



Media Framing of Climate Change: A Discourse Analysis of PTV Selected Programs on Water Resources

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Abstract

Generally societies depend on media that enables audience about hard issues translation and understanding of the numerous complexities identifying with respect to environmental science and administration. Media framing of climate change issues - from news to excitement - are capable and forms essential connections between individuals' regular substances and encounters the routes in which they are talked about by researchers, policymakers and open on-screen characters. A dynamic blend of impacts - from inside workings of media communications, for example, judgment of journalistic standards, to outside political, financial, and social variables – shapes public opinions, what turns into climate issues debate? This research aims to will help in understanding media framing about the effects of environmental change -it investigates 'by narrowing down the focus on the media programs framing on climate change specifically the effects such as food water security issues this will be done with the help of discourse analysis of the PTV programs segments regarding the Pakistan



fresh water resources privation which is also affecting country food and agricultural sector as well as drinking water. Another aspect of the research paper is to highlights state media PTV program framing of climate issues that either these programs is addressing the basic problem or it ignoring main issue. Efforts will be made in reference to the role of media in highlighting the food water security in Pakistan and its linkage with climate change. The main function of conducting this research thesis to discover out remaining gaps of past research works done as well as to provide additional data to PTV while framing programs on Pakistan fresh water resources privation.

Keywords: Climate Change, Media Framing, PTV Programs, Pakistan Fresh Water Resources Privation

INTRODUCTION

Pakistan is a country with less than one percent of the world's greenhouse poisonous gases which are a reason for global warming, yet the county's over 200 million people are among the worst sufferers of the climate change. Never the temperature has been as harsh as this year the country experienced. Residents of Pakistan's southwestern city Turbat experienced the hottest day in the 70 years history of the country, as the temperatures reached at an alarming level of 53.5 degrees Celsius in May last year (Wasif, 2017).

The country is experiencing a rapid change in the temperature. At the same time Pakistan is hit by an extreme drought and vibrant heat waves accompanied by flood that continue to threaten people's health, the living source of agriculture and water supplied.



Pakistan is ranked among the top ten countries in the globe affected most by the climate change, according to a 2018 Climate Global Climate Risk Index which was published by Germanwatch, a public policy advocacy group. Pakistan is located in an area where normal temperature goes beyond 40 degrees Celsius that's harsher as compared to elsewhere in the world. World Wildlife Fund (2012) in a report predicted that the temperature at this part of the globe continue to rise faster than elsewhere growing 7.2 degrees Fahrenheit (4 degrees Celsius) by the year 2100 (Jeffries, 2012).

In April 2018 the temperature in the southern city Nawabshah was recorded 50.2 degrees Celsius that was the hottest day in the history of Pakistan in April. Pakistan Meteorological Department noted that temperature has never soared at this level in the month of April. It didn't stop here. The temperature continued to soar during May this reaching to 128.3 Fahrenheit (53.5 Celsius) in the city of Turbat during the last week of May. Because of a rapid change in the climate mass exodus have been reported in Sindh and Baluchistan provinces. The high temperature continuously affects the routine life. Sources of fresh water are drying up and several parts of the country are witnessing a drought like situation. According to media reports only in 2018 more than 60 people were reported dead due to extensive heat in the city of Karachi, the largest commercial hub of Pakistan. A number of people died across the southern areas of Punjab province due to heat related illness which went unreported in the mainstream press. Media reports said in June 2015 over 1200 people died from heatstroke across the country and 65,000 were provided initial treatment in Karachi for heat illness, the Provincial Disaster Management Authority said (Aljazeera, 2015).

Acute water shortage is another problem country is reeling on where at least 60% of the total territory receives less than 10 inch rain annually. Rivers, lakes and sources of water are drying up and the Hindu Kush-



Karakoram Himalayan glaciers are increasingly melting down because of global warming. Climate experts say one of the reasons for rising temperatures is because of lack of trees and forests. The media doesn't give proper airtime to the emerging issues like climate change, global warming and importance of forests which are being destroyed as people cut and clear areas for development projects. The cutting down of forests is also resulting in less fertile land for agriculture purposes. Due to global warming the winters have shortened and in the southern areas of Pakistan people are witnessing summer like temperature until November. Meanwhile, the state run television PTV has little or programs about the impacts of global warming and climate change.

