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**Media Influence on Climate Change Discourse in Pakistan****Ayesha Bibi<sup>1</sup>**<sup>1</sup>Media Scholar, Bahria University IslamabadEmail: [ayeshabibi66@gmail.com](mailto:ayeshabibi66@gmail.com)

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**Abstract**

*This study delves into the examination of public perceptions concerning the influence of media on the discourse surrounding climate change in Pakistan. By scrutinizing the role of media in shaping social, political, biological, and economic narratives related to the climate crisis, this research aims to provide insights into the dynamic interaction between media representations and public understanding of environmental issues. Through comprehensive analysis, the study seeks to uncover the complexities of how media portrayal influences public perceptions and responses to climate change in the Pakistani context. The project objectives were how information on climate change is communicated and received across varied groups, with a focus on understanding the influence of media outlets such as television, radio, and internet platforms. For this purpose, it affects the level of climate change awareness in different places. The study emphasizes the significance of developing personalized communication techniques for different locations in order to successfully address the particular difficulties that each community faces. It also looks at the media's role in promoting sustainable practices and instilling a feeling of environmental responsibility in the public. The study emphasizes the importance of improved coordination across media outlets, government agencies, and environmental organizations in order to improve the accuracy and reach of climate change information. Understanding the impact of the media on rural and urban people is critical for establishing targeted interventions that contribute to a more informed and environmentally conscious society in Pakistan, however, the outcome of the study shows that the majority of the respondents are well aware of the environmental and climate change issues but majority of them do not practice the same precautions.*

**Keywords:** Climate change, TV media, public perception, policymaking, NDS plans, social and economic implications

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**1. Introduction**

The influence of media on climate change discourse in Pakistan is multifaceted and profound. In recent years, as climate change has emerged as a pressing global issue, media platforms in Pakistan have played a crucial role in shaping public awareness, policy discussions, and societal responses. To understand this influence, it's essential to examine the background of both climate change and media landscape in Pakistan. Pakistan, like many other developing countries, is highly vulnerable to the impacts of climate change due to its geographical location, socio-economic conditions, and dependency on agriculture. Increasing temperatures, erratic rainfall patterns, and extreme weather events are already affecting millions of lives in the country. Simultaneously, Pakistan has a diverse media landscape, including traditional outlets such as newspapers, television, and radio, as well as an expanding digital sphere with the rise of social media platforms.

These media outlets serve as critical channels for information dissemination, public debate, and agenda-setting on various issues, including climate change. However, challenges such as limited resources, competing interests, and lack of scientific literacy often shape how climate change is covered and perceived in the media. Despite these challenges, media coverage of climate-related events,

government policies, and grassroots initiatives has gradually increased in recent years, reflecting a growing recognition of the issue's importance. In this context, exploring the dynamics of media influence on climate change discourse in Pakistan can provide valuable insights into how information flows, perceptions are formed, and actions are mobilized to address one of the most significant challenges of our time. Long-term changes in weather patterns, such as those in temperature, precipitation, and the condition of natural features such as oceans, ice sheets, and impervious surfaces, are referred to as climate change. It is affected by several natural phenomena, including variations in solar radiation and internal climate system changes. The effects of climate change are extensive, with rising temperatures causing health concerns such as heatstroke, cardiovascular disorders, and stress from heat. These illnesses not only deteriorate with time but also cause a sizable number of fatalities. The World Health Organization estimates that between 2030 and 2050, climate change will be responsible for approximately 250,000 fatalities (World Health Organization, 2021).

There are several causes of climate change, both natural and caused by humans. The annual release of billions of tonnes of carbon dioxide into the atmosphere from the burning of fossil fuels, which causes a rise in greenhouse gases, is the main cause of climate change. With a 30% rise since the start of the industrial revolution approximately 1750, the concentration of CO<sub>2</sub> is currently higher than it has ever been measured in the last 800,000 years. While natural processes such as photosynthesis aid in absorbing atmospheric greenhouse gases, these natural carbon sinks are under pressure from growing pollution levels. It is noteworthy that since 1880, the Earth's temperature has increased by approximately 0.14°F every decade. According to data from 2021, the surface temperature was 1.87°F warmer than it was before the Industrial Revolution and 1.51°F warmer than the norm for the 20th century (Lindsey & Dahlman, 2023).

Despite the warnings and concerning statistics, the threat that climate change poses to Pakistan is not given prominence in the local media. Newspaper coverage of this important topic is noticeably lacking. Research has found that weather events that have been made worse by climate change have affected 85% of the world's population. The study's primary author, Max Callaghan, stressed that climate change is visible and noticeable almost everywhere in the world". (Callaghan, 2021). Although the media has made significant attempts in recent years to cover climate change issues, there is still more that can be done to enhance reporting, particularly concerning the difficulties that climate change presents.

