage synchronize with the government policies regarding climate change in Pakistan?

Following discourse analysis, after categorizing the whole data of twenty eight news items , it was analyzed that from the selected sample of twenty-eight news items , twelve news items found positive and focused on media government synchronicity, twelve news items were neutral towards media government synchronicity , and four news items were negative towards media government synchronicity.

Table 4.2.2. 1: Media-Government Synchronicity

<i>Positive</i>	<i>Negative</i>	<i>Neutral</i>
12	4	12

Above mentioned table clearly mentions that greater number of news items, that is twelve news items are positive towards media government synchronicity and twelve news items are

neutral towards media government synchronicity and four news items are negative towards media government synchronicity. Therefore, media discourse on climate change in Pakistan depicts that there is media government synchronicity regarding climate change issue.

The following is *The Express Tribune* analysis of editorials as well as news stories. The sequence of analysis is mentioned below.

- Editorials and news stories of 2018
- Editorials and news stories of 2014

Following purposive sampling technique two editorials were selected from '*The Express Tribune*' in 2014 and 2018. From these two editorials, one is taken from the critical time period 2018 and the other is from the non-critical time period 2014 data.

The Express Tribune has highlighted the seriousness of climate change issues in editorials along with criticism toward the government role to tackle the issue. In the non-critical time of 2014, the newspaper criticized the role of the government for failing to achieve set goals but in the critical time period of 2018, the same newspaper reflects synchronization with the government policies over the climate change issue.

In the critical time period of 2018, an editorial titled 'Imminent drought' was published in *The Express Tribune*. By using the lexical 'imminent drought' as a main heading which signifies something dangerous is about to happen, it displays a clear intention of creating *consensus* on the seriousness of the climate change issue. *The Express Tribune* has highlighted the importance of climate change issues and also appreciated the government's role in the campaign for Billion tree tsunami, the following excerpts are synchronizing with the government;

“...In a conscionable move, the PMs Billion Tree Tsunami campaign is laudable. It will help to reduce the carbon footprint, thereby thwarting atmospheric temperature rises and eventually

retaining moisture in the soil to facilitate crops”. (*The Express Tribune* , 2018)

Thus, their narrative synchronized with the government policies regarding climate change issues.

The next editorial, published in the non-critical time of 2014, titled ‘‘Climate change hampering Pakistan from achieving targets’’, highlighted Millennium development goals (MDG) and compared them with government policies and achievements wherein the newspaper seems to not be synchronized with the government policies. As far as the headline is concerned, it has clearly emphasized the severe effects of climate change to be faced by Pakistan but in the last paragraph the editorial explicitly criticized the government for its failure in achieving the set goals by elaborating;

‘‘...Owing to various sociopolitical changes, economic challenges, natural disasters and internal and external security issues coupled with lack of interest by policymakers and failure in implementing policies effectively, achieving the MDGs is now seen as a pipe dream for Pakistan’’ (2014, *The Express Tribune*)

Using lexicalization and consensus as a tool to analyze the editorials and news content of *The Express Tribune*, the researcher has found that out of two editorials, one editorial from 2018, synchronized with the government policies towards climate change while the second editorial from 2014 has criticized government’s role and thus not synchronized with the government.

There are seven news stories taken from the sample of *The Express Tribune* for analysis. Out of seven news items, four news stories (two in the non-critical and two in the critical time) published in 2018 while three news stories (one in the non-critical and two in the critical time period) published in 2014.

News items of *The Express Tribune* in the non-critical time period of 2018 emphasized the significance of the climate change issue and also appreciated the role of the government in its mitigation measures. Majority of the news stories synchronized with the government's policies on climate change and there is just one news story news report that discusses the successes and failures of prior government measures regarding climate change. *The Express Tribune* has outlined some of the major issues with the previous government's policies for addressing climate change issues. They have used lexical choices to express their anticipation for the incoming PTI government's ability to address these mismanagement issues and have praised their successes during the Billion Tree tsunami initiative in their provincial government's tenure.

The Express Tribune has published a byline news story in the non-critical time period; the headline is "Climate change challenges await new minister". It contains two lexical i.e. 'climate change' and the 'challenges' which reflect that the newspaper is not synchronized with the government's role in mitigation measures regarding climate change. As the headline clearly reflects the writer's intention and also the newspaper has criticized the previous government for its failure to address the issue. *The Express Tribune* has used strong lexicalization for previous as well as new government regarding core climate change issues;

"The global warming, rapid growing population, asymmetrical climate conditions and rain patterns, lack of coordination between institutions, non- implementation of climate change adaptive and mitigation policies are some of the major challenges waiting for nascent PTI government" (*The Express Tribune* , 2018)

The next news story with the headline "People from Karachi to Peshawar, Lahore voted Imran to make 'Naya Pakistan'" was published by *The Express Tribune* on August 18, 2018 and reporter has appreciated the flagship project of PTI government 'Billion Tree Tsunami' in Khyber Pakhtunkhwa province, which was initiated to restore forest landscape. Thus it is

synchronized with the government initiative regarding climate change. The news article's next paragraph demonstrates what has been claimed in *The Express Tribune* news piece;

“...the billion tree tsunami plan of the PTI in K-P was the success story of the provincial government. The PTI government in K-P planted near 1.18 billion trees, which was appreciated by the World Bank and other global institutions”.

(Express Tribune, 2018)

The news stories published by Express Tribune on the critical time period likewise have the same goals as the government's policies surrounding climate change challenges and have offered some fresh solutions. This news story containing the headline “Climate change: Youth urged to partake in policy making process” was published by *The Express Tribune* on September 05, 2018. The lexical choices in the headline used by the writer itself reflect that the reporter tries to create consensus on the importance of youth to deal with the climate change issue. Thus the story synchronized with the government’s efforts to mitigate climate change issues.

The Express Tribune's next news item with the headline "Senate delegation attends ASEP10" was published on September 28, 2018. The headline and the news story was about the 10th Asia-Europe Parliamentary Partnership Meeting which was held in Brussels, the capital of Belgium. The news item is synchronized with the government’s role on climate change since the reporter stressed the significance of this session on climate change problems.

In the non- critical time of 2014, *The Express Tribune* has highlighted the importance and need to tackle climate change issues. Strong lexical lexicon is being used to describe what the future would look like if the climate change issue is not addressed immediately. However, newspapers have also condemned Karachi's administration for its inaction. Thus, *The Express Tribune* and the government are seated at the same table discussing climate change concerns in 2014's non-critical time frame.

On November 12, 2014, the news story was published by the daily *The Express Tribune* with the headline "Karachi needs to welcome its visitors". This news article discussed serious climate change issues in Karachi that have not yet been resolved as well as the migration of people from inner Sindh to Karachi. It is clear from the news item that climate change topics are being used as a trigger warning by employing strong lexical choices;

“There is now a new trigger to mass scale migration; climate change. Prolonged droughts that manifest in creating food insecurity, and large scale flooding adversely impacting housing and livelihoods of communities are some of the climate change scenarios causing migrations” (*The Express Tribune*, 2014)

The story does not seem to be synchronized with the government over the climate change issues of Karachi.

In the critical time of 2014, *The Express Tribune* highlighted the provisional government of K-P on realizing the core issues of climate change, as well as the involvement of volunteers in climate change concerns. Thus, news' story from the critical time of 2014 is synchronized with the provincial government's role and efforts regarding climate change.

The news story of *The Express Tribune* during the critical time period in 2014 was published on December 05, 2014 with the headline “Where the cracks show: Southern parts of K-P more vulnerable to climate change”. The heading clearly illustrates the ‘climate change vulnerability’ of the province of Khyber Pakhtunkhwa when viewed via the lexicalization prism. This news article has employed strong lexical choices to underline the importance of the Khyber Pakhtunkhwa government in addressing climate change challenges. The following article from *The Express Tribune*, with the title "Volunteers cleaning the hiking routes", highlighted the importance of volunteers in maintaining the Margalla Hills' ecosystem. In a nutshell, out of seven selected news stories, only two news items seem not synchronized with

the government, the one from 2018 and the other one from 2014. The remaining five news items contained the importance of climate change issues and highlighted the government role while reporting climate change policies, thus remaining synchronized with the government.

Dawn Newspaper Analysis

Dawn newspaper has published one editorial in the critical time of 2018 but none during editorial the non-critical time period of 2018. In the critical time of 2014, *Dawn* has not published any editorial. There is just one editorial from the critical time period of 2014, that has to be analyzed because *Dawn* did not post any editorial content throughout that time.

