Print, Radio, TV & Film Studies
Vol.7 (December, 2026), Pp.70-81
ISSN(online): 2790-1866, ISSN(print): 2790-1858
DOI: https://doi.org/10.71016/prtfs/t0qh6688

Original Article **https://hnpublisher.com**

Between Speed and Responsibility: Evaluating Pakistan's Television Coverage of the 2025 Floods

Syed Muhammad Hasnain Raza[1], Aatif Iftikhar[2], Mateen Haider[3], Sarina Yusuf[4]

[1]Lecturer, Department of Media and Communications Studies, NUML, Islamabad, Pakistan
[2]Assistant Professor, Department of Media and Communications Studies, NUML, Islamabad, Pakistan
[3]Professor, Department of Media and Communications Studies, NUML Islamabad, Pakistan
[4]Senior Lecturer, Department of Communication and Media, Sultan Idris Education University, Malaysia
Correspondence: sarinayusuf@fbk.upsi.edu.my[4]

ABSTRACT

Aim of the Study: This study examines how Pakistani television news channels reported the 2025 floods. It focuses on the balance between speed (immediacy) and ethical attributes. The study also explores differences in accuracy, fairness, sensitivity, and safety across channels, including Geo News, ARY News, Aaj News, Dawn News, and Hum News

Methodology: The study uses quantitative content analysis. Five major TV channels were selected, and their 9 PM bulletins were analyzed from 25 June to 15 September 2025. Each flood-related news story was coded as Yes (1) or No (0) based on five variables: accuracy, fairness, sensitivity, safety, and immediacy. Chi-square tests were used for analysis.

Findings: The results show that Geo News and ARY News performed better in most areas, while other channels showed moderate performance. A positive relationship was found between immediacy and accuracy, which means faster reporting can still be reliable. Differences in ethical attributes were observed across channels, but they were moderate. Overall, the media played an important role in informing the public, but consistency in ethical reporting needs improvement.

Conclusion: The study indicates that speed and responsible reporting can coexist during a disaster, but their implementation is not consistent across television news organizations. The study highlight the importance of verification, ethical reporting practices, sensitivity toward affected communities, and the provision of safety-related information during flood coverage.

Keywords: Flood Reporting, Breaking News, Media Ethics, Pakistan Floods 2025, Disaster Communication, Television Climate Reporting.

Article History

Received:
June 17, 2026

Revised:
August 21, 2026

Accepted:
August 27, 2026

Online:
September 03, 2026

1. INTRODUCTION

Pakistan is one of the top climate-hit countries in the world. For the last two decades, it has been facing extreme weather catastrophes, including heatwaves, monsoon rains, cloudbursts, and massive flooding. Among these extreme weather events, floods have become a more common and regular issue. Global warming is one of the major components that are contributing to glacier melting, cloudbursts, unusual

© 2026 The authors, under a Creative Commons Attribution-NonCommercial 4.0

rainfall, and an increased number of floods throughout the country. Increased flow of water from the mountainous areas in the northern part of Pakistan increases large-scale flooding in the downstream areas of the country (OCHA, 2025). As a result of these floods, millions of people were directly affected by the environmental disaster (Raza & Shah, 2024).

Over the past century, floods have accounted for more than 30% of recorded natural hazards worldwide, resulting in substantial damage to infrastructure, livelihoods, economic assets, and human life. Developing countries are particularly vulnerable to flood hazards because of their limited adaptive capacity, inadequate infrastructure, and constrained institutional and financial resources for disaster preparedness and response (Shah et al., 2019). Although the increasing risk of flooding in developing countries is largely associated with environmental and climatic changes, anthropogenic factors, including the encroachment of human settlements and activities onto river channels and floodplains, can further exacerbate the magnitude and severity of flood impacts (Shah et al., 2017).

Pakistan, despite contributing relatively little to global carbon emissions, is highly vulnerable to the adverse effects of climate change (United Nations, 2022). This pronounced vulnerability underscores the disproportionate exposure of low-emitting developing countries to climate-related hazards and highlights the importance of strengthening adaptive capacity and disaster resilience.

The 2025 floods were another major episode of climate disaster (see figure 1 and 2). Extreme temperatures, monsoon rains, cloudbursts, water overflow in rivers, and poor drainage systems collectively caused extensive flooding across the country. Thousands of villages and towns in Punjab, Khyber Pakhtunkhwa, and Sindh were directly hit by floodwater. Houses were destroyed, livestock vanished, and people were homeless in three provinces. National highways, motorways, railway tracks, link roads, and telecom networks suffered severe destruction. Extreme weather events underlined the increasing negative impacts of climate change on Global South countries like Pakistan, where limited rescue opportunities and resources make disaster management more challenging (OCHA, 2025).



