

Coverage of Climate Change in National Newspapers of Pakistan and its Impact on Audience

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ABSTRACT

Aim of the Study: This study examined how Pakistani newspapers, specifically Dawn and The Nation in 2022, portray climate change. It highlighted the influential role of media in shaping public perceptions and agenda.

Methodology: Using descriptive content analysis and a survey, (N=550) articles were analyzed, revealing that climate change stories are often not featured on front pages. Instead, familiar topics take precedents, with limited attention given to solutions.

Findings: The research revealed a predominant focus on reporting the consequences of the climate crisis rather than emphasizing carbon emission reduction. This reactive approach in media coverage often frames climate change as beyond local control, fostering a sense of powerlessness and dependence on external solutions.

Conclusion: The research suggests that newspapers should prioritize climate change stories on their front pages and increase coverage of climate change mitigation efforts. It emphasizes the importance of not only discussing the issue but also highlighting the path toward solutions.

Keywords: Newspapers Coverage, Climate Change, Public.

Introduction

Climate change has emerged as a pressing global concern, as the earth steadily warms, raising alarm among its inhabitants. The planet's increasing pollution is posing difficulties for both humans and the diverse array of life it supports. It is now widely recognized that without concerted efforts to reduce or control harmful elements in our air and water, the world could become an inhospitable place to live. The issue has garnered significant attention from developed nations, leading to numerous summits and conferences aimed at addressing root cause of climate change and escalating pollution on a global scale. Various measures have been proposed and implemented, yet there has been limited success in significantly mitigating the challenges at hand (Riaz, S. 2018). Climate change is a well-established global phenomenon with wide-ranging impacts that transcend national borders and affect nations regardless of their development status (Vidal, 2013). The disparity between affluent and vulnerable countries intensifies the suffering of the latter. Stakeholders, including government, researchers, and decision-makers, hold diverse perspectives on climate change, with pessimists envisioning doomsday

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scenarios and optimists believing in human innovation. Advocates propose addressing climate change through sustainable resource management, innovation, and international cooperation (Chomsky & Barsamian, 1992).

The media, especially in the digital age, possesses substantial influence in shaping public perceptions and promoting consensus. It fosters an “epistemic community,” potentially spurring global collaborative efforts to address climate change (Beeson, Bisley, & Cook, 2017). Climate change is acknowledged as the foremost global threat, primarily driven by unsustainable human activities. Recognizing the importance of public awareness is crucial, as it empowers individuals to adopt and mitigate the effects of climate change. Pakistan, facing weak institutions and limited copying capacity, must raise awareness about climate change’s non-traditional security risks through the media and civil society (Louw, 2005). Their role is pivotal in Pakistan and other developing countries to address climate change challenges effectively.

Importance of Media

Media, as articulated by Niklas Luhmann, serves as the primary source through which individuals acquire knowledge about society and the world (Laughey, 2007). It plays an integral role in shaping public discourse by constructing narratives and directing attention to specific themes. The emergence of new media has further amplified the media’s influence, exemplified by the global impact of the ‘Panama Papers’ disclosure by an international group of journalists. Initially, climate change received limited media coverage due to commercial interests, but it has gained prominence through the efforts of NGOs and influential figures like Al Gore (Laughey, 2007).

The media landscape has also seen climate change deniers using media platforms to promote counter-narratives, as seen in the film “The Great Global Warming Swindle.” Agenda-setting theory highlights how journalists influence public opinion by prioritizing news items, and new media has made shaping public opinion on issues like climate change more accessible.

The media’s societal roles, including providing information, advocacy, and influencing policy-making environments, are crucial in addressing climate change (Shanahan et al., 2013). However, in Pakistan, media attention has been focused on political instability and radicalism, with insufficient coverage of climate change. Yet, the media can sensitize society, exert pressure on governments, and promote climate-friendly behaviors to combat the challenges posed by human-induced climate change.

Susceptibility of Pakistan to Climatic Changes

Pakistan ranks among the most populous nations globally, and its rapid population growth and industrial expansion have given rise to environmental concerns, particularly in densely populated areas. In recognition of these issues, Pakistan became a signatory to the “Kyoto Protocol” to address environmental challenges. The Ministry of Environment was established in 1988 to tackle these problems. Environmental conservation movements originated in the Western world during the late 19th century, but Pakistan did not begin to actively address environmental awareness until the early 1990s. Various factors, including poverty, complex social dynamics, and the lack of sustainability in the development process, have compounded the environmental issues. In many communities resource utilization has been haphazard, posing a significant threat to the natural environment (Riaz, S. 2020).