Editorial published in *Dawn* in the critical time criticizes and forewarns the government's handling of climate change concerns of critics. So, content appeared not synchronized with the government. In the critical time period of 2018, *Dawn* newspaper published an editorial on September 05, 2018 entitled “Seeds of change?”, the PTI government's new plans regarding climate change are under question according to the headline. *Dawn* has used the popular slogan of PTI ‘change’ which indicates that dawn is critical of the government's climate change strategy. The editorial's substance also conveys this critique of the government's administration within the framework of climate change. The discourse *Dawn* has built in this editorial is more focused on the government's ambitious goals than on the role that government plays in addressing climate change. The critical and skeptical editorial discourse is evident from the text such as;

“The government has set an ambitious target of planting '10bn trees' in the next five years; that's roughly 5.4m trees a day! Few can deny the cause is noble but is it achievable? Or sustainable? Are these figures even realistic? While the public is enthralled by the idea, environmentalists are more cautious” (*Dawn*, 2018)

In the non-critical time period, *Dawn* has used strong lexical choices to draw the attention of stakeholders from Pakistan and India to consider climate change issues seriously. An

editorial titled ‘Melting Glaciers’ that was published by the daily *Dawn* on November 25, 2014, serves as a significant wake-up call to the stakeholders and authorities in Pakistan and India to consider the possible effects of the climate change crisis that the region is currently facing. Thus, appeared synchronized with the government over climate change issues.

Dawn appeared synchronized in editorial content in 2014 but not in 2018. While in 2014, *Dawn* seemed synchronized and did not utilize any critical material, in 2018, the majority of critical lexical choices has been employed for the function of government and has also questioned the policies of government. There are eight selected news stories from dawn. Out of eight news items, four news stories taken from 2018 (Two in the critical and two in the non-critical) and four news stories taken from 2014 (Two in the critical and two in the non-critical time).

The majority of the 2018 non-critical time period news items published by *Dawn* focused on raising awareness about climate change-related concerns especially related to animals. *Dawn* also underlined the need of the government to include young people in the policy-making process. Thus, *Dawn* coverage was synchronized with the government in the non-critical time period of 2018

The news story with the headline of “Seminar calls for inclusion of youth in climate change policymaking” was published by *Dawn* on August 29, 2018, seems synchronized with the government. The headline has three lexical choices, call for, inclusion and climate change which clearly reflects that the newspaper wants to bring up some suggestions regarding inclusion of youth in policy making process for climate change as illustrated as by text;

“..Young people need to be included at the very beginning of climate change policy and in the planning process” (*Dawn*, 2018)

The next news story under the headline, "Efforts urged to protect habitats of endangered species," also discusses the effects of climate change on wildlife and the preservation of

endangered species. As government officials and the Pakistan Snow Leopard and Ecosystem Protection Program (PSLEP) are mentioned in the article, the news item is synchronized with government policies.

In the critical time period of 2018, firstly *Dawn* appeared not synchronized with the government and criticized the government's role in mitigation efforts but later, in the next story, *Dawn* appeared synchronized with the government regarding the climate change issue. News story from *Dawn* was published on September 09, 2018 with the headline; “Country lacks reliable data on impact of climate change”. Speaking eloquently on the government's failure to retain and gather accurate statistics regarding the effects of climate change on the nation, as elaborated by the following text;

“Pakistan is ranked the seventh most vulnerable country when it comes to climate change. Unfortunately, we do not have any reliable data on the impact of climate change and our understanding of the subject is rudimentary” (*Dawn, 2018*)

So *Dawn* is more critical and is not on the same table with the government regarding climate change issues.

The next news story published by *Dawn* on September 11, 2018 with headline “Climate change council, authority and fund to be set up” is the next item from the sample of the study within the ‘critical time period’ under study highlighted the seminar proceedings held by the government on climate change issues, in which funds for dam have been discussed. Thus, *Dawn* appeared synchronized with the government.

In the non-critical time period of 2014, *Dawn* highlighted the serious issues related to climate change, warned of the consequences if action was not taken, and indirectly questioned the role of government. Thus appeared not synchronized with the government but in the next story in the terms of awareness of climate issues and possible solution, *Dawn* appeared synchronized with the government.

The news story by daily *Dawn* on November 10, 2014 with the headline of “Potohar may face 40pc less peanut yield”, the reporter has used lexical ‘crop failure’ to warn about climate change issues impact on reduced production of crops. This story has indirectly criticized the government’s role for failure of production of crops, thus is not synchronized with the government.

The next news story from the *Dawn* was published on November 13, 2014 under the headline “Climate Change Centre to help farmers adapt to new challenges”. This story appeared synchronized with the government as the story emphasized that the climate change is a threat and that the ‘Climate Change Centre’ would be helpful in coping with the challenges and this center will help farmers;

“..The centre will inform the farmers about changing climatic patterns so they could adapt to the new challenges, he said, adding that agriculture in Pakistan was highly sensitive to climatic changes“(Dawn, 2014)

In the critical time period of 2014, *Dawn* emphasized the harmful effects of climate change, cautioned against them, and highlighted official government officials’ statements and thus synchronized with government’s mitigation efforts. The news story published by daily *Dawn* on November 29, 2014 under the headline “NDMA chairman warns against climate change”. NDMA, National Disaster Management Authority, is a federal government institution in Pakistan. The story highlighted the statements of the chairman of NDMA, thus, appeared synchronized with the government.

In the same way, next story from daily the *Dawn* published on December 12, 2014 with the headline “Kalash dancers, Baltis celebrate day of the mountain at Lok Virsa" regarding 'Pakistan Mountain Festival,' where government and non-government officials were invited and had discussions on potential future measures for climate change issues, highlighted the

value of wildlife and the impacts of climate change. So it is obvious that *Dawn* is on the same page with the government in the critical time period of 2014.

Dawn has appeared totally synchronized in the non-critical time period of 2018 in which content is based on awareness about climate change issues and effects of climate change on animals in which *Dawn* has highlighted the role of government for taking youth's opinion in the policy making process as well. But in the critical time period of 2018, *Dawn* has a different perspective; it was firstly deviated from the government, and included critical articles regarding the government's handling of climate change concerns in Pakistan. This content was based on insufficient and trustworthy facts. In the next story from the critical time period of 2018, *Dawn* looked to be in synchronization with the government on the climate change issue in the following story from a crucial period of 2018, since the material is centered around the need for funds for dam development within the framework of climate change. In 2014, *Dawn* had priorities differences with the government on climate change issues. *Dawn* has different priorities in 2014. In a non-critical period of 2014, *Dawn* brought attention to the major problems associated with climate change, warned of the consequences of inaction, and subtly critiqued the role of government.

The News International

The News International has published two editorials in 2018 (one in the critical and one in the non-critical time period. While such content is not readily available in 2014, Editorials published in 2018 synchronized with the government policies towards climate change.

The editorial published in non-critical time of 2018 has discussed historical events regarding climate change and the role of government is also elaborated. And the next editorial which was published in the critical time period has also emphasized and appreciated the Billion Tree tsunami by the government. Thus, both editorials appeared synchronized with the government's climate change actions.

The News International's editorial, titled 'Climate crisis' which was published on August 14, 2018, was in line with the government's stance on climate change issues. The historical events of climate change were highlighted in this editorial, along with potential remedies. For instance, the following statement illustrates the editorial's emphasis on the climate issue for the newspaper:

“...one must only take their head out of the clouds and refocus on the social developments on-the-ground to see that climate change is really the tragedy of the enclosures, the inevitable consequence of capitalist privatization” (*The News*, 2018)

The News International has published an editorial, titled 'Billion tree tsunami' On 6 September, 2018. As the heading indicates, it is all about the initiatives of the PTI government's Billion Tree Tsunami initiative. The reporter has used strong lexical choices such as 'largest environmental' 'uplift project', 'admirable' as illustrated in the following paragraph:

“..It would be the largest environmental uplift project in the country's history. The PTI has been admirable in its focus on vital environmental issues, with Imran taking the lead by mentioning climate change as one of the major challenges facing the government in his first speech after the elections” (*The News*, 2018)

Six stories from *The News International* have been selected for analysis. While just two of the six selected news stories were published by the newspaper in 2014, four of them were in 2018 (two in non-critical period and two in critical time period). Nothing about the climate change issue has been published during this critical period of 2014.

The News International made strong linguistic choices in 2018's non-critical period to create consensus among readers on climate change challenges and regulations. Consequently, in terms of climate change problems, synchronized with the government. During the non-

critical time period *The News International* published a news story on September 02, 2018 with a headline “PM Imran Khan launches 'Plant for Pakistan' drive”. In this story, the reporter has highlighted the role of the government and has used lexical ‘Plant for Pakistan’ which actually is a slogan by the then government and Prime Minister Imran Khan regarding the ‘tree plantation drive’ launched by the government.