Figure 1. *Aerial view of partially submerged residential buildings after the Ravi River overflow in Lahore, Pakistan, August 30, 2025. Source: AFP/File, published in Dawn (Ahmed, 2026)*

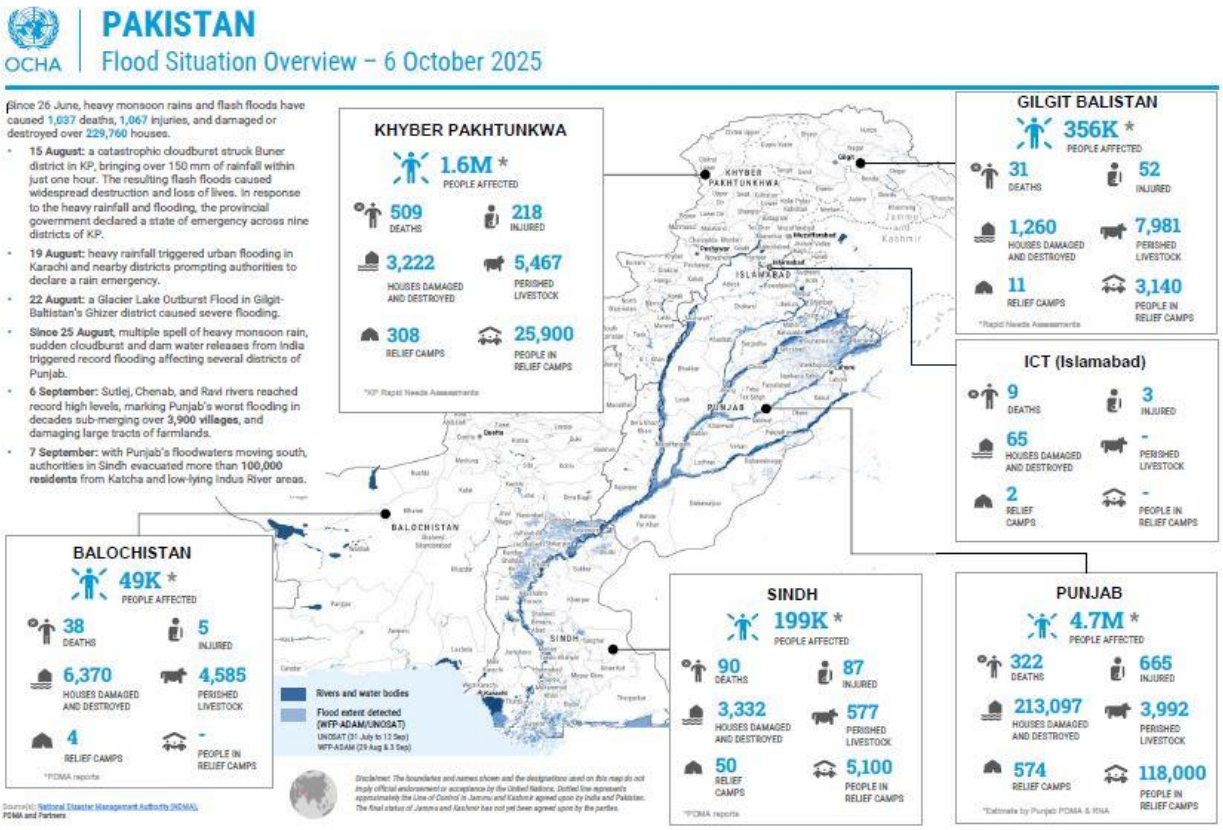


Figure 2: *Pakistan flood situation overview, 6 October 2025. Source: United Nations Office for the Coordination of Humanitarian Affairs (OCHA, 2025). Reproduced from OCHA*

In such a drastic situation, the role of the media is significant. Around the globe, people depend on newspapers and television to receive timely information about current issues. In case of ecological catastrophes, mass media, especially TV, is a credible source of information regarding weather forecasts, flood-hit areas, details of rescue operations, and safety measures taken by officials. TV news has a strong, impactful influence on viewers because it is a combination of script and visuals with real-time disaster coverage. Research studies indicate that the public trusts television news more than other sources of information during crises and emergencies. They also rely on TV information for the decision-making process (Houston et al., 2019; Katoch & Monika, 2019).

However, the role of the media is not limited to providing information but also to educating people to act sensibly. Environmental disaster reporting requires an equilibrium between speed and accuracy. Breaking news in South Asian electronic media is a speed-based information-sharing concept. In Pakistani TV newsrooms, journalists are expected and forced to file news stories on an immediate basis. At the same time, they have to ensure the authenticity of content. Journalists are also expected to verify news items within a limited time, which creates an imbalance between speed and accuracy. In the last twenty years, since the emergence of private electronic news media, competition for breaking news has increased among Pakistani news channels. This competition puts continuous pressure on local journalists to report swiftly, even sometimes at the cost of ethical considerations, professional standards, and accuracy (Mulla, 2019; Tenor, 2018).