PTV has no awareness programs about the negative impacts of compressed natural gases that eventually are destroying the ozone system and transforming the environment into a furnace. Pakistan which is the world sixth largest country with respect to its population apparently has no proper plan to preserve its resources. The increasing demands of economic development would further increase the use of carbon emissions by 300 percent in the next coming decade, as the demands for cars and roads are growing. The country top leadership has pledged to reduce the use of emissions by 2030, as required by the members of the Paris Climate Accord, but how the government will achieve its goal hasn't been clarified yet. Additionally, meeting the necessary demands of the growing population will be challenging in future because the water resources are drying up and the glaciers are melting down. Less water would result in less harvesting that may create a human crisis in the future. When the yields of crops decreases human beings would have no other option but to migrate and switch their livelihoods.

Despite all the environmental challenges currently country is facing, climate change remains a least discussed issue among government officials,



media and civil society. Issues like corruption and politics dominate the media but the issues that can put the 200 million people in limbo don't remain an important subject in the country. The new generation should be taught about the impacts of environment and the government must encourage the researchers, media and experts on the subject to conduct studies on climate changes issues Pakistan is experiencing. The warmer temperature may create a human crisis if the media and the government don't streamline policies to deal with the environmental changes.

Generally Media is considering a capable source that plays dynamic role in audiences advising and teaching at large scale. From past more than two decades, Electronic media has been playing important role in our lives which means it is having definite indirect effect on rural and urban population of Pakistan. The electronic media is helping general audiences to know about climate issues that threatening Pakistan future water and food security. The main idea of the research paper is about Agenda setting theory which means that the policies of the state media PTV is in hands of government that turn the news content in the interest of government instead of public interest. Climate change has had significant impacts and will keep on affecting Pakistan's physical, social, economic and political scenario due to continue blind eyes towards this matter both from PTV and government side. But now in the new government of PTI the issue of fresh water resources privation seeming like one the hottest issue of Pakistan that's way they allow PTV and private media to raise the issue in their programs. Similarly as like other nations on the planet, Pakistan's way to deal with countering climate issues is full of conflicts, political and financial problems; the country has not enough resources to deal lonely with the



climatic issues. Pakistan is a developing country which are facing big financial crisis where there is always lack of funds for Dams construction. In past the state media PTV was in control of federal government that keeps up strict implementation of its media and of the news stories/programs that might be dispersed in general society circle. Projects and stories about Climate change, both causally and adequately identified with Pakistan's unstable monetary development of the last few years are not satisfactory.

OBJECTIVE OF THE STUDY

The main purposes of conducting this research work are to investigate the PTV selected Programs content analysis of the data being framed related to climate issues such as fresh water resources privation of Pakistan.

- 1:** To review PTV selected Programs role in shaping public awareness about climate issues.
- 2:** To investigate PTV programs content being framed related to climate issues is highlighting the problem in accurate direction as well as the expert opinion analysis is either up to the mark.
- 3:** To provide direction and suggestion to PTV for framing of climate issues in right way that may help them to engage more audience.

RESEARCH QUESTIONS

RQ1: What role PTV selected programs can plays in the formation of public opinion regarding the climate issues?

RQ2: How much the state sponsor media house PTV highlighted water issue?

RQ3: How do climate issues PTV programs contents come up to be framed?



LITERATURE REVIEW

This literature is the combination of more than thirty research papers where media framing of climate issues topic were framed in different manners globally (Antilla, 2005). The oil business and the world's climatic issues have direct effect with every country; no one can deny that the issue is not affecting their environment. With the world's most experienced well know researchers currently demanding that the story ought to move from whether climate change that has very strong link with human development is going on. These research papers offer a basic similar review of how American, Canadian, and worldwide media houses are confining this basic issue. America is a super power country which are always looking for own interest, they don't care about global problems. These papers data shows that the US media is mostly presenting the dispute in political perspective while Canadian media is mostly focusing on human development stories.

In view of (Herman & Chomsky's, 1988) media determined publicity demonstrate, the discoveries show that whereas print media in the US may maintain a strategic distance from the issue, every one of the three "areas" demonstrate an aversion to outline environmental change with either extraordinary climate results or oil decrease arrangements media framing of climate issues topics has been discussed several times in different research papers where enough efforts has been done to find outs the gaps and to find out the way how to deals with climatic issues, But still there is enough media attention needed to shape public opinion (Sampei, &Usui, 2009) regarding climate issues, because public engagement is necessary to handle act with climate issues such as water and food security of Pakistan.