### **1.1 Pakistani Media**

According to international and national environmental scientists and engineers, Pakistan and neighboring countries are considered among the most affected by climate change. Pakistan is among those top 20 countries which will be hit hard by climate change in the near future. This doesn't only mean that the temperature will rise and our glaciers will melt, this also means that there will be an increase in migrations, there will be food security issues, as you already see water security problems. So, this will cause a domino effect which would eventually affect our regional security, so this won't only remain a climate / environment issue, instead this will become a security issue and a national political issue as well.

The 21st century has seen a major increase in worldwide awareness of climate change (Hiles & Hinnant, 2014; Ward, 2008). Media coverage of climate change increased after the 1992 Rio de Janeiro Earth Summit of the United Nations Framework Convention on Climate Change (UNFCCC). In contrast, climate change is a slow-moving process that eventually results in natural disasters such as floods, food shortages, and more CO<sub>2</sub> emissions. These elements interfere with agricultural cycles and make it difficult for all living things to survive. Although climate change is a long-term issue, media coverage varies, with periods of heavy reporting followed by periods of light coverage or even full disappearance from the media landscape (Anderson, 2009). Climate change is frequently viewed in underdeveloped nations as a "soft issue," garnering little to no attention (Kakonge, 2013; Shanahan, 2009; Takahashi & Meisner, 2012). The media is essential in influencing and structuring many social systems since it shapes people's norms, beliefs, and objectives through mass communication (Chambers'

lexicon). Even while people may be able to spot media bias, it can be difficult to pinpoint the precise frames the media uses. To further their agendas, media outlets frequently use multiple frameworks that include several societal players. News reporting and political event coverage employ these frames, as media organizations have become part of the political economy, aiming to generate maximum revenue. Transforming from mere mirrors of society, media houses have turned into profit-driven businesses. In Pakistan, influential media organizations include Jang Group, HUM TV, ARY, Dunya TV, Express, and the Dawn group, controlling a significant portion of the audience and advertising revenue. Pakistan has 124 TV channels, 67 broadcasting units, and approximately 707 newspapers as of 2019. Like many media houses worldwide, the Pakistani media has also become complicit in this trend (Demorest, 2009), transitioning from being informative to becoming agenda setters and influencing public opinions and debates by selectively highlighting certain stories.

The limited airtime dedicated to the climate change crisis must compete with more immediate news stories, as media producers face the challenge of satisfying both viewers and media house investors by prioritizing segments. Some studies indicate that media outlets show little concern regarding covering climate change, resulting in the general public having an inadequate understanding of the real concerns surrounding this issue (Corbett & Durfee, 2004). Each developing country has its own set of stories to report, often focused on event-oriented narratives, and Pakistani media is no exception (Azmi et al., 2015). Compared to European and Asian media outlets, including Nepal, Sri Lanka, India, and Bangladesh, Pakistani media lags behind in its coverage of climate change ((Kim, 2011). The media has a responsibility not only to raise awareness about the ongoing climate change crisis but also to educate the public about climate change plans, solutions, and policies (Tengbers, 1995). In Pakistan, a developing country the climate change crisis poses a significant threat to both the environment and the survival of its citizens. The Asian Development Bank (2000) emphasizes the importance of media, policymakers, and print media in educating the country's citizens about the current and impending crisis. Figueroa (2020) asserts that if the power of the media is misused, it can lead to negative movements within society. When news media in Pakistan align with a particular narrative, often favoring a specific political party, citizens are exposed to only one side of the story and tend to believe it unquestioningly (Jamil, 2020). Urdu print media caters to the middle class, while English print media targets liberals, the upper class, professionals, policymakers, politicians, and the military bureaucracy. In terms of climate change reporting, Pakistan has a limited number of climate journalists, and those who do exist often lack adequate representation within journalistic bodies and formal organizational structures.

