

RESOURCE ALLOCATION AND PROFESSIONAL PERSPECTIVES:
EXPLORING THE ROLE OF MEDIA IN CLIMATE CHANGE REPORTING

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Abstract

This study examines resource allocation and professional perspectives on climate change reporting in Pakistani media organizations, using the Agenda-Setting Theory as a framework. The study's qualitative interviews with mainstream media journalists reveal substantial problems, such as insufficient funding, outdated technology, and insufficient training, all of which lead to poor climate change reporting. The findings show a gap between journalists' understanding of their duty and the actual priority given to climate change issues, which is mostly attributable to event-driven reporting, economic pressures, and government influences. The study examines both obstacles and potential in climate change reporting, emphasizing the need for improved resource allocation, training, and greater collaboration across media, government, and civil society. The recommendations include raising public awareness, conducting educational initiatives, and encouraging collaborative efforts to improve climate change coverage. By addressing these difficulties, the study hopes to contribute to more effective environmental reporting and informed public debate about climate challenges.

Keywords: Climate Action, Climate Change Reporting Pakistan, Resource Allocation, Public Awareness, Media Organizations.

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INTRODUCTION

This study examines the impact of Pakistani media organizations on climate change coverage, emphasizing the role that this coverage has in influencing public opinion and policy decisions (Carmichael & Brulle, 2017; Moser, 2009). According to the complexity mentioned by Carvalho (2010), the focus is on the framing, diffusion, and perception of the issue within the media environment. It aims to identify the dynamics impacting climate change reporting by examining priorities, resource allocation, and decision-making processes within media organizations (Weingart & Guenther, 2016). The primary objectives are to explore the prioritization of climate change coverage, identify factors affecting decision-making processes related to climate change reporting, and examine the challenges and opportunities faced by media professionals in terms of resource allocation.

According to Thomas, McEvoy, and Janjua (2010), understanding climate action and challenges is crucial for influencing policy objectives and encouraging educated public conversations and discourse that lead to meaningful action in response to the global climate challenge. The media must give readers and viewers the information they need to make informed decisions as the issues of climate change and damage to the environment reach center stage in public opinion and people's daily lives (International Press Institute, 2024). The study explores the decision-making procedures and difficulties faced by media professionals and journalists to identify variables affecting the distribution of resources and the priorities for covering climate change. Since climate change is a global issue that requires a worldwide solution, assessing if and to what extent there are country variations in climate change news reporting is crucial (Eikelboom et al., 2024). The media have tremendous discursive power, which gives them the ability to shape public opinion, promote consensus, and require permission. By acting responsibly, the media can sway public opinion regarding the grave issue of climate change (Khan & Khan, 2016).

This study explores the changing aspects of media agenda-setting concerning climate change in Pakistan, aiming to understand the factors influencing media coverage. The challenges faced by journalists, their perspectives on the climate issue, and potential solutions (Ikram et al., 2023). It focuses on how media organizations prioritize climate change and allocate resources. Throughout history, the mass media have been instrumental in shaping public opinion and profoundly impacting cultural beliefs and customs. The media's impact on public opinion has increased with the advent of mass communication technologies, such as radio, television, newspapers, and the internet (Khan & Khan, 2016).

Media play a crucial role in shaping ideas, changing social attitudes, and influencing public opinion (Ji, Hu, & Muhammad, 2016). The interaction between the media and society's views is dynamic, shaping public perception and understanding of a particular issue based on the frame put in place by media editors. Climate change is a complex issue with far-reaching impacts, including poverty, inequality, and vulnerability. The United Nations Development Program (UNDP) supports the call for action to prevent the detrimental consequences of climate change on global ecosystems, society, and economies (UNDP, 2021).

The IPCC Assessment Reports provide comprehensive overviews of the status of the climate system and its expected implications on a majority of people's activities (IPCC, 2021). Non-governmental organizations like Greenpeace, the World Wildlife Fund (WWF), and the Union of Concerned Scientists articulate the complex repercussions of global warming in the ecosystem, weather patterns, and human societies (Greenpeace, 2021;

WWF, 2021; Union of Concerned Scientists, 2021). Understanding the media influence in Pakistan will provide insight into how perspectives and priorities regarding climate change will take place in a unique cultural and geographical setting. Media coverage of climate change is increasingly recognized as a significant influence not only on public opinion but also on political decisions and policies in Pakistan (Manzoor & Ali, 2022).

Notable research, such as that conducted by Higgins (2009), Local media influences opinions in various local and national contexts, with the need to assume a localized perspective when researching the nuances of media impact. Pakistan has become a vital research case due to its susceptibility to the immediate impacts of climate change and its powerful media landscape (Manzoor & Ali, 2022). Studies by Javed, Basit, and Hussain (2020); Manzoor and Ali (2017); and Khan and Khan (2016) highlight the need for further context-based and localized research to understand the subtleties of media influence in developing the perception of Pakistani citizens regarding climate change. By focusing on Pakistan, we can fill the research gap and contribute to the growing literature on climate change communication in developing countries.

PROBLEM STATEMENT

This study attempts to fill a critical gap in knowing how Pakistani media organizations prioritize and allocate resources for climate change reporting. Despite the media's important role in shaping public opinion and influencing government action on climate change, specific research is scarce on the decision-making processes and obstacles that journalists and media professionals encounter in this field. This study investigates how media professionals evaluate the distribution of resources and prioritization of climate change concerns inside their organizations. It also tries to identify the specific difficulties and opportunities that come with allocating resources for climate change reporting. By investigating these aspects, the study hopes to provide significant insights that will improve our understanding of media practices in climate change.

SIGNIFICANCE OF THE STUDY

This study provides valuable insight into the dynamics of resource allocation and prioritization in climate change reporting in Pakistani media. This study contributes to a better understanding of how media organizations manage resources and determine priorities for climate change coverage by focusing on the constraints and opportunities journalists face. The findings will help scholars, politicians, and media practitioners identify and address the issues that influence media coverage of climate change. Understanding these dynamics can result in more informed public debate, improved legislative solutions, and more successful climate change activism and communication tactics. In an environment where the media plays a vital role in determining public and government responses to climate challenges, this study aims to provide actionable ideas to improve the impact of media coverage on climate change in Pakistan.

OBJECTIVES

- To study the challenges and opportunities given to media professionals in terms of resource allocation.

RESEARCH QUESTIONS

- How do media professionals perceive the priorities and resource allocation in media organizations?
- What challenges and opportunities exist regarding resource allocation for climate change reporting?

LITERATURE REVIEW

Media analysis plays a crucial role in shaping public perception and attitude towards the climate change crisis. News media's framing of environmental issues influences people to perceive and respond (Nisbet & Scheufele, 2009). In Pakistan, media coverage of climate change is often reactive, addressing the issue only after an incident occurs (Azmi et al., 2015). This is in contrast to industrialized countries like the US, UK, Mexico, and Japan, which saw increased coverage in 2009 but still less than the UK (Boykoff, 2010); Boykoff & Roberts, 2007).

Climate change research in Pakistan has lagged behind many other European and Asian countries, with most research focusing on English-speaking countries. The limited media coverage of climate change is due to constraints within newsrooms and the priorities of media elites (Kim, 2011; Boykoff, 2007).

Unilever Pakistan and the Karachi Press Club collaborated to strengthen Pakistan's potential for climate journalism. Conversations focused on providing reporters with the necessary field data and tools to cover climate change efficiently. The presentation emphasized the importance of consistent efforts and a comprehensive disaster management plan while highlighting Unilever's sustainability activities and the continuous nature of climate change (Unilever, 2024).

Climate change is a complex global issue that affects the economy, society, and ecosystems. Understanding the impact of media on societal attitudes, beliefs, and reactions towards climate change is essential for effective communication and implementation. Vulnerable groups, particularly in poorer nations, are hit the hardest by resource scarcity, extreme weather, and environmental degradation (Masud et al., 2016; Guenduez, Mettler, & Schedler, 2020). Strengthening cooperation among regional actors, national and international organizations, and governments is essential for finding climate solutions, sharing valuable knowledge, and raising awareness about the challenges we face (Ajaz, 2017).

Around the world, thousands of journalists are dedicated to covering climate change and its effects. Numerous networks support this vital reporting, which plays a key role in holding those in power accountable and engaging the public. Investigative journalism is crucial for providing in-depth, systematic, and original reporting on the complexities of climate change, especially at a time when action is urgently needed (A. Koch et al., 2024).