When we look through Pakistani state media PTV Programs framing of climate issues especially on water and food security there is still enough gaps left because PTV Programs regarding water and food issues taking less attention as compare to political news. The researcher also finds out from different research papers data analysis that the issue is only discussed in global perspective instead of national issue; we can consider the best example of Qamar-uz-Zaman Chaudhry, International Climate Technology Expert research work on Climate Change Profile of Pakistan. In this research the researcher is trying his best to find out the remaining gaps as well as to provide extra information which may help readers to find out the complete information regarding media representation of climate issues. This paper is the combined review of different articles based on media framing of climate change programs in Pakistan as well as around the world in which the researcher chooses dominating view and opinion of two well know scholars Boykoff and Anderson Alison.

Climate change is the essential common story nowadays in the current rapid increase of temperature, with potential account segments including enormous business, overall economies, forefront science, crushing remarkable atmosphere, and maybe the destiny of advancement itself. This issue is taking one mainstream position in western media because it hurting fresh water resources and food sector. Most of the past data shows that climate issue is due to the negligence of the government side they are putting the problem on each other while the truth is that climate change is global problem which needs special attention to resolve. It's very alarming to see in the state media eye the issue is still not taking any serious



attention, while the current government of PTI is fully committed to deal with the issue. So after watching most of PTV programs the researcher reached to a conclusion that there is still a lot of work needs to do, because the agenda of the state yet not fully free from government influence. One of the current affair PTV program Live at Five (Sher Dil Khan, 2018) which are covering 24 hours daily updates with special reports and opinion. The anchor person highlights the NDMA department seminar related to climate change in the program intro but later on the minister for Information media talk compel the anchor to out the story of Climate change debate from the whole program that shows the seriousness of state media attention towards human development problems. In this program the researcher finds out that 50% time given to Politics, 22% to Federal minister of information media press conference and 20% to terrorism law and order situation only 8% time given to human development stories.

Role of Media in Agenda Setting in Pakistan

In Pakistan, Current affairs media talk shows especially categories of television programs in which they give you the details of an issue which have already occurred. They also sometimes give you the details of an issue which is occurring, but this is the rare case because they usually come up with a detail study and research on an issue that has occurred in the near past. But the growing demands by channel owners and management are changing the arena of agenda setting especially in private media houses. These programs are different from plain news where an event or issue is presented or broadcasted as it happens. The opinion of experts is rarely included in such news bulletins. In such bulletins, minimum critical analysis



is presented as compared to maximum critical analyses in current affairs programs or talk shows.

Other platform to be considered is magazine publications which come under the category of print media, so we will analyze the difference of it from the typical electronic media. In magazine publications, issues and events are presented along with expert's opinion, writer own analysis and public opinion. Mostly, they also highlight the social issues in a logical sequence particular to that issue. The live reporting of the series of events, debates, current affairs programs and television videotape is another prominent feature to be measured in electronic media. It creates awareness among the common public. It enables the general public to watch an event as it happens. It enables the general public to comprehend an event live, but most people are not intelligent to understand the issues on their own because of incomplete knowledge and lack of expertise in that specific field. This is where experts come to rescue and give public a detail insight of the issue. But the problem arises when the same person tries to be an expert of every field. Whether it is a political issue or be a financial issue like taking loans or be a sporting event, such experts try to educate the public on every topic, which is hurting the credibility of electronic media. TV channels, regardless of facing bans and sanctions by the government and other pressure groups at times work professionally to broadcast a true image of what goes on in the state but sometimes, they go beyond their circle. So agenda Setting of Pakistani Media is sometimes a mixed up idea.

If we consider the role of agenda setting on electronic media in the general elections, we come up with following results. The results of the



February 2008 General Elections were a noticeable case of Agenda setting by media. In 2008, preceding the general decisions, television shows exhibited the administration of PPP (Pakistan People's Party) as casualties of majority rule government after reused overview to the scheme that incorporated Benazir's death. The PPP made a promotion that empowered it to win the hearts of dominant part, hence anchored government. This was the aftereffect of agenda setting on role of the PPP that was made with the assistance of print and electronic media. Media not just reveals to us what to think about a fragile subject yet in addition how to think about it and in like manner how to particular a feeling on it. This thought of accumulate inclusion has turned out to be more conspicuous with the coming of the web because of its capability to make everybody a pamphleteer.

Presently media has changed the normal procedures for working even in political circle. Presently multi day, because of sites, online journals and different networks of data, governmental matters is more intuitive and the idea of 'electronic majority rules system' or 'vote based system' is more typical. The connection among media and legislative issues has dependably been a vital region of party-political interchanges. Media is in charge of giving a stage to the general population and for giving it political voice in equitable social orders.

