



## Role of Media Creating Awareness with respect to Climate Change

Komal Ahmed<sup>1</sup><sup>1</sup> Assistant Professor, Kinnaird College for Women Lahore, Pakistan. Email: [komal.ahmed@kinnaird.edu.pk](mailto:komal.ahmed@kinnaird.edu.pk)

### ARTICLE INFO

#### Article History:

Received: November 04, 2021

Revised: January 21, 2022

Accepted: January 27, 2022

Available Online: February 13, 2022

#### Keywords:

Media

Climate Change

Awareness

### ABSTRACT

By stabilizing and lowering the amount of carbon dioxide in the atmosphere, many of the negative effects of climate change may be reduced. Human greenhouse gas emissions have already permeated the ecosystem despite all mitigation attempts. In Pakistan, illiteracy and ignorance are still common among the general public, educated groups, and key players (Jan, Khan, & Mahsud, 2020). It's one of the main reasons our response to climate change is so off the mark. This research looked into the role of the media in raising climate change awareness in Pakistan by using the primary qualitative methods and determined the findings with the help of an integrated literature review. This study's analysis concluded that the media should create more campaigns to accelerate awareness regarding climate change among the masses and that the media should make dedicated segments for climate awareness. In contrast, most of the respondents believed that media should not cover more and more news on climate change, as it may lead to over-saturation of certain types of news.

© 2022 The Authors, Published by iRASD. This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License

Corresponding Author's Email: [komal.ahmed@kinnaird.edu.pk](mailto:komal.ahmed@kinnaird.edu.pk)

## 1. Introduction

Climate change as we know it now typically focuses on environmental changes brought about by human involvement in the ecosystems. Changing climate has emerged as one of the most severe environmental issues that humanity has ever faced. Even though the matter has existed for generations, it was not until the 1980s that it was brought to the public's notice. Ever since, environmentalists have voiced grave worry about the implications of human interference in climate change, claiming that they represent grave dangers to geographical, social, & economic institutions. "Climate change is moving much faster than we are," the UN Secretary-General António Guterres cautioned the globe, "and humans risk witnessing permanent harm that would be catastrophic if we wouldn't act very rapidly" (Guterres, 2018). Climate change is defined as "global warming that is explicitly or implicitly primarily due to human behavior that distorts the characteristics of the atmosphere and keeps adding to the climate variability discovered over time frames," according to the "United Nations Framework Convention on Climate Change." Climatic change is characterized as long-term and sustained changes in climate and weather trends that negatively affect human existence. Changing climate is the most widely debated topic in modern civilization.

Communities, food crops, freshwater, and energy supplies are all being impacted in unexpected ways by climate change. While developing nations' emissions of greenhouse gases are significantly lower than industrialized countries, their vulnerability stems mostly from their reliance on climate-sensitive industries, including water and agriculture. Pakistan has several features in common with underdeveloped nations, and it is the sixth most susceptible country to changing climate (Javed, 2016). Pakistan's National Climate Change Policy was approved in 2012, and the country has a comprehensive Ministry of Climate Change. Poor environmental knowledge and knowledge, on the other hand, is one of the major obstacles to the execution of these efforts and policy responses. Literacy & climate consciousness empower and motivate people to recognize and respond and work together to solve it.

Adaptation and mitigation are the two major ways to tackle the global problem. Concentrating on actions and attempting to minimize greenhouse emissions is the mitigation strategy. Many of the adverse impacts of climate change can be mitigated by stabilizing and reducing the quantity of carbon dioxide in the atmosphere. Nonetheless, artificial greenhouse gas emissions are already infused into the environment despite all mitigating efforts. As a result, an adaptability strategy has been implemented to reduce the susceptibility of human and natural systems to the consequences of climate change by altering our current social, ecological, and economic structures in response to climate change. These strategies necessitate climate awareness and knowledge among the general public, intellectual circles, and important participants in the changing climate responses. In Pakistan, widespread ignorance and illiteracy still exist among the general people, educated groups, and critical stakeholders (Jan et al., 2020). It is one of the primary reasons our reaction to changing climate is off the mark. The influence of the media in promoting climate change awareness was the subject of this study.

## **2. Literature Review**

A study by Kakade, Hiremath, and Raut (2013) concludes that because of the potential for generating national disparities in public awareness of a global environmental crisis, scientists and policymakers' dissemination of changing climate to the people thru the media has become a hot topic. With all this in mind, the goal of this study is to determine the influence of the media in promoting climate change knowledge in Bijapur. Instead, it seeks to determine the most effective means of educating people about changing climate. The random sample approach was used in this study's research methodology. Its broad goals are to investigate the media's role in raising climate change literacy. The random sample approach was utilized in this investigation. The strength of the study is that The great majority of people polled ("49.02 %") learn about changing climate via newspaper news articles, ("53.33 %") from news radio, ("55.17 percent") from TV news, & ("30 %") from conversations on social media and ads on the Web. The only weakness of the study is that it is related to a particular city.