The next news story from daily *The News International* which was published on August 19, 2018 under the headline; “Call for disaster preparedness-oriented policies” discussed some seminar proceedings organized by the government, wherein the reporter emphasized the need for policies to tackle the issue of climate change. This news story has used some strong lexical choices for the seriousness of the issue like ‘call for disaster’ etc. and appeared synchronized with the government on climate change issue.

In the critical time period of 2018, *The News International* discussed climate change seminars, their outcomes, and Pakistan's contributions to the cause. However, in the following news story, the news appealed to the government to provide more pertinent information about the issue.

The news story published on September 26, 2018 by *The News International* is the next item to be analyzed from the selected sample of the study. The news story carries a headline “Environmental assessment of EU's development programmes completed”. The headline contains ‘environmental assessment’ as a key term related to the study and the lexical item ‘completed’ reflects upon some achievement gained by Pakistan within the context of climate change. The news story is about a seminar organized by the Centre for ‘Climate Research and Development’ (CCRD) of COMSATS University Islamabad in collaboration with the European Union. The seminar was organized for ‘Environmental Assessment Project’ and for the ‘Environmental Impact Assessment’ of the EU’s programs in Pakistan. The news story is

published in the ‘critical time period’ of the study so it can be claimed that the story is synchronized with the governmental policies on climate change.

Next news story from the sample of *The News International* published during the critical time period under study was published on September 28, 2018. The headline of the news story is “Right to Information Day: Experts demand more transparency”. *The News International* has criticized the government for withholding transparent information since it is clear from the headline that there is a desire for more pertinent information about climate change challenges. As a result, *The News International* in this item is synchronized with the government. *The News International* in non-critical time of 2014 has discussed the future climate change hazards and has indirectly criticized the role of government to tackle the issue and appeared not synchronized but in the next new story, *The News International* highlighted the establishment of Climate Change Center by the government and appeared synchronized.

The News International has almost synchronized with the government over its role in tackling climate change issues and policies to mitigate the issue. There are only two news stories where *The News* is not synchronized with the government. One of the news stories is from the critical time of 2018 and second one is from the non-critical time period of 2014. While the remaining stories synchronized with the government’s policies on climate change issues.

Based on consensus approach of van Dijk, it was analyzed that *the News International* depict media -government synchronicity in 2014 and 2018. Similarly, *The Express Tribune* focused on media-government synchronicity both in 2014 and 2018. *Dawn* seems synchronized with the government in 2014 and 2018, while overall , *Dawn* coverage was neutral in 2018.

Q.No.2. What are the predominant themes regarding climate change during the period under study.

The second research question of the study is to find out predominant themes in selected data. The editorials and news stories have been analyzed and this analysis will help to answer the second objective of the study, that is to explore the underlying themes used in newspapers, i.e. *The News International* , *Dawn* and *The Express Tribune* during 2014 and 2018 while reporting climate change.

Table 4.2.2. 2: Predominant Themes & Climate Change

	News Stories	Editorial	Total
Climate Change	17	5	22
Vulnerability			
Role of Government	21	7	28

This table depicts the overall frequency of the appearance of the themes “*climate change vulnerability*” and “*role of government*” in the selected period of 2014 and 2018.

The Express Tribune published two editorials. The editorial published in 2018 is appreciative , while published in 2014, is based on criticism towards role of government. Climate change vulnerability is also being discussed efficiently in both editorials. *The Express Tribune* has published four news stories in 2018 with the dominant theme of the role of government , while in 2014, the news story has focused on the role of government with reference to climate change vulnerability and has indirectly criticized the role of government. Here, the reporter draws attention to climate change and associated issues in relation to the factors driving migration to the metropolis, but he also subtly criticizes the role of government by adding.

“...Unfortunately, in Karachi, instead of merging and enriching ourselves socially and culturally, we are becoming polarized along ethnic, religious and political divides”(*The Express Tribune*,2014)

The Express Tribune coverage was primarily concerned with the ‘role of government’ but how that role is presented and promoted, varies. Hence, from the selected sample of two editorials from *The Express Tribune* both the editorials focused on the themes of ‘Role of government’ and ‘Climate change vulnerability’. Simultaneously, from the selected sample of seven news stories, five news stories focused on both the themes of ‘Role of government’ and ‘Climate change vulnerability’, while two news stories focused on themes of ‘*Role of government*’ only.

The *Dawn* published two editorials, one in 2018 and second in 2014. The analyzed data of *Dawn* newspaper has shown that both editorials highlighted ‘role of government’ theme. However, one has questioned the ‘role of government’ while the other one has highlighted the government role along with ‘climate change vulnerability’.

Dawn has eight news items from 2018 and 2014. The dominant theme in 2018 is ‘Climate change vulnerability’ however the government role is also briefly discussed. Hence, from the selected sample of two editorials from *Dawn* one editorial focused on both the themes of ‘Role of government’ and ‘Climate change vulnerability’ while the second editorial focused on the theme ‘Role of government’ only. Simultaneously, from the selected sample of eight new stories, seven news stories focused on both the themes of ‘*Role of government*’ and ‘Climate change vulnerability’, while one news story focused on themes of ‘*Role of government*’ only.

The News International published two editorials in 2018 based on the theme of the role of government in which government initiatives were appreciated. Performance of government was appreciated and the Billion Tree Plantation campaign was lauded as elaborated by the following excerpt.

“..It would be the largest environmental uplift project in the country's history. The PTI has been admirable in its focus on vital environmental issues, with Imran taking

the lead by mentioning climate change as one of the major challenges facing the government in his first speech” (*The News International*, 2018)

There are six news stories published by *The News International* on climate change issues. Out of six, four news items were published in 2018 while two news items were published in 2014. All the news stories have a dominant theme of 'role of government' based on appreciation and critique. Hence, from the selected sample of two editorials from *The News International* one editorial focused on both the themes of 'Role of government' and 'Climate change vulnerability' while the second editorial focused on the role of government only. Simultaneously, from the selected sample of six news stories, four news stories focused on both the themes of 'Role of government' and 'Climate change vulnerability', while two news stories focused on themes of 'Role of government' only.

Climate Change Vulnerability

'Climate change vulnerability' is a predominant theme in all the three-newspapers, having different perspectives about the issue. One of the three newspapers highlighted the melting of glaciers as a major climate change concern while another newspaper pointed out migration of people from rural to metropolitan cities as a major concern. *The News International* considered developed countries like US and China as major climate change contributors as reflected by the following excerpt;

“..the biggest polluters of the world were the US and China as they contributed 23 per cent and 18 per cent to the total worldwide pollution respectively with a total of 45 per cent only by G8 nations” (*The News*, 2018)

According to *The Express Tribune*, Karak, DI Khan, and the northern parts of Upper and Lower Dir are the places most likely to suffer drastic climate change. According to *The Express Tribune*, a new issue concerning climate change is the migration of people

from rural areas to metropolitan cities like Karachi as evident from the following paragraph;

“There is now a new trigger to mass scale migration; climate change. Prolonged droughts that manifest in creating food insecurity, and large scale flooding adversely impacting housing and livelihoods of communities are some of the climate change scenarios causing migrations” (*The Express Tribune*, 2018)

However, *Dawn* points out that Potohar region are more vulnerable to climate change as reflected by the following excerpt;

“It has likely to face 40 per cent less yield this year, the region alone contributes about 65 per cent of the total peanut production in the country. But this year, the tide of climate change, with too many rains in some parts and drought in other, affected the crop” (*Dawn*, 2014)

Dawn has also discussed the problems faced by farmers because of climate change issues and also appreciated the step taken by Peshawar University of agriculture to set up a center of climate change which provides updates that can help farmers to develop adequate response. According to *Dawn*, K-P is more vulnerable to climate change; “Khyber Pakhtunkhwa was highly vulnerable to the effects of climate change due to a huge agro-ecological diversity.”

Role of Government

The theme ‘role of government’ is also discussed differently by these newspapers. Some newspapers appreciated the efforts of the government on the climate change issue and some criticized government policies towards tackling climate change.