During devastating floods, unauthentic or exaggerated news has serious implications. For example, if the media reports without verification that floodwater entered a specific area, it may create panic among residents, and they may flee without preparation. It can create chaos and expand risk for a community that

is already vulnerable to environmental crises. Studies indicate that sensational or amplified news versions can increase the fear factor, panic, and stress among the public in that area (Akram et al., 2023; Kapoor, 2015). Therefore, accuracy and credibility are essential for journalists, especially in times of ecological tragedies. News media also play an important role in supporting disaster management. In a flood, the role of early warning is significant, which guides the public towards safe areas, highlights rescue operations, and gives awareness about preparedness. With the dissemination of information, the media can support the local communities' resilience and recovery (Akram et al., 2023; Houston et al., 2019).

1.1 Hypotheses

H1: There is a significant relationship between immediacy and accuracy in Pakistani television coverage of the 2025 floods.

H2: There is a significant difference in ethical attributes, including accuracy, fairness, sensitivity, and safety, among the selected Pakistani television news channels.

1.2 Research Gap

Recent studies show that disaster journalism still has many limitations. Most research focuses on general disaster coverage or social media, but less attention is given to television news and real-time reporting during floods in developing countries like Pakistan. For example, a 2025 study found that flood reporting often lacks depth, educational content, and post-disaster analysis; at the same time, journalists are not properly trained in disaster reporting (Nasution et al., 2025). Similarly, research shows that misinformation spreads quickly during disasters and increases risks for affected communities. Other studies highlight that while real-time data improves response, it also raises concerns about accuracy and trust (Mumtaz et al., 2026; Pasupuleti, 2025). However, research on how Pakistani television media balances immediacy and ethical attributes (accuracy, fairness, sensitivity, and safety) during climate-driven floods like 2025 is limited, which this study aims to address.

2. LITERATURE REVIEW

Likewise, among other ecological issues, floods have been the most devastating environmental tragedy affecting Pakistan over the past two decades due to changing rain patterns and extreme heatwaves. A recent report describes that last year's flood (2025) was massive and affected three out of four provinces of the country, mainly caused by unusual monsoon and cloudburst, while glacier melting was among the other contributing factors. This environmental disaster was widespread and caused enormous destruction, including loss of life and homes, livestock, and the displacement of people across Pakistan. These climate-based devastating events are part of the worldwide trends of cumulative extreme weather, pushing vulnerable communities to great risk (Elgammal et al., 2026; Allan et al., 2020).

Around the globe, numerous climate communication studies have revealed that the media plays a critical role in disaster communication during climate hazards. The media can inform the audience by broadcasting early warnings about environmental catastrophes, shape public understanding, and mobilize resources and relief activities (Houston et al., 2015).

A recent study on media coverage of the calamity of the 2025 floods in Pakistan verifies that although there is an improvement in climate coverage, there are still certain persistent issues linked to climate reporting. A recent study on Pakistani media content shows constant sensationalism, political criticism, and absence of native voices in flood storytelling (Raza et al., 2025; Safdar & Butt, 2024).

Research studies underscore that climate change was mentioned more often in 2025 than in the previous tragic floods in the country. Still, media outlets often display political elites' narratives and catastrophic footage rather than educating the local communities (Fatima & Sani, 2026).

Research on climate journalism in Pakistan highlighted supplementary problems. A recent study demonstrates that, besides increasing climate risk, local media usually lack sustained focus and essential

knowledge to report climate threats effectively. Journalists claim that financial and professional constraints are the biggest hurdles in covering environmental stories in depth and qualitatively (Hussain et al., 2024).

2.1 Theoretical Framework

The current study is based on three perspectives, including Agenda-Setting Theory, Framing Theory, and Disaster Communication Theory. These theories provide a broader understanding of how Pakistani TV news organizations covered the floods in 2025. The selected theories were used as interconnected perspectives that address the diverse angles of disaster TV reporting rather than three separate explanations.

2.1.1 Agenda-Setting Theory

Agenda-setting theory proposes that the media influence public opinion by suggesting what to think and how to think, and the media gives more prominence to some issues while neglecting others (McCombs & Shaw, 1972).

In the context of the devastating floods in Pakistan during 2025, television news coverage shaped which flood-related news stories grabbed public attention, such as death and destruction, early warning, rescue and relief activities, political response, or climate change linkage. By analyzing television news content, agenda-setting theory provides the first level of theoretical framework by elaborating which aspects of floods become more prominent and visible in TV news coverage.