A study by Jan et al. (2020) says that climate change's multifaceted effects make today's Pakistan more susceptible each day. Pakistan's government has undertaken policies and legislation linked to climate change. Nevertheless, putting these policies and measures directly connected to climate change knowledge and literacy into action is a real challenge. This study is entirely qualitative primary research, and it contains a content review of current studies on the matter. To critically examine the content, the research employed a descriptive-analytical technique. The research explores the nature of the climate problem, trends, and causes of climatic changes, as well as global warming. The strength of the study is that the susceptibility and condition of the climate in Pakistan were examined in this study. Following an examination of the issue using relevant literature, it was discovered that Pakistan suffered from a lack of climate education and knowledge. The absence of political commitment, conventional teaching system, absence of climate curricula, shortage of national programs for climate information, and lack of media activities are among the factors that lead to a lack of and inadequate climate knowledge & literacy. The study does not appear to have any substantial weakness or limitation.

Another study by Lusagalika (2020), added that the mainstream press has attempted to disseminate knowledge that will help rescue the climate from the clutches of immoral individuals. Dar es Salaam, where a large number of people approach and depart. Most of them got the notion that they weren't at home in the suburbs; many of them came from rural areas and relocated to the city, and they didn't "own" nor "belong" to it. Numerous citizens' minds are dominated by this aspect, yet the media has not fully addressed it. Secondary data were gathered for this study from published and unpublished publications, journals, publications, web links, and other sources. In particular, an environmentalist and a member of an environmental organization in Tanzania were interviewed. The strength of the study is that it highlighted that environmental news may be a component of the industrial process, according to the article. Citizens who are more nationalistic, specifically when it comes to the homeland, will add to a unique mindset than we have had for so many years. Whenever it comes to tackling environmental problems, people have woken up with a variety of

perspectives. At this stage, everyone is responsible for educating others. The study is comprehensive and doesn't have any clear weaknesses.

### 3. Methodology

This study was based on primary research, and the methodology adopted will be survey questionnaires, whereas the findings were drawn with the aid of an integrated literature review which is discussed in a later section of this study. Survey design is divided into two phases, as per Levy and Lemeshow (1999). A sampling strategy should first be devised. The sampling strategy describes the technique for selecting a sample of a population. The sampling plan explains how the samples would be chosen, how the proper sample sizes would be calculated, as well as how the survey will be executed. Cell phone and in-person questionnaires, as well as surveys conducted by letter or email, are all used in surveys (Salant & Dillman, 1994). Secondly, techniques for obtaining population figures from data samples and estimating the validity of such population figures must be established. This procedure entails defining the survey's target rate of response and acceptable level of precision (Salant & Dillman, 1994). The individuals who will utilize the survey results, as well as those who would fill in the questionnaire, must provide feedback during the survey design phase. The variables to also be assessed, the estimates necessary, the validity and reliability necessary to assure the numbers' utility, and any resource limitations which may exist in conjunction with performing the surveys must all be specified by data consumers (Levy & Lemeshow, 1999). Additional details on resource needs should be provided by survey participants, as well as alternate sampling techniques that they believe are possible and acceptable for the task. Statistical methods integrate this information to create a survey design that satisfies the needs of data consumers while staying within budget restrictions.

#### 3.1. Sampling Universe

The dataset wherein the sample is drawn is referred to as the sample universe or sample frame. The sample is taken from the model universe in concept. The easiest way to make sense about this is to imagine that we begin with the universe sample then select n states at randomness from it for the sampling. In practice, we anticipate the sample size, n, to be significantly less than the universe models N, i.e.  $n \ll N$ . The sampling is roughly 1/2000 the magnitude of the universe sample in the instance of CPS. If somehow the sample is drawn at randomness from the universe sample, it is a fair representation (reflective of the universe sample), then we may use it to test hypotheses about the "universe sample".

#### 3.2. Basis of Survey

This survey was based on a total of 199 respondents from Pakistan, out of which 43.7% were males, 46.7% were females, while 9.5% did not declare.