Pakistan faces significant challenges in raising public awareness and improving climate change education, despite being one of the most vulnerable countries to climate change. Despite these obstacles, efforts are being made to raise awareness through campaigns, educational seminars, awareness campaigns, and community outreach programs (Hussain et al., 2020). Media agenda-setting plays a crucial role in shaping public views and perceptions about climate change, as it influences Pakistan's policy debate on this important topic (Ajaz, 2017). Pakistan's media has been dominated by the struggle against terrorism and political unrest, but it is also facing a real threat from climate change. The media is crucial for environmental activism and education, as it is a powerful tool for educating the public about climate change and motivating them to take action (Rasul et al., 2012). Media professionals can raise public knowledge and involvement with environmental concerns using effective communication strategies such as dynamic material, storytelling, and photographic representation (Shwom et al., 2017).

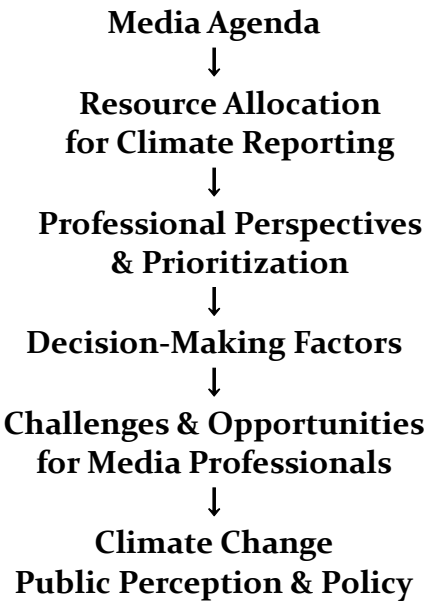
The media's presentation of climate change issues significantly influences public perception and behavior. Framing, an active aspect of mass media, involves people initially

defining challenges or interpreting them differently. New framing principles focus on gently suggested items related to topics and concerns (Madiha, Wajid & Ali, & Virk, 2020). Pakistan's climate change policy landscape includes government activities, legal frameworks, adaptation and mitigation strategies, and other relevant topics. The National Climate Change Policy (NCCP) of 2012 serves as the foundation for national climate action, with main goals including enhancing climate change adaptability, encouraging low-carbon, sustainable growth, and integrating climate issues into planning for development (Government of Pakistan, 2012). Pakistan has developed sector-specific policies and action plans to address specific concerns related to climate change, such as developing climate-resilient agriculture, improving water resource management, and supporting disaster risk reduction programs (Governments of Punjab, 2014; Sindh, 2017).

Pakistan has made several efforts to minimize the effects of climate change through legal means, such as programs supporting green or renewable energy projects, afforestation and reforestation, and water efficiency and conservation (Government of Khyber Pakhtunkhwa, 2014). However, Pakistan still faces challenges such as a lack of funding, concerns regarding institutional capacity, and governance problems (Government of Pakistan, 2019).

Pakistan's policy responses to climate change demonstrate that it recognizes the urgency of solving this global catastrophe. One of the biggest obstacles still standing is the process of turning policy promises into real actions. Pakistan should boost its fight against climate change and support international efforts to achieve a sustainable and climate-resilient future by strengthening institutional frameworks, raising funds, and cultivating multi-stakeholder partnerships. The rise of new media and online platforms has significantly impacted climate change communication, providing new opportunities for advocacy, dialogue, and knowledge exchange (Muchunku & Ageyo, 2022). Social media platforms like Instagram, Twitter, and Facebook have enabled people to discuss and exchange ideas with large international networks (Fernandez et al., 2016). Studies have found a connection between social media use and shifting views on climate change, with online discussion boards increasing awareness and organizing movements (Williams et al., 2015). Climate change groups and activists can use new media channels to spread concerns, rally support, and start long-lasting shifts in attitudes and behaviors related to environmental stewardship.

CONCEPTUAL FRAMEWORK



THEORETICAL FRAMEWORK

A theoretical framework provides a solid foundation based on existing theories and serves as an interactive map for scholars (Vinz & George, 2023). The current investigation's framework is based on the Agenda-Setting Theory, which holds that the media enormously impacts public perception by emphasizing specific concerns (McCombs & Shaw, 1972). This idea is critical for understanding how media coverage influences public perceptions of the importance of climate change. This study intends to discover the elements that influence Pakistani media's climate change reporting priorities and resource allocations. Agenda-setting theory also assists in exploring the sociopolitical and cultural aspects that drive media priorities, offering a full knowledge of the interplay between media content, public perception, and policy results surrounding climate change in Pakistan.

METHODOLOGY

The present research employs a qualitative approach to exploring the role of media priorities and resource allocation in the context of climate change. Data collection and analysis must be methodical to achieve research objectives and provide meaningful answers to research questions, making methodology critical to these efforts (Creswell, 2014). In-depth interviews were conducted with prominent media decision-makers and Pakistani journalists to investigate how the media creates climate change agendas. Participants with experience covering climate change were chosen using a purposive sampling strategy to ensure a variety of perspectives. Throughout two and a half months, face-to-face interviews in Urdu and English were done at media houses, press clubs, and residences, each lasting ten to twenty minutes. Semi-structured interviews and a structured open-ended questionnaire offered detailed information about reporting systems and factors impacting climate change coverage. The number of interviews was determined by theme saturation, with 20 interviews conducted, subject to adjustment based on data quality and topic complexity.

RESULTS AND ANALYSIS

The current study uses a thematic analysis approach to examine Pakistani journalists' perspectives on media coverage of climate change. The themes discovered through qualitative interviews were a lack of prioritizing, event-driven reporting on disasters, and

the impact of government measures such as the Ten Billion Tree Tsunami Program. The study identifies barriers such as a lack of specialized reporting, commercial pressures, and missed opportunities to address long-term climate issues, including deforestation and water scarcity. Integrating manual analysis with NVivo allowed for a thorough study of these topics, providing insights into how media dynamics and government activities impact climate change coverage in Pakistani media.

CODING

- Climate
- Climate Change
- Media Organizations
- Lack of Priority
- Lack of Coverage
- Event-Driven Coverage
- Climate Issues
- Government influence
- Audience Interest
- Lack of Expertise
- Lack of Resources
- Reporting
- Commercialization and Profit Motives
- Public Awareness and Education
- Government Initiatives and Policies
- Need for Collaboration
- Expert Opinion

THEME 1. PERCEPTIONS/UNDERSTANDING OF MEDIA PROFESSIONALS

SUBTHEMES

- Lack of Dedicated Resources
- Commercial Priorities
- Role of Government
- Lack of Expertise
- Sensationalism vs. Public Interest
- Safety Concerns
- Need for Awareness and Education

LACK OF DEDICATED RESOURCES

Lack of dedicated resources discussion in Interviews 1, 3, 4, 5, 6, 9, 12, 16, 17, 18, and 20 emphasizes the absence of dedicated resources within media organizations for climate change reporting. They note that there are no specialized reporters or funding allocated specifically for covering climate-related issues. As one of the interviewees argues;

“We don’t have even a separate beat for climate change reporting, so from this, you can see how much resources and importance we give to this issue.”

Discussion of the above statement emphasizes a critical issue within Pakistani media outlets that they do not have even a beat or specialized reporters on climate change. Without specialized and dedicated reporters, media outlets are unable to provide in-depth and detailed coverage and stories regarding climate change. Rather than the media having a reactive approach, they only cover climate issues during the time of disasters, like floods

and smog issues. This is just news, but they are not doing solution-based and persistent reporting of the issue.

COMMERCIAL PRIORITIES

Commercial priorities in Interviews 5, 8, 9, 11, 14, and 19 highlight the commercial priorities of media organizations as a barrier to resource allocation for climate change reporting. They suggest that media owners prioritize topics that generate higher ratings and advertising revenue, such as politics and sensational news, over climate-related issues. As one of the interviewees argues;

"The media, having become commercialized, is prioritizing whatever gives them commercial benefit. Those things which aren't benefiting them commercially or those not receiving any benefit, such issues are given very little space in the media."

This is a critical issue within Pakistani media that they give importance only to those issues that will bring them profit and revenue. This approach marginalized the issue of climate change, and other issues like politics and crime got more coverage. Consequently, climate-related issues receive minimal coverage and resource allocation, which results in a lack of public awareness about the issue of climate change. This commercial approach is the major barrier to creating an informed public and a proactive response to climate change in Pakistani media.

