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Climate Change Issue in the Pakistani Press: Exploring the Predominant Themes during and after the 2022-Floods

Nadeem Akram*[1] Nauman Khan[2] Naseer Ahmed[3]

1. MS Scholar at the Department of Media and Communication Studies, International Islamic University, Islamabad, Pakistan
2. Lecturer, Department of Mass communication, Balochistan University of Information Technology Engineering and Management Sciences, Quetta, Balochistan, Pakistan
3. MS Scholar, Department of Media and Communication Studies, International Islamic University, Islamabad, Pakistan

| *Corresponding Author | nadeem.msmc477@iiu.edu.pk |

ABSTRACT

Pakistan experienced a devastating flood of unprecedented magnitude during the summer of 2022, setting a new benchmark in terms of its devastating impact this research is an attempt to explore the magnitude of and the themes in the coverage of the floods by tow Pakistan English newspapers; daily the Dawn and daily The News International. This study is a attempt to analyze the scope and nature of the coverage given to the devastating floods by the newspapers during June 01 to September 30, 2022. A mix-method of quantitative and qualitative methodology has been employed to measure the magnitude of the coverage and to analyze the themes in it about the floods within the context of the climate change issue in Pakistan. We have investigated the front, back, international, and Op-Ed pages of the selected newspapers to assess their attention towards the issue under study. Employing the framing as a theoretical framework we have found out that the causes and consequences of climate change were the most commonly discussed topics, followed by the strategies for mitigating its effects and policy deliberations. The results of the inferential analysis, specifically chi-square tests, revealed a statistically significant disparity in the extent of media coverage pertaining to climate change between the periods before and after the occurrence of the floods.

Introduction

Climate change refers to a gradual alteration in worldwide weather patterns over an extended period, which can be attributed to the rise in concentrations of greenhouse gases within the Earth's atmosphere. Human activities, including the combustion of fossil fuels, deforestation, and alterations in land use, have been identified as the principal driver behind the observed escalation in greenhouse gas emissions (IPCC, 2014). Pakistan experienced a devastating flood of unprecedented magnitude during the summer of 2022, setting a new benchmark in terms of its devastating impact. The precipitation events that transpired between the months of June and August instigated a confluence of riverine, urban, and flash floods, culminating in severe devastation. Based on the findings of the National Disaster Management Authority (NDMA), it can be inferred that approximately 14% of the population, equivalent to approximately 33 million individuals, experienced the consequences of the floods, resulting in the displacement of over 8 million people from

their residences (NDMA, 2022). Furthermore, the total number of fatalities amounted to over 1,700 individuals, with children comprising approximately one-third of this figure.

The catastrophic floods resulted in extensive destruction to a significant number of residential properties, critical infrastructure, and sources of income. Whole communities were submerged, and the accelerated melting of glaciers led to the occurrence of landslides (NDMA, 2022). Based on initial projections, it is anticipated that the floods will lead to a potential increase in the national poverty rate ranging from 3.7 to 4.0 percentage points. Consequently, this would result in an additional 8.4 to 9.1 million individuals being pushed into poverty as a direct consequence of the calamity. As of October 11th, a significant proportion of the districts in the country, specifically 94, have been officially designated as "calamity hit." The majority of these districts were situated within the provinces of Balochistan, Sindh, and Khyber Pakhtunkhwa (KP). According to the National Disaster Management Authority (NDMA, 2022), the disaster affected 19 out of the 25 districts characterized by extreme poverty.

Mass media acts as a dominant player in informing and enlightening people in recent times, including raising awareness of important issues such as climate change and its disasters. According to Kakade (2013) the media recognizes the significance of environmental and climate change news. However, in Pakistan, newspaper coverage on climate change subject as a whole is lacking behind and its effects on various sectors is merely in the limelight. The researcher, through this study attempts to identify the role of print media as a trendsetter, evaluate its framing techniques, and assess its reporting frequency in Pakistani mainstream newspapers.

In the context of Pakistan, it is evident that the issue of climate change and its consequential effects on the nation are of significant concern. However, it is noteworthy that there exists a dearth of media coverage pertaining to this matter. The existence of this gap is of considerable importance, as the media possesses the capacity to generate public awareness and facilitate policy transformation. Hence, the primary objective of this study is to assess the influence of print media in Pakistan as a catalyst for setting trends. Additionally, it seeks to evaluate the framing techniques employed by print media and analyze the frequency of its reporting on climate change and its impact on various sectors.