Therefore, print media plays a vital role in raising awareness and promoting sustainable waste management practices. Pakistani print media should cover a wide range of waste-related issues, including littering, illegal dumping, and the impacts of waste on public health and the environment. Unfortunately, the media often lacks focus regarding reporting on non-political issues, making it challenging for climate journalists to cover climate change crisis topics (Sharif & Medvecky, 2018). Politicians in Pakistan have also voiced their concerns about climate change and called for action. In 2020, Prime Minister Imran Khan launched the "Clean Green Pakistan" campaign, aimed at addressing the country's environmental challenges, including climate change (Ahmad, 2020). During his speech at the United Nations General Assembly in 2019, Khan emphasized the urgent need for action to mitigate the impacts of climate change, referring to it as "the defining issue of our time". Certainly. Delving deeper, the media's influence on climate change discourse in Pakistan can be observed through several key aspects likewise Media outlets have the power to prioritize certain issues over others, influencing public attention and policy agendas. Through consistent coverage of climate-related events, disasters, and scientific findings, the media can elevate climate change as a pressing issue in the public consciousness and compel policymakers to take action. Public Awareness and Education Media platforms serve as crucial sources of information and education on climate change, helping to increase public understanding of its causes, impacts, and potential solutions. Through news reports, documentaries, and opinion pieces, media outlets can raise awareness about the urgency of addressing climate change and empower individuals to adopt sustainable practices. Policy Advocacy and Accountability By government policies, industry practices, and international agreements related to

climate change, the media can hold decision-makers accountable for their actions and advocate for more ambitious climate action. Investigative journalism plays a vital role in uncovering environmental injustices, corruption, and policy failures that exacerbate climate vulnerabilities.

Public Discourse and Opinion Formation Media platforms provide forums for public debate and opinion formation on climate change, allowing diverse voices and perspectives to be heard. Through editorials, opinion columns, and social media discussions, the media can stimulate dialogue, challenge misinformation, and promote inclusive approaches to climate resilience and adaptation. Mobilization and Social Change Media campaigns, advocacy efforts, and grassroots initiatives can mobilize public support for climate action and galvanize collective efforts to address environmental challenges. By highlighting success stories, showcasing innovative solutions, and amplifying voices from marginalized communities, the media can inspire meaningful change at individual, community, and institutional levels. Understanding the interplay between media dynamics and climate change discourse in Pakistan requires analysis of media practices, audience engagement, and socio-political contexts. By examining these dynamics, stakeholders can identify opportunities to enhance media coverage, strengthen public engagement, and catalyze transformative action towards a more sustainable and resilient future.

## **1.2 Problem Statement**

Climate change is an urgent global issue with enormous ramifications for populations all over the world, making it critical to address and reduce its effects. Despite producing less than 1% of global carbon emissions, Pakistan is one of the top ten countries most affected by climate change. Floods have killed over 1,700 people and killed 1.2 million cattle, displacing over 7.9 million people (British Red Cross, 2022). This study seeks to investigate public perceptions regarding the media's influence on the topic of climate change and its impact on the social, political, biological, and economic discourse surrounding the climate crisis in Pakistan.

## **1.3 Rationale**

The rationale behind studying how media influence on climate change discourse in Pakistan. How media shape public perceptions on environmental issues, understanding how media portrays and frame climate change and impacts in Pakistan, so main aims to uncover the extent of media coverage how much climate change is important and how media representation interplay climate change in Pakistan.

## **1.4 Research Objectives**

- To assess the extent to which individuals perceive the role of media in raising awareness and enhancing understanding of climate change in Pakistan.
- To investigate the impact of media representation of climate change on public perceptions of its economic ramifications in Pakistan.

## **1.5 Research question**

RQ1. How do people perceive the role of media in shaping awareness and understanding of climate change in Pakistan?

RQ2. What are the specific ways in which media coverage influences public perceptions of climate change in Pakistan?

RQ.3 How does media portrayal of climate change affect public attitudes toward political action and policy responses in Pakistan

## **2. Literature Review**

Since climate change affects all phases of life, it is a worldwide concern. One of the biggest threats to human growth and prosperity today is climate change. In metrological perspective, Pakistan is one of the highly extreme catastrophic states in the globe (Ahmad, et al., 2011). Climate change significantly affects the biosphere, atmosphere, agriculture, and temperature rise. Pakistan's health sector,

precipitation, ecosystem, forestry, sea, and water levels. Pakistan's economy is based mostly on agriculture, which accounts for 4/5 of all irrigated crop area in South Asia. Owing to the severe effects of climate change inequity, research on how various climate issues. When these environmental changes affect the natural system, the quality of life of all living things are affected indirectly or directly (Naeem, 2019). Mass media has evolved into the issues like climate change and its disasters.