ROLE OF GOVERNMENT

Interviews 2, 11, and 19 discuss the role of the government in influencing resource allocation for climate change reporting. They argue that government funding and incentives could encourage media organizations to prioritize climate-related issues, similar to how they support coverage of political events or government initiatives. As one of the interviewees mentions;

"They should do it (resource allocation) as soon as possible Pakistan is number 137 in producing greenhouse gases but Pakistan is number 7 on the list who are affected by greenhouse gases, 80 percent of greenhouse gases are produced by G20 countries, but those countries made all possible steps to save their people, but we are badly affecting, as we have on one border China and on the other India, and they both are major industrialized countries and we are effecting due to them as well. So, whenever we do not launch a huge campaign to aware people, for God's sake, to play your role to avoid the situation, the plantation and media can only play a vital role in this, public awareness, but do you see any steps taken by the government or media in this regard? According to UNO, 25 percent land of any country should consist of forest, and we have 4.5 percent according to the government, so you see a huge difference. why does land sliding occur? this is due to all this tree cutting. And the effects are different."

Discussion of the above statement emphasizes that the role of government is very important; the government should give funds to the media and encourage media outlets to do campaigns and give proper and permanent, and proactive coverage to climate change issues. This approach could raise public awareness and drive collective action on environmental challenges. The interviewee drew attention to the issue that despite Pakistan being the country that is contributing least to climate change, but is the one who is in the top who are affecting due to climate change, in this regard government should take immediate steps and guide and bound media outlets for proactive coverage of climate change stories.

LACK OF EXPERTISE

Interviews 1, 5, 10, and 16 mention a lack of expertise within media organizations as a factor contributing to limited resource allocation for climate change reporting. They note that there may be a shortage of qualified environmental journalists or scientists capable of effectively covering climate-related topics. As one of the interviewees argues;

“Lack of dedicated environmental beats, science journalists, suggests media outlets might not allocate enough resources for specialized climate reporting. The emphasis on media attention-grabbing stories indicates that sources might like be directed towards fast-paced events rather than in-depth climate analysis, difficulties in finding qualified environmental scientists or reliable data suggest that it might be enough for investment in building relationships with experts, or quite necessary research tools. So, in short, covering major climate events like floods needs the willingness to address when it becomes unavoidable.”

Discussion of the above statement highlights a critical issue, which is the lack of dedicated or well-trained, and educated reporters about climate change. This is due to the limited resources given to climate change. Without a dedicated environmental reporter, media outlets struggle to provide in-depth analysis and news about climate change. Focuses on more sensationalized and fast-paced events detracts from in-depth climate analysis and education. Addressing these challenges needs more resources and training of journalists with modern and up-to-date expertise, which engages the audience and drives informed debates on climate change mitigation.

SENSATIONALISM VS. PUBLIC INTEREST

Sensationalism vs. public interest is discussed in Interviews 5, 10, 14, 17, and 19 discuss the tension between sensationalism and public interest in shaping resource allocation for climate change reporting. They suggest that media organizations prioritize sensational stories that attract viewership, rather than topics like climate change, which may have lower public interest but significant long-term implications. As one of the interviewees mentions;

“I think media needs only sensational stories, I’ve observed in my last 35 years of experience, and I am sorry to say, after getting an education from renowned institutions within and outside the country, I feel helpless I feel handcuffed, so what happened, lot of brilliant people are brain-draining from Pakistan, because of the environment, encouraging environment, and in Pakistan politics intervene in every sector, so media also only cover those stories which get them advertisement and profit but I think the greatest responsibility of Pakistani media is to focus on the masses of Pakistan but they are not doing it. And believe me, if the media focus, encourage, and cover these things on the emergency level in the frame of benefiting the country and public at large, it could have been a different story.”

Discussion of the above statement highlights that Pakistani media prioritize sensationalized stories and give no importance to climate stories, which are unable to attract audience interest, as they are long-term stories and need data and analysis. They argue that media organizations in Pakistan focus on the ratings and air news that attracts more viewership, like politics and other sensational news, rather than fulfilling their responsibility of educating the public on severe and critical issues like climate change. This approach not only undermines efforts to raise awareness about climate change but also shows the media that has the potential to change society, that has social responsibility, but they are not fulfilling it.

SAFETY CONCERNS

Safety concerns only in one Interview 7 highlight safety concerns as a consideration in resource allocation for climate change reporting. They note that media organizations may provide resources such as protective gear to ensure the safety of reporters covering climate-related disasters. The interviewees mention;

"Not only our media but many organizations need to allocate resources properly. For example, in Western media, reporters are equipped with the necessary gear in any emergency. Reporters on the ground wear bulletproof jackets and helmets. Similarly, in Pakistan, many organizations allocate resources based on their policies, such as providing raincoats, umbrellas, and protective shoes to ensure reporters are safe from hazards like water and snakes when reporting in flooded areas. It is crucial to allocate resources, and it's a great question to consider. The safety and security of individuals working in the field should be a top priority. In various places, we see the use of posts for coverage and the provision of life-saving instruments and other necessary equipment."

This statement emphasizes the importance of safety concerns in resource allocation for climate change reporting. They highlight that media organizations, in Pakistan do not give proper security gear to reporters when they cover floods, they do not have security gears which hinders them from covering the disasters events. So, media outlets have to allocate sufficient resources not only to climate beat but for the security of their journalists.

NEED FOR AWARENESS AND EDUCATION

Interviewees 5, 11, 14, 18, and 19 stress the importance of media awareness and education on climate change issues. They argue that media organizations should allocate resources to raise public awareness and understanding of climate-related challenges, despite commercial pressures. As one of the interviewees argues that;

"They should do it (resource allocation) as soon as possible Pakistan is number 137 in producing greenhouse gases but Pakistan is number 7 on the list who are affected by greenhouse gases, 80 percent of greenhouse gases are produced by G20 countries, but those countries made all possible steps to save their people, but we are badly affecting, as we have on one border China and the other India, and they both are major industrialized countries and we are effecting due to them as well. So, whenever we do not launch a huge campaign to aware people for God's sake to play your role to avoid the situation, plantation and media can only play a vital role in this, public awareness, but do you see any steps taken by the government or media in this regard?"

Discussion of the above statement underscores the critical role of media in raising awareness and educating people, they can do it for climate change but commercial pressures come in the way. Pakistani media should allocate sufficient resources towards climate change reporting to inform people about the environmental challenges that Pakistan is facing, although there is a disparity between Pakistan's high vulnerability to climate impacts and its very low contribution to global greenhouse gas emissions. So, this statement highlights the urgent need for media-driven initiatives to promote viable practices and policies for public awareness campaigns.

Overall, the analysis reveals that perceptions among media professionals regarding resource allocation for climate change reporting are influenced by factors such as commercial priorities, government support, lack of expertise, safety concerns, and the tension between sensationalism and public interest. Many media professionals' express concerns about the lack of dedicated resources and expertise within their organizations to effectively cover climate-related issues.

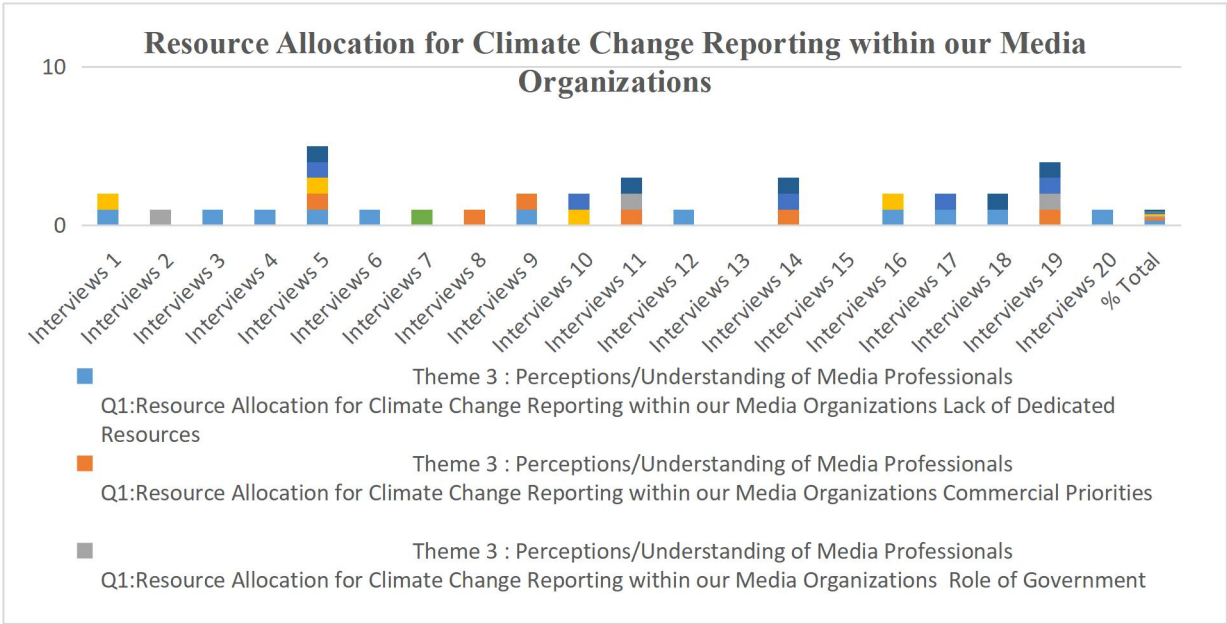


FIGURE 1

SUBTHEMES

- Lack of Priority
- Commercial Considerations
- Shift in Attitudes
- Event-driven Coverage
- Audience Interest vs. Awareness
- Opportunities for Coverage