Internet based life has spun the social life at 360 degrees so inventively that it has coordinated into individuals' front rooms, rooms and even restrooms. Interpersonal organizations were utilized at first to focus on the general population of Pakistan for the battles amid races. This gathering



helped the general population assess and decide numerous decisions that they had at the top of the priority list. With the number of inhabitants in 180 million where the measurements indicated 60 % of voters via web-based networking media it was undoubtedly a decent medium to use for campaigning.

RESEARCH METHODOLOGY

The methodology used for conducting this research study is the discourse analysis of PTV Programs transmission on fresh water resources privation of Pakistan. Along with framing of PTV Programs such as Live at five programs of PTV News, Prospective and Sky is the Limit programs of PTV World and Documentary Living with Change of PTV Home and other reports and short documentaries contents being framed. The data has been taken from these programs where main focus was to generate a perfect analysis about climate change issues that means to find out the gaps. The study is conducting in Pakistan where the researcher is conducting qualitative content analysis of PTV programs framing on specific climate issues such as fresh water resources privation that also effect food and agricultural sector of Pakistan. The researcher is filtering the PTV program content related to climate issues that either the content being presented is enough in social awareness building or it is ignoring the main issue.

Apart from PTV Programs like Live at Five, Perspective, Sky the Limit and Documentary Living with Change framing of climate issues the general opinions of journalists from PTV News and other media houses measured. The population is Pakistani common people which are directly affecting from climate change issues. The main idea behind choosing PTV



was to review the government pressure on state media PTV to highlights issues related to human development.

Overall 30 Episodes framing of different PTV and private media programs related to climate issues contents data have been taken for this study. A data of Pakistani private media news channels as well as Indian, Bangladeshi and Malaysian media houses has also been taken for analysis. The sampling method is uses for this research which is simple random sampling technique a type of probability sampling. A sample of State based sponsor media organization PTV programs data has been choose from framing of climate change related issues.

The mode of study is PTV selected Programs framing of fresh water resources privation which is directly linking to Pakistan drinking water and agricultural sector.

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Discourse analysis is designed as a tool for data collection. The purpose of choosing qualitative technique was to analyses the content and quality of the programs data that either the framing of climate changes stories addresses the issue in the interest of public, or it is missing core idea.

DATA ANALYSIS



Episode 01: Living with Change (A Documentary on Climate Change)

BY PTV

This one documentary is presenting one of the best images of climate change in Pakistan which is encouraging in all ways. Winter in northern areas of Pakistan is mostly cold where temperature is below 10 centigrade. The documentary recommended that governments should take vital step to provide all facilities to the people of the cold area because it is very difficult in winter to move from one place to another due to road blockage of snow. Another positive aspect of the documentary framing is they include the voice of local people which are familiar with the environment. They selected AJK district Bagh as a sample where temperature is increasing day by day due to rapid climate change in the region. Kala Bagh dam is one the most important dam which is located on river Jehlum and river sindh which can protect the areas from flood.

The documentary shows that due to flood the area becomes a victim of land sliding and the water creates destruction in the areas where homes are located near river

The documentary also showing the life of the locality people which are mostly dependent upon agriculture and fruits is also effecting due to climate change. The documentary leave some questions that has been asked from the locality people that how you can see the weather variation in the area? The locality people responding that in the last couple of decades there were 4 season in the area where winter snowy season was dominant, but now due to increase of temperature you can see fans almost in each home. Even in summer we used to cover ourselves from blankets, there were accessibility



of water for crops, but now due to deforestation the accessibility of water decreased for crops production especially the irrigation of rice. The seasonal change of climate also affected the diversity of life.

The rapid change of climate also effected flowering and fruits sector because of deficiency of water. Rain cycle also changing due to climate change which effects the growing season of crop production, farmer cannot grow crops due to very less amount of rain. In past they were used to take 4 different crops from the land but now due to rapid rain cycle change the production of the crops reduced to only two or one in most areas documentary also quoted the difference between day and night temperature which is mostly 30 centigrade at day time and around 13 centigrade at night time so it's very difficult for the people to adjust with this change as well as the temperature imbalance is not suitable for agriculture sector is well. The rising temperature resulted the melting of snow.