The Express Tribune highlighted the goals of MDGs and then compared them with the government achievements. *The Express Tribune* has used negative lexical choices to express the disappointment over the failure of government to achieve the goals; the following excerpt reflects the thoughts of tribune;

“Owing to various sociopolitical changes, economic challenges, natural disasters and internal and external security issues coupled with lack of interest by policymakers and failure in implementing policies effectively, achieving the MDGs is now seen as a pipe dream for Pakistan” (*The Express Tribune*,2014)

While in another editorial, Tribune appreciated the Billion Tree Tsunami of PTI government in K-P;

“In a conscionable move, the PM's Billion Tree Tsunami campaign is laudable. It will help to reduce the carbon footprint, thereby thwarting atmospheric temperature rises and eventually retaining moisture in the soil to facilitate crops.” (*The Express Tribune*,2018)

Dawn has put forward the strong statements in the form of questions by saying;

“The government has set an ambitious target of planting '10bn trees' in the next five years; that's roughly 5.4m trees a day! Few can deny the cause is noble but is it achievable? Or sustainable? Are these figures even realistic?” (*Dawn*, 2018)

These lines clearly reflect the policy of *Dawn* newspaper towards the ‘role of government’ on climate change issues. Same narrative can be seen from the news of *The Dawn* on the role of government;

“The country lacks reliable data on the impact of climate change and there is a need for an in-depth study on the subject”(*Dawn*,2018)

The News International highlighted the ‘role of government’ in its mitigation efforts. Whether it is the Billion Tree Tsunami or it is about providing accurate information about climate change, the news has appreciated every single step of the government. The following excerpt highlighted positive coverage of ‘role of government’;

“Prime Minister Imran Khan took part in the campaign by planting a sapling in

Haripur as part of the government's billion tree Tsunami drive” (*The News*,2018).

Therefore, the theme of the ‘Role of government’ was the most frequent theme as compared to ‘Climate change vulnerability’ with reference to their usage in the editorial and new stories of *Express Tribune*, *Dawn* and *The News International*. From the selected sample of six editorials from the three newspapers, four editorials focused on both the themes of ‘Role of government’ and ‘Climate change vulnerability’, while two focused on the ‘Role of government’ only. From the selected sample of twenty-one news stories from all the three newspapers, sixteen news stories focused on both the themes of ‘Role of government’ and ‘Climate change vulnerability’ while the five news stories focused on the ‘Role of Government’ theme only.

Q.No.3. What is the nature of representation of the role of government towards climate change in critical and non-critical times of 2014 and 2018.

The following table contains the overall representation (positive, negative, neutral) of newspapers in different time periods.

Table 4.2.2. 3: Representation of the role of government

<i>Express Tribune</i>	<i>2014</i>	<i>2018</i>
<i>Editorials</i>	<i>Critical Non-Critical</i>	<i>1-Positive</i>
	<i>1-Positive</i>	
<i>News Stories</i>	<i>3-Neutral</i>	<i>1-Positive</i>
		<i>1-Negative</i>
		<i>2-Neutral</i>

Table 4.2.2. 4: Representation of the role of government

Dawn	2014	2018
Editorials	<i>1-Neutral</i>	<i>1-Neutral</i>
News stories	<i>3-Positive</i>	<i>2-Positive</i>
	<i>1-Neutral</i>	<i>1-Neutral</i>
		<i>1-Negative</i>

Table 4.2.2. 5: Representation of the role of government

The News International	2014	2018
Editorials	<i>1-Positive</i>	<i>1-Positive</i>
News stories	<i>2-Neutral</i>	<i>1-Positive</i>
		<i>1-Negative</i>
		<i>2-Neutral</i>

Further , table mentioned below highlight the representation of role of government in the selected three newspapers, in the context of critical and non-critical period of 2014.

Table 4.2.2. 6: Representation of the role of government in 2014

	Non-Critical	Critical
SrNo	2014	2014
No 1	4 Positive	6 Neutral
No 2	1 Neutral	1 Positive
Total	5	7

It is evident from the table mentioned above that, in the critical time period , there are greater number of publications as compared to non-critical time of 2014 .

Additionally, the table mentioned below highlights the representation of role of government in the selected three newspapers, in the context of critical and non-critical period of 2018.

Table 4.2.2. 7: Representation of the role of government in 2018

SrNo	Non-Critical 2018	Critical 2018
No 1	4 Positive	3 Positive
No 2	1 Negative	3 Negative
No 3	2 Neutral	3 Neutral
Total	7	9

It is apparent from the table mentioned above that, in the critical time period , there are greater number of publications as compared to non-critical time of 2018 .

The table mentioned below highlights the representation of role of government in the selected three newspapers, in the context of critical and non-critical period of both , 2014 & 2018.

Table 4.2.2. 8: Overall Representation of the role of government in non-critical & critical time

Sr No	Non Critical 2014 & 2018	Critical 2014 & 2018
No1	8 Positive	4 Positive
No 2	1 Negative	9 Neutral

No 3	3 Neutral	3 Negative
Total	12	16

It is evident from the table mentioned above that, in the critical time of 2014 and 2018 , there are greater number of publications as compared to non-critical time of 2014 and 2018 .There are eight news items having positive representation of role of government in non-critical time of 2014 and 2018 , while there are four news items with positive representation of role of government in critical time of 2014 and 2018.

Secondly, one news item having negative representation towards role of government in non-critical time of 2014 and 2018, while three news items with negative representation of role of government in critical time of 2014 and 2018.

Third, three news items have neutral representation of role of government in non-critical time of 2014 and 2018 , while nine news items have neutral representation of role of government in critical period of 2014 and 2018.

The third research question is about the nature of representation of the role of government in editorials as well as news stories whether positive, negative, and neutral. The analysis has been divided into non-critical and critical time of 2018 and 2014. The sequence of analysis will be editorials in non-critical time of 2018 and 2014, and critical time of 2018 and 2014 of the three newspapers while the sequence of news stories will be non-critical time of 2018 and 2014, critical time of 2018 and 2014.

The Express Tribune

The Express Tribune has two editorials from 2014 and 2018 with the positive representation of the role of government in 2018 (non-critical) and positive representation in

2018 (critical time). *The Express Tribune* has not published any editorial in the non-critical time of 2018 and the critical time of 2014.

The Express Tribune has published an editorial on 3rd November 2014(non-critical) with the title, “MDGs: Climate change hampering Pakistan from achieving targets”. This editorial has highlighted MDGs goals and then compared them with the role of government in order to evaluate measures taken by the government to tackle the climate change issue.

The editorial published on September 13, 2018 under the title, ‘Imminent Drought’ highlighted the ‘role of government’ with positive themes. *The Express Tribune* discussed Billion Tree Tsunami by government as reflected by the following excerpt;

“In a conscionable move, the PM's Billion Tree Tsunami campaign is laudable”(The *Express Tribune*,2018)

The positive words include; *ethical practices, laudable, conscionable move, impactful*. These words are used for the role of the government to appreciate their performance. Thus, this editorial categorized positively towards the role of government representation in 2018.

Express Tribune was neutral towards the representation of role of government regarding climate change, in both the time periods that is 2018 and 2014.

The Dawn

The Dawn Newspaper has two editorials published in 2014 (Critical time period) and 2018 (critical time period). Both editorials are based on different themes, one criticized the government and categorized as negative (2018) and the other one is mostly neutral (2014).

The editorial published by the *Dawn* on September 05, 2018 was entitled “seeds of change?” The headline is a question mark in a skeptical way by the newspaper on the overall ‘change’ policy of Pakistan Tehreek-i-Insaf (PTI) government along with its climate change

policy. PTI comes with a popular political rhetoric of ‘change/Tabdeeli’ in the society and the newspaper has put PTI’s political slogan along with its climate change policy under question, which clearly indicates that *Dawn* is more cynical, skeptical, and critical towards the government’s climate change policy and the content within the editorial also reflects such criticism on the government’s governance within the context of climate change framework. The negative connotations that have been used by the writer are: ‘is it achievable, or sustainable?’ These two lexical choices with the context of asking questions regarding the policy of government have been used by the writer. Along with this, ‘unprecedented’, ‘unfortunately’ and ‘ill-conceived’ lexical choices have been used to demonstrate the failure of policy of the Billion Tree Tsunami by the government. Thus, the editorial from *Dawn* represented the role of government negatively in 2018.

Editorial published by daily *Dawn* on November 25, 2014 with the title ‘*Melting Glaciers*’ is a strong wake-up call by the newspaper to the stakeholders and authorities in Pakistan and India to think about the potential consequences of the climate change issue faced by the region. In the first paragraph, the reporter wants to draw the attention of the government towards an explicit indication of the climate change in the region, while in the third paragraph; *Dawn* has used indirect references to criticize the government on its mitigation and adaptation measures to tackle the climate change issue. The theme that has been used by the reporter to criticize the government is: far more seriously, better planning can be undertaken. Thus, this editorial has been categorized as neutral.

Dawn was positive towards the role of government in 2014, while in 2018, *Dawn* was neutral towards representation of the role of government.