LACK OF PRIORITY

People talk about a lack of priority in these Interviews, 1, 2, 3, 4, 6, 7, 8, 11, 13, 17, 18, and 20 express the view that media owners generally do not prioritize climate change issues for coverage. They suggest that owners focus more on topics like politics, entertainment, and sensational news, which attract higher ratings and advertising revenue. As one of the interviewees mentions;

“This issue is not on the agenda of media owners, so they do not allocate any resources.”

Discussion of the observation mentioned above suggests that the issue of climate change is not a priority for media owners, as their main focus and goal is to earn a profit, and the climate change issue does not fit this criterion. This is why it receives minimal attention and investment from media owners.

COMMERCIAL CONSIDERATIONS

Commercial considerations in Interviews 5, 9, 10, 13, 14, 15, 16, and 19 highlight the commercial motivations of media owners as a barrier to prioritizing climate change coverage. They argue that media owners prioritize stories that generate higher ratings and profits, often neglecting long-term issues like climate change. As one of the interviewees argues;

“The importance lies in the fact that when an issue becomes significant, it gets attention... whatever thing is hyped at a particular time, it gets pushed more, and people watch it, thus increasing your ratings.”

Discussion of the above statement highlights how the media prioritizes sensationalized issues as compared to those which are long-term challenges and require in-depth reporting, this approach is driven by ratings and commercial pressures.

SHIFT IN ATTITUDES

Shifts in Attitudes are discussed in a few Interviews, 15, 16, and 19, note a gradual shift in the attitudes of media owners towards climate change coverage in recent years. They suggest that some owners are beginning to recognize the importance of the issue and allocate more resources to its coverage, albeit still not to the extent needed. As one of the interviewees mentions;

"Over the last couple of years, the trend is changing media owners have started to give importance to the coverage of climate change issues."

Discussion of the above statement provides further support for the notion that there is a noticeable change in the attitude of the media; nowadays media has started to give little importance to climate change coverage. The statement suggests a recent change in the media's approach or among media owners; this may be because of increased public awareness about climate issues. While this change is encouraging, interviewee 19 also suggests that sustained commitment and increased resources are important to effectively address the problems of climate change through media platforms.

EVENT-DRIVEN COVERAGE

Event-driven Coverage in Interviews 5, 9, 17, and 19 mentions that media coverage of climate change tends to be event-driven, focusing on natural disasters like floods or smog seasons. They suggest that coverage peaks during such events due to increased public interest, but declines once the events pass. As one of the interviewees mentions;

"The importance lies in the fact that when an issue becomes significant, it gets attention... Countless headlines are presented, and when there's a smog issue or like artificial rain, then the phrase 'What sells, gets shown' applies."

Discussion of the above statement highlights the event-driven coverage of media; when issues like smog occur, you will see immediate news about the issue. This approach shows media focuses on what boosts their ratings in the short term. However, the statement suggests that there is a lack of permanent coverage and there is a gap in continuous reporting and public education on climate change issues.

AUDIENCE INTEREST VS. AWARENESS

Interviews 5, 9, 17, and 19 discuss the interplay between audience interest and media coverage of climate change. They argue that media owners prioritize topics that align with audience preferences to maintain ratings and revenue, often neglecting issues like climate change that may have lower public interest but significant long-term implications. As one of the interviewees mentions;

"Interest in this topic peaks during the smog season... During this period, many channels in Pakistan cover this topic extensively during prime time."

Discussion of the above statement suggests that the media give coverage to climate change during specific times and events, such as during smog and flood seasons, when public interest is also linked with that. This event-driven approach may lead to concentrated efforts in reporting during critical periods but could overlook sustained coverage of broader environmental issues throughout the year. The statement highlights a gap between event-driven media coverage and ongoing public awareness and engagement on climate change.

OPPORTUNITIES FOR COVERAGE

Opportunities for coverage: Only one Interview 19 highlights specific opportunities for climate change coverage, such as during flood or smog seasons when public interest is high. They suggest that media owners capitalize on these opportunities to create special reports or discussions on climate-related issues.

"During flood or smog seasons, we have the opportunity to work on, discuss, or create special reports on issues like climate change."

This statement highlights the strategic value of seasonal opportunities, such as flood or smog seasons, by covering these periods in which public interest is engaged, media organizations can engage the audience by creating specialized reports and properly well-managed campaigns. This approach not only serves the educational role of media but also informs public about the climate-related issues and creates awareness throughout the year. However, while event-driven coverage during peak seasons is necessary media owners and editorial policies of channels should do continuous reporting and do programs to maintain long-term engagement and promote proactive environmental solutions.

Overall, the analysis reveals that media owners generally do not prioritize climate change issues for coverage, primarily due to commercial considerations and audience preferences. While some owners may show a gradual shift in attitudes towards climate change coverage, it remains an uphill challenge to secure consistent and dedicated coverage on this critical issue.

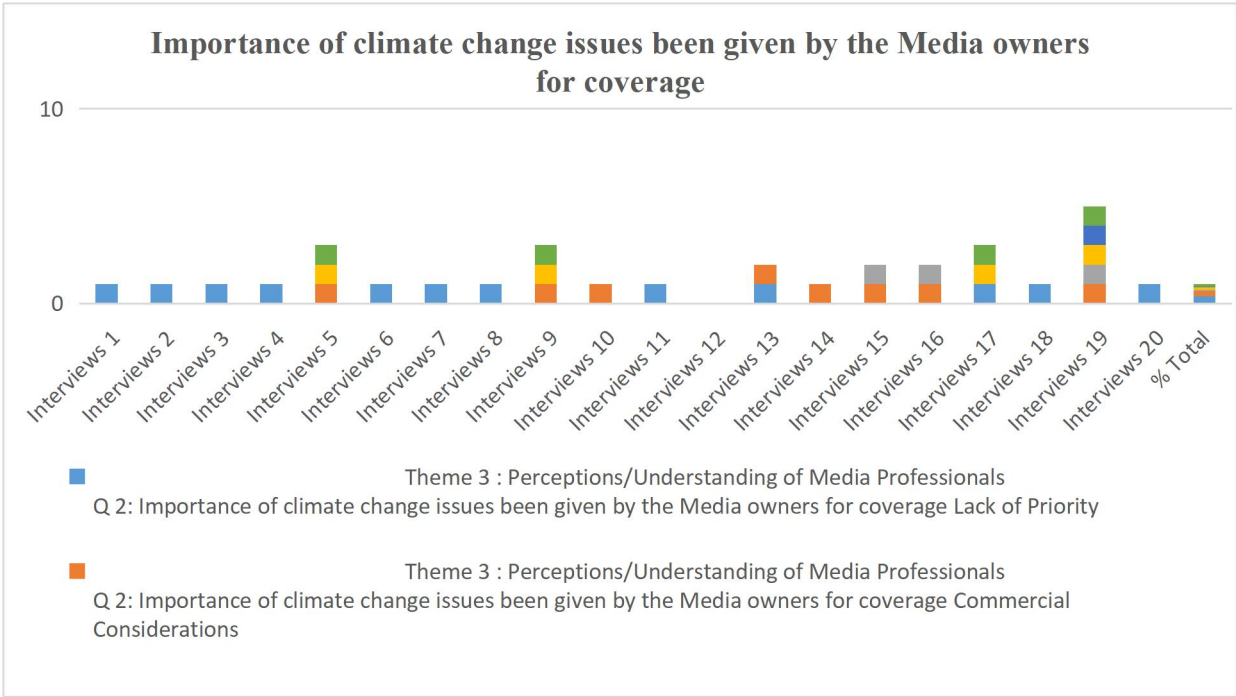


FIGURE-2

THEME 2. CHALLENGES AND OPPORTUNITIES
SUBTHEMES

- Lack of Priority and Interest
- Financial Constraints and Commercial Pressure
- Organizational Policies and Self-Censorship
- Lack of Resources and Expertise
- Public Awareness and Education
- Need for Collaboration and Government Support

LACK OF PRIORITY AND INTEREST

Lack of priority and interest is discussed in Interviews 1, 2, 3, 4, 5, 6, 9, 11, 12, 13, 14, 17, 18, and 20, emphasizing the lack of priority and interest in climate change reporting among media organizations. They suggest that media owners prioritize topics like politics and entertainment over climate change due to perceived audience preferences and commercial considerations.