Program Gap

The gape researcher find out that the documentary should also visualized the images of people who are cutting trees which causes landslide as well as becomes a sources for increase of temperature. Now due to increase climate change the locality people needs to walk through around 2 km for water. The voice over and music of the documentary is up-to merit they did a great job to tell audience that what destruction carried by climate change. Here the producer too is recommending two solutions. Adaptation and Mitigation to deal with the climate change related problems. The documentary also highlighted that there is so many fruits of



clean better weather which is more feasible for vegetation that is the sources of income for the locality people. Documentary one of the main important aspect is it encourages people to group more trees which is become a sources of oxygen for the environment.

Recommendation

The documentary recommended that the flow of snowy water also provides opportunity to store this fresh water which becomes Vital for drinking agriculture, tourism, energy generation and becomes a sources for rain. Building new Fresh water resources such as Dam can help to boost up Pakistan Agriculture sector as well as can provides water for drinking.

**Episode 02: Sky is the Limit with International Climate Change
Specialist Dr. Qamar-uz-Zaman Chaudhry**

Sky is the Limit PTV World current affairs Program



Topic: International Climate change <https://youtu.be/JUfejrQDMJY>
(January 29, 2018).

Guest Dr. Qamar-uz-zaman chaudary (Meteorologist & Research scientist).

Host Omer Khalid Butt

The researcher finds from the data that the program framing is mostly based on guest personal life and achievement instead of the topic issue international climate change

Is it necessary to discuss that your family may disturb due to your job I don't think journalist should move away from the topic they supposed to talk about the issue. The program host covers some sort of the issue with climate change specialist

Now when we take about climate issue which is one of the most significant problem that makes the whole planet is of now you used to talk about ozone layers than the rupture of the ozone layers now the subsequent results of that ozone layers that are evident everywhere in the world whether in snow areas, sea areas and desert areas.

Now question arises what should be the importance of climate change as far as world weather concern and how much important has been given to the climate change?

According to the atmospheric study specialist now everywhere and each one in the world recognize that global warming is one the hot issue of the 21st century. As far as Pakistani concern all the international relations research studies indicating that Pakistan is among those countries where there is chances of environmental change especially shortage of fresh water due to increase of temperature which is decreasing the snow spell



It is very important for Pakistan to deal with climate change although we are not emitting that much carbon dioxide. The consequences of climate change is increased in Pakistan after 2010 flood during moon soon season this one disaster was unique one in which 90 million people were displaced.

So for dealing with such disasters government of Pakistan should takes bold steps to control the costs of atmospheric change

In this regard the government of Pakistan adopted climate change framework policy (CCFP) from 2012 but the question arises that how to implement the policy. I think implementing policy of climate change in a diverse country like Pakistan takes long period of period of time as you know we have limited resources to deal with the climate change with this policy framework along with the federal government the provinces also trying to implement the ideas. One the study that under taken by the UNDP Pakistan that estimated that how much expenditure are spending by the federal and provincial government on climate change related activities.

It is very encouraging to see that the government is spending around 8% budget on climate change although the entire budget is not focused on this hot issue but it is related to climate activities like hydro powers etc.

Do you think we have the accurate measurements / equipment to evaluate climate change? Yes, in fact Pakistan meteorological department have climate change measuring equipment like we have advance meteorological survey equipment's that is the example for other developing countries, but



definitely this is the continues process which still needs a lot of improvement. What the news anchor trying to convey that climate change weather forecasting is one the daily related topic for public but due to lack of media coverage very least amount of people aware about climate change consequences, weather forecasts even the temperature, air pressure also express that it will be hot, cold, rainy, snowy or dry

The climate change issue has been influenced Pakistan too much after 2005 earth quake but sorry to say there is no mechanism yet set for to deal with disaster due to climate change We still have not that much advance system to predict earth quake which might be the reason that the development work to machines earth quack yet not completed in mountainous area. We have not experience experts to judge the disaster before it explodesthe system it may be due to lack of government interest as well as lack of media coverage which I think media PTV should highlights the issue at least once a day.

What kinds of precautionary measure could be taken by the government and the people like media journalists and the people of society to deal with the disasters? I think one the big reason is the increase of population people building their homes in the water ways they are cutting trees, they are limiting natural fresh water resources so both media and government should take step to aware people that they should not destroy the natural asserts which is effecting the climate.