According to the Climate Risk Index 2021, compiled by German Watch, over the period from 2001 to 2019, more than 475,000 people lost their lives worldwide due to over 11,000 extreme weather events. These events also resulted in material losses amounting to \$2.56 trillion (Eckstein, D. et al., 2021). In Pakistan, devastating floods have occurred in recent years, leading to the deaths of thousands of people, the displacement of masses, and factual losses which cost billions of Pakistani rupees. These floods are accredited to the adversative impacts of climate change. Additionally, the country experienced enchantments of acute heat waves, characterized by record-high temperatures. Notably in 2016, every month set a record as the warmest month since the industrial revolt (Hassan, Q., 2022). These occurrences

strongly indicate that climate change is primarily caused by human activities (anthropogenic) and that developing nations, like Pakistan, are more vulnerable to its impacts.

Developing countries, including Pakistan, are particularly susceptible to the threats posed by climate change, with Pakistan being among the top countries most vulnerable to its impacts (The News International 2016, June 2). According to the country index of 'ND-GAIN', a project by the University of Notre Dame, Pakistan ranks 147 out of 182 countries in terms of vulnerability to climate change (a higher number indicating higher vulnerability). Additionally, Pakistan's state of readiness to cope with climate change is very short, as it grades 149 out of 182 nations on the readiness index (Rankings//Notre Dame Global Adaptation Initiative//University of Notre Dame, 2022).

Climate Change Discourse in Pakistani Media

The media landscape in Pakistan has been significantly influenced by factors such as a focus on energy shortage, a competitive industry, and a heavy emphasis on terrorism-related news. This focus on terrorism was driven by Pakistan's involvement in the international war on terror. The media industry's landscape is further shaped by the dominance of major media conglomerates, including Express, Jhang, Dawn, and Nawa-i-Waqt, which yield considerable political and societal power. Additionally, the past decade has witnessed a revolution in electronic media, with the establishment of numerous new radio and TV networks.

Electronic and Digital Media

Pakistan's media landscape is characterized by a plethora of TV channels and radio stations, boasting approximately 155 TV channels (TV channels in Pakistan, 2017) and 62 NCAC/AM/FM Radio stations (Radio Pakistan, 2023). These outlets reach a substantial audience of 86 million viewers, encompassing satellite, cable, and global audiences. Despite extensive coverage of security and political issues in talk shows, climate change is inadequately addressed within the media, with only sporadic segments dedicated to its discussion.

A Gallup poll indicates that television serves as the primary news source for 50% of individuals aged over 50, while the younger generation increasingly relies on the internet for news (Opinion Poll, 2022). A similar pattern is observed in social media usage as a news source. Unfortunately, crucial topics like climate change, deforestation, and pollution received limited attention from television stations, with occasional segments on environment-related chat shows.

Print Publication Industry

In 1997, the all-Pakistan News Society (APNS) reported a significant presence of print media in Pakistan, with a total circulation of 3.5 million, encompassing 553 monthly editions, 718 weeklies, 107 fortnightlies, and 424 dailies (APNS Circulation Information, 1997). The print media landscape in Pakistan is diverse, with publication in eleven dialects, with Sindhi and Urdu being the dominant languages. Urdu newspapers cater predominantly to rural areas, while English media serves urban consumers. English newspapers, widely available in urban regions, are considered influential, catering to more literate readers. They cover a wide array of topics, including global news, the economy, and social issues, featuring opinion pages with political commentary, discussions on the war on terror, foreign policy, and government critiques (Ahmad et al., 2018).

New Media

The rise of new media including the internet and cell phone, has transformed information dissemination in the modern age. Social media platforms like Facebook, Twitter, Whats app, and Instagram enable swift and widespread information sharing (Potter, 2012). Unlike traditional media, new media facilitates easy access and sharing of information across multiple Platforms, as seen during events like the Arab Spring (O'Neill & Boykoff, 2012).

New media offers advanced communication tools and is increasingly accessible, particularly in Pakistan with its substantial Internet-connected mobile phone users (Telecom indicators | PTA, 2022). However, there's a lack of climate change awareness among the public in Pakistan. The media could bridge this gap if properly utilized.