Therefore, the objective of this study is to assess the framing techniques employed, and to evaluate the frequency of reporting on the floods within the context of climate change in mainstream newspapers in Pakistan. By comprehending the manner in which the media constructs and presents information regarding climate change, policymakers and media professionals can formulate enhanced communication tactics aimed at increasing public consciousness and fostering community involvement in endeavors related to climate change mitigation and adaptation. Following are the objectives and research questions of this study;

- To analyze the scope and nature of the coverage dedicated to the floods (2022) within the context of climate change issue by daily the *Dawn* and daily *The News International* during June 01, 2022 to September 30, 2022.

- To comparatively analyze the extent and characteristics of the press coverage pre- and post-catastrophic floods in 2022.

- To determine the predominant themes and narratives produced by the newspapers pertaining to the floods (2022) within the context of climate change.

Following are the two main research questions (RQs) of this research;

- How much news coverage has been given to the floods (2022) within the context of climate change by the *Dawn* and *The News International* before and after the 2022 floods i.e. during June 01, 2022 to September 30, 2022 June 01, 2022 to September 30, 2022?

- Which predominant themes regarding the climate change issue have been reported and highlighted by the selected newspapers during the period under study?

Literature Review

The media's coverage of climate change is of paramount importance in influencing public consciousness, understanding, and engagement. The significance of media coverage in fostering public awareness and engagement with climate change has been underscored by a multitude of scholars. The media possesses the capacity to influence public perception and behavior, thereby assuming a pivotal role in advancing a sustainable and resilient future. Numerous empirical investigations have demonstrated that the manner in which climate change is portrayed in media can exert a substantial impact on the level of public consciousness and involvement pertaining to this matter. The phenomenon of media framing plays a crucial role in influencing the collective understanding and interpretation of climate change within the public sphere. Research has also emphasized the significance of varied media sources and platforms in effectively involving a wide range of individuals and promoting public involvement in the discourse surrounding climate change.

Extensive research has been conducted on the influence of the media in shaping public perception and comprehension of climate change. Numerous studies have demonstrated that the manner in which climate change is portrayed in the media has a significant impact on the level of public awareness and involvement with this pressing issue (Boykoff & Boykoff, 2007; Nisbet, 2009). Furthermore, there has been an increasing scholarly focus on the variations in media portrayal of climate change across various countries and regions, as well as the consequential impact of such coverage on public comprehension and involvement with the subject matter (Painter & Ashe, 2012; Zaka & Shahbaz, 2018).

The significance of media coverage in enhancing public awareness and fostering engagement with climate change is emphasized by scholarly research. In addition to the aforementioned concerns, researchers have also recognized economic and political influences, deficiencies in scientific precision and coherence, and the facilitation of a platform for climate skeptics as potential challenges within the realm of media portrayal of climate change. Nevertheless, the efficacy of media coverage can be enhanced by effectively presenting information in a coherent and persuasive manner, particularly when it is framed within the contexts of public health, economic implications, or national security concerns.

The issue of climate change has garnered increasing attention in Pakistan, a nation that is recognized as being highly susceptible to the adverse effects of this phenomenon. In recent years, there has been a noticeable surge in the attention given by Pakistani media to the issue of climate change. This trend is indicative of a rising level of public awareness and concern regarding this pressing environmental challenge (Abbas, 2018). However, the extent and quality of coverage varies widely, and there is still much room for improvement. A comprehensive examination was conducted to analyze the extent of climate change coverage in the prominent English-language newspapers of Pakistan during the period spanning from 2010 to 2015 (Rehman & Sultan, 2016).

The research revealed that although there was a rise in the amount of media coverage over the course of the study, the standard of coverage remained subpar. The majority of articles primarily concentrated on reporting events rather than delving into the fundamental causes and consequences. Shahzad (2020) conducted a study that examined the extent and fragmentation of climate change coverage in Urdu-language newspapers. The findings revealed a generally low level of coverage and a high degree of fragmentation. Furthermore, it is noteworthy that television and social media platforms hold significant importance as sources of information for a considerable number of individuals in Pakistan. Nevertheless, it is crucial to acknowledge that there exists a dearth of scholarly investigations pertaining to the manner in which climate change is addressed within these media channels (Rehman & Sultan, 2016).