Figure 1

199 responses

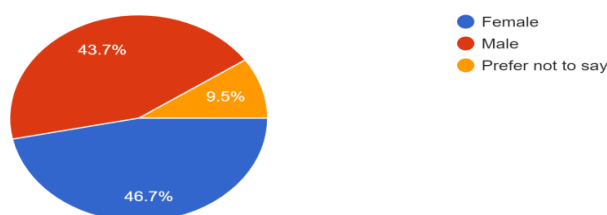


Table 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	93	46.7	46.7	46.7
	Male	87	43.7	43.7	90.4
	Prefer not to say	19	9.5	9.5	100.0
	Total	199	100.0	100.0	

### 4. Conceptual Framework

#### 4.1. Research Gap

Although some researchers have looked at media coverage of global warming, most of them are case studies (Schäfer, Ivanova, & Schmidt, 2012). These works are nearly entirely focused on industrialized nations "exceptions are (Jogesh, 2012; Takahashi & Meisner, 2013)". Furthermore, most current evaluations just include industrialized countries (Boykoff, 2007;

Uusi-Rauva & Tienari, 2010) very few scholarly articles, such as Boykoff, Mansfield, and Nacu-Schmidt (2013) and Painter and Ashe (2012), involve developing markets like India & Brazil, or "non-industrialized societies" like Namibia, and very few studies refer to Pakistan.

Another issue in the limited studies that have been done is the lack of "functional equivalency" of metrics (Wirth & Kolb, 2012). Certain studies have compared elements that aren't genuinely comparable, restricting the results' validity. The absolute quantity of climate warming news items (which is used by Eskjaer (2013)) represents not just differing degrees of public prominence to the problem, but also the size of a given media and other considerations. This is troublesome because, owing to differences in journalistic traditions or budgetary restrictions, media throughout the world have significantly varying reach. This issue significantly reduces the utility of Boykoff and Mansfield's breakthrough data analysis, which comprises 50 tabloids from every region. It's impossible to say if the claimed discrepancies in coverage between Europe and Asia are related to the varying sizes of newspapers or the varied importance that the regional media places on the topic.

#### **4.2. Study Design & Questions**

Varying social issues and the personalities who support them fight for the same restricted amount of space. Reporters serve as gatekeepers, selecting what they consider to be noteworthy or appealing to the target demographic based on a set of standards (Hilgartner & Bosk, 1988; Koopmans, 2004). The consequence of this jury selection system is measured by media exposure, which is the emphasis provided to one subject in comparison to the attention paid to other topics at the same time. As a consequence, this fundamental quantitative metric is an important signal for constructing the social problem: Despite the fact that it does not explain how climate change is formed or which players are participating in the media discussion, it can have significant societal ramifications: A large amount of media space reserved to global warming news and debate reflects the issue's importance and is likely to impact the common public's knowledge of the problem as well as policymakers' priorities. Despite the fact that these connections are neither predictable nor directional (Hilgartner & Bosk, 1988), empirical research has shown strong evidence of media impacts. The majority's awareness and understanding of changing climate have been demonstrated to be influenced by varying degrees of climatic changes coverage in the media (Sampei & Aoyagi-Utsui, 2009; Stamm, Clark, & Eblacas, 2000). Therefore, we will ask the following questions:

*Research Question:* What is the role of the media regarding creating awareness about climate change?

*Sub-Questions:*

- Should media create more campaigns to accelerate awareness regarding climate change among the masses?
- Dedicated segments should be made by the media for climate awareness?
- Media should cover more and more news on climate change?

#### **4.3. Integrated Literature Review**

This study employed the literature review technique to reach its findings. "Data is synthesized from multiple techniques, including "experimental and non-experimental" investigations," according to integrative reviews (Whittemore & Knafl, 2005). This method allows qualitative and quantitative research to coexist. They can be "systematic reviews" or not. For this purpose, the previously discussed 3 research articles by Kakade et al. (2013); Lusagalika (2020) and Jan et al. (2020) were used for the review.

### **5. Results**

The research design of the selected studies was diverse. One was based on a random sampling method. The second one was based on secondary data and an interview, whereas the third one adopted a descriptive-analytical approach to critically review the available material. In one study, a questionnaire was utilized to gain insights into the views of the participants in India, in the second one, a survey was used to gain insights on the subject matter in Tanzania, whereas the third one was based on secondary data from Pakistan, and did not feature much direct insights of the participants. Upon examination, it was observed by the researcher of our study, that previous studies such as the above mentioned, and several others lacked a sufficient sample size, and hence did not reflect a fair representation of the

population involved. This study, hence, used 199 participants. Hence, it is assumed that the findings of this current study will significantly add to the existing literature available, especially for Pakistan and other developing countries as media continues to play its part in the awareness regarding climate change in both positive and negative ways.