Research Questions

- To what extent Newspapers of Pakistan depict the issue of climate change?
- To what extent Newspapers in Pakistan give space to the issue of climate change?
- Whether the public got awareness about climatic changes and associated issues through the content of newspapers.

Media Coverage of Climate Mitigation Worldwide

Various environmental and climate events shape the media's coverage of climate change. For instance, CNN connected the persistent severe weather in North America in January to climate change, while an El Mundo reporter linked Europe's record-breaking winter heat to global warming. Europe experienced exceptionally hot weather, setting numerous statistical records, possibly providing a preview of what to expect in 2023. In 2022, the UK, France, and Spain recorded their hottest years, reinforcing Europe's status as "ground zero" for climate changes. The Pacific's 'La Niña' phenomenon, transitioning to 'El Niño' in 2023 after three years, contributed to the fourth-warmest year globally (FRESNEDA, 2023).

Pakistan also suffered from floods caused by exceptional monsoon rains, prompting a national emergency response (Gul, 2022). The changing climate in Pakistan, including deforestation and inadequate waste disposal, exacerbates the vulnerability to natural disasters (Noor, 2022).

Since 2014, the climate catastrophe has received much more media attention, with more publications in recent years. However, media attention is not uniform across countries, with some EU nations having higher coverage than others (Pianta and Sisco, 2020).

Framing Concept in Media Coverage of Climate Change

Information framing can significantly impact decision-making. How information is presented, even if logically equivalent, can influence people's choices in various scenarios, such as medical conditions with uncertain outcomes (Keren, 2012).

In order to investigate the framing patterns of anthropogenic climate change in relation to science, Boykoff (2007) conducted an analysis of TV news and US national media coverage spanning from 1995 to 2006. His study unveiled a preference for "episodic" framing, emphasizing event-base reporting. Other research delved into how politicians framed climate mitigation, with Republicans emphasizing "scientific ambiguity" or "unbalanced fiscal load," whereas Democrats framed it as a "Predicament" of adversity (Nisbet and Mooney, 2007).

Framing consists of two key components: selection and salience. During the framing process, crucial elements related to the issue are chosen and further emphasized. (Entman, 1993).

Global Warming and Journalistic Norms

Several studies have examined how the media portrays scientific information related to greenhouse gases, environmental alteration, and worldwide warming. (Dunwoody & Peters, 1992; Bell, 1994a, b; Miller & Riechert, 2000; Nissani, 1999). Certain studies have delved deeper into the subject, uncovering the underlying reasons behind incomplete or inaccurate media coverage. (Trumbo, 1996; Cottle, 2000; Wilson, 2000). Ungar (2000, p. 308) suggests that "science" is a form of information that requires translation for comprehension. Numerous studies have explored situations where scientists did not effectively engage with the media. (Zehr, 2000; Ungar, 1992, 2000; McComas & Shanahan, 1999) and

These studies also examine the process of translating scientific information from the media to the general public and assess the audience's responsiveness to various claim-making activities. (Bell, 1994b; Stamm et al., 2000; Ungar, 1992, 2000; Wilson, 1995, 2000;).

The mass media have a significant role in conceptualizing environmental challenges and issues (Spector & Kitsuse, 1977; Schoenfeld et al., 1979). The coverage of global warming in prestigious press outlets reflects a social interaction mediated by these subjects, rather than a mere compilation of news. The definition of news and its presentation is heavily influenced by journalistic conventions and theories (Miller & Riechert, 2000; Gans, 1979).

While certain studies have explored cultural and philosophical frameworks influencing news coverage (Gans, 1979; Schudson, 1978; Wilkins, 1993), this particular study concentrates on journalistic standards. Bennett (1996) identifies three normative orders affecting news content: political norms (the media's role in providing political information for enhanced accountability), economic norms (constraints in a consumerist culture where journalism essentially be efficient and profitable), and professional standards (impartiality, equality, correctness, stability).