As one of the interviewees mentions;

“They don’t have any challenge, in terms of resource allocation, they have 3 to 4 crime reporters in a city, you will see plenty of crime and political shows, but for climate change they have nothing, so it’s not about resources, that they don’t have any, but it’s about priority. They don’t want to do it.”

Discussion of the above statement reflects a prevalent sentiment among many interviews about the lack of priority for climate change reporting within Pakistani media. According to the interview, the media give priority and allocate resources predominantly to crime, politics, and entertainment programs, and neglect climate change. This prioritization, as highlighted by multiple interviewees, shows the lack of specialized coverage and informative or educational initiatives on climate change. Such an attitude not only limits public awareness and engagement on severe and important environmental issues but also becomes a cause where issues like climate change fail to receive the attention and resources they deserve.

FINANCIAL CONSTRAINTS AND COMMERCIAL PRESSURE

Financial constraints and commercial pressure are discussed in Interviews 3, 4, 9, 10, 12, and 20 mention financial constraints and dependence on advertising revenue as significant challenges. They argue that media organizations prioritize stories that generate higher ratings and profits, leading to a lack of investment in climate change reporting. As one of the interviewees mentions;

“Financial constraints and dependence on advertising revenue influence media priorities; environmental stories might not seem attractive to viewership as compared to political and social controversies.”

Discussion of the above statement reflects a common concern among several interviewees regarding economic constraints and commercial pressures within Pakistani media. Media owners focus more on profitability and ratings, which is why they sideline environmental issues like climate change. This commercial interest leads media organizations to allocate more resources to politics, crimes, entertainment, and social controversies and neglect comprehensive climate change coverage. Consequently, despite the global significance and local impact of climate issues in Pakistan, limited financial resources for climate change have led to it receiving little attention from the public.

ORGANIZATIONAL POLICIES AND SELF-CENSORSHIP

Organizational policies and self-censorship are discussed in a few Interviews, 2, 4, 7, and 11 highlight organizational policies and editorial decisions as barriers to climate change reporting. They suggest that self-censorship within media organizations and editorial biases contribute to a lack of coverage of climate-related issues. As one of the interviewees argues;

“As I mentioned earlier, the media itself is a big challenge for him; the self-censorship of the media is a big problem in the reporting of the media. Then there are many challenges for the media in Pakistan, like its organizational policy and editorial policy.”

Discussion of the above statement highlights organizational policies and self-censorship, according to the statement media itself is a barrier in reporting climate change due to their interest and financial goals. The self-censorship of media outlets avoids giving coverage to long-term, research-based, and sensitive topics like climate change. Organizational and editorial policies dictate the tone of the news, which news stories receive priority and resources, as a result, media organizations in Pakistan fail to fulfill their role of informing and educating the public about more critical issues like climate change.

LACK OF RESOURCES AND EXPERTISE

Lack of resources and expertise in these Interviews, 1, 2, 4, 6, 9, 12, 13, 15, 16, 18, 19, and 20 point out the lack of resources, expertise, and training for climate change reporting. They note the absence of specialized reporters and journalists with knowledge about climate change dynamics, as well as limited access to funding, technology, and data for comprehensive reporting. As one of the interviewees argues;

"We don't have as many resources as a reporter or journalist to cover the issue of climate change, most of the reporters do not even know about this issue, but they are reporting. And no channel has a specialized climate reporter who can report genuinely or can make good informative documentaries about the issue."

Discussion of the above statement highlights the critical issue of insufficient resources, level of expertise, and training to cover climate change, the statement is given by a reporter and he is acknowledging that we do not have knowledge of climate change but even then, we have to cover climate change stories and there is no specialized climate reporter in any media outlet of Pakistan who has proper knowledge and training about the reporting of climate change. As a result, you will see no in-depth and informative coverage of environmental issues. Moreover, media outlets allocate very little funding, and they do not have any technology or data, which further hinders the capacity of media outlets to cover climate issues comprehensively. This severe situation reflects the broader challenge within the media of Pakistan, where training, expertise, and resources are important for improving coverage and awareness among the masses about climate change.

PUBLIC AWARENESS AND EDUCATION

Public awareness and education discussed in these Interviews, 5, 9, 13, 14, 17, and 20, discuss the challenges associated with public awareness and education on climate change. They argue that media coverage often reflects public interests, which may prioritize more immediate or sensational issues over long-term challenges like climate change.

As one of the interviewees mentioned;

"The media will show what the public wants to see. Therefore, media owners will allocate resources to what interests the public. However, issues like climate change lack public awareness and education, and reporters are not trained in this area."

This statement underscores the challenge of public awareness and the lack of education of reporters about climate change. The statement shows that Pakistani media follow the interest of the public, and for the people, climate change is not an important issue because they never hear or see any informative, detailed, and comprehensive news or reports on climate change from the media organizations. So, this is a cycle, where media organizations receive limited interest in climate change, but that limited interest is because of the lack of proactive, consistent, and comprehensive coverage of the climate issue. Media should put aside their interest and start investing in climate change reporting, and with time, people will also start taking an interest in the issue of climate change, so then there will be no economic constraint left for the media in covering climate change.

NEED FOR COLLABORATION AND GOVERNMENT SUPPORT

We need collaboration and Government support. These Interviews, 8, 14, 15, and 20, suggest the need for collaboration between media organizations, government agencies, and other stakeholders to address the challenges of climate change reporting. They advocate for increased government support and funding for climate-related initiatives and media campaigns. As one of the interviewees mentioned;

“So, our media owners, editors, scientists, and scientists have to sit together to encounter these challenges.”

Discussion of the above statement emphasizes the need and importance of collaboration among different media organizations, government institutions, and scientists, as climate change is a global issue, and not a single institution can tackle or handle it; all of the stakeholders have to sit together, make a plan, and then initiate it. The statement underscores those complex issues like climate change require collective efforts and partnerships across different sectors, they should share resources, expertise, and knowledge, which results produces impactful and comprehensive media coverage on climate change.

Overall, the analysis underscores the complex interplay of factors influencing resource allocation for climate change reporting, including commercial pressures, organizational policies, public awareness, and lack of government support. Addressing these challenges will require concerted efforts from media organizations, policymakers, and civil society to prioritize and invest in climate change reporting.