Climate change has become one of the grave issues of the environment humans have ever witnessed (Moser & Dilling, 2004). The idea of climate change as we know it now usually refers to changes in the environment caused by human activity within the ecosystem. It is now well-established that greenhouse gas (GHG) emissions and climate change are positively associated. The primary cause of greenhouse gas emissions is imbalances in human activity. Pakistan's share of global greenhouse gas emissions is minuscule at 1%. But it's 200 million of people are constantly at risk due to climate change. Pakistan shares common features with developing countries and is sixth among the vulnerable countries to climatic changes (Javed, 2016). As the second-largest contributor to GDP (18.7%), Pakistan's modern sector is th cornerstone of the country's economic progress. Nevertheless, untreated wastewater is wreaking havoc on the nation's biological system (O' Neil, 2022). Nevertheless, no significant efforts have been undertaken by any partner in the nation, especially the government. The textile, fertilizer, agriculture, leather, pharmaceuticals, chemicals, cement, metal, non-metallic minerals, steel, automotive, tobacco, electrical products, paper, light and heavy engineering, and food processing industries are among the many modern sectors spread throughout Pakistan.

The primary concern of our day is climate change, which we are slow to recognize in the early stages and only now have the chance to prevent. Living in a bubble of ignorance can only bring us this far; the world we live in is undoubtedly one of retreating glaciers, increasing sea levels, extinctions of species, extreme weather events, and so on. Environmental change awareness must be spread through all available channels, even seemingly unrelated ones like writing articles for schools. the loss of livelihoods indicated in this research will have a significant impact on people's health and capacity to access healthcare. fatigue, starvation, the introduction of vector-borne diseases like dengue fever, and an increase in the burden of aquatic infections will all have an impact on people's capacity to work and make a living. Pakistan is currently facing significant ramifications from climate change, including altered weather patterns and devastating floods (Baron et al., 2022). Unfortunately, these consequences are expected to worsen. According to theories, environmental events, natural degradation, and air pollution could cause Pakistan's GDP to decline by 18–20% by 2050. This unsettling measurement emphasizes how important it is to address environmental change and lessen its effects on people's lives and careers. Even while developing countries like Pakistan might not be the main proponents of environmental change, acknowledging and responding to its effects are crucial, especially in the fight against pressing local problems like air pollution and brown haze.

Pakistan, the second-biggest nation in South Asia, is primarily made up of cold, arid regions with little potential for development. The vast variance in the country's climate is shaped by the diverse geographic regions inside it. The climate varies from semi-arid and desert zones in the west and south to moderate winters and hot, dry summers in the north. The lowland plains of the River Indus in the south, west, and coastal regions, the Himalayas in the north, and the Sulaiman Mountain ranges in the East form the country's borders. Pakistan occupies sixty percent (60%) of the Indus Basin's overall watershed area. The issue has been made worse by the government's and relevant authorities' blatant negligence in failing to implement the required transportation policies and to promote ongoing investments in the public transportation system. On the one hand, pollution levels have skyrocketed due to increased traffic and badly maintained transportation. These difficulties highlight the urgent need to implement a comprehensive national transportation policy with more environmentally friendly, sustainable routes. it has also become one of the highest sectors of carbon emission and fossil fuel consumption in Pakistan (Chaudhry, 2017).

Another study suggested that media should launch additional campaigns and special sections to raise public awareness of climate change. An examination of the editorial content of Pakistani publications revealed that while agriculture and food security received less attention, water scarcity was heavily

covered. Political, economic, social, cultural, technological, and scientific factors were blamed for the news media's scant coverage of climate change. Comprehending the precise impacts of social media coverage on climate change and its influence on farmers' conduct in Punjab, Pakistan, is vital. The current body of work falls short of providing a thorough understanding of how social media reporting on climate change affects farmers' behavior in Punjab, Pakistan. The purpose of this study is to close this research gap and clarify the relationship between Punjabi farmers' crop-selection practices, social media reporting on climate change, and agricultural conditions. The role of the media is particularly significant when it comes to reporting on environmental issues and climate change. Commercializing and consolidating media ownership in South Asia is sometimes linked to a decreased emphasis on environmental issues in the media. This is because environmental news reporting often involves challenging influential governments, companies, and other entities.

Over 12,000 climate change events have resulted in over 500,000 deaths worldwide and economic losses worth 3.54 trillion US dollars between 1999 and 2018, according to the 2020 Global Climate Risk Index (Eckstein et al., 2019). Remarkably, the majority of these climate events—such as floods, droughts, cyclones, tsunamis, and unexpected precipitations—have a water connection. In order to address climate change and water security challenges at the same time, it is becoming more and more important to understand the relationship between water and climate (WWAP, 2020). Despite being a worldwide concern, climate change has a significant local impact, particularly in developing nations like Pakistan.