The News International

The News International has two editorials based on positive (critical time period) and neutral (non-critical time period) representation in 2018 and has not published any content in 2014. The editorial from *The News International* was published on August 14, 2018 (non-critical time period) with the title ‘Climate Crunch’. This editorial discusses the importance and seriousness of ‘climate change vulnerability’ and also highlighted the land issues and proliferation of industries in agriculture land and emphasized government’s responsibility in taking appropriate measure to look into matter as evident by the following excerpt; “..requiring them to plant trees where they've cut one down, pay taxes for every ton of carbon they emit, and going back to our analogy of warring parties, we would introduce a referee into the wargames”(The News,2018)

Thus, this editorial appeared neutral as it has highlighted the climate change issue as well as the role of government in a balanced way.

The next editorial from *The News International* was published on September 06, 2018(critical time) with the headline ‘Ten Billion Trees’. The headline seems to be descriptive in nature without any slant and leanings in it. However, the editorial contents seem to be appreciating the government and its policies in terms of tackling the challenges of climate change. So, the editorial falls in the category of positive representation with themes of; ambition, largest environmental uplift project.

To conclude we can say that *The Express Tribune* appeared positive towards the role of government in 2018 and has appreciated its role with positive themes while in 2014 *The Express Tribune* rigorously criticized government and represented it negatively. *Dawn* has been critical in 2018 towards government more explicitly and has used negative themes for the role of government while in 2014, *Dawn* focused on climate change vulnerability and there was less coverage of government as well criticism towards government’s role, thus appeared neutral. *The News International* published two editorials in 2018 related to the climate change

issue. In the first editorial, *The News International* highly appreciated the role of government for taking serious steps for climate change vulnerability thus, represented the role positively but in next editorial *The News International* appeared neutral as it shared some factual information regarding climate change and also indirectly suggested some measures for the government to tackle the issues.

Moving towards the news stories of three newspapers, they have a different representation than editorials. Most of the news stories are neutral and positive while negative representation is also there but not more than neutral and positive in numbers.

The Express Tribune has total seven news stories, four in 2018 and three in 2014, in which, five news stories represented neutral stance (two in critical period of 2018, one in the non-critical period of 2014 and two in the critical time period of 2014) while one is categorized as a negative (non-critical period of 2018) and the only news story from (non-critical time of 2018) reflects positive stance.

The Dawn has eight news stories, four from 2018 and four from 2014, in which three news stories have positive representation (one in the critical time period of 2018, one in the non-critical time period and one in critical time of 2014), only one has negative representation (critical time of 2018) and remaining five news items has neutral/balanced representation (one in non-critical of 2018, two in critical of 2018 and two in critical time of 2014). *The News International* has six news stories (four from 2018 and two from 2014). Out of six news item, there is one news story that has positive representation (the non-critical time period of 2018), one news story with negative representation (the critical time period of 2018) and remaining four news stories shows neutral/balanced representation (two from the critical time period of 2018 and two from the non-critical time period of 2014). *The News International* did not publish any news story in the non-critical time period of 2014.

The sequence of analysis will be the non-critical time period of 2018 and 2014 representation and the critical time period of 2018 and 2014 representation as required in the research objective to analyze the representation according to critical and non-critical time periods of 2018 and 2014. There are eight news stories analyzed in the non-critical time period of 2018 and 2014.

The news story with the headline “*People from Karachi to Peshawar, Lahore voted Imran to make 'Naya Pakistan'*” published by *The Express Tribune* on August 18, 2018 (non-critical time) has been categorized as a positive. This news story has a paragraph in which the reporter has used strong lexical choices to appreciate the PTI government for its successful plantation campaign Billion Tree Tsunami. The positive themes of ‘billion tree tsunami’, ‘success story’, ‘planted near 1.18 billion trees’, and ‘appreciated’ have been used to represent the success of the government in tackling the climate change issue. Thus, *The Express Tribune* has a positive theme in the non-critical time period of 2018 for the PTI government. The following excerpt from the news story reflect the role of government;

“The billion tree tsunami plan of the PTI in K-P was the success story of the provincial government. The PTI government in K-P planted near 1.18 billion trees, which was appreciated by the World Bank and other global institutions” (*The Express Tribune*, 2018)

The news story by *The Express Tribune* published on August 21, 2018 (non-critical time period) contained the headline “Climate change challenges await new minister” has been categorized as negative. In terms of lexical choices, the headline itself reflected how the whole issue was represented in 2018. By using negative connotations like ‘challenge’, ‘awaits’, ‘asymmetrical climate conditions’ and ‘lack of coordination between institutions’, the writer depicted that the whole news story criticized the previous government’s role. Thus, *The Express Tribune* has a negative stance towards the previous

government's role in tackling the climate change issue. The following excerpt from the news story reflects the stance of the newspaper;

“..apart from long dry spells adding that situation is exacerbated by a lack of coordination between concerned government departments and non-implementation of adaptation and mitigation policies at the public and the private level” (*The Express Tribune*, 2018)

Next story within the sample of daily *Dawn* published on August 31, 2018 (non-critical time period) with the headline; “Efforts urged to protect habitats of endangered species” has been categorized as neutral. The *Dawn* discussed the workshop organized by government institution Snow Leopard Foundation (SLF), and its proceedings for the awareness and protections of the ‘endangered species’. The news thus falls into the category of neutral representation as the story has neither appreciated nor criticized the government but has presented a balanced view.

The news story with the headline “Seminar calls for inclusion of youth in climate change policymaking” was published by daily *Dawn* on August 29, 2018 (non-critical time). It has been categorized as a positive because *Dawn* highlighted the proceedings of the seminar organized by the government in which inclusion of youth into the policy making process for climate change issues has been discussed and given due importance. Thus, this story reflects a balanced and neutral approach.

The next news story also has a neutral theme. The news story taken from *The News International* which was published on August 19, 2018 (non-critical time period) under the headline; “Call for disaster preparedness-oriented policies” and highlighted the statements of government officials in a seminar organized by Human Resource Development Network and Brac (?) Pakistan on “climate change a global emerging issue and its implications for Pakistan”. Thus categorized into neutral representation of the issue.

Another story was published by daily *The Express Tribune* on November 12, 2014(non-critical time) with the headline “Karachi needs to welcome its 'visitors'”.

The reports point out various factors that are causing this migration. Among those factors the climate change issue has been pointed out as a trigger to this migration. So, all these lexical items are the evidence that the news story is an attempt and part of the discourse to highlight the ‘climate change vulnerability’ in the country. In this way, the news is categorized as neutral. The use of explicit lexical items and ‘consensus’ as a discursive are the evidence the reporter intends to create awareness regarding the factors of the ‘mass scale migration’ to Karachi and among those factors the ‘climate change vulnerability’ is one of the impactful ‘triggers’. In this way, the news is categorized as neutral.

The next news story drawn from the sample of *Dawn* was published on November 13, 2014, under the headline “Climate Change Centre to help farmers adapt to new challenges” The purpose of the news report is to convince readers and other interested parties that climate change is a threat and that the ‘Climate Change Center’ would assist people deal with the problems. The reporter's use of powerful, uplifting motifs to illustrate the function of the climate change center is as follows:

“The centre will inform the farmers about changing climatic patterns so they could adapt to the new challenges’ (*Dawn, 2014*)

Thus, the story is categorized as positive with dominant positive themes; ‘initiates coordinated research activities’, ‘linkages with national and international research institutions’, ‘developing district wise climate scenarios’, ‘establishment of wheat trials in water scarce areas’.

The news story under study was published by daily *Dawn* on November 10, 2014 with the headline “Potohar may face 40pc less peanut yield”. As the headline suggests, this story is

about the ‘crop failure’ in the context of poor peanut production in the Potohar region of Pakistan. Also, the headlines appear to be in the form of a ‘warning’ regarding the ‘crop failure’. This story has not criticized the government directly by using lexical choices, rather the reporter discussed the failure of crop production in Potohar region, which can be inferred that *Dawn* has indirectly pointed out the failed policies of the government on climate change issue which caused the failure of crop production. As the story has not criticized the government directly and has also highlighted climate change vulnerability, thus, the story is categorized as negative.

There are thirteen news stories which have been analyzed in critical time of 2018 and 2014. The news story containing the headline “Climate change: Youth urged to partake in policy making process” was published by *The Express Tribune* on September 05, 2018 (critical time period). The news story is about a seminar organized by government institution Sustainable Development Policy Institute (SDPI), and is categorized as neutral as the reporter has tried to create consensus over the need for the youth role in tackling the issue of climate change. Thus, the story has focused on both themes, ‘role of government’ and ‘climate change vulnerability’ in a balanced way.