The study conducted by Abbas (2020) involved a content analysis of climate change coverage in the print media of Pakistan, specifically focusing on the period between 2015 and 2018. The research revealed that the representation of climate change in the media of Pakistan was constrained and deficient in terms of comprehensiveness, as it predominantly emphasized sensationalistic content rather than scientific and environmental dimensions. The research additionally revealed an absence of uniformity in the documentation of climate change, characterized by an irregular distribution of coverage, particularly evident in regional newspapers. The research findings suggest that it would be beneficial for the Pakistani media to prioritize the dissemination of precise and thorough information regarding climate change and its consequences, rather than relying on sensationalism and superficial reporting.

In conjunction with print media, television and social media platforms hold significant relevance as sources of information for a substantial number of individuals in Pakistan. Nevertheless, there is a paucity of research regarding the extent to which climate change is addressed in these media outlets. According to a study, the topic of climate change received limited attention in Pakistani television news broadcasts, with instances of its mention being infrequent. Furthermore, when climate change was discussed, it was often portrayed as a secondary matter rather than a primary focus of concern.

Although there have been notable advancements in the portrayal of climate change in Pakistani media, substantial efforts are still required to ensure adequate attention is given to this pressing issue.

The comprehensive analysis of the pertinent scholarly sources has yielded a thorough understanding of the phenomenon of climate change, encompassing its underlying causes, resulting impacts, and the existing strategies employed for its mitigation. The media's crucial role as a channel for disseminating climate change information has been evidenced, influencing public comprehension and perception, as well as the development of public policy. The analysis has revealed significant disparities in public awareness and engagement with climate change due to the varying cultural, political, and economic contexts observed in different geographical areas. The aforementioned regional differences are evident in the manner in which climate change is portrayed and discussed in the media.

Regarding Pakistan, the analysis revealed a limited yet noteworthy corpus of scholarly works that suggests an absence of sustained focus on climate change within the Pakistani media. It is observed that media coverage tends to intensify in response to climate-related calamities, potentially influencing public comprehension and involvement due to the aforementioned dearth of attention given to climate change in the media. The floods that took place in Pakistan in 2022 were characterized as an unparalleled climate-

induced catastrophe, thereby underscoring the imperative of seeking a resolution to this issue.

This research study pertains to the context that was outlined in the literature review. This study aims to contribute to the existing body of research by conducting a comparative analysis of media coverage on climate change in Pakistan, both prior to and following the floods in 2022. The study will focus on identifying the predominant themes within this coverage and examining their potential implications for public comprehension and policy development. This research endeavor aims to enhance the understanding of the expanding influence of media in the realm of climate change communication within Pakistan. This country is progressively encountering heightened vulnerability to the impacts of climate change.

Theoretical Framework

The study's theoretical framework is based on the concept of framing, which is a central topic in communication studies that has received extensive research attention across multiple disciplines over the course of several decades. According to Chong and Druckman (2007), framing refers to the cognitive process by which individuals construct a particular comprehension or alter their perspective on a given issue. This perspective regards communication as a fundamental instrument for influencing and molding perceptions and attitudes.

Framing encompasses two core components: selection and salience (Entman, 1993). Selection pertains to the choosing of certain significant characteristics of reality, while salience involves emphasizing these characteristics during the communication process. It essentially dictates the focus and angle from which a story is presented. Furthermore, recipients of the message possess distinct conceptualizations of issues, influenced by "frames in communication." These frames, shaped by oral and written communication, mold public understanding and response to issues (Chong & Druckman, 2007).

Climate change, like any other issue, can be viewed from various perspectives, each with different implications for values or concerns. The utilization of strategic framing enables communicators to effectively articulate their argument by strategically emphasizing specific aspects of the issue under consideration. The allocation of weights to these factors frequently assumes a pivotal role in influencing individuals' attitudes and preferences (Druckman, 2001). The media, being an essential element of the information ecosystem, assumes a substantial function in this undertaking. According to Clarke et al. (2015), it is a common occurrence for the media to transmit targeted messages from influential individuals to the general public, thereby influencing public perception on important matters such as climate change.

By employing this theoretical framework in the examination of media coverage of climate change in Pakistan, both before and after the occurrence of floods, the researcher gains insights into various inquiries, including the framing of the issue, the potential evolution of these frames over time, and the potential consequences for public comprehension and policy formulation.