We first explore the current approaches to adaptation policies and the existence of traits like flexibility, scalability, reflexivity, uncertainty, resilience, and responsiveness to analyze whether long-term concerns are included in these policies and theoretical notions. According to science, these traits are required to a Methane and carbon dioxide are the two primary greenhouse gases responsible for climate change. These result, for instance, from using coal to heat a building or gasoline to operate a vehicle. Carbon dioxide can also be released through land clearing and forest destruction. The two main industries that emit methane are agriculture and oil and gas operations. Among the primary industries producing greenhouse gases are energy, industry, transportation, buildings, agriculture, and land use.

The investigation of Islamic climate discourse among scientists, researchers, and policy makers involved in climate science and practice is what gives this article its significance and contribution. Additionally, because the Islamic worldview is so important in influencing human behavior and eco-cosmic intelligence worldwide, this research uses grounded theory to uncover the major drivers and enablers of changes in the discourse surrounding climate change within the Muslim world. His exploratory research seeks to comprehend the Muslim worldview and the fundamental forces that influence global policy decisions to spur constructive climate action at the local and personal levels.

This study looked at how the floods and the government's response were covered in Pakistani print media in 2022. By analyzing the disaster's causes, consequences, and reactions under the prism of prevailing narratives, it became clearer how the people saw the crisis and the issue of governmental responsibility. This CDA examines the portrayal of the floods of 2022 by the Pakistani media and the response of the government to them. Print media is highly significant for many Pakistanis, particularly those residing in rural areas (Ghauri, 2013). The purpose of this study is to understand how the media has constructed the crisis and the government's response by analyzing the language used in editorials and news articles. djust to new circumstances.

Pakistan holds a prominent position in the list of nations that are extremely vulnerable to the effects of climate change. Over the past 20 years, Pakistan, like many other developing nations, has seen some natural disasters brought on by climate change. Under these conditions, youth have been instrumental in spurring constructive climate action in some developing nations. Due to its well-known mountain ranges in the north, which house over 5,000 glaciers, the country is home to the greatest number of glaciers outside of the poles. Rapid glacier melting brought on by climate change could eventually cause floods or severe water scarcity (Ishaque, Tanvir, & Mukhtar, 2022; Latif, Ma, & Ma 2021; Rasul et al., 2011). The number of studies on social media and climate change has increased during the past ten years. Academics have focused on various aspects of climate change communication,

such as interpersonal communication and conflicts (Olausson, 2019); the hierarchical nature of climate change discourse (Liu & Zhao, 2017); the issues of echo chambers and polarization (Anderson & Huntington, 2017); and how users share information about the topic and the role of psychology (Veltri & Atanasova, 2017).

Pakistan has achieved climate change resistance through the application of national ecosystem-based adaptation and nature-based solutions for ecosystem restoration. The government launched the Clean Green Pakistan Movement, also known as the National Adaptation Plan, to address environmental and public health concerns. The primary goal of this modified climate change policy is the launch of the "Ten Billion Tree Tsunami Programme." According to studies, there is now an urgent need to discuss climate change for the sake of all living things on Earth, including humans and non-human animals. To use language features to convey and raise public awareness of environmental issues, scholars have so entered the area of ecolinguistics in the new millennium.

### **2.1 Theoretical Framework**

The overarching theoretical framework for this study is drawn from previous studies to explore the dynamics and understanding of public perceptions, social choice, regarding climate change in Climate change has significant effects in terms of global, social, and states. States and people need to focus more on climate change and climate resilience so they can better adjust their demands for production, goods, and services. As economic, social, environmental, and governance concerns in the public sector increase in parallel with climate change, administrative roles and responsibilities change, and what needs to be done to adapt to changing realities must be done without delay. The aims need to be outlined in the sustainability plan to prepare local government to respond to future barriers and opportunities in an effective and coordinated manner. Firstly, the agenda-setting theory posits that the media has the power to influence the public agenda by selecting the issues that receive coverage. In the context of Pakistan, this means that media can priorities climate change as a critical issue, thereby increasing public and governmental awareness. how the media presents issues, shaping the audience's perceptions and interpretations. The way climate change is framed can influence public understanding and attitudes, either by highlighting its urgency or by downplaying its significance. media's impact on environmental change talk in Pakistan can be diverse. It can shape popular assessment, strategy plans, and, surprisingly, individual ways of behaving. The outlining of environmental change issues by Pakistani news sources can affect how general society sees the seriousness of the issue and the desperation of activity. Moreover, media inclusion can impact government needs and reactions to environmental change, as well as drive public commitment and activism on ecological issues.