There is big gap researcher find out from this program that the question is up-to the mark but this program looks like broadcasting from Radio because in TV electronic media you need to present the images and visuals to put more impact it also draws more attention for audience as you



know Pakistan 70% population don't know very well English so for them you need to play a video clip and to present images. There is also one of the problems that we have only limited fresh water resources dams that is not enough to control flood and store water which we can utilize in winter climate change profile of Pakistan published by the Asian Development Bank Aug 2017.

This episode conversation also shows the interest of government while dealing with the hot issue climate change that specialist Zaman mostly sponsored by NGO, s as a consultant to talk about this issue while I think government too need to do their own job instead of looking for foreign aid because it is our own issue media too should consider it the national interest issue they should not look for someone to pay them and to highlight human development issues. As documented that the temperature in Pakistan may raise 2 - 3 centigrade by the end of this century so do you think how Pakistan can solve this issue? Yes, by two ways Adaptation and Mitigation. By constructing more fresh water resources dams by plantation we can normalize the temperature. By developing our infrastructure Mitigation means by implementing the policies.

How we can build awareness in murals areas about climate change?

To tell people not to waste water and energy, because our survival is with water that needs to be store. We need to save the water the climate indication shows that we will be shortage of water like we have example of Baluchistan.



Episode 03: Nature at Stake (A Documentary on Climate Change of Pakistan) Part 1 of 2 (PTV) By Hassan Hayat Khan

This documentary is showing the effects of climate change on Pakistan agricultural, water and food sector that affects badly country economy. The weather, trees, mountains, glaciers is asking man that what is our fault for this disruption, either we kept you thirsty, either we explode your life, the fact is that you not damage us but you damage your coming generation. Why the crisis of water, gas and food is increasing, because of climate change. According to experts it's very difficult to predict weather forecast rain because of rapid industrialization, increase of population and the emissions of gasses polluting the environment.

The produces explain the causes in a brief way that the temperature of earth is raising due to deforestation, emissions of gasses from industries, vehicles and access use of water limiting the fresh water resources. The rapid increase of temperature globally is due to climate change that impacts many countries included Pakistan which is ranking in most ten climate change risky countries of Asia. Pakistan glaciers are the only source for fresh water which is continuously decreasing due to global warming. According to World Bank report in next fifty years the glaciers of Pakistan will melts that can cause flood in river Sindh. This alarming situation will also affect our agricultural sector which is the back bone for our economy that will also threat food security. Agriculture industry contributes 21% in country GDP which means our sports product, food, jobs etc all related to agriculture. Pakistan 47% population source of income is agriculture, but now due to less rain, short snow spell and continuous melting of



glaciers affecting this industry. The issue also affects fruit industry of Pakistan due to deforestation.

Gaps in the Documentary

The medium used for presenting this documentary is electronic media where the producer needs to put more catchy visuals and music that can attract more audience. Another gap is the producer presented the issue as in global perspective while he should mention the failure of Pakistani government and other institutions.

Recommendation

The experts recommend that we can store flood water in dams, but unfortunately we have only two dams which is not enough to fulfill the country's need. We need to construct more dams that will store water for drinking and agriculture. The researcher also recommends that in future media needs to frame human development issues like climate change in such a way that provides complete information as well as engage whole society people. Construction of dams should be made possible very soon, otherwise the shortage of water will reach to an extremely low level. Private media houses also need to frame the issue in a proper way that may compel government to raise the freshwater reserves.



Episode 04: Climate change in Pakistan Seminar. Report by RanaIftikhar Ahmed, on PTV NEWS

This report is about climate change awareness seminar where focus and agenda was to review the role of government and other institution to jointly deal with this hot issue. The issue of climate change is the global problem same like other country it also affected Pakistan badly. It hurts country economy, agriculture sector, food and fresh water resources that has direct link with every individual. The framing of the story was not fully covering the issue; the time given is very less. So how one can say that it may creates awareness among audiences.

Report Gap

The researcher takes out a big gap which is that the report covers only one side view. The reporter presenting the seminar completely in the interest of government where the experts and other people views are completely missing that shows that how much government influence on media. The federal ministers are portraying the issue in such a way that it is very simple for them to resolve. They are expressing so proudly that we have done so much for it, but in fact the issue is very less brought under consideration. These ministers themselves don't know the issue in broader perspective, according to them the issue has not any direct relation with Pakistan, they think that it is global problem so we have done everything from our side now the rest of the world should deal with it. The government officials from climate change ministry should update media from their day to day activities that has direct link with environment and agriculture sector of the country.