The next news story among the sample was published on September 28, 2018 (critical time period) by *The Express Tribune* containing the headline “Senate delegation participates in ASEP10”. This news has been categorized as neutral because the reporter has highlighted the meeting of Pakistani parliamentarians which comes under the government to discuss the issue of climate change in 10th Asia-Europe Parliamentary Partnership Meeting organized by the European Parliament in Brussels. The writer has not used any appreciative content and critical words for the role of government. Thus, news story is categorized as neutral.

This news story from *The Express Tribune* in 2014 was published on December 05, 2014(critical time period) with the headline “Where the cracks show: Southern parts of K-P

more vulnerable to climate change”. Looking through the goggles of the ‘lexicalization’ it is evident that the headline highlights the ‘climate change vulnerability’ in the province of Khyber Pakhtunkhwa (KP) along with role of government to tackle issue and also an interview of Deputy Director Asfar Khan has been highlighted. The story is categorized as neutral as it has both positive as well as negative themes in it. Where the positive themes of ‘Environmental Protection Agency’ , ‘multilateral agreements’ ‘formulating cell’, ‘reflect’, the writer has highlighted the role of the government in K-P to tackle climate change vulnerability. Similarly, in the last paragraph the negative theme can be seen in the news story as the writer used the word ‘failed, to signify failure of the government to tackle the issue’. Thus, the story has been categorized as neutral in 2014.

The news story published by *Dawn* on September 11, 2018(critical time period) with the headline “Climate change council, authority and fund to be set up”. The news is about the seminar proceedings held by the government regarding the climate change issue and fundraising. The positive themes have been incorporated for the Billion Tree Tsunami and other government initiatives; “taking steps to handle the climate change issue, reactivation of the federal forest board, and harmonization of the project all over the country”. These lexical choices reflected that *Dawn* portrayed positive representation of government policies in 2018.

Next news from daily *Dawn* published on September 09, 2018 with the headline; “Country lacks reliable data on impact of climate change”. The headline suggests that the writer criticized the government for its inability to collect and maintain ‘reliable data’ regarding the ‘impact’ of ‘climate change’ in the country. The negative themes that have been used are; “any reliable data on the impact of climate change, understanding of the subject is rudimentary, lack of awareness are the major barriers”. These words imply that people are not happy with government policies because they lack accurate information and a thorough grasp of the problem. Thus this news is categorized as negative.

The news story published by *The News International* on September 02, 2018 has the headline: “PM Imran Khan launches 'Plant for Pakistan drive’”. In this news story, the role of government has been presented positively with the themes of; 'Plant for Pakistan', ‘One-day plantation campaign’. These themes are used to represent the role of the government in the Billion Tree Tsunami project. Thus, this news story is categorized as positive. The following lines are taken from the news story;

“PM Khan took to Twitter to urge people of Pakistan to take part in the drive. Later on, speaking to the media, he said the government plans to plant 10 billion trees within the next five years”

The next news story is about seminar proceedings and is categorized as neutral. The news story was published on September 26, 2018(critical time period) by *The News International*. The news story carries the headline “Environmental assessment of EU's development programs completed”. The news story is about a seminar organized by the Centre for ‘Climate Research and Development’ (CCRD) of the COMSATS University Islamabad in collaboration with the European Union. It discusses the environmental assessment achievement achieved by Pakistan within the context of the climate change framework. Thus, the story portrays a balanced approach, therefore is categorized as neutral.

Next news story from the sample of *The News International* published on September 28, 2018(critical time period). The headline of the news story is “Right to Information Day: Experts demand more transparency”. The story is about dissemination of the relevant information regarding climate change. In the first paragraph, the reporter is appreciating the role of government information departments for highlighting climate change issue but in the next paragraph, the reporter emphasized on more information in this area from the government, thus, seems like positive in first half and negative in other half, and critical towards

government's limited information sharing on the issue. This news is categorized as neutral with the themes of; 'call for more transparency'.

The news story published under the headline "Volunteers clean hiking trail at Margallas" is the next item in the sample drawn from daily *The Express Tribune*. The news story was published on December 07, 2014 (critical time period). The news story is about a mountain cleaning drive initiated by some government and non-government organizations. The writer has just reported the event and the statements of officials from the government and also highlighted the significance of climate change vulnerability. Thus, the story represented a balanced view and is categorized as neutral.

The news story published by daily *Dawn* on November 29, 2014(critical time period) under the headline "NDMA chairman warns against climate change". It is obvious from the headline that the story is about the government role in climate change. The reporter has written the statement of Chairman National Disaster Management Authority (NDMA) Major General Aleem Saeed during a seminar titled "Climate Change, Adaptability and Food Security" organized by Human Resource Development Network (HRDN) at Pak China Friendship Centre. The report does not contain any lexical choices that can be depicted as positive or negative themes but since the report is about the government policy towards climate change and has not been criticized, thus can be categorized as positive.

The news story from the newspaper, *Dawn* was published on December 12, 2014, with the headline "Kalash dancers, Baltis celebrate day of the mountain at Lok Virsa". The report is about the 'Pakistan Mountain Festival' wherein the government and non-government officials and public took part and highlighted the impacts of climate change in Pakistan. This news item does not contain any dominant themes but highlights the festival in which some issues regarding climate change were discussed by government officials, thus the story can be categorized as positive.

The news story published with the headline “Young people participate in Margalla Hills clean-up activity” is the next item in the sample drawn from daily *The News International*. The news story was published on December 08, 2014(critical time period). As the headline suggests, this story is about a mountain cleaning activity organized by some government and non-government organizations. Also, climate change vulnerability is highlighted. Thus, the news can be categorized as neutral.

The next story from *The News International* in 2014 was published on November 27, 2014, with the headline “Seminar on climate change starts in Islamabad”. This news story is about a seminar organized in Islamabad, Pakistan for creating awareness regarding the ‘climate change’ issue in Pakistan. Since the seminar is organized by the government institution and climate change vulnerability is discussed with balanced themes, it can be claimed that the story falls into the category of neutral representation.

Hence, *The News International* was positive towards the representation of role of government in both the time periods that is 2018 and 2014.

The overall nature of ‘role of government’ representation and majority of the key themes associated with them in the ‘*non-critical time of 2018*’ are neutral (one negative and one positive from *The Express Tribune*, two neutral from *Dawn*, one neutral and one positive from *The News International*). While in the ‘*non-critical time of 2014*’, there is one negative news from ‘*The Express Tribune*’ and one positive from *Dawn*. So majority representation is followed by neutral, positive and negative in non-critical time of 2018. In ‘*critical time of 2018*’, there are three neutral (two from *The Express Tribune*, one from *The News International*) representations, two negative (one from *Dawn*, one from *The News International*) and only one positive (*Dawn*). While in ‘*critical time of 2014*’, all the six news stories have neutral representation.

Overall, *Express Tribune* was neutral towards the representation of role of government regarding climate change, in both the time periods that is 2018 and 2014. *Dawn* was positive towards the role of government in 2014, while in 2018, Dawn was neutral towards representation of the role of government. *The News International* was positive towards the representation of role of government in both the time periods that is 2018 and 2014.

CHAPTER 5

Discussion and Conclusion

The study aims to analyze whether Pakistan's elite press validates or challenge government policies regarding climate change issue in selected three newspapers, *The Dawn*, *The Express Tribune* and *The News International*, under selected time period that i.e., 13 October, 2014 to 13 December, 2014 and 2nd August to 2nd October, 2018. Also, the current study has focused on representation of role of government in mitigation and adaptation measures related to climate change and the dominant themes concerning the issue highlighted by the selected newspapers.