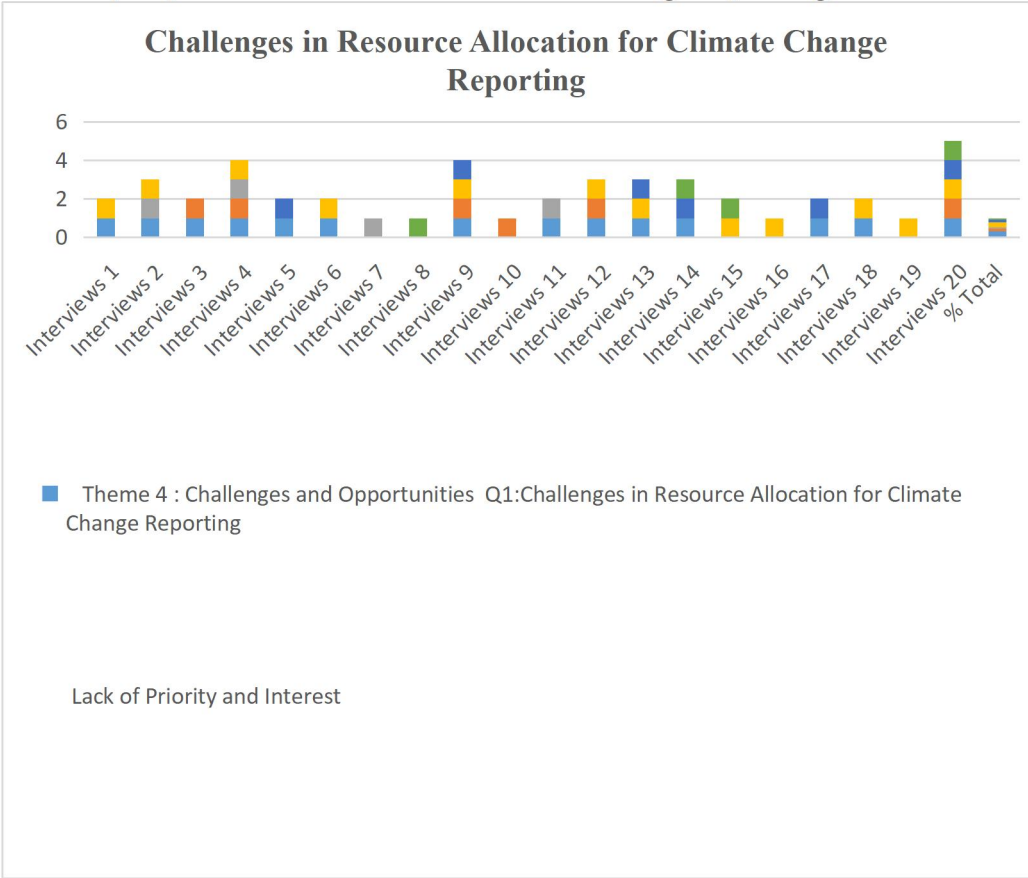


FIGURE 3

SUBTHEMES

- Scope for Extensive Coverage
- Addressing Urgent Environmental Challenges
- Educational Campaigns and Advocacy
- Preventive Reporting and Anticipation
- Collaboration and Advocacy
- Utilization of Technological Advancements
- Shift in Focus and Coverage Approach

SCOPE FOR EXTENSIVE COVERAGE

Scope for extensive coverage is discussed in the majority of Interviews 1, 2, 4, 6, 8, 12, 14, 16, 17, 18, and 19 highlighting the ample opportunities for extensive coverage of climate change issues such as floods, earthquakes, pollution, water deficiencies, and other related phenomena. They emphasize that these issues are not only prevalent in Pakistan but are global concerns, providing a vast scope for media coverage.

ADDRESSING URGENT ENVIRONMENTAL CHALLENGES

Addressing urgent environmental challenges in these Interviews, 3, 5, 7, 8, 9, 10, 14, 15, and 20, underscores the importance of media coverage in addressing urgent environmental challenges like water scarcity, pollution, and climate-related disasters. They suggest that media organizations can play a crucial role in raising awareness, educating the public, and advocating for policy changes to mitigate these challenges.

EDUCATIONAL CAMPAIGNS AND ADVOCACY

In educational campaigns and advocacy, some Interviews 3, 5, 8, 9, 10, 14, 19, and 20 mention the opportunity for media organizations to conduct educational campaigns, documentaries, and awareness programs on climate change issues. They argue that the media can leverage its reach and influence to educate the masses about environmental conservation, sustainable practices, and the importance of addressing climate change.

PREVENTIVE REPORTING AND ANTICIPATION

In preventive reporting and anticipation, some Interviews 5, 9, 13, and 14 advocate for preventive reporting and anticipation of climate-related events. They suggest that media organizations can proactively highlight potential risks, provide early warnings, and mobilize resources to mitigate the impact of disasters like floods and smog. As one of the interviewees argues;

“As Pakistan is facing a severe problem of water shortage and it is increasing day by day but nothing is happening to overcome this issue, we are not making any dams, nor artificial lakes to reserve water, so yes media can not only force governments to take measures in this regard but can also educate their audience and readers how to save water, how to decrease the pollution and all that.”

Discussion of the above statement emphasizes the critical issue of water shortage in a country and criticizes the blame on the government, as they are not building dams and artificial lakes in this regard. They also argue that the media can play a vital role in these issues by pressing and forcing the government to take the steps. But the media is also not playing its role in mitigating and overcoming climatic issues and disasters

COLLABORATION AND ADVOCACY

Collaboration and advocacy discussed in Interviews 5, 7, 10, 14, 15, 17, 18, and 20 emphasize the need for collaboration among media organizations, government agencies, NGOs, and other stakeholders to address climate change challenges effectively. They argue that the

media can advocate for policy changes, encourage public engagement, and foster collaboration to tackle environmental issues. As one of the interviewees argues;

“We have so many opportunities to cover climate change issues, which you mention like floods, pollution, we highlight and cover these events, even reporters go to flood areas and all that, but how can we stop these floods, which is not the story of every season or year?”

Discussion of the above statement reflects a critical perspective on the role of media in covering climate change issues, as per the statement media have so many opportunities to cover climate change issues, which they cover as well like during floods and smog, but all those are event-driven coverages and they just simply give the news. You will find no in-depth analysis and reports on climate change. The statement poses a fundamental question about the media's broader impact beyond just immediate reporting. This interviewee underscores the need for the media to not only cover or report on the crises but also do proactive reporting which investigates the causes and educates about preventive measures, aware the public about the severity of the issue.

UTILIZATION OF TECHNOLOGICAL ADVANCEMENTS

The utilization of technological advancements in Interviews 7, 8, 9, and 10 suggests that media organizations can leverage technological advancements and resources to enhance their coverage of climate change issues. They mention the importance of equipping reporters with proper gear, using data-driven approaches, and deploying resources strategically to cover climate-related events comprehensively.

SHIFT IN FOCUS AND COVERAGE APPROACH

The shift in focus and coverage approach is discussed in Interviews 5, 10, 14, 16, and 20 propose a shift in focus from solely covering disasters to addressing the underlying causes and local struggles related to climate change. They suggest personalized coverage that highlights community experiences, increases audience connection, and fosters greater interest in environmental issues. As one of the interviewees argues;

“We have now flood and smog issues, at that time all channels started giving coverage to it, but as it passed they stopped covering the issue as well, on the other hand, this issue wants more than just event reporting because the damage and financial lose we are facing from the climatic issue is increasing with every year, so what media can do is to give permanent solution based coverage to the issue, and as I said we are the 7th or 8th most affected country that is why there is plenty of opportunities to cover, educate and aware the people about climate change.”

The discussion of the above statement discusses the need for permanent, long-term, and solution-oriented media coverage of climate change issues. The interviewee criticizes the temporary and event-driven nature of current media reporting on floods, smog, and other climatic issues. Instead, the media should take climate issues as a long-term issue and cover them persistently by doing proactive reporting. Pakistan is the 7th or 8th most affected country due to climate change, so the media has a lot of opportunities to cover the issue, but they have to take it seriously; they should come ahead of event-based coverage to solution-based reporting.

Overall, the analysis reveals a consensus among the interviews regarding the vast opportunities available for media organizations to cover climate change issues comprehensively, educate the public, advocate for policy changes, and foster collaboration to address environmental challenges effectively.