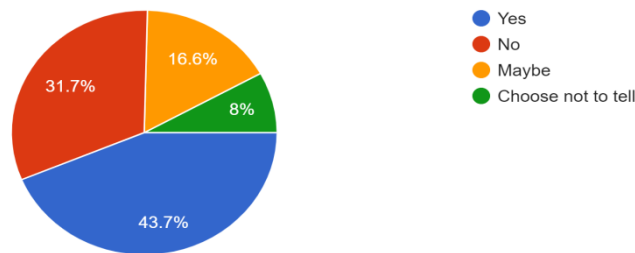
## 6. Discussion & Analysis

### Q1. Have you heard about the climate crisis through media?

Out of the total respondents, 43.7% heard about climate crisis through media, 31.7% didn't, 16.6% said may be, while 8% did not respond.

**Figure 2**

199 responses



**Table 2**

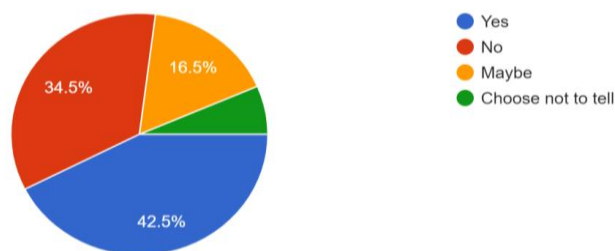
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Choose not to tell	16	8.0	8.0	8.0
	Maybe	33	16.6	16.6	24.6
	No	63	31.7	31.7	56.3
	Yes	87	43.7	43.7	100.0
	<b>Total</b>	<b>199</b>	<b>100.0</b>	<b>100.0</b>	

### Q2. Should media play role in creating awareness regarding climate change?

Out of the total respondents, 42.5% said media should play role in creating awareness regarding climate change, 34.5% said No, 16.5% said may be, while 6.5% did not respond.

**Figure 3**

200 responses



**Table 3**

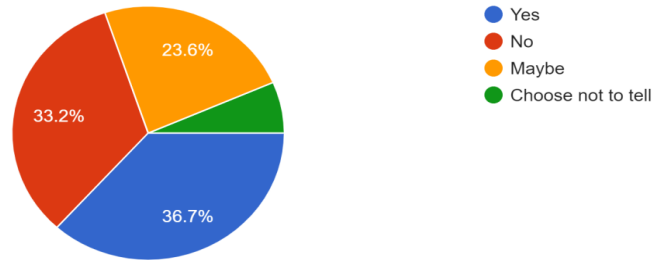
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Choose not to tell	13	6.5	6.5	6.5
	Maybe	33	16.5	16.5	23.0
	No	69	34.5	34.5	57.5
	Yes	85	42.5	42.5	100.0
	<b>Total</b>	<b>200</b>	<b>100.0</b>	<b>100.0</b>	

### Q3. Should media create more campaigns to accelerate awareness regarding climate change among masses?

Out of the total respondents, 36.7% said media should create more campaigns to accelerate awareness regarding climate change among masses, 33.2% said No, 23.6% said may be, while 6.5% did not respond.

**Figure 4**

199 responses



**Table 4**

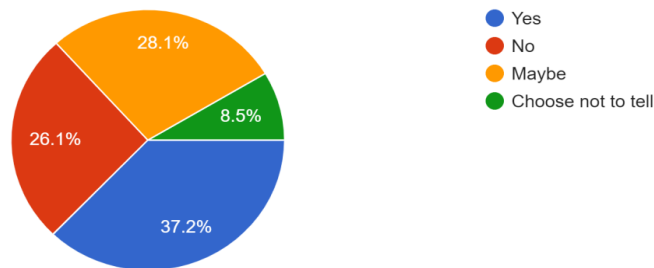
		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Choose not to tell</b>	13	6.5	6.5	6.5
	<b>Maybe</b>	47	23.6	23.6	30.1
	<b>No</b>	66	33.2	33.2	63.3
	<b>Yes</b>	73	36.7	36.7	100.0
	<b>Total</b>	199	100.0	100.0	

**Q4. Media coverage on climate have a good impact on public?**

Out of the total respondents, 37.2% said media coverage on climate have a good impact on public, 26.1% said No, 28.1% said may be, while 8.5% did not respond.