2.1.2 Framing Theory

Framing theory explains how media shape public perception to interpret news incidents by emphasizing specific segments while downplaying others (Entman, 1993). Once climate anomaly events are chosen for coverage, TV news organizations may present and frame them as extreme weather, humanitarian suffering, governance failure, political response, environmental crisis, rescue and relief, or public safety.

Framing theory thus complements agenda-setting theory by elaborating how selected flood issues are presented and interpreted, rather than oversimplifying whether they grabbed attention.

2.1.3 Disaster Communication Theory

Disaster communication theory is about how data and information are disseminated during times of crisis, stressing early warnings, preparations, rescue, and recovery guidelines. It also explains communication's role before, during, and after a disaster (Lachlan et al., 2019).

During the devastating floods, the media played a critical role in updating people regarding early warning, preparedness, public awareness, rescue, relief, and recovery. Disaster communication theory thus provides an outline to assess the responsibility and effectiveness of media in transmitting timely, accurate flood information to the on-ground hazard-affected communities.

Together, these three theories: agenda-setting, framing, and disaster communication, provide an inclusive lens to understand and evaluate how local media covered, communicated, and interpreted the 2025 floods, shaping public perception and persuasion about ecological disasters.

The above three perspectives can be understood as interconnected levels of disaster news communication. Agenda-Setting Theory addresses what receives attention, Framing Theory addresses how issues are presented, and Disaster Communication Theory addresses how the resulting communication serves the informational and safety needs of affected communities during a tragic catastrophe.