In this research work, we particularly examine the journalistic norm of balance. Antman (1989, p. 30) asserts that the objective of balance is to achieve impartiality, necessitating reporters to present the viewpoints of credible speakers from both sides in any significant issue, and assign equal weight to each perspective. Gans (1979, p. 175) defines political balance as the act of identifying the dominant, popular, or clear position and then presenting "both sides" in media coverage. Meanwhile, according to Dunwoody and Peters (1992, p. 210), achieving "balanced" coverage of science in the media often substitutes for accuracy checks because journalists lack the time or expertise to independently verify statements. Nevertheless, factual reporting doesn't always equate to balanced coverage. In the case of global warming, it has allowed a few skeptics to voice their opinions, despite the consistent assertions of the highly regarded IPCC about the seriousness of the issue and the urgent need for action.

In recognizing and interpreting environmental challenges, the media is crucial. (Spector & Kitsuse, 1977; Schoenfeld et al., 1979). Scientific results establish a specific approach of information typically conveyed in professional language. Scientists commonly use cautious language and express information in terms of probabilities, which may not smoothly translate into the clear and unequivocal commentary valued by the media. Consequently, the language employed by scientists emphasizes scientific indecision as a prominent refrain in broadcasting attention (Zehr, 2000; Weingart et al., 2000). Consequently, scientific results often necessitate conversion into more informal rapports to enhance comprehensibility for the general public.

Primary Journalistic Principles

The news-production conditions intersect significantly with what the authors refer to as "Primary journalistic principles," namely personalization, adaptation, and uniqueness. These norms are fundamental effects on mutual news assortment and content (Bennett, 2002; Gans, 1979; Wilkins & Patterson, 1987). Personalization, which prioritizes human-interest stories over broader communal, financial, or party-political issues, results in the media focusing on people and dispositions rather than cluster subtleties or communal progressions (Bennett, 2002; Gans, 1979).

Adaptation involves emphasizing crises over continuousness and the present-day over the previous or forthcoming, leading to the downplaying of complex policy information and institutional workings, favoring the more sensational aspects of events (Bennett, 2002; Hilgartner & Bosk, 1988; Wilkins & Patterson, 1987). uniqueness, linked to dramatization, favors new and fresh angles in news coverage, which can lead to overlooking underlying causes and long-term consequences, prioritizing sensationalism over comprehensive analysis (Gans, 1979; Stocking & Leonard, 1990; Wilson, 2000).

These first-order journalistic norms have implications for reporting on climate change. The standard of dramatic presentation may not work well with the scientific concepts concerning ambiguity and

possibility, potentially making climate change less appealing for journalists (Ungar, 2000). Additionally, the preference for novelty can lead to neglecting persistent environmental problems that lack immediate excitement or controversy (Stocking & Leonard, 1990; Wilson, 2000).

Secondary Journalistic Principles

When considering news selection and content, three Primary journalistic principles, namely personalization, adaptation, and uniqueness interact and give rise to a set of Secondary journalistic principles: Directive and stability. Informational partiality in reporting has been influenced and reinforced by these principles and forces, on anthropogenic climate change (Bennett, 2002; Gans, 1979; Iyengar, 1991; McManus, 2000; Lorenzoni & Pidgeon, 2006; Pidgeon & Gregory, 2004; Miller & Riechert, 2000; Cunningham, 2003; Dunwoody & Peters, 1992; Boykov & Boykov, 2004; McCright & Dunlap, 2000, 2003; Adger et al., 2001).

Directive partiality, a Secondary journalistic principle, involves a preference for consulting authoritative personalities like rulers' administrators and business executives who reassure the public that normalcy, security, and protection will be restored (Bennett, 2002; Gans, 1979). This standard may significantly increase the general public's embrace of political and scientific views, which will affect how climate policy decisions are made. (Lorenzoni & Pidgeon, 2006; McManus, 2000; Pidgeon & Gregory, 2004). Disagreements between authorities, such as those between the IPCC and the George W. Bush administration regarding climate change, can lead to challenges in maintaining other primary principles, such as personalization and dramatization.

Balance, often equated with objectivity, is another second-order journalistic norm. It advocates for the expression of opposing viewpoints and treating them with equal significance in the context of any substantial disagreement (Entman, 1989). In climate science reporting, this standard can assist as a prop for journalists lacking scientific background or facing time restraints (Dunwoody & Peters, 1992). However, when combined with the inclination to personalize news, it can generate the presence of a hot scientific deliberation when, in reality, the overwhelming majority of reputable climate scientists support anthropogenic climate change, while a small number of skeptics perpetuate uncertainty (Boykov & Boykov, 2004).