**Figure 5**

199 responses



**Table 5**

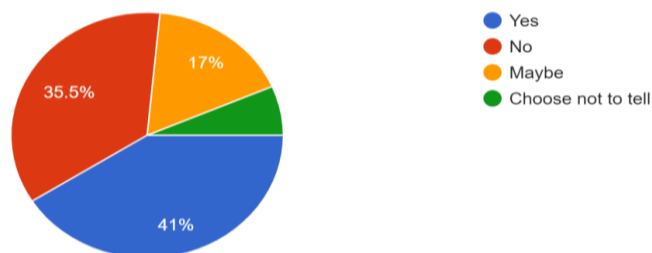
		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Choose not to tell</b>	17	8.5	8.5	8.5
	<b>Maybe</b>	56	28.1	28.1	36.6
	<b>No</b>	52	26.1	26.1	62.7
	<b>Yes</b>	74	37.2	37.2	100.0
	<b>Total</b>	199	100.0	100.0	

**Q5. Access towards climate news should be made easy to spread more awareness?**

Out of the total respondents, 41.0% said access towards climate news should be made easy to spread more awareness, 35.5% said No, 17% said may be, while 6.5% did not respond.

**Figure 6**

200 responses



**Table 6**

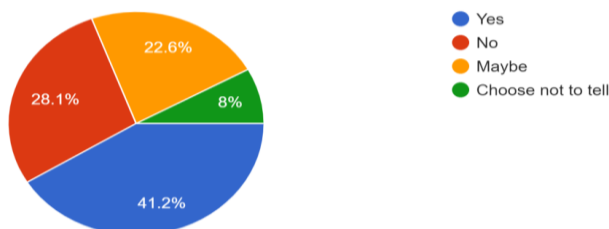
		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Choose not to tell</b>	13	6.5	6.5	6.5
	<b>Maybe</b>	34	17.0	17.0	23.5
	<b>No</b>	71	35.5	35.5	59.0
	<b>Yes</b>	82	41.0	41.0	100.0
	<b>Total</b>	200	100.0	100.0	

**Q6. Dedicated segments should be made by the media for climate awareness?**

Out of the total respondents, 41.2% said dedicated segments should be made by the media for climate awareness 28.1% said No, 22.6% said may be, while 8.0% did not respond.

**Figure 7**

199 responses



**Table 7**

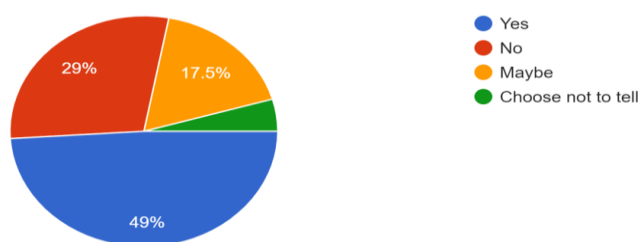
		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Choose not to tell</b>	16	8.0	8.0	8.0
	<b>Maybe</b>	45	22.6	22.6	30.6
	<b>No</b>	56	28.1	28.1	58.7
	<b>Yes</b>	82	41.2	41.2	100.0
	<b>Total</b>	199	100.0	100.0	

**Q7. Do you think people will become more cautious after media role in climate change in a positive way?**

Out of the total respondents, 49% said they think people will become more cautious after media role in climate change in a positive way, 29% said No, 17.5% said may be, while 4.5% did not respond.

**Figure 8**

200 responses



**Figure 8**

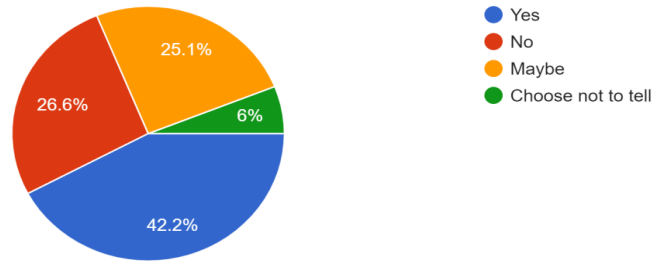
		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Choose not to tell</b>	9	4.5	4.5	4.5
	<b>Maybe</b>	35	17.5	17.5	22.0
	<b>No</b>	58	29.0	29.0	51.0
	<b>Yes</b>	98	49.0	49.0	100.0
	<b>Total</b>	200	100.0	100.0	

**Q8. The scientific terminologies used by the media persons on climate issue should be reduced for better understanding of the subject?**

Out of the total respondents, 42.2% said the scientific terminologies used by the media persons on climate issue should be reduced for better understanding of the subject, 26.6% said No, 25.1% said may be, while 6.0% did not respond.