## **3. Methodology**

### **3.1 Research Design**

We have successfully directed objective research, studying further into the viewpoints and experiences of university students and faculty about the media influence on climate change discourse in Pakistan. This strategy has demonstrated productivity in giving us a far-reaching comprehension of the many-sided and encompassing the issues on climate change in Pakistan and its circumstances.

### **3.2 Sampling**

We decided to utilize group inspecting to accumulate a complete comprehension of the different sentiments and encounters connected with the 'media influence on climate change' Through this methodology, we had the option to look at the perspectives of explicit gatherings, delivering an exhaustive and comprehensive analysis of the university students on media influence on climate change in Pakistan.

### **3.3 Data Collection**

As part of our data collection process, we utilized surveys that included open-ended questions and interviews to measure perceptions of media influence on climate change, including questions about awareness, belief in human causation, and support for mitigation policies and how we can make it better.

### 3.4 Analysis Method

The quantitative data was thoroughly analyzed through a descriptive approach, delving deeply into the intricacies of the data collected. So, we can summarize and describing the data which is collected on climate change. discussions and open-ended survey responses. These themes were then carefully organized and meticulously examined to offer a holistic understanding of the data. Through this process, we can percentages perceptions and more future research.

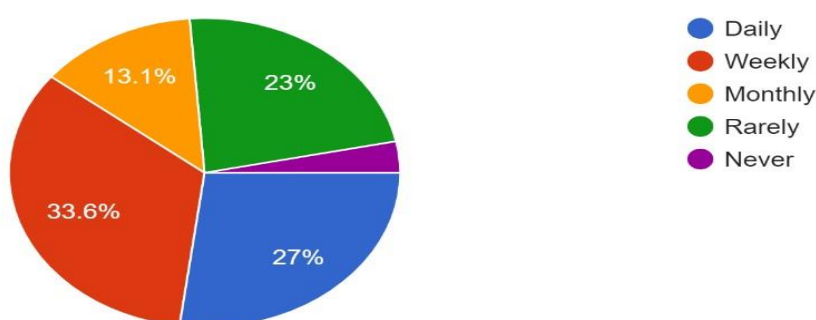
## 4. Finding and Analysis

### 4.1 Media Use for Climate Change

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How often do you consume news media related to climate change in Pakistan?

122 responses



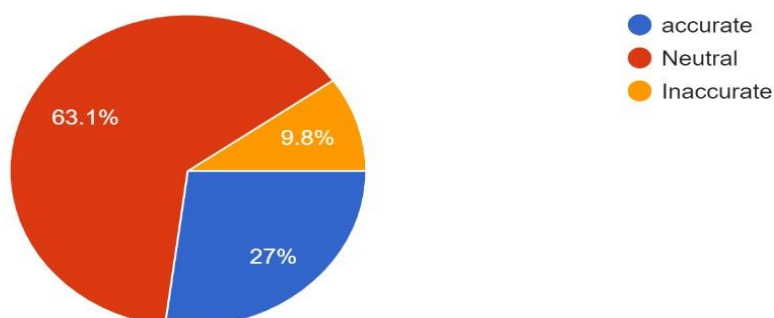
comprehend the general consuming of Media related climate change in Pakistan structure by looking at the chart. The majority 33.3% of the people consume news weekly, 27.5% daily basis, 13.3% monthly and 23.3% rarely.

### 4.2 Accuracy of Reporting

\*The accuracy of climate change reporting in Pakistan varies. Overall, there's a need for improved standards and transparency in reporting to ensure accuracy and promote informed public discourse on climate change issues. The result show 64.2% were remained neutral, while 25.8% observed as accurate and 10% were inaccurate.

How would you rate the accuracy of climate change reporting in Pakistani media?

122 responses



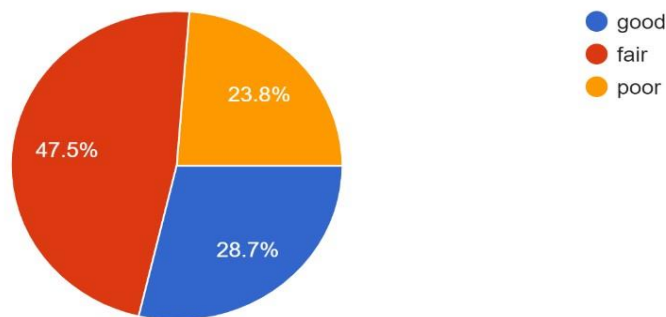


### 4.3 Quality of News

Assessing the quality of climate change information in Pakistani media would require a thorough analysis of various factors, including the quality of reporting, while some Pakistani media outlets may provide reliable and informative, others might lack depth or quality of news zero. So, there are finding results. 47.9% fair, 28.1% good and 24% poor.