Through the interplay of primary principles influencing secondary principles and their feedback loops, American mainstream media has distorted the dominant environment science viewpoint on the anthropogenetic environment crisis. This has allowed climate skeptics to emerge and propagate denial discourse, undermining the scientific consensus on the seriousness of global warming (McCright & Dunlap, 2000, 2003; Adger et al., 2001).

Approach and Design of Research

The investigator employed integrated methods, which involved both Newspaper content quantification and Climate change media knowledge survey among newspaper readers. The units of investigation and observation were the readership of the newspapers being studied, and the dependent variable was the readers' level of knowledge regarding climate change as acquired from these particular publications. By combining these methods, the study aimed to gain comprehensive insights into how media representation influences readers' understanding of climate change.

The researcher utilized targeted keywords, including "Global Climate Change," "Aridity," "Deluges," "Coastal elevation growth," "Severe weather conditions," "Hunger crisis," "Dearth of water," and "Intense blaze," to identify relevant climate change stories for quantitative content analysis.

In addition to conducting content analysis, a survey was carried out to gain insights into the relationship between media and climate change among newspaper readers. The objective of the survey was to ascertain whether readers of the newspapers being studied had acquired new knowledge about climate change. The questionnaire encompassed inquiries about readers' perspectives on the significance of media

coverage, their familiarity with climate change, and their perceptions of the information presented in both newspapers.

Population

Keyton (2006) provides a definition of population as all entities that possess specific characteristics relevant to the researcher's interests. In this study, the focus was on readers' perspectives regarding climate-related topics covered in two English-language newspapers in Pakistan. Thus, the audience for this study consisted of both the readers and the publishers of publications in Pakistan. Considering Dawn and The Nation as the two most prominent and esteemed newspapers in the country, the researcher selected them as the primary subjects of investigation.

Targeted Study Population

This research examines all printed stories in The Nation and Dawn Newspapers from 1st January to 31st December 2022. This particular time frame was selected to align with significant climate-related occurrences in Pakistan, notably deluges and severe weather conditions, and aridity's, making it relevant for the investigation. Furthermore, two important climate change gatherings, namely the CoP27 conference in November and in October the Climate Action Summit in Egypt, befallen in this retro, adding further significance to the selected timeframe. Furthermore, the viewership of these particular newspapers was taken into account to confirm the results of the content analysis.

Study Site

The researcher accessed the database to retrieve digital newspaper archives for the year 2022, which were subjected to content analysis.

In order to collect survey responses, the researcher developed a questionnaire that was disseminated to the readers of the designated newspaper through diverse channels, such as email, WhatsApp, and physical distribution. The main objective of this questionnaire was to capture the readers' perspectives and opinions on the content featured in the newspapers.

Sample Volume

For content analysis, a census technique was employed, which involved collecting all articles related to climate change from the examined newspapers. The analysis unit of this study composed of 578 climate change stories from a total of 716 newspapers. The research and analysis were centered around how climate change was presented and depicted in the chosen newspapers. Additionally, the researcher collected survey responses from 200 participants. It is essential to highlight that the readership of English-language newspapers in Pakistan is relatively limited, posing challenges in reaching precise respondents.

Sampling and Research Methodology

For this research, a purposive sampling approach was utilized. The investigator intentionally selected The Nation and Dawn newspapers from the year 2022 because they believed that this specific year observed important and substantial climate events attributed to climate mitigation.

Moreover, a survey was undertaken to explore newspaper readers' perceptions concerning their awareness of media and climate change. To conduct this survey, the researcher once more adopted a purposive sampling strategy.

Data collection for this study employed a mixed-methods approach, encompassing both qualitative content analysis of newspaper articles and a key informant survey. The data were collected from both newspapers, utilizing a code sheet. To supplement the findings obtained from the quantitative content analysis, a survey was conducted among influential individuals, especially The Nation and Dawn's readers. Therefore, the two methods employed for data collection were survey and quantified content analysis.

Data Analysis and Results

The primary goal of this research was to investigate the degree of coverage of global climate change within Pakistan's media, with a particular focus on two prominent newspapers, namely The Nation and Dawn. The study encompassed the period from January 1, 2022, to December 31, 2022. To achieve this objective, the research aimed to assess the significance attributed to climate change-related stories, classify these news stories according to their characteristics, and discern the various reporting approaches employed, such as Assimilation, Palliation, or other miscellaneous methods.