**Figure 9**

199 responses



**Table 9**

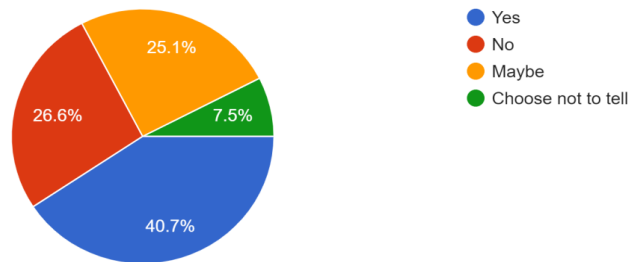
	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid Choose not to tell</b>	12	6.0	6.0	6.0
<b>Maybe</b>	50	25.1	25.1	31.1
<b>No</b>	53	26.6	26.6	57.7
<b>Yes</b>	84	42.2	42.2	100.0
<b>Total</b>	199	100.0	100.0	

**Q9. Media should cover more and more news on climate change?**

Out of the total respondents, 40.7% said media should cover more and more news on climate change, 26.6% said No, 25.1% said may be, while 7.5% did not respond.

**Figure 10**

199 responses



**Table 10**

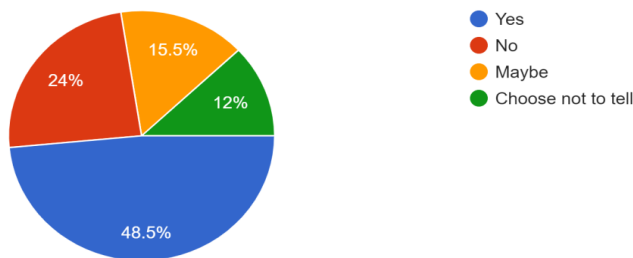
	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid Choose not to tell</b>	15	7.5	7.5	7.5
<b>Maybe</b>	50	25.1	25.1	32.6
<b>No</b>	53	26.6	26.6	59.2
<b>Yes</b>	81	40.7	40.7	100.0
<b>Total</b>	199	100.0	100.0	

**Q10. Can Media help reduce the climate emergency?**

Out of the total respondents, 48.5% said media could help reduce the climate emergency, 24.0% said. No, 15.5% said it might be, while 12% did not respond.

**Figure 11**

200 responses





**Table 11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Choose not to tell	24	12.0	12.0	12.0
	<b>Maybe</b>	31	15.5	15.5	27.5
	<b>No</b>	48	24.0	24.0	51.5
	<b>Yes</b>	97	48.5	48.5	100.0
	<b>Total</b>	200	100.0	100.0	

**6.1. Similar Study**

According to a similar study by Sharif and Medvecky (2018), climate change is a global concern since country borders do not confine its causative factors. Yet, risks and obligations are not fairly divided. The reasons behind the limited media coverage of climate change in Pakistan, which has resulted in confusion, ambiguity, skepticism, and lack of public awareness of the issue, were investigated in this study. The findings of qualitatively semi-structured interviews involving media professionals reveal that geopolitical, economical, social, cultural, technical, and scientific aspects impact climate change broadcasting.

**6.2. Findings**

43.7 percent of the participants were men, 46.7 percent were women, and 9.5 percent did not declare. 43.7 percent of all respondents learned about the climate issue from the media, 31.7 percent did not, 16.6 percent said it was possible, and 8% did not reply. 42.5 percent of respondents believed the media should have a role in raising awareness about climate change, 34.5 percent answered no, 16.5 percent said maybe, and 6.5 percent said they didn't know. 36.7 percent of those polled thought the media should run more campaigns to raise public awareness about climate change, 33.2 percent answered no, 23.6 percent said maybe, and 6.5 percent did not tell. 37.2 percent of the total respondents stated climate coverage in the media positively influences the public, 26.1 percent answered no, 28.1 percent said maybe, and 8.5 percent did not reply. 41.0 percent of respondents said access to climate news should be made simple to disseminate greater knowledge, 35.5 percent answered no, 17% said maybe, and 6.5 percent said they didn't know. 41.2 percent of all respondents believed the media should create specific segments for climate awareness. 28.1 percent replied no, 22.6 percent said perhaps, and 8.0 percent said they couldn't say. Out of the total respondents, 49 percent believe people would become more cautious due to the media's beneficial involvement in climate change, whereas 29 percent answered no, 17.5 percent said perhaps, and 4.5 percent didn't respond.

42.2 percent of all respondents stated scientific terminology used by media people on climate issues should be lowered for better comprehension, 26.6 percent answered no, 25.1 percent said maybe, and 6.0 percent said they couldn't say. 40.7 percent of respondents thought the media should cover more and more climate change news, 26.6 percent answered no, 25.1 percent said maybe, and 7.5 percent said they didn't know. 48.5 percent of those who responded said media could assist alleviate the climate emergency, 24.0 percent answered no, 15.5 percent said maybe, and 12 percent said they don't want to respond.