Figure 3: *Integrated Theoretical Model of Television Flood Reporting*

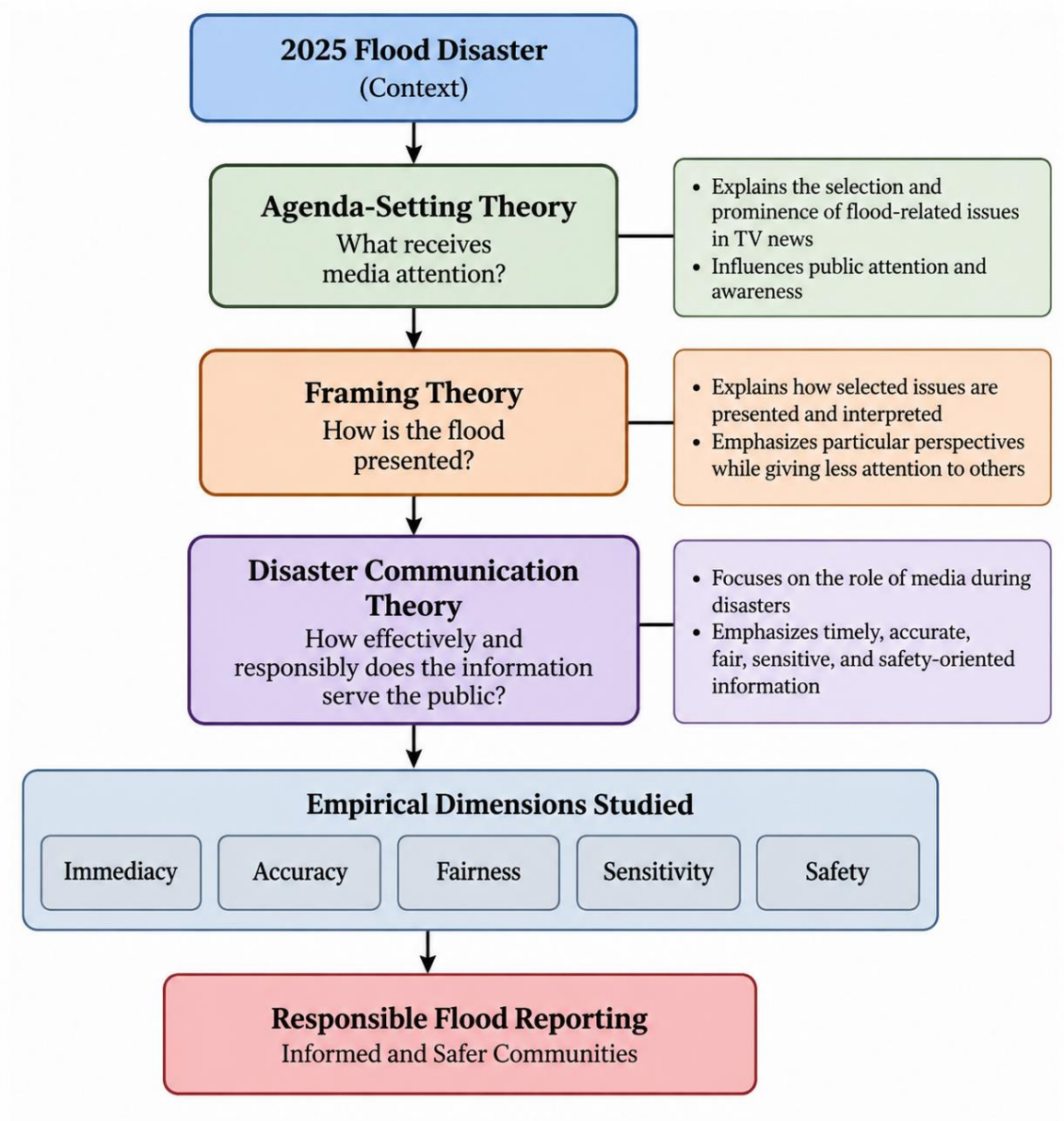


Figure 3 illustrates the theoretical model for TV flood reporting in the current study. This model explains TV disaster coverage as a process, where agenda-setting theory explains which specific flood-linked issues got attention. Framing theory describes how issues are shown, and disaster communication theory elaborates the functional needs of effective disaster communication.

3. METHODOLOGY

The current study employed quantitative content analysis, which permits systematic exploration and analysis of news content. News stories were coded for immediacy (speed of coverage) and ethical attributes (accuracy, fairness, sensitivity, and safety) to categorize trends and patterns.

3.1 Population

The population of the study consists of all the news bulletins on floods broadcast by five significant Pakistani news channels. The timeline of the study is from 25 June 2025 to 15 September 2025, the active monsoon period in Pakistan.

3.2 Sampling Technique

The purposive sampling technique was used to choose the news bulletins: the 9 pm bulletin is considered the most watched throughout the day. This technique is used in a study when a researcher needs an information-rich sample, and the sample is relevant to the objectives of the study (Campbell et al., 2020).

3.3 Television Channels Included

Five major national channels were selected for their reach and influence:

1. Geo News
2. ARY News
3. Aaj News
4. Dawn News
5. Hum News

3.4 Data Collection and Coding

The data were collected from the official YouTube channels of Geo News, ARY News, Aaj News, Dawn News, and Hum News. For each channel, the 9 PM news bulletin broadcast each day from 25 June 2025 to 15 September 2025 (83 days) was selected for analysis. The 9 PM bulletin was used as the sampling window because it provides a consolidated summary of the day's major events. This resulted in a total of 415 bulletins, 83 from each of the five channels selected.

The 9 PM slot was used to identify and consistently select the daily bulletin. However, the archived YouTube videos did not provide sufficient information to establish the exact time at which an individual flood-related news story had first been received, produced, or broadcast. Therefore, immediacy was not measured as elapsed time between the occurrence of an event and its television coverage. Instead, immediacy was operationalized through observable indicators of urgent or real-time reporting within the news story. These indicators included explicit use of terms such as "breaking news" labeling, live reporting, on-ground coverage, and other urgent reporting language.

Each flood-related news story within the selected bulletins was treated as one unit of analysis. A coding sheet was used to record five attributes: accuracy, fairness, sensitivity, safety, and immediacy. Each attribute was coded as Yes (1) or No (0) according to the operational definitions developed for the study.

Accuracy (Yes/No)

Fairness (Yes/No)

Sensitivity (Yes/No)

Safety (Yes/No)

Immediacy (Yes/No)

3.5 Coding Rules /Operational Definitions

Each variable was coded as Yes (1) or No (0) based on the following rules:

Accuracy
Yes: if information is verified, there is no contradiction, and a clear source is mentioned
No: if the source was unclear

Fairness
Yes: if more than one side of the news story was depicted (officials and public version)
No: if only one side of the story was shown

Sensitivity
Yes: if respectful language was used, no disturbing visuals were included, and victims were treated respectfully.
No: if graphic, maps, or visuals contain emotional tones

Safety
Yes: if it gives warnings, safety advice, or rescue information
No: if useful safety or precautionary information was not included

Immediacy
Yes: if the news story consists of observable indicators e.g., "breaking news" labeling, live coverage, or clearly urgent language.
No: if there is no sign of urgency or real-time reporting in the news story or telecast as routine coverage

3.6 Validity and Reliability

Validity: Coding categories were based on established research on news attributes and disaster reporting. Experts reviewed the coding sheet.

Reliability: To minimize researcher bias, the current study used predefined operational definitions and coding rules. Two trained coders analyzed the selected data separately. Clear instructions were given to coders. They applied the same operational definitions to all selected news items. Disagreements between the coders were discussed and resolved according to agreed coding rules rather than individual interpretations.

A pilot test involving 40 stories from the main sample was conducted before the main analysis. Inter-coder reliability was assessed using Cohen's Kappa (κ =0.82), indicating strong agreement between coders.