Emphasis on News Classification

Table 1: *Distribution of global climate change coverage in Dawn and The Nation newspapers during the period studied.*

		News Classification in Dawn				News Classification in The Nation			
		Freq	Pro-Rata	Validated Ratio	Summed Pro-Rata	Freq	Pro-Rata	Validated Ratio	Summed Pro-Rata
Valid	1	61	20.5	20.5	20.5	63	22.4	22.4	22.4
	2	100	33.7	33.7	54.2	117	41.6	41.6	64.1
	3	10	3.4	3.4	57.6	10	3.6	3.6	67.6
	4	13	4.4	4.4	62	8	2.8	2.8	70.5
	5	5	1.7	1.7	63.6	4	1.4	1.4	71.9
	6	37	12.5	12.5	76.1	20	7.1	7.1	79
	7	18	6.1	6.1	82.2	13	4.6	4.6	83.6
	8	21	7.1	7.1	89.2	21	7.5	7.5	91.1
	9	32	10.8	10.8	100	25	8.9	8.9	100
Total		297	100	100		281	100	100	

Dawn published 61 climate change articles, constituting 20.5% of its total articles, while The Nation had 63 articles, making up 22.4%. Deluge-related stories dominated with Dawn contributing 100 articles (33.7%) and The Nation with 117 (41.6%). Aridity and Glacier thawing had limited coverage, each with 10 stories in both newspapers. Coastal elevation growth received 5 articles in Dawn (1.7%) and 4 in The Nation (1.4%). Severe weather conditions were reported in 37 stories in Dawn (12.5%) and 20 in The Nation (7.1%). Hunger crisis coverage included 18 stories in Dawn (6.1%) and 13 in The Nation (4.6%). Both newspapers had 21 stories (7.1% and 7.5%, respectively) on the Dearth of Water. Severe fires saw 32 articles in Dawn (10.8%) and 25 in The Nation (8.9%). Overall, floods and global climate change were the top priorities, followed by extreme weather and severe fires, with other themes receiving less emphasis in both newspapers.

Reporting Strategy

The primary objective of this research was to examine the content of climate change narratives featured in two prominent newspapers throughout the year 2022. The central focus was on identifying whether these narratives predominantly spotlighted endeavors aimed at mitigating climate change's impact or adapting to its consequences.

Table 2: *Reporting Strategy of both newspapers i.e., Daily Dawn and the Daily Nation*

		Reporting Strategy of Dawn				Reporting Strategy of The Nation			
		Freq	Pro-Rata	Validated Ratio	Summed Pro-Rata	Freq	Pro-Rata	Validated Ratio	Summed Pro-Rata
Valid	1	217	73.1	73.1	73.1	221	78.6	78.6	78.6
	2	68	22.9	22.9	96	47	16.7	16.7	95.4

3	12	4	4	100	13	4.6	4.6	100
Total	297	100	100		281	100	100	

The analysis categorized these narratives into two distinct groups: "Assimilation," which centered on problem-solving and efforts to protect communities from climate change repercussions, and "Palliation," which called on various stakeholders to address carbon emissions and combat air pollution.

The results indicated that The Nation placed a higher emphasis on narratives highlighting problem-solving and responses to climate change disasters, accounting for 78.6%, while Dawn recorded a slightly lower figure of 73.1%. Regarding narratives discussing greenhouse gas emission reduction, Dawn had a higher percentage at 22.9%, compared to The Nation's 16.7%, as shown in Table 2. Both newspapers also covered miscellaneous stories, comprising 4% in Dawn and 4.6% in The Nation. These findings suggest that media outlets prioritize stories that emphasize the effects of climate change over efforts to reduce CO2 emissions, underscoring a greater focus on how communities respond to and manage climate change impacts.