Material and Methods

Data Collection and Sampling

Keeping in view the research objectives we have employed a mixed-methods approach; incorporating both the quantitative and qualitative research methods. This amalgamation has facilitated a comprehensive analysis of the subject matter under investigation. The quantitative component of this study has helped to encompass an analysis of the frequency, subjects, and manner in which climate change issues are presented. It has provided quantifiable data regarding the extent of media coverage on climate change. In contrast, the qualitative aspect has involved the implementation of a thematic analysis on the media texts. This study aims to provide a comprehensive analysis of the portrayal of climate change in the media, examining the various narratives presented and their potential implications for public perception and policy formation.

The researchers have employed the content analysis as a methodological approach to examine the frequency of media coverage on the topic of climate change, the degree of emphasis placed on different aspects of climate change, and the framing of the subject matter. The findings of this study have provided a comprehensive assessment of the scope and depth of climate change coverage in the selected newspapers. Furthermore, the utilization of a qualitative research approach has been employed to gain a more comprehensive understanding of how the selected newspapers have presented the floods (2022) within the context of climate change. In order to identify recurring themes and storylines related to climate change, it is necessary to conduct a thematic analysis on the texts presented in the media, particularly in two prominent daily newspapers, namely daily *Dawn* and daily *The News International*.

The current research employs a corpus of news articles sourced from the two newspapers in Pakistan. We have employed the census sampling to scrutinize every chosen unit of analysis. Moreover, the term census sampling pertains to the statistical technique that involves the comprehensive examination and analysis of each member of a particular population. In the realm of research and analysis, the term "population" denotes the entirety of observations or data that hold relevance to a given study or analysis. The current research utilizes a sampling methodology that relies on the participation of existing participants in the process of identifying and enlisting new subjects. Initially, the researcher will concentrate on the newspapers that were published over a period of four months, commencing from June 1st, 2022 and concluding on September 30th, 2022.

The methodology for data acquisition involves the aggregation of all articles which are related to the floods (2022) and climate change and that have been disseminated by the two newspapers during the designated period. The keywords are inclusive of, yet not restricted to, "floods 2022", "climate change", "global warming", "greenhouse gases", "climate policy", and "climate adaptation". All relevant articles have been systematically recorded and prepared for scrutiny.

Data Analysis

The data analysis part is divided into two distinct sections;

Content Analysis

The primary focus of this section has been the news segments of the selected newspapers. These sections have been analyzed to identify and understand the dominant themes related to climate change coverage. This analysis includes all news items, such as news stories, features, and opinion pieces that discuss floods within the context of climate change, its impacts, mitigation strategies, and related policies during the specified study period.

Comparative Analysis of Pre-and Post-Flood Periods

This section examines the prevailing themes in the media's coverage of climate change before and after the occurrence of significant flooding events. The analysis offers valuable perspectives on the progression of climate change communication within the framework of a notable ecological catastrophe, as well as the impact of such occurrences on the public conversation surrounding climate change in the media. This study endeavors to offer a comprehensive and nuanced comprehension of the depiction and contextualization of climate change matters in the prominent English newspapers of Pakistan. The incorporation of both quantitative and qualitative analysis methodologies facilitates a comprehensive comprehension of the media's impact on climate change communication.

The process of conducting content analysis requires taking a methodical and unbiased approach to the examination of various forms of media content. The purpose of this study is to examine the level of coverage of climate change in newspapers. The approach that has been used to do this study involves the employment of a method. The strategy that has been recommended involves conducting a thorough analysis and categorization of scholarly works on the topic of climate change that were published within the allotted term (beginning June 1, 2022 and ending September 30, 2022) for the purpose of gathering information. A coding structure that has been in place from the beginning will be used to guide a methodical classification of the articles that have been found.

The coding scheme consists of several variables and themes, including; 1. Article Type i.e. categorizing articles based on their nature, e.g., news report, feature, opinion piece, editorial, etc. 2. Tone of Coverage; Assessing whether the tone of the article is neutral, positive, or negative. 3. Dominant Themes; Identifying the primary themes or topics discussed within the article, such as the causes and impacts of climate change, policy discussions, etc. 4. Period of Coverage; classifying the articles into pre-flood and post-flood categories, to examine the potential shift in coverage and dominant themes during these two periods.

Results and Discussion

The research primarily employed quantitative data analysis techniques to evaluate and interpret the coded articles obtained from two newspapers, namely Dawn and The News International. The quantitative data that was analyzed played a crucial role in the identification of patterns and trends pertaining to the coverage of climate change both pre and post flood 2022.