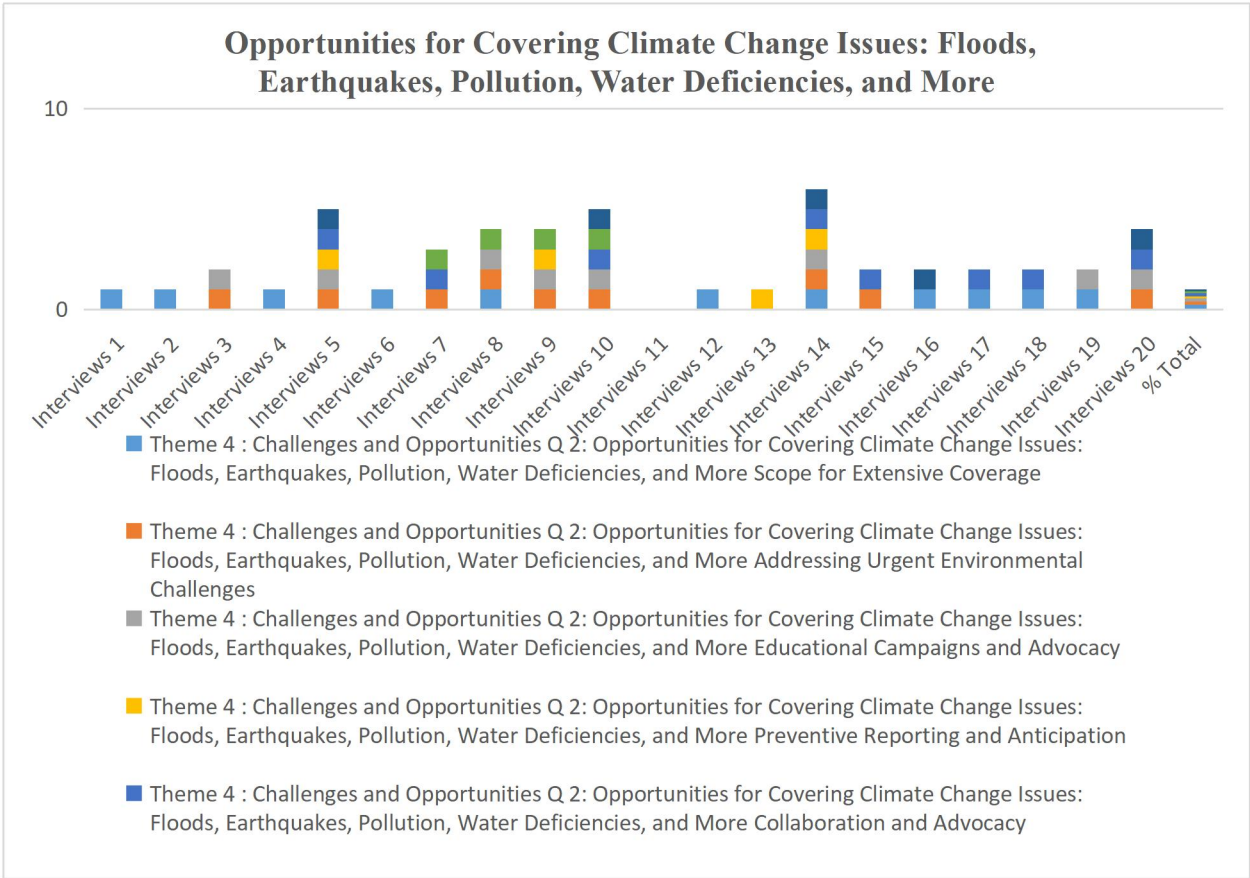


FIGURE 4

SUBTHEMES

- Dedicated Coverage and Time Allocation
- Government Support and Regulation
- Expert Opinion and Collaboration
- Public Awareness and Education
- Shift in Editorial Priorities
- Training and Skill Development
- Consistent and In-depth Reporting

DEDICATED COVERAGE AND TIME ALLOCATION

Dedicated coverage and time allocation are discussed in some Interviews 1, 2, 6, 7, 8, 12, 14, 16, 18, and 20, emphasizing the importance of allocating dedicated time and resources to cover climate change issues. They suggest giving specific slots or segments in news bulletins, talk shows, and other programs to discuss climate change comprehensively. As one of the interviewees argues;

“The suggestion is that there must be dedicated space in print and slot in electronic media, there must be environmentalist who talks on this, at least 30 to 60 minutes should be given to climate change, or at least they can give a 15-minute chunk to climate change.”

Discussion of the above statement emphasizes the necessity of allocating dedicated time specifically for climate change coverage across media platforms. They suggest there must be proper segments that cover climate change only. Whether it's electronic media or print media, they must publish news about climate change on the front pages, and electronic media should give 15 minutes to an hour to climate change issues, ensure comprehensive reporting, and start public awareness campaigns. This approach, insisted

on by several other interviewees, underscores the importance of structured media coverage to effectively address climate challenges. By giving sufficient time to climate issues media can play a very important and crucial role in educating the public and influencing the government as well to take immediate and permanent steps to cope with climatic issues.

GOVERNMENT SUPPORT AND REGULATION

Government support and regulation are discussed in these Interviews 1, 4, 5, 8, 9, 13, 14, 15, 19, and 20 propose that government intervention, support, and regulation are essential to encourage media organizations to prioritize climate change coverage. Suggestions include providing subsidies, enforcing policies, and regulating media content through bodies like PEMRA and DGPR. As one of the interviewees argues;

“First of all, we have to say that the media owners are businessmen, so they will not take any such step that will not give them any benefit, that is why the government should be involved to give confidence to the media owners. The step that the Government might take to give confidence to Media Owners is that the Government should make a policy to provide them with a subsidy.”

Discussion of the above statement argues that media organizations, especially private media outlets, are driven by private interests like profit motives, so they may not give priority to climate change. To tackle the government should take initiatives, support and fund media groups both financially and technologically to cover the climate issue comprehensively. This viewpoint aligns with sentiments expressed by other interviewees (Interviews 1, 4, 5, 8, 9, 13, 14, 15, 19, and 20), who emphasize the role of government intervention in shaping media priorities. By providing financial support and forcing regulatory authorities like PEMRA and DGPR, the government can foster the media to give proper and consistent coverage and spread awareness among the masses about climate change. This collaborative approach, they argue, is crucial for the fight against climate change.

EXPERT OPINION AND COLLABORATION

Expert opinion and collaboration are discussed in a few interviews, 3, 5, 9, and 19, advocating for involving experts, environmentalists, and stakeholders in climate change discussions and coverage. They highlight the importance of collaboration between media organizations, government agencies, NGOs, and the public to address environmental challenges effectively. As one of the interviewees argues;

“The media plays a very important role in giving suggestions and opinions. To solve any big problem, for the media, it's quite easy. Before 10-20 years, when the media raised a problem, a decision was made. Nowadays Media is not worth that. If the media calls those people who are experts in the field of climate change, and by providing suggestions and opinions taken by experts to the Government, the media can play its vital role.”

Discussion of the above statement emphasizes the crucial role of media in shaping public opinion. whatever media plays, people will start thinking about it as true or take that issue as an important one. They argue that the media can highlight expert perspectives and recommendations to policymakers can influence the decision-making process. This viewpoint resonates with sentiments expressed by other interviewees (Interviews 3, 5, and 19), who advocate for collaboration between media, government agencies, NGOs, and the public in tackling environmental challenges. By integrating expert insights into climate change discussions and coverage, media outlets can increase public awareness and policy formulation by aiming to mitigate climate issues and their impacts.

PUBLIC AWARENESS AND EDUCATION

Public awareness and education are discussed in some Interviews 5, 9, 10, 13, 14, 15, 18, and 19 stress the need for public awareness campaigns, educational programs, and informative content to educate the masses about climate change issues. They suggest using various platforms such as social media, documentaries, articles, and training programs to raise awareness and foster public engagement. As one of the interviewees mentions that;

“Addressing issues related to climate change involves various strategies. Public service messages should be disseminated on every platform, and there should be different programs on each platform. Our problem is that until we don't pay attention to something, we don't pay attention to it until it's not fully under our control, as the saying goes, "out of sight, out of mind."

Discussion of the above statement emphasizes the importance of different media platforms, including social media, to start public awareness campaigns about climate change. They argue that media should aim at different groups, ranging from children to adults, to foster a deeper understanding and engagement with climate issues. This viewpoint resonates with other interviewees (Interviews 5, 9, 10, 13, 14, 15, 18, and 19), who stress the role of media in educating the public through documentaries, articles, and training programs. By using these platforms effectively, media organizations can contribute to raising public awareness and mobilizing community action for long-term solutions to mitigate climate-related issues.

SHIFT IN EDITORIAL PRIORITIES

Shifts in editorial priorities are discussed in a few Interviews 3, 5, 11, 14, 15, and 17 argue for a shift in editorial priorities within media organizations to prioritize climate change coverage over other topics like politics or entertainment. They suggest that media owners and decision-makers need to recognize the importance of climate change and allocate resources accordingly.

As one of the interviewees mentions that;

“Media organizations can better address the challenges of covering climate change by shifting their editorial priorities. Currently, the media often prioritizes political news or entertainment, which may overshadow critical issues like climate change. There is a clear need for media owners and decision-makers to recognize the urgency of climate issues and allocate sufficient resources and airtime to comprehensive coverage. By prioritizing climate change reporting, the media can significantly contribute to public awareness, policy advocacy, and community engagement on environmental sustainability. This shift in editorial focus is essential in ensuring that climate change receives the attention it deserves in media narratives, thereby mobilizing societal action and support for addressing climate challenges effectively.”

Discussion of the above statement underscores the importance of shifting their editorial policies and interests from political and crime news to climate change coverage. This viewpoint resonates with others (Interviews 3, 5, 11, 14, and 17), who argue that the media's role in prioritizing climate issues can influence public perception and drive policy changes. By allocating more resources and time slots to climate change news, the media can foster a better-informed public and can encourage sustainable behaviours, and more importantly, hold government and other stakeholders accountable for their environmental impacts.