**6.3. Hypothesis 1**

**H<sub>0</sub>: Media should not create more campaigns to accelerate awareness regarding climate change among the masses**

**H<sub>1</sub>: Media should create more campaigns to accelerate awareness regarding climate change among the masses.**

**Table 12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Choose not to tell	13	6.5	6.5	6.5
	<b>Maybe</b>	47	23.6	23.6	30.1
	<b>No</b>	66	33.2	33.2	63.3
	<b>Yes</b>	73	36.7	36.7	100.0
	<b>Total</b>	199	100.0	100.0	

**Table 13**

<b>Chi-Square Tests</b>			
	<b>Value</b>	<b>df</b>	<b>Asymptotic Significance (2-sided)</b>
<b>Pearson Chi-Square</b>	783.943 <sup>a</sup>	764	.301
<b>Likelihood Ratio</b>	502.965	764	1.000
<b>N of Valid Cases</b>	200		

a. 960 cells (100.0%) have expected count less than 5. The minimum expected count is .01.  
 $p = 0.367$ , P- Value = 0.301, Hence  $H_1$  stands true

**5.4. Hypothesis 2**

**$H_0$ :** Dedicated segments should not be made by the media for climate awareness

**$H_1$ :** Dedicated segments should be made by the media for climate awareness

**Table 14**

	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid Choose not to tell</b>	16	8.0	8.0	8.0
<b>    Maybe</b>	45	22.6	22.6	30.6
<b>    No</b>	56	28.1	28.1	58.7
<b>    Yes</b>	82	41.2	41.2	100.0
<b>Total</b>	199	100.0	100.0	

**Table 15**

<b>Chi-Square Tests</b>			
	<b>Value</b>	<b>df</b>	<b>Asymptotic Significance (2-sided)</b>
<b>Pearson Chi-Square</b>	776.065 <sup>a</sup>	764	.373
<b>Likelihood Ratio</b>	497.828	764	1.000
<b>N of Valid Cases</b>	200		

a. 960 cells (100.0%) have expected count less than 5. The minimum expected count is .01.  
 $p = 0.412$ , P- Value = 0.373, Hence  $H_1$  stands true

**5.5. Hypothesis 3**

**$H_0$ :** Media should not cover more and more news on climate change

**$H_1$ :** Media should cover more and more news on climate change

**Table 16**

	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid Choose not to tell</b>	15	7.5	7.5	7.5
<b>    Maybe</b>	50	25.1	25.1	32.6
<b>    No</b>	53	26.6	26.6	59.2
<b>    Yes</b>	81	40.7	40.7	100.0
<b>Total</b>	199	100.0	100.0	

**Table 17**

<b>Chi-Square Tests</b>			
	<b>Value</b>	<b>df</b>	<b>Asymptotic Significance (2-sided)</b>
<b>Pearson Chi-Square</b>	684.636 <sup>a</sup>	764	.982
<b>Likelihood Ratio</b>	500.268	764	1.000
<b>N of Valid Cases</b>	200		

a. 960 cells (100.0%) have expected count less than 5. The minimum expected count is .01.  
 $p = 0.407$ , P- Value = 0.982, Hence  $H_1$  is rejected.

**7. Conclusion**

As we know it now, climate change usually refers to changes in the environment caused by human intervention in ecosystems. One of the most serious environmental concerns humanity has ever faced is climate change. Even though the problem has persisted for generations, it was not brought to the public's attention until the 1980s. The two main approaches to addressing the problem globally are adaptation and mitigation. Mitigation is defined as a technique that focuses on activities and efforts to reduce greenhouse gas

emissions. By stabilizing and lowering the amount of carbon dioxide in the atmosphere, many of the negative effects of climate change may be reduced. Man-made greenhouse gas emissions have already penetrated the ecosystem despite all mitigation attempts. By adjusting our present social, ecological, and economic structures in response to climate change, an adaptation strategy has been developed to lessen the sensitivity of human and natural systems to the repercussions of climate change. In the modern era, it is evident that media plays a crucial role in tackling this problem, especially in a country like Pakistan, where awareness of this issue is not so good. This study concluded based on its findings that media should create more campaigns to accelerate awareness regarding climate change among the masses. The media should make that dedicated segments for climate awareness. The majority of the respondents believed that media should not cover more and more news on climate change, as it may lead to over-saturation of certain types of news. This study will prove beneficial for researchers, academic people, and the common masses in understanding how media is playing its role in creating awareness about climate change.