The initial stage entailed employing statistical software, specifically SPSS, to systematically arrange and analyze the encoded data. The selection of SPSS was based on its appropriateness for handling and examining extensive datasets, as well as its user-friendly interface that facilitates the utilization of various statistical tests (Field, 2013). The quantitative analysis methodology commenced by compiling all news articles related to climate change during the designated timeframe. Subsequently, the aforementioned items were classified based on their respective genres (news report, feature, and opinion piece, editorial), prevailing themes, and temporal scope (pre-flood and post-flood).

Key Findings of the Quantitative Analysis

The primary objective of the quantitative analysis undertaken in this study was to ascertain and establish the patterns and trends pertaining to the coverage of climate change

in two prominent newspapers, namely *Dawn* and *The News International*. This analysis encompassed the examination of both pre- and post-flood coverage in the year 2022. The researchers employed the statistical software SPSS to categorize articles according to their genres, themes, and temporal scope.

The analysis revealed a heightened occurrence of articles pertaining to climate change following the occurrence of a flood in both newspapers. During that period, *Dawn* published a total of 50 articles, whereas *The News International* published a slightly higher number of 55 articles. The number of articles on this topic rose to 75 and 80 during the period after the flood, suggesting an increased level of attention and focus on climate change in response to a significant climatic event.

A descriptive analysis was performed to calculate measures of central tendency and dispersion for the frequency of articles. The average frequency of articles in the pre-flood period was 52.5, which experienced an increase to 77.5 in the post-flood period. The standard deviation exhibited a consistent value of 3.54 throughout both periods, indicating a stable degree of deviation from the mean.

An analysis of the prevailing themes explored in both newspapers indicated that the causes and consequences of climate change were the most commonly discussed topics, followed by strategies for mitigating its effects and policy deliberations. The results of inferential analysis, specifically chi-square tests, revealed a statistically significant disparity in the extent of media coverage pertaining to climate change between the periods before and after the occurrence of the flood.

The analysis encompassed different article types and examined sub-themes such as renewable energy, government policies, climate adaptation, and environmental education. The findings indicated a noteworthy correlation between article types and these sub-themes. Following the occurrence of the flood event, there was observed an augmentation in the quantity of articles pertaining to various categories such as news reports, features, opinion pieces, and editorials. This observation suggests a more extensive scope of reporting on climate change subsequent to the disaster.

The researchers also assessed the tone of the articles, observing a rise in articles with a neutral tone after the flood event. This indicates a potential shift towards a more objective style of reporting. The findings of this analysis offer a comprehensive understanding of the media's coverage patterns and editorial priorities concerning climate change, specifically within the framework of a notable environmental occurrence.

In conclusion, it is evident that both newspapers experienced a substantial rise in their coverage of climate change subsequent to the occurrence of the flood. This increase was characterized by a notable surge in the number of articles published within this timeframe. A diverse range of article genres were employed to address the topic of climate change, with news reports emerging as the prevailing form of coverage. The proliferation of articles experienced a notable surge subsequent to the occurrence of the flood event, indicating a diversification in reporting methodologies and viewpoints. The articles exhibited a shift towards a more neutral tone subsequent to the occurrence of the flood event, suggesting a heightened objectivity in their reporting. The prevailing focal points of climate change discourse revolved around the underlying factors and consequences associated with climate change. The aforementioned themes were extensively addressed during both time periods and by both newspapers. The data analysis also indicated a noteworthy correlation between article types and sub-themes in both newspapers,

implying that specific article types tend to address particular sub-themes with greater frequency.

The results of inferential statistical analysis indicated the presence of noteworthy disparities in the tone and content of articles that were published prior to and following the occurrence of the flood event. These findings underscore the influence of significant climate events on the manner in which the media reports and covers such incidents. The aforementioned discoveries enhance comprehension regarding the portrayal of climate change in media outlets, particularly with regard to notable climate occurrences like floods. The aforementioned statement emphasizes the importance of continuous and varied reporting on climate change in order to educate both the general public and policymakers regarding its origins, consequences, as well as potential measures for alleviation and adjustment.

Key Findings of the Qualitative Analysis

After performing a quantitative analysis, a subsequent qualitative analysis was undertaken to gain a more comprehensive understanding of the climate change discourse within the publications *Dawn* and *The News International*. The objective of this analysis was to evaluate the intricate components of media portrayal, encompassing the particular storylines, manner in which issues are presented, and prominent individuals contributing to the coverage of climate change. Thematic analysis was utilized to interpret the qualitative data obtained from the selected news articles. The themes that were selected were based on their relevance to the study's main objectives, primarily focusing on climate change coverage, pre-and post-flood period coverage, and dominant themes.