Episode 05: Live at Five Current Affairs PTV News Program on Climate Change

By Sher Dil Khan with Dr Basharat Hussain (Climate Change Expert)

The researcher examining the program content in a way to present the clear gap which means that the data is addressing the issue or not? The anchor person expresses that the recent report of weather forecast says that Pakistan will face dry climate in next six weeks which will effects agriculture crops as well as human health and environment so we need to find the reasons. According to Dr Basharat Hussain climate change is one the most important crisis which is human made not only in Pakistan all around the world no body taken serious measure that how to control climate change. The whole world is increasing their industries that becomes poisoning our environment. This rapid growth of industries will damage climates for future generation. Pakistan contribution in industries is very less as compare to Western world that effects mostly environment, but we cannot say that our industries is not polluting environment, our vehicles smog, and farmers do wasting raw material of crops in form of fire which become kills micro organism. The massive construction activities also become a source of pollution which means people do cuts their trees for construction buildings.

There is many solution that needs to be brings in practice which can protect environment from pollution. Pakistan have their departments to overcome climate issue, there is national environmental policies and acts. Government should measure the polluting gasses that badly affecting out environment they also needs to emphasis the industries owners to not throw their wastes in the rivers and sea. They can deal with the problem by



installing Arco cement plant, Air pollution control system. There is also one of the big problem within these institutions that we have not appointed expert people for perfect job nor the government utilizes the skills of the people those have enough knowledge in the field which means that the government is lonely responsible for it.

Program Gap

The footage and visuals in the background is not matches with the voice over of the anchor person nor is the guest that shows the framing of the program is okay for print media broadcast, but not suitable for electronic media.

Episode 06: Climate Change and our Preparedness PTV World Current Affairs Program Perspective by Mahrukh Hameed

This one program is highlighting the effects of climate change in Pakistan as well as the government preparation regarding natural disasters. Pakistan is among the countries most influence by climate change, global warming melting of the glaciers has threatening volumetric change in the environment. The host of the program is trying to address the basic hurdles in dealing with this hot issue, she express that we have the capacity technical assistance and financial resources to look after climate change related problems. The guests of the program to highlights the issue have expertise in environment and climate change. The specialists is discussing the major challenges of climate change, they are also identifying the solution of it by



adaption and mitigation. We have more than 200 million population which is growing very fast and the resources is very limited that means if we not deal the issue the poverty ratio will be increased. In Pakistan climate change mitigation is very low is it good or bad, the expert says that though Pakistan is not that much industrialized country but we can see the disaster of climate change. Mitigation is good for whole world but most of the countries need to reduce green house effects.

Pakistan is not that much prepared to deal with issue, most of the people have no knowledge about climate change, we also have lake of funds for it. Media can play a vital role to address the problem. Technologically we are not advanced when it comes to alternative energy resources it's more expensive for us. We are developing country we are relaying on IMF fund, we don't have our own resources to do it by ourselves, so it will take time. Have the province developed climate change policies? I don't think provinces established that mechanism and federal government can't force them after 18 Amendment to work on it. We saw many international climate conferences being held in Pakistan, but the result is zero, climate change is a coordinating matter which means all provinces should work together with federal government. KPK and Punjab is some sort advance they have their policies for climate change which works, but the rest of provinces have no mechanism for it. Is it true that it affects poor man only? Yes up to some extent it is true that it mostly affected poor man, but as you know climate change is a global issue so it also have impacts on rich people as well. There is no sense of urgency in urban areas but the rural area is more venerable to climate change. We can see that most of floods damages homes in rural



areas, but there is also a plus point that rural people have more knowledge than urban people.

Other reasons of climate change are food crisis, it affects mostly agricultural sector, and so how we can help the people who are relying on agriculture, I think local government system can solve their problems. This problem is multi sectors so every individual needs to participate, you must have expert people in agricultural sector that provides guideline to farmer how to protect crops from flood and drought. The natural water resources of the country are declining very soon, so we need to construct more dams and lakes to cover the water deficiency. In developing nation there is much better way in dealing with their climate change problems, water issue and food security. We have a good example of India and Malaysia. But the situation about climate change in developed countries are more advanced like America, Australia and Germany, we have seen many hurricanes, floods in Us, but they have a best mechanism to control damage.

Program Gap

The background images and visuals were not matching with the voice over of the host and expert opinion. The experts and anchor itself was having very little knowledge about climate change issue. Again here the content of program was in favor of federal government where local voice was neglected. The program content was very limited about real issues of climate change. Water issue was less addressed; food security object was totally missed.