Drawing on the Van Dijk's socio-cognitive model of critical discourse analysis (2005) and discursive strategies of consensus and lexicalization, this study has found that the Pakistani media discourse is consistent with the government claims regarding mitigation and adaptation measures related to climate change in that it emphasizes on climate change vulnerability and expresses optimism for the role of the government and concentrates on climate change solutions. It is evident from the current study that the newspapers under study have reported on government initiatives and policies related to climate change and have highlighted the importance of policy solutions in addressing the issue. For example, all the three newspapers reported widely on a new government initiative to plant billion trees and 10 billion trees in Pakistan to mitigate the effects of climate change. *The News International* use of the lexis in the News International in 2014, such as; "*conscionable move*", "*laudable*", "*thwarting atmospheric temperature*", and "*warnings are needed*" while commenting on the "PM's Billion Tree Tsunami campaign", is clear depiction of media-government synchronicity. Similar to The News International, the content of The Express Tribune also emphasized on media government synchronicity. In 2014, Express Tribune focused on media-government synchronicity through the use of lexical items such as; '*climate change policy*', '*Environmental*

Protection Agency, *'environmental profile'* and *'construction of dams'*. The third newspaper, Dawn also supported government's claims on climate change measures in 2014 through the use of the lexis such as; "changing weather patterns", "major threat", "adversely impacting", and "tackle challenges". Contrary to this, Dawn in 2018, become critical towards Billion Tree Tsunami plantation initiative by government. Media has an important role to play in highlighting government initiatives related to climate change and raising awareness about the need for urgent action. By reporting on government initiatives and providing context and analysis, media can help to educate the public and encourage engagement on this critical issue. The coverage of climate change in Pakistani press has increased over the past decade. Unlike in some countries where climate change is a highly polarizing issue that is often debated along partisan lines, in Pakistan climate change is generally seen as a non-partisan issue that requires all stakeholders' cooperation and collaboration, and media as a key stakeholder plays an important role in creating attentiveness about climate change and highlighting government initiatives to combat it. There are several reasons for this. Firstly, Pakistan is one of the countries that are most vulnerable to the impacts of climate change, including floods, droughts, and risky weather events. This has led to a widespread recognition of the urgent need to address the issue, regardless of political and ideological affiliations of the media groups. Secondly, climate change is a relatively new issue on the media agenda in Pakistan, and there has not been as much time for it to become politicized in the way that it has in some other countries. Finally, there is a general sense in Pakistan that the issue of climate change is simply too important to be politicized, and that it requires a collaborative and concerted effort from all stakeholders to address it effectively. Therefore, this research study also validates that there exists synchronization between media and government on climate change. This study also endorses Van Dijk's consensus approach in the context of Pakistan, where media frames are consistent with government's claims on climate change. The shared understandings on climate

change between media and government helps to ensure that both stakeholders can work together towards common goals, even in the absence of direct coercion. Van Dijk argues that the discursive strategy of consensus is important for the reproduction of social structures, as it provides a basis for social interaction and coordination. For example, the category of consensus around the concept of "climate change" might include shared understandings about potential consequences of climate change and coordination among various stakeholders on mitigation measures related to the issue. According to Van Dijk (2005) Consensus is used as a political strategy, especially in "situations where the country is threatened, for instance by the outside attack. Pakistan is one of most vulnerable country in terms of climate change, so media does not create controversy on it and considers it as a crisis and supports government to tackle the issue. Thus consensus as a discursive strategy is employed by media to foster solidarity and develop a sense of group ideology for national interest. Consensus as a political strategy has been employed in racism, Islamophobia and immigration debates and it has not been used in context of climate change in previous scholarly research. So this study employed consensus as a discursive strategy to analyze government and media relationship in the context of climate change discourse and like other issues of national importance, media consider it agenda-topping issue that demands considerable attention and resources.

Inspired by the work of Hase.V et al (2021) on the identification of thematic disparities in the coverage of climate change, the researcher explored the thematic variations in the coverage of climate change. Secondly, this study analyzed the most frequently appeared themes in the critical and non-critical time period of 2014 and 2018. These two themes were "the role of government" and "climate change vulnerably". Theme of the "Role of government" was the most frequent theme as compared to "Climate change vulnerability" with reference to their usage in the editorial and new stories of *Express Tribune*, *Dawn* and *The News International*. From the selected sample of six editorials from the three newspapers, four editorials focused

on both the themes of "Role of government" and "Climate change vulnerability", while two focused on the "Role of government" only. From the selected sample of twenty-one news stories from all the three newspapers, sixteen news stories focused on both the themes of "Role of government" and "Climate change vulnerability" while the five news stories focused on "Role of Government" theme only. According Hase and colleagues (2021), In addition to amount of coverage, the predominant themes highlighted by media also matters for understanding climate change news discourse. These prevalent themes can be categorized into three main dimensions i.e., scientific dimension which includes themes of climate politics and processes (Shehata and Hopmann, 2012), ecological dimensions including themes including themes Climate Change & Impacts on the Ecosystem (O'Neill et al., 2015) and societal dimensions including themes of Climate Politics, Causes of & Solutions to Climate Change, Awareness & Instruction, Impacts on Humans and economy (Painter and Schafer, 2018). Hase et. al (2021) further examined 71,674 climate-related news pieces from 10 Global South and North countries, the Global North publishes more stories with an emphasis on the societal aspect of the issue while the media in the Global South is more likely to highlight how humans will be affected by climate change. Other scholars (e.g., Billett, 2010, Liu et al., 2019) had also named several of these themes. Research indicates that the media in developing countries focus more on environmental impacts and on mitigations (Shanahan, 2009; Takahashi, 2011). So this study validates previous research scholarship on climate change regarding developing countries, and Pakistani media also emphasizes on themes of environmental impact including climate change vulnerability and mitigation efforts like role of government to tackle the issue. Previous climate change literature related to Pakistan affirms the vulnerability faced by the country due to ongoing environmental hazards (Füssel and Klein 2006; Deressa et al. 2009; Schilling et al., 2013; Abid et al., 2015 Qasim et al., 2015; Ali and Erenstein, 2016; Melchior, 2016; Hussain et al. 2018; Chan et al. 2018; Shaffril et al. 2018 ; Eckstein et al., 2019),

however, there is limited or no focus on the role of government in tackling climate change challenges in these studies. Over the past decade, Pakistan has developed a set of innovative approaches for climate change governance. This has included the creation of new organizations, mitigation and adaptation approaches and detailed policy frameworks.

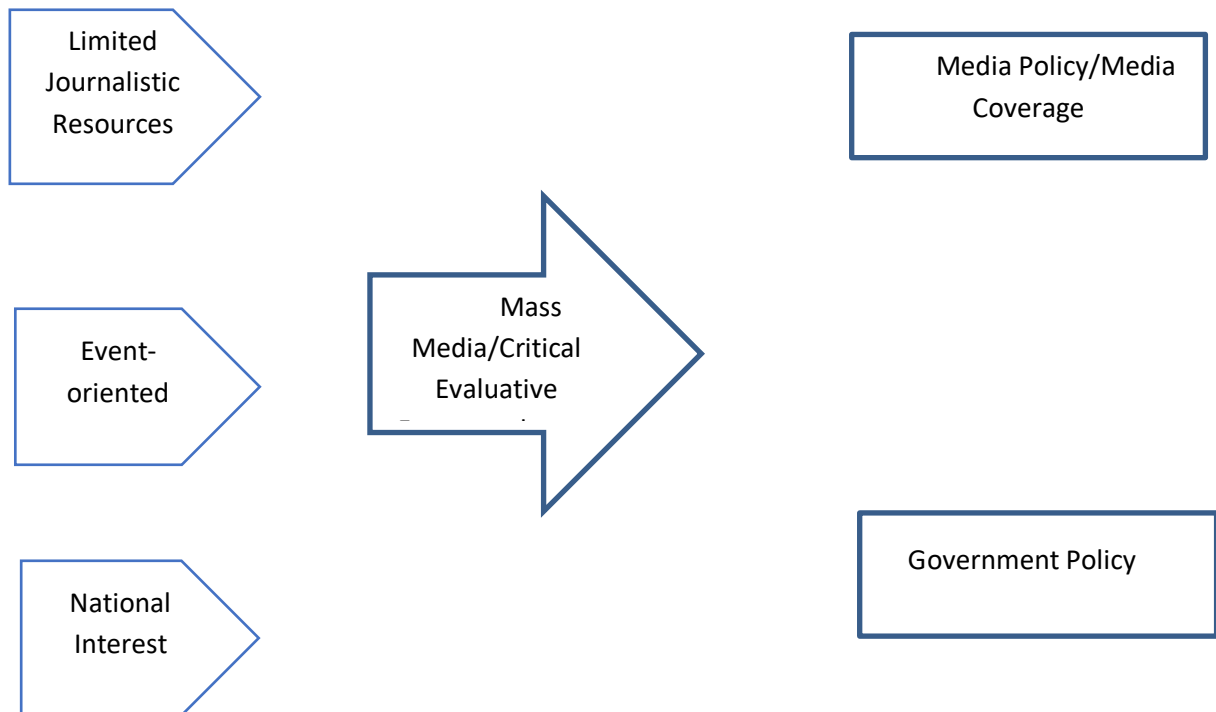
The third objective of the study was to map out the overall representation of the role of government towards climate change in Pakistani media. As pointed out by Good (2008) based on Herman and Chomsky's media propaganda model (1988), there exist variations in climate change reporting due to social influences on news creation and also the potential influence of a system of governance. Despite this diversification, the research field is still heavily concentrated on a select few nations and media: European and North American nations have consistently gotten the lion's share of research interest. Countries in Asia, Africa, and South America, many of which are severely impacted by the effects of climate change, have not frequently been examined (Schäfer and Schlichting, 2014). In many countries, including the United States (Boykoff, 2008; Boykoff & Boykoff, 2004; Trumbo, 1996), France (Brossard et al., 2004), Sweden (Shehata & Hopmann, 2012), and Australia, researchers have found that frames of solutions, responsibilities, consequences/effects, science, and international relations/conflicts have been frequently utilised in the context of climate change coverage (Jang & Hart, 2015). Research has indicated that American media specifically displayed skepticism against the existence of climate change and created controversies on the issue (Boykoff, 2007a, 2007b ; Liang, Tsai, Mattis, Konieczna, & Dunwoody, 2014; Xie, 2015). Although to a lesser extent than the American media, European media including United Kingdom, Germany and France also displayed skepticism on the issue (Gavin & Marshall, 2011; Olausson, 2009). Over the past two decades, scholarly literature on climate change also indicates about the existence of a variety of other frames including public health, economic prosperity/development and national security. The three frames that appeared the most frequently in the literature base were