4. FINDINGS

In this study, a quantitative technique was used to analyze the data. A single news story was the unit of analysis, coded as 1 = yes and 0 = no for five ethical attributes, i.e., accuracy, fairness, sensitivity, safety, and immediacy. Frequencies and percentages were calculated to see the existing news patterns across five selected Pakistani news channels. The Chi-Square test was run to examine different ethical attributes across all Pakistani news channels. This methodology is commonly used in quantitative content analysis research (Krippendorff, 2019; Neuendorf, 2017).

Table 1: *Accuracy and Immediacy by Channel*

Channel	Accuracy (%)	Immediacy (%)
Geo News	78%	88%
ARY News	76%	87%
Aaj News	71%	77%
Dawn News	70%	77%
Hum News	70%	77%

Table 1 shows the accuracy and immediacy of the 2025 flood reporting across five selected news channels. The data indicate that Geo News and ARY News have higher scores in both components; the

rest of the channels show lower values in both areas. These results reveal that the top two channels maintained fast reporting and accuracy simultaneously, which supports H1. Pearson correlation was applied to test the relationship between immediacy and accuracy. Pearson's $r = 0.82$, $p < 0.05$, also shows a strong positive relationship between the two variables; therefore, H1 is accepted: there is a significant relationship between immediacy (speed of reporting) and the accuracy of flood news coverage in Pakistani television media.

Table 3: *Summary of Key Attributes*

Channel	Accuracy	Fairness	Sensitivity	Safety	Immediacy
Geo News	78%	82%	75%	81%	88%
ARY News	76%	80%	73%	79%	87%
Aaj News	72%	78%	68%	74%	77%
Dawn News	76%	80%	67%	73%	77%
Hum News	75%	77%	66%	72%	77%

Table 3 is about five ethical attributes (accuracy, fairness, sensitivity, safety, and immediacy) in five selected Pakistani news channels. The data show that Geo News and ARY News perform well in ethical attributes, while other channels were moderate, which indicates a visible difference across the five channels; ethical attributes are not equal among all channels. Results support H2. Chi-Square value χ^2 (df = 16) = 28.54 and $p < 0.5$ shows a statistically significant difference, but the overall variations across channels are moderate. Thus, H2 is accepted; there is a significant difference in ethical attributes (accuracy, fairness, sensitivity, and safety) across television channels.

5. DISCUSSIONS

The results show that Pakistani TV channels reported flood stories with differing levels of immediacy and mixed ethical attributes while covering the 2025 floods. The discussion is categorized around the two hypotheses tested in the study and relates the findings to previous research and the theoretical framework.

The findings show a strong positive relationship between immediacy and accuracy ($r = 0.82$, $p < 0.05$), supporting H1. Geo and ARY News have comparatively high scores in terms of speed and accuracy. Other channels such as Aaj News, Dawn News, and Hum News show a moderate level of performance. Results suggested that immediacy and accuracy were closely linked, implying that faster reporting does not always indicate less accuracy, especially when proper authentication procedures are followed. These findings support previous studies on disaster journalism and the significance of timely and accurate reporting, illustrating that media competition has significant effects on coverage and reporting quality (Houston et al., 2019; Saleem et al., 2020; Tenor, 2018) and is consistent with Disaster Communication Theory (Lachlan et al., 2019)

Statistical data suggest differences in ethical attributes (accuracy, fairness, sensitivity, and safety) across five selected channels, supporting H2. Geo News and ARY News showed stronger overall performance, whereas other channels were moderate in ethical attributes. However, differences in ethical reporting show that not all TV channels follow the same ethical practices. Previous research also links news competition with differences in reporting quality (Mulla, 2019; Saleem et al., 2020). The finding is also consistent with Framing Theory and Agenda-Setting Theory, as channels may differ in how they select, emphasize, and present disaster information.

5.1 Theoretical Implications

The findings have implications for the three theoretical perspectives used in this study. From an Agenda-Setting perspective, the regular and prominent coverage of flood events in prime-time television bulletins demonstrates the role of television in making disaster-related issues highly visible to the public. The findings therefore support the theory's relevance to disaster communication, particularly in situations where timely information becomes socially important.

From a Framing perspective, the differences in accuracy, fairness, sensitivity, and safety across channels suggest that similar flood events can be presented with different levels of responsibility and emphasis. This supports the idea that media do not simply report events but also shape how they are presented to audiences.

From a Disaster Communication perspective, the positive relationship between immediacy and accuracy suggests that rapid reporting and responsible communication are not necessarily incompatible. The findings therefore reinforce the importance of timely, accurate, and safety-oriented information during disasters.

5.2 Study Limitations

The sample was limited to five national TV channels and their 9 PM bulletins from 25 June to 15 September 2025, which limits the generalizability of the findings to other channels, time periods, and programs. The study also relied on official YouTube archives, which may not fully represent the original broadcasts. Immediacy was measured through observable indicators such as breaking news, live reporting, and urgent language.