Position of News

Table 3: *Presents compelling insights into how various media outlets prioritize climate change reporting. The researcher classified the placement of these reports into four distinct sections.*

Position In Dawn					Position In The Nation			
	Freq	Pro-Rata	Validated Ratio	Summed Pro-Rata	Freq	Pro-Rata	Validated Ratio	Summed Pro-Rata
	1	68	22.9	22.9	65	23.1	23.1	23.1
	2	71	23.9	46.8	57	20.3	20.3	43.4
Valid	3	127	42.8	89.6	123	43.8	43.8	87.2
	4	31	10.4	100	36	12.8	12.8	100
Total	297	100	100		281	100	100	

Notably, both newspapers reserved a significant portion of their inside pages for climate change stories. The Nation allocated 43.8% of its inside pages to such content, slightly surpassing Dawn, which dedicated 42.8%. Interestingly, climate change stories received relatively less coverage on the first and last pages of both newspapers. Nevertheless, on their respective front pages, Dawn and The Nation nearly matched each other, with 22.09% and 23.01% of their total coverage, respectively. Conversely, The Nation allotted 20.3% of its last pages to climate-related stories, while Dawn allocated 23.9%.

These findings underscore a greater inclination to place climate change stories within the inner pages of newspapers, with the front and last pages featuring them less prominently.

Visuals

The results from Table 4 demonstrate that both newspapers, Dawn and The Nation, incorporated a significant number of illustrative images related to climate change in their publications. Notably, Dawn primarily featured distinctive pictures, constituting 96.3% of their total climate change-related images, emphasizing a focus on unique and specific aspects.

Table 4: *illustrative images related to climate change in the Daily Dawn and the Nation.*

Pictures in Dawn					Pictures in The Nation			
	Freq	Pro-Rata	Validated Ratio	Summed Pro-Rata	Freq	Pro-Rata	Validated Ratio	Summed Pro-Rata
	1	4	1.3	3.7	3	1.1	4.7	4.7
Valid	2	104	35	96.3	61	21.7	95.3	100
Total	108	36.4	100		64	22.8	100	

Conversely, magnified images accounted for only 3.7% of their selections, indicating a lesser emphasis on enlarging or highlighting specific details. Similarly, in The Nation newspaper, 95.3% of the climate change-related pictures were distinctive, capturing specific elements of climate change, while 4.7% of the images were magnified to draw attention to specific aspects.

These findings suggest a degree of importance placed on climate change stories by incorporating relevant images that align with the content or theme of the articles

Discussion

The research revealed a predominant focus on reporting the consequences of the climate crisis rather than emphasizing carbon emission reduction. This reactive approach in media coverage often frames climate change as beyond local control, fostering a sense of powerlessness and dependence on external solutions. Human-interest stories are common but seldom explore individual responsibility in combating climate change, instead urging carbon footprint awareness. While providing insights into Pakistani media's climate change coverage, this approach fosters reader connection but inadvertently reinforces the idea that addressing climate change is the responsibility of external entities, not individual citizens. Moreover, this research revealed that climate change stories receive limited attention and are often placed in less prominent sections of the newspapers. Few climate change stories made it to the front page, suggesting their reduced significance. Similarly, narratives about climate change adaptation strategies received little emphasis and were often relegated to inner pages, whereas stories about carbon emission garnered more visibility. Notably, stories about global climate crisis were rarely featured prominently, indicating a potential disconnect with audience engagement. These findings align with agenda-setting theory, emphasizing the media's role in shaping public perception.

The last goal of this study meant to delve into how much people learned about climate change from reading newspapers. This objective focused on understanding how newspapers contribute to people's knowledge and awareness of climate change, essentially acting as a source of information and education on the subject.

Analyzing these results, it becomes evident that newspapers indeed have a notable role in enhancing people's understanding of climate change. The survey findings point to a majority of respondents who resolutely endorse or support that newspapers effectively educate and inform them about climate change matters. This suggests that individuals value newspapers as a reliable source that helps them comprehend the causes, consequences, and potential solutions associated with climate change.

Conclusion

In conclusion, the study underscores the pivotal role of media, particularly newspapers, in influencing public awareness and understanding of climate change. By scrutinizing the portrayal of climate change in Pakistani newspapers such as Dawn and The Nation throughout 2022, it becomes evident that there is a critical need for media outlets to reassess their priorities. The finding reveals a deficiency in prominently featuring climate change stories, which hinders public engagement with this pressing issue. To catalyze change, newspapers must not only bring climate change narratives to the forefront but also amplify stories

about innovative solutions and efforts to combat its effects. Media has the power to not only report on issues but also drive the agenda and inspire collective action, making it a vital ally in the fight against climate change.

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