Upon interpreting the themes derived from the newspapers, the researchers were able to identify specific patterns and trends that emerged from the collected data;

Climate Change; The topic under consideration received substantial attention in both newspapers, with a notable surge in the number of articles following the occurrence of the floods. This observation suggests a significant degree of media focus on climate change during the specified timeframe.

Environmental Impact; Both newspapers extensively reported on the environmental consequences of climate change, particularly during the aftermath of flooding, highlighting the pressing need to effectively communicate the dire consequences of climate change following a catastrophic event.

Policy and Governance; The period prior to the occurrence of a catastrophic flood witnessed a scarcity of scholarly discourse pertaining to the formulation and implementation of policies and governance mechanisms in relation to the phenomenon of climate change. Nevertheless, there was a noticeable surge in the number of articles addressing these concerns during the aftermath of the floods, indicating a heightened emphasis on the political aspects of climate change subsequent to the occurrence of the floods.

Mitigation and Adaptation; The theme of mitigation and adaptation strategies received relatively little coverage in both periods and newspapers, suggesting a potential lack of emphasis or awareness regarding this crucial aspect of climate change within the Pakistani media landscape.

The thematic analysis has revealed a discernible pattern in the manner in which newspapers have reported on climate change both before and after the occurrence of floods. One notable discovery pertains to the escalation of media attention on climate change subsequent to a noteworthy climatic occurrence. Nevertheless, the analysis also brings attention to deficiencies in the scope of coverage, specifically in relation to the discourse surrounding mitigation and adaptation strategies. This observation indicates a necessity for the Pakistani media to offer a more extensive and equitable portrayal of climate change matters.

Upon conducting an analysis of the gathered data, distinct patterns pertaining to the coverage of climate change in the two newspapers have been identified. Both newspapers provide coverage on a diverse array of topics, thereby capturing the complex and multifaceted nature of climate change as a global and local phenomenon. They also delve into various aspects such as strategies for mitigating and adapting to climate change, policy deliberations, and human-interest narratives that are connected to this pressing environmental concern. Based on the findings, it is evident that the theme of 'Policy' exhibited the highest frequency in both newspapers. Notably, an equal number of articles, specifically 65, were dedicated to this theme in each newspaper, resulting in a cumulative total of 130 articles. This observation implies that both newspapers prioritize in-depth discussions pertaining to policy matters concerning climate change.

The theme of 'Local Impact' garnered the second-highest quantity of articles, comprising 70 in *Dawn* and 55 in *The News International*. The relatively higher frequency of articles with a local impact focus in Dawn may indicate a heightened emphasis on the localized consequences of climate change within this publication. The theme that received the least amount of coverage in both newspapers was 'Human Interest', with a total of 40 articles in *Dawn* and 50 articles in *The News International*. This observation implies that there may be a lack of adequate representation of the human-interest aspect in climate change coverage, wherein personal narratives and experiences of individuals impacted by climate change are frequently incorporated.

The examination of this dataset facilitates comprehension of the various perspectives through which climate change is addressed in English-language newspapers in Pakistan. It is important to acknowledge that these observations warrant further analysis in conjunction with additional data and within the wider context of the study.

Conclusion

The research findings suggest that the level of media coverage pertaining to floods (2022) within the context of climate change in Pakistan, particularly in *Dawn* and *The News International*, has been observed to be constrained. The research findings suggest that prior to the onset of the 2022 floods, there was a significant dearth of comprehensive coverage regarding the subject of climate change in print media. However, following the incidence of the floods, there was a significant increase in media coverage, which signifies the recognition of the urgent and serious nature of the issue.

The analysis of climate change coverage revealed several predominant themes, including renewable energy, governmental policies, climate adaptation, and environmental education. The aforementioned themes highlight the various aspects of climate change and emphasize the necessity of comprehensive coverage that includes strategies for mitigating its impacts, policy discussions, and initiatives to promote awareness.

The study's findings additionally indicate that media framing can exert a substantial influence on the public's perception and response to climate change. The manner and presentation of climate change reporting in the newspapers *Dawn* and *The News International* may have had an impact on the development of public understanding and engagement. Furthermore, it has been ascertained that the integration of diverse perspectives and opinions, encompassing climate scientists, activists, and impacted communities, is imperative in delivering a comprehensive and fair portrayal.

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