scientific, economic, and environmental. Recent years seem to have seen an increase in scholarly interest in other frameworks, including public health, disasters, and morality/ethics. According to research, the media in developing nations frequently focuses on environmental repercussions and mitigations (Shanahan, 2009; Takahashi, 2011). Due to the urgency of both adaptation and mitigation efforts, climate politics have drawn greater attention in vulnerable nations. (Brossard et al., 2004). These analyses have demonstrated that there is widespread acceptance of the notion of man-made climate change (Jaspal & Nerlich, 2014), the framing categories and types of knowledge attached to Climate Change in different countries show substantial differences (Billett, 2010; Grundmann & Scott, 2012). Early research compared the impact of climate change in terms of its positive and negative frames (Morton et al, 2011), so the representation of climate change in the context of dominant themes/frames have been analyzed to explore positive, neutral and negative portrayal of prevalent themes in elite Pakistani press. Using “Lexicalization” and “Consensus” as a tool to analyze the editorial content of the *Express Tribune*, the researcher has found that all the selected sample of editorial content contained positive and favorable themes regarding the representation of the role of government towards climate change, in both 2014 and 2018. The news stories from selected sample of *The Express Tribune* were neutral towards the role of government in 2014, While in 2018, *Express Tribune* was neutral towards the role of government in 2018, as two of the news stories from selected were neutral towards the role of government, one was positive and one was critical towards the role of government. Among the selected sample of second newspaper *Dawn*, the researcher has found that out of the two editorials, one from 2018 was negative towards the role of government and the second from 2014 was neutral towards the role of government. Two out of four news stories from 2018 are positive/supportive towards role of government, one is neutral/impartial and one is negative/critical. While from selected sample of four new stories from 2014, three news stories are positive and one is neutral. Hence,

overall, *Dawn* was positive towards “Role of Government” in 2014, while in 2018, *Dawn* was neutral towards role of government, as half of the selected news stories were positive towards role of government and among the other half, one story is neutral and, one is positive. The selected third newspaper is *The News International* and, the researcher has found that out of the selected sample of two editorials, one from 2018 was positive toward the role of government and the second from 2018 was neutral towards the role of government. Two out of four news stories in 2018 were positive, one is neutral and one is negative towards the role of government. While from 2014 news stories data, three news stories were positive and one was neutral towards the role of government. Hence, overall, *The News International* was positive towards role of government in 2018, and also in 2014. Media coverage of climate change communication frequently produces messages with an overall negative valence since climate change is a problem with overwhelmingly negative outcomes. In order to determine how message tone affects policy choices and mitigation activities, several research have utilised negative and positive message framing. Despite the fact that these research differ in how they categorise their frames (for instance, gain versus loss, consequences-focused versus solutions-focused, hope-inducing versus fear-inducing,), the majority of studies employ frames with a clearly distinguishable opposing valence. Among all these studies concerning climate change communication, there are mixed results among motivating valence among positive, negative and neutral frames. Some studies have find that negatively-valenced messages are more persuasive and result oriented in behavior change regarding climate change (Howell, 2014). Other studies suggest that positively-valenced stories and solution oriented frame will evoke optimism and hope will enhance policy support regarding climate change mitigation efforts and acceptance of the issue as real (Smith & Leiserowitz, 2014; Feinberg & Willer, 2011). So the study in hand utilized more positive framing in the context of Pakistan due to severity associated with the issue and also highlighted role of government in contrast to western

media, where business coalitions and other interests groups dominate climate change media discourse.

Media serve as a critical evaluative framework in the context of climate change by providing accurate and objective reporting, raising awareness of the impacts of climate change, amplifying diverse perspectives, and holding governments and corporations accountable. This is particularly true in the context of developed countries, where climate issue has been a contested issue and much debate. But in case of developing countries like Pakistan, mass media frames are consistent with government claims, because media organizations lack the resources or expertise to report on climate change effectively and climate change reporting is mostly event-oriented. Many media organizations in Pakistan operate with limited budgets, and journalists have not the necessary training or access to scientific information to report on complex environmental issues accurately. Pakistan is one most vulnerable country to climate change but it has been not been prioritize on media agenda and mass media in Pakistan is more focused on political issues and climate change reporting has been event-oriented. Also One of the reasons regarding synchronization of media and government synchronicity on climate change is due to the fact media in third world countries does not politicize it and focuses on vulnerabilities and mitigation efforts. They consider it in the wider national interest to support government initiatives on mitigation efforts and do not make it a contested issue.



Proposed Model based on Media-government Synchronicity

Therefore, based on the findings of this study and the model developed above, it is concluded that due to limited journalistic resources to investigate and report on scientific issues like climate change and not having priority on media agenda, mass media in Pakistan does not adopt critical evaluative framework in the context of climate change and is consistent with government policy and national interest of the country to collaborate jointly for tackling challenges of the issue.

Conclusion

This study examined patterns of media-government synchronicity in climate change discourse in elite press of Pakistan employing Van Dijk's Socio-cognitive Model of Critical Discourse Analysis (2005) using discursive strategies of Lexicalization and consensus.

Van Dijk's model highlights the complex interplay between media and government discourse on climate change, and the ways in which discursive strategies and power relations shape the construction of this discourse. Overall, the Pakistani media supported government policies and

initiatives for adaptation and mitigation measures related to climate change. Mass media in Pakistan does not adopt critical evaluative framework in the context of climate change and is consistent with government policy, due to limited journalistic resources to investigate and report on scientific issues like climate change.

There have also been some instances of critical reporting and questioning of government strategies, particularly with regards to the need for more ambitious and decisive action. The coverage often highlights the vulnerability of the country to the impacts of climate change with a focus on melting glaciers, floods, deforestation, food security, water scarcity and extreme weather events. The elite press of Pakistan has also lauded government role to tackle climate change issue using lexical like ‘dire needs’, ‘developing climate change policies’, ‘youth driven climate change action’, ‘green campaigns’, ‘tree plantation drives’, ‘conscionable move’, and ‘success story and Consensus among media and government is reflected through coverage of tree plantations drives, parliamentary meetings, climate change awareness seminars and conferences and highlighting government mitigation efforts. Unlike developed countries, where climate change is a controversial and contested issue in media discourse, the media of developing countries does not politicize this issue rather considers it as a crisis and supports government mitigation efforts as well educating public regarding potential consequences of climate change effects. So, the greater amount of coverage to climate change issue and synchronization among government and media on it have important implications for public awareness and policymaking on this critical global challenge.

The predominant themes related to climate change in Global North are more focused on climate politics, climate science and impacts on ecosystem while prevalent themes in media of Global South countries includes causes and impacts on humans, awareness and education and mitigation efforts on climate change. The Pakistani media reflect the significant impact that climate change is having on local communities and the environment, as well as the need for

adaptation and resilience in the face of these challenges. So, this study also confirms that themes of climate change vulnerability and role of government are dominating climate change media discourse in Pakistan.

The representation of climate change in selected newspapers is also of varying degree with majority supporting government policies on climate change while others portray a neutral stance and negative coverage is negligible. The positively-valenced framing in elite press of Pakistan suggests that media is aware of the occurrence of the issue as well as optimistic about mitigation efforts of government in tackling the challenges of climate change. Thus, there exists synchronization among government and media to address climate change issue and media in Pakistan in recent years has helped to ensure that the climate change remains a top priority on government policy agenda and for the broader public and has contributed to the overall goal of promoting sustainable development and mitigating the effects of climate change in the country. Furthermore, among three content categories that is role of government, climate change vulnerability and climate denial and skepticism were defined, derived and conceptualized from literature review. Based on findings it was found that the category of climate denial and skepticism was not present in sample. Hence proved that in Pakistani media taking the issue of climate change seriously and climate change is problem widely accepted by all stakeholders.

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