How would you rate the quality of climate change information provided by the Pakistani media?

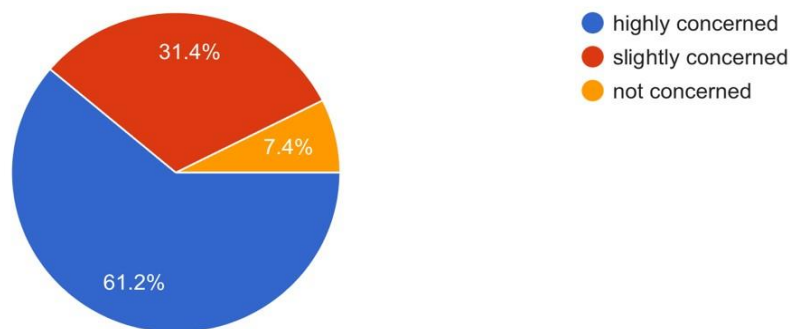
122 responses



### 4.4. Impact of Climate Change on Pakistan

How concerned are you about the impacts of climate change on Pakistan's environment and society?

121 responses

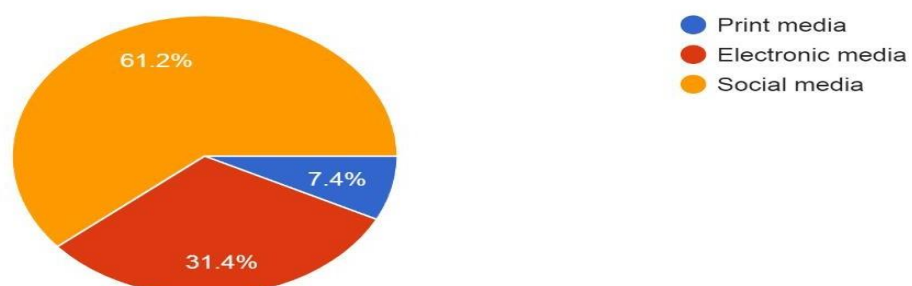


As evident in the above graph, majority 61% of the respondents are highly concerned about the impact of climate change. Only 7% are answered as not concerned.

### 4.5 Choice of Media

which media frequently used to get news about climate change?

121 responses



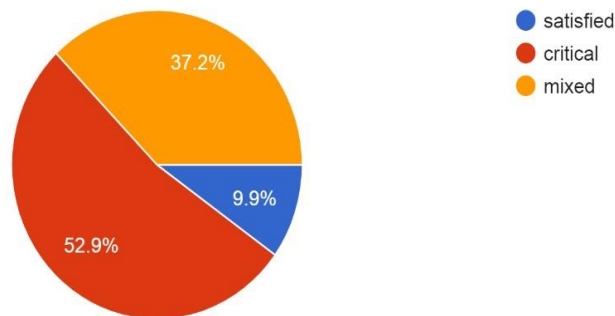
The public often uses a combination of sources, including television, online news websites, social media platforms, newspapers, and radio. The choice often depends on factors like =, accessibility, public choose this option according to their usage, results are 61.2% social media,31.4% electronic media and 7.4% print media.

#### 4.6 Government policies regarding climate change

According to findings, it seems like society don't satisfy with government policies because they think our Pakistani government is not making policies for climate change.

Are you satisfied with government policies regarding climate change?

121 responses

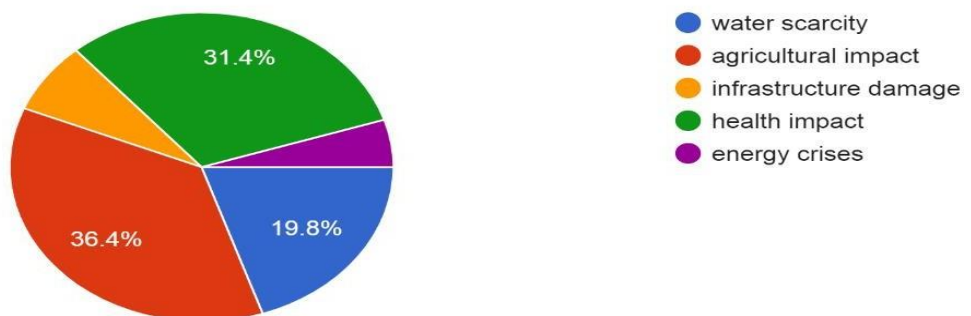


52.9% not satisfied, 37.2% mixed and 9.9% satisfied.