TRAINING AND SKILL DEVELOPMENT

Training and skill development are discussed in only two Interviews, 10 and 19, proposing investing in training programs for journalists to enhance their understanding of environmental science, data analysis, and investigative reporting. They believe that trained journalists can provide more accurate and insightful coverage of climate change issues.

CONSISTENT AND IN-DEPTH REPORTING

The interviewees 1, 7, 9, 13, and 17 emphasize the importance of consistent and in-depth reporting on climate change, not covering or doing just event-driven coverage. They suggest reporting on scientific research, government policies, community initiatives, and long-term impacts to provide a comprehensive understanding of the issue. As one of the interviewees mentions that;

“There should be an emphasis on raising public awareness about climate change through consistent and in-depth reporting. Media houses should allocate time and resources to cover climate change stories regularly, not just during disasters. This includes reporting on scientific research, government policies, and community initiatives aimed at combating climate change. By doing so, media organizations can play a vital role in educating the public and promoting proactive measures to address climate issues. So, it is the need of the time to take precautionary measures to tackle the situation.”

Discussion of the above statement highlights the critical need for media organizations to engage in consistent, permanent, and proactive reporting on climate change and not just episodic coverage of climate issues and disasters. This approach, supported by other interviewees (Interviews 1, 9, 13, and 17), underscores the importance of providing a holistic understanding of climate issues through reporting on scientific findings, policy developments, and community efforts. By allocating regular and persistent airtime and resources to climate change stories media can play a vital role in creating public awareness and advocating for sustainable solutions. This permanent coverage is important not only in shaping public perception but influencing policy decisions and mobilizing collective actions toward addressing climatic challenges.

Overall, the analysis reveals a consensus among the interviewees regarding the need for concerted efforts from media organizations, government agencies, experts, and the public to better address the challenges of covering climate change. Key recommendations include dedicated coverage, government support, expert collaboration, public awareness campaigns, editorial prioritization, journalist training, and consistent reporting.

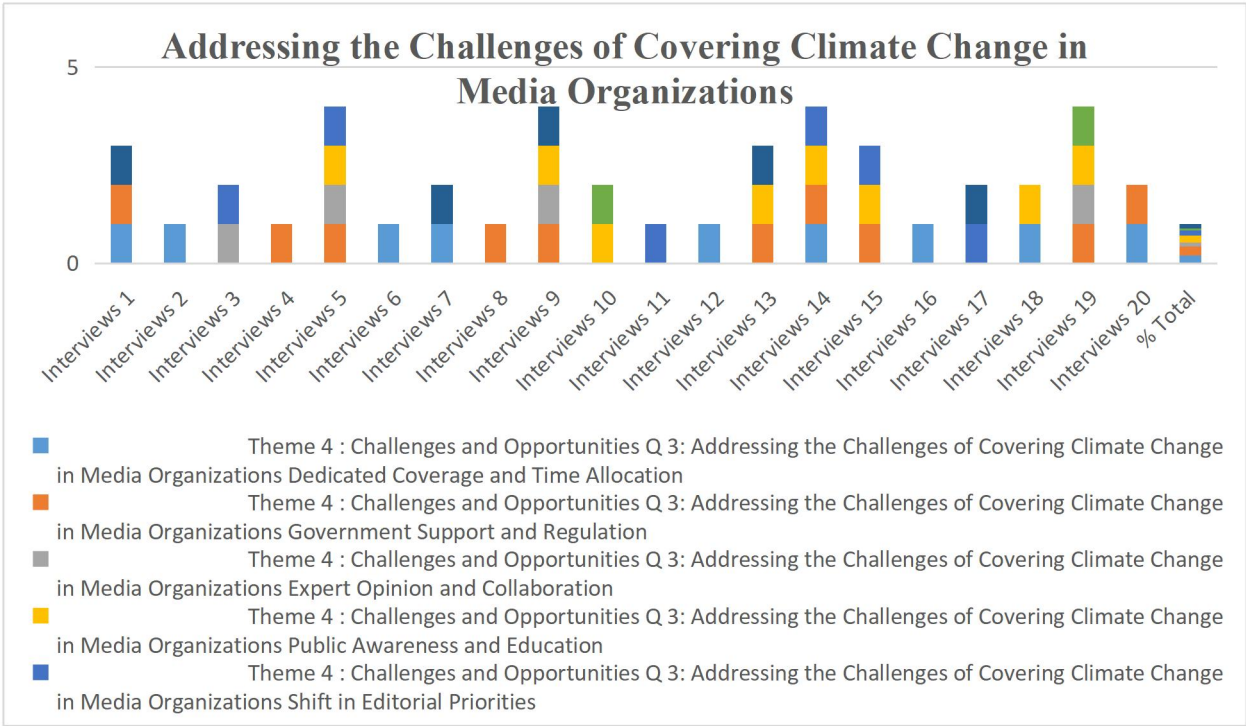


FIGURE 5

DISCUSSION AND CONCLUSION

Pakistan suffers severe effects from climate change, as it is among the top ten most affected countries in the world. Annual losses from climate-related events such as floods and destruction, combined with food shortages, highlight the significance of the problem. Despite these problems, Pakistani media coverage of climate change is still insufficient, falling short of both international and regional norms. Climate issues are reported irregularly, with an emphasis on event-based coverage rather than systematic and regular information-based coverage. However, there is a rising understanding of the value of climate journalism, particularly among state media, indicating a shift in editorial priorities. Despite this, many journalists lack adequate climate science training and knowledge, making it difficult to provide complete and accurate coverage of this crucial problem.

Climate change is still not the priority of the media; we have a controlled media system, and those who control the media have no interest in climate change and rising temperatures. Changes in economic resources affect coverage of climate change all over the world. In a country like Pakistan, where the economy is hardly ever finding, covering, studying, and reporting climate change becomes a difficult task. Reporting climate change requires extensive study and critical evaluation of the obtained data. In the study's results, there is a considerable difference in the Pakistani media's ranking of climate change priorities.

This study highlights major issues regarding resource allocation and professional viewpoints on climate change reporting in Pakistani media. One important finding is the lack of dedicated resources and experience for climate change reporting. Media organizations mostly prioritize sensationalized topics that generate more ratings and income, such as politics and crime, over climate-related issues. These economic and commercial interests, combined with limited specialized reporting resources, lead to an artificial approach to climate change reporting that primarily responds to disasters rather than providing permanent, informative, and in-depth coverage. The discussion also

highlights a crucial gap in public understanding and education on climate change. Many media professionals said that the public's poor awareness of climate issues and their lack of interest led to the media's lack of coverage. Without a strong public demand for climate change information, media organizations are not interested in allocating resources to this issue. This lack of awareness and understanding by the media to cover climate change only during emergencies or during peak events like floods or smog seasons, rather than providing consistent year-round coverage that could educate and engage the public on a deeper level which ultimately creates awareness.

Despite these limitations, there is room for progress. Some media professionals are gradually recognizing the importance of climate change, which might be used to improve coverage. Furthermore, establishing cooperation with environmental experts and stakeholders, together with government backing, could help overcome current restrictions and increase the depth and consistency of climate change reporting.

RECOMMENDATIONS FOR IMPROVEMENT

To improve climate change reporting in Pakistani media, numerous initiatives should be performed. Climate change should be prioritized by media organizations, with particular time slots and segments allocated across all channels to ensure continuous and thorough coverage. Government support is critical; financial assistance, policy enforcement, and incentives can encourage the media to focus more on climate issues. Regulatory organizations should implement some guidelines regarding environmental reporting.

Working together with scientists, NGOs, and environmental specialists can greatly enhance the caliber of reporting on climate change. Involving these experts in discussions and reporting will guarantee that the coverage is accurate and informative. Furthermore, massive public awareness campaigns and educational programs should be carried out through various media outlets. Using social media, documentaries, and other instructional content can help engage different populations and foster a deeper understanding of climate issues.

To give climate change reporting top priority, media outlets must change their editorial policies. Understanding the severe nature of environmental challenges and reallocating resources appropriately can facilitate the media's ability to more effectively shape public opinion and policy advocacy. It is important to allocate resources and funds for training programs for journalists to increase their knowledge and understanding of data analysis, investigative reporting, and climate science.

Ultimately, adopting a comprehensive and permanent approach regarding climate change coverage is important. This includes covering not only event-based coverage but permanent long-term coverage and in-depth reporting based on scientific research.

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