6. CONCLUSION

This study examined how Pakistani television news channels balanced immediacy and responsible reporting during the 2025 floods. Using quantitative content analysis of 415 prime-time bulletins from five major television channels, the study assessed five dimensions of flood reporting: immediacy, accuracy, fairness, sensitivity, and safety.

The study concludes that Pakistani TV channels showed mixed performance in flood reporting during 2025. Geo News and ARY News performed better in all measured attributes, while other channels showed comparatively moderate performance. The analysis also identified that speed and accuracy can work together if a proper verification process is followed, indicating the significant positive relationship between immediacy and accuracy. Additionally, significant differences were found in ethical attributes of 2025 flood reporting across the selected TV channels.

Overall, the study indicates that speed and responsible reporting can coexist during a disaster, but their implementation is not consistent across television news organizations. The findings highlight the importance of verification, ethical reporting practices, sensitivity toward affected communities, and the provision of safety-related information during flood coverage.

Acknowledgments

None

Conflict of Interest

Authors declared NO conflict of interest.

Funding Source

The authors received NO funding to conduct this study.

ORCID iDs

Syed Muhammad Hasnain Raza [1] https://orcid.org/0009-0007-9744-1863
Aatif Iftikhar [2] https://orcid.org/0000-0003-3132-369X
Mateen Haider [3] https://orcid.org/0009-0008-3571-3453
Sarina Yusuf [4] https://orcid.org/0000-0002-6674-952X

REFERENCES

Ahmed, A. (2026, April 21). *More than 16,000 lives lost in over 350 disasters in 2025*. Dawn. https://www.dawn.com/news/1993640/more-than-16000-lives-lost-in-over-350-disasters-in-2025

Akram, G., Naseer, M., & Raza, S. M. H. (2023). Immediacy and journalistic authority for reporting environmental disasters: Case study of 2022 floods of Pakistan. *Journal of Journalism, Media Science & Creative Arts*, *3*(1), 50–65. https://doi.org/10.56596/jjmsca.v3i1.48

Allan, R. P., Barlow, M., Byrne, M. P., Cherchi, A., Douville, H., Fowler, H. J., Gan, T. Y., Pendergrass, A. G., Rosenfeld, D., Swann, A. L. S., Wilcox, L. J., & Zolina, O. (2020). Advances in understanding large-scale responses of the water cycle to climate change. *Annals of the New York Academy of Sciences*, *1472*(1), 49–75. https://doi.org/10.1111/nyas.14337

Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., Bywaters, D., & Walker, K. (2020). Purposive sampling: Complex or simple? Research case examples. *Journal of Research in Nursing*, *25*(8), 652–661. https://doi.org/10.1177/1744987120927206

Elgammal, N., Safdar, G., Raza, S.M.H., Abdelhalim, S., Iftikhar, A., Okasha, H. (2026). Environmental documentaries and the climate crisis: a multidimensional thematic analysis. *Frontiers in Communication, 11*, 1864985. https://doi.org/10.3389/fcomm.2026.1864985

Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication*, *43*(4), 51–58. https://doi.org/10.1111/j.1460-2466.1993.tb01304.x

Fatima, N., & Sani, B. (2026). Metaphorical framing of 2025 Pakistan's floods: An eco-linguistic analysis of newspaper editorials. *Journal of Applied Linguistics and TESOL (JALT)*, *9*(1), 1067–1083. https://doi.org/10.63878/jalt1953

Houston, J. B., Hawthorne, J., Perreault, M. F., Park, E. H., Goldstein Hode, M., Halliwell, M. R., Turner Mcgowen, S. E., Davis, R., Vaid, S., Mcelderry, J. A., & Griffith, S. A. (2015). Social media and disasters: A functional framework for social media use in disaster planning, response, and research. *Disasters*, *39*(1), 1–22. https://doi.org/10.1111/disa.12092

Houston, J. B., Schraedley, M. K., Worley, M. E., Reed, K., & Saidi, J. (2019). Disaster journalism: Fostering citizen and community disaster mitigation, preparedness, response, recovery, and resilience across the disaster cycle. *Disasters*, *43*(3), 591–611. https://doi.org/10.1111/disa.12352

Hussain, S., Khan, A., & Iqbal, M. Z. (2024). Media reporting of climate change crisis in Pakistan: Identifying corrective strategies. *Information Development*, *40*(1), 158–169. https://doi.org/10.1177/02666669221104612

Kapoor, N. (2015). Role of media in disaster management. *Journal of Advance Research in Social Science and Humanities*, *1*(1), 4–6. https://doi.org/10.53555/nnssh.v1i1.228

Katoch, A., & Monika. (2019). Sustainable development goals, environmental protection and government initiatives: A study of newspapers in Himachal Pradesh. *Communicator*, *55*(2), 1–18.