#### 4.7. Repercussions to Economy

what most issues Pakistan economy faced due to climate change?

121 responses



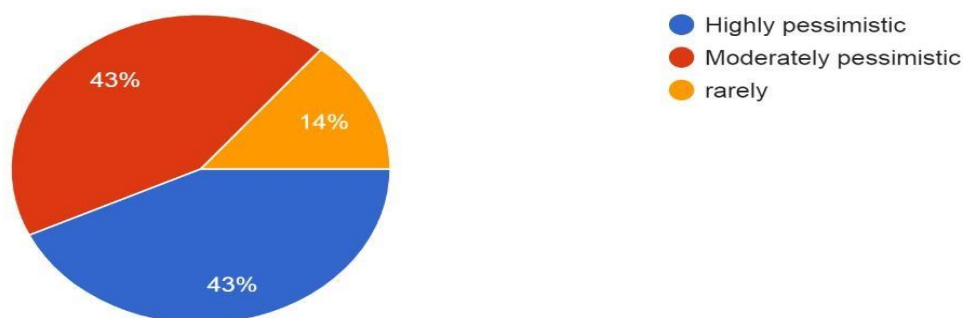
The majority 36% of the respondents think that the big loss is to agricultural land, and health remains the second most concerned issue according to respondents.

#### 4.8 Food Security

Decreased crop yields and changes in food production could exacerbate food insecurity, particularly for vulnerable populations. This could lead to higher food prices and greater reliance on food imports, further straining the economy.

#### How do you see food security problems in future?

121 responses



The graph above shows that 43% are highly pessimistic, 43% moderate and 14% rarely on the issue of food security.

#### 5. Discussion and Conclusion

Pakistan faces an existential threat from climate change-related issues, and to prevent a massive catastrophe, the state must act quickly and coherently. Although climate change is a worldwide phenomenon, Pakistan is one of the most vulnerable nations. Over the past few years, Pakistan has suffered because of climate change. Climate change is causing recurrent phenomena like floods and rising temperatures; the 2010 floods and heat waves brought the harsh truth of climate change to light. In the next twenty years, Pakistan will be among the most severely impacted nations by climate change. Pakistan's current fragility, shoddy institutions, and ignorance make it doubtful that she will be able to handle the effects of climate change. In contrast to the threat level, Pakistan's state is insufficiently ready and poorly prepared to meet the challenge. The world's most dynamic and free media outlet is now Pakistani media. It now reaches a huge number of listeners, readers, and watchers nationwide. Pakistani media has a powerful persuasive power over both the general public and government employees. The media has a great deal of power, therefore raising public awareness of climate change is well within its scope. Despite being independent and powerful, Pakistan's media still has a way to go before it can fully realize its social obligations and apply its influence to the nation's advancement. The nation's socioeconomic difficulties, political instability, and the ongoing war on terror have caused the media to focus more on these issues than on other ones. Pakistani media lacks the necessary tools and training to adequately discuss topics like climate change and its consequences for human life. To be ready for the task, journalists require training and cooperation with both the international community and State institutions. To understand the topic of climate change environments better, journalists must get more knowledgeable about them. There are illuminating works on climate change by prominent researchers and journalists that may be used for the good of the nation. The effects of climate change are terrible, and new records of high temperatures and floods that put people in danger are being recorded daily. It's thought to be an existential threat to Pakistan Any effective approach to address the issue of climate change must take a holistic and in-depth understanding of the subject. Pakistani citizens, like those in the majority of developing nations, lack the necessary level of awareness to deal with the issue. The National Climate Change Policy that the Pakistani government created to address the issue of climate change is not being executed successfully. There are several reasons why the National Climate Change Policy has not been implemented successfully, but the main one is a strong will on the side of the

people, state institutions, and government. Gaining support from the public is essential to coming up with workable solutions to this issue of the common good. Should the policy be enforced by those who do not fully endorse the purpose, The possibility of the efforts being successful is lowest. People need to be persuaded of various policies, methods, and activities in the modern day since public opinion has gained increased importance. The media has a great deal of influence over public opinion, which is crucial in influencing people to create and carry out policies. The degree of climate change awareness differs between industrialized and poor nations. The new phenomenon that poses the greatest threat to the global community is generally recognized by 40% of the population. The countries that have embraced preventive measures by raising public knowledge of climate change have seen a decrease in the number of fatalities and property losses.

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