## References

- Boykoff, M. T. (2007). Flogging a dead norm? Newspaper coverage of anthropogenic climate change in the United States and United Kingdom from 2003 to 2006. *Area*, 39(4), 470-481. doi:<https://doi.org/10.1111/j.1475-4762.2007.00769.x>
- Boykoff, M. T., Mansfield, M., & Nacu-Schmidt, A. (2013). Media coverage of climate change/global warming. Retrieved from [http://sciencepolicy.colorado.edu/media\\_coverage](http://sciencepolicy.colorado.edu/media_coverage)
- Eskjaer, M. (2013). The regional dimension: How regional media systems condition global climate-change communication. *Journal of International and Intercultural Communication*, 6(1), 61-81. doi:<https://doi.org/10.1080/17513057.2012.748933>
- Guterres, A. (2018). Remarks on climate change. Retrieved from <https://www.un.org/sg/en/content/sg/speeches/2018-09-10/remarks-climatechange>
- Hilgartner, S., & Bosk, C. L. (1988). The rise and fall of social problems: A public arenas model. *American journal of Sociology*, 94(1), 53-78. doi:<https://doi.org/10.1086/228951>
- Jan, A., Khan, T. A., & Mahsud, M. I. (2020). The climate change awareness and literacy in Pakistan: Role of media and social actors. *Liberal Arts and Social Sciences International Journal*, 4(2), 256-266. doi:<https://doi.org/10.47264/idea.lassij/4.2.20>
- Javed, S. A. (2016). Climate change reflections on issues and way forward. Development Advocate Pakistan. In (Vol. 2).
- Jogesh, A. (2012). A change in climate? Trends in climate change reportage in the Indian print media. In N. K. Dubash (Ed.), *Handbook of climate change and India* (pp. 266-286). London: Routledge.
- Kakade, O., Hiremath, S., & Raut, N. (2013). Role of Media in Creating Awareness about Climate Change-A Case Study of Bijapur City. *IOSR Journal of Humanities and Social Science*, 10(1), 37-43.
- Koopmans, R. (2004). Movements and media: Selection processes and evolutionary dynamics in the public sphere. *Theory and society*, 33(3), 367-391. doi:<https://doi.org/10.1023/B:RYSO.0000038603.34963.de>
- Levy, P. S., & Lemeshow, S. (1999). *Sampling of populations: methods and applications* (3rd ed.). New York: John Wiley & Sons.
- Lusagalika, J. S. (2020). The Role and Influence of Media in Creating Environmental Awareness in Dar es Salaam Tanzania. *Nokoko*, 8, 83-98.
- Painter, J., & Ashe, T. (2012). Cross-national comparison of the presence of climate scepticism in the print media in six countries, 2007-10. *Environmental research letters*, 7(4), 1-8.
- Salant, P., & Dillman, D. A. (1994). *How to Conduct Your Own Survey*. New York: John Wiley&Sons.
- Sampei, Y., & Aoyagi-Usui, M. (2009). Mass-media coverage, its influence on public awareness of climate-change issues, and implications for Japan's national campaign to reduce greenhouse gas emissions. *Global environmental change*, 19(2), 203-212. doi:<https://doi.org/10.1016/j.gloenvcha.2008.10.005>
- Schäfer, M. S., Ivanova, A., & Schmidt, A. (2012). Issue-Attention: Mediale Aufmerksamkeit für den Klimawandel in 26 Ländern. In I. Neverla & M. S. Schäfer (Eds.), *Das Medien-Klima* (pp. 121-142): Springer.

- Sharif, A., & Medvecky, F. (2018). Climate change news reporting in Pakistan: A qualitative analysis of environmental journalists and the barriers they face. *Journal of Science Communication, 17*(1), A03.
- Stamm, K. R., Clark, F., & Eblacas, P. R. (2000). Mass communication and public understanding of environmental problems: the case of global warming. *Public understanding of science, 9*(3), 219-237.
- Takahashi, B., & Meisner, M. (2013). Climate change in Peruvian newspapers: The role of foreign voices in a context of vulnerability. *Public understanding of science, 22*(4), 427-442. doi:<https://doi.org/10.1177/0963662511431204>
- Uusi-Rauva, C., & Tienari, J. (2010). On the relative nature of adequate measures: Media representations of the EU energy and climate package. *Global environmental change, 20*(3), 492-501. doi:<https://doi.org/10.1016/j.gloenvcha.2010.03.001>
- Whittemore, R., & Knafl, K. (2005). The integrative review: updated methodology. *Journal of advanced nursing, 52*(5), 546-553. doi:<https://doi.org/10.1111/j.1365-2648.2005.03621.x>
- Wirth, W., & Kolb, S. (2012). Securing Equivalence: Problems and Solutions. In F. Esser & T. Hanitzsch (Eds.), *Handbook of comparative communication research* (pp. 469-485). New York: Routledge.