Krippendorff, K. (2019). *Content analysis: An introduction to its methodology* (4th ed.). SAGE Publications. https://doi.org/10.4135/9781071878781

Lachlan, K. A., Spence, P. R., Seeger, M., Gilbert, C., & Lin, X. (2019). Crisis communication in context: History and publication trends. *Journal of the Association for Communication Administration*, *38*(2), 39–56.

McCombs, M. E., & Shaw, D. L. (1972). The agenda-setting function of mass media. *Public Opinion Quarterly*, *36*(2), 176–187. https://doi.org/10.1086/267990

Mulla, A. (2019). "Maza Nahin Aya": Negotiating sensationalism in Pakistani television news practices.

BioScope: South Asian Screen Studies, *10*(2), 207–224. https://doi.org/10.1177/0974927619896775

Mumtaz, T., Siddique, R., & Shahid, A. (2026). Flood waters, forced migration, and humanitarian crisis: A comparative study of the 2022 and 2025 floods in Pakistan. *Policy Journal of Social Science Review*, *4*(2), 251–265.

Nasution, N. A., Wahyuni, S., & Frasetya, V. (2025). Disaster journalism and media responsibility: Coverage of flood disasters in Lampung. *Jurnal Kajian Jurnalisme*, *9*(1), 30–46. https://doi.org/10.24198/jkj.v9i1.62439

Neuendorf, K. A. (2017). *The content analysis guidebook* (2nd ed.). SAGE Publications, Inc. https://doi.org/10.4135/9781071873045

OCHA. (2025). *Pakistan: Monsoon floods 2025 flash update #8 (as of 11 September 2025)*. https://www.unocha.org/publications/report/pakistan/pakistan-monsoon-floods-2025-flash-update-8-11-september-2025

Pasupuleti, M. K. (2025). Real-time disaster risk assessment using predictive geospatial analytics. *International Journal of Academic and Industrial Research Innovations (IJAIRI)*, *5*(6), 159–172. https://doi.org/10.62311/nesx/rphcrdsbdapa3

Perreault, M. F. (2026). The dynamic between journalists and disaster communicators: Best practices in crisis and disaster information sharing. *Journal of Applied Communication Research*, *54*(1), 70–78. https://doi.org/10.1080/00909882.2025.2573959

Rao, H. J., Bhatti, M. A., & Shahzad, W. (2024). Role of print media during flood disaster in Pakistan. *Global Regional Review*, *IX*(I), 132–141. https://doi.org/10.31703/grr.2024(IX-I).11

Raza, M., Khalil, H., Fareed, M., Eneizat, M. F., Ab Ul Hassan, A., & Faizuddin, A. (2025). Resilience or rhetoric? A framing analysis of flood disaster reporting in Pakistan's media. *Journalism and Media*, *6*(4), 185. https://doi.org/10.3390/journalmedia6040185

Raza, S. M. H., & Shah, B. H. (2024). Global news coverage of climate change: A comparative analysis of South Asian press. *Human Nature Journal of Social Sciences*, *5*(3), 275–287. https://doi.org/10.71016/HNJSS/DE0TP681

Safdar, G., & Butt, A. (2024). Exploring Public Perception about Traditional Media Coverage on Climate Change. *Print, Radio, TV and Film Studies*, *5*, 28-42. https://doi.org/10.71016/prtfs/zby98y69

Saleem, A. M., Tahir, N., Iftikhar, U., & Shahid, R. (2020). Effects of Breaking News on the Quality of Pakistani Television News: A Journalistic Perspective. *International Review of Social Sciences*, *8*(8). www.irss.academyirmbr.com

Shah, A.A., Shaw, R., Ye, J., Abid, M., Amir, S.M., Kanak Pervez, A.K.M., Naz, S. (2019). Current capacities, preparedness and needs of local institutions in dealing with disaster risk reduction in Khyber Pakhtunkhwa, Pakistan. *Int. J. Disaster Risk Reduc. 34*, 165–172. https://doi.org/10.1016/j.ijdrr.2018.11.014

Shah, A.A., Ye, J., Abid, M., Ullah, R. (2017). Determinants of flood risk mitigation strategies at household level: a case of Khyber Pakhtunkhwa (KP) province, Pakistan. *Nat. Hazards 88* (1), 415–430. https://doi.org/10.1007/s11069-017-2872-9

Tenor, C. (2018). Hyperlocal news and media accountability. *Digital Journalism*, *6*(8), 1064–1077. https://doi.org/10.1080/21670811.2018.1503059

United Nations (2022). Pakistan 2022 Floods Response Plan. Retrieved from. https://reliefweb.int/report/pakistan/pakistan-2022-floods-response-plan-interim-report-sep-nov-2022-issued-09-dec-2022