Recommendation

We need to have included climate change course in our syllabus, we need to increase agriculture universities, we need to have research center that will able people to conduct healthy research projects in this area. Media also need to encourage government to sort out this matter. We need to protect our sea ports from climate change as you know Pakistani ports like Gawadar and Karachi will provide a medium for trade and business.

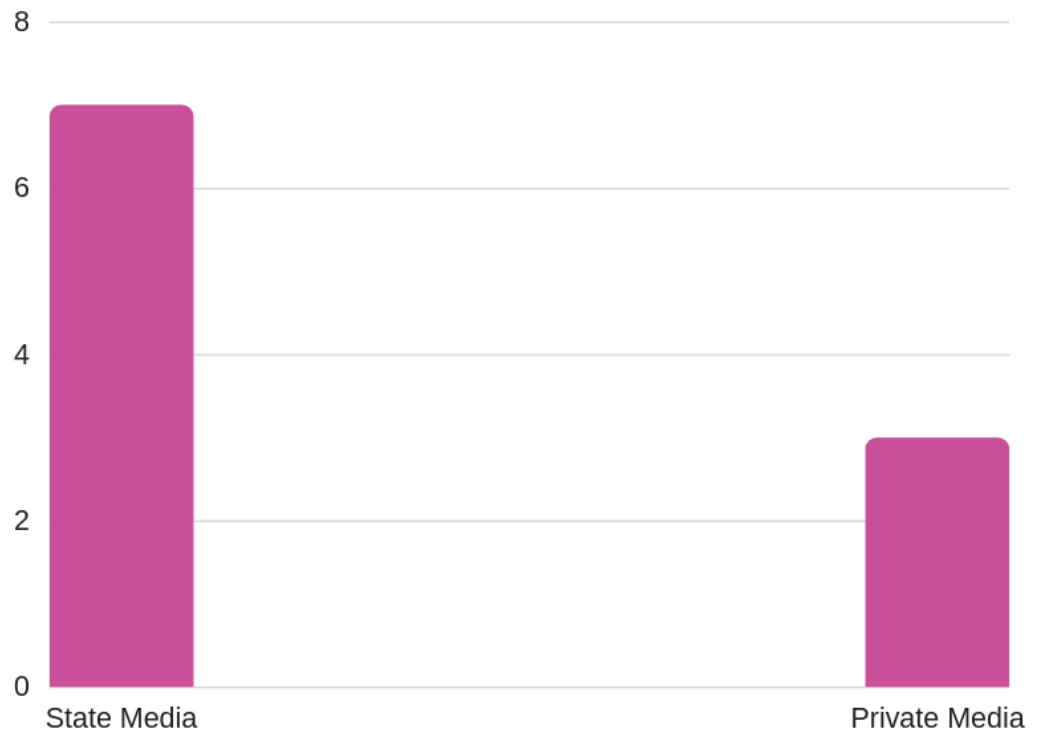
RESULTS

The bellow graphs indicating comparison in four sectors.

- 1:** Comparison between State media and private media related to Climate change
- 2:** Comparison of Pakistani media coverage of climate change with Indian, Bangladeshi and Malaysian media.
- 3:** Comparison of Time Given to Climate Change Stories
- 4:** Importance of Climate Change Issue during PMLN and PTI Regime



1: Comparison of State Media and Private Media in Context of Importance given to issues related to Climate Changes



State Media Vs Private Media Coverage of Climate Change

While reviewing importance given to news related to climate changes by the Pakistani state media and private media, it was found that private media channels gave surprisingly lowest broadcast time to climate



changes and related news. As for as state media is concerned they gave considerably more time to climate changes as compared to private channels, however still the time devoted for such issues were far below from the benchmark. Had it given higher importance, common man would not be suffering like he is today?

To analyze in detail, state media channel gave:

8-9 minutes on average to issues relating to climate changes through its various programs which involved some experts of the respective field.

Surprisingly, they only gave 5 seconds on average to issues relating to climate changes through its news bulletins which we call as the prime time.

It gave around 1 minute on average to the issue under analysis through its various public service messages; most of those were however sponsored.

Unfortunately, they gave a negligible time to the issues relating to climate changes through programs that involved public opinions, implying thereby that they didn't involve public on issues related to climate changes.

Similarly, when private media was analyzed in detail, the results were as follows:

3-5 minutes on average to issues relating to climate changes through its various programs which involved some experts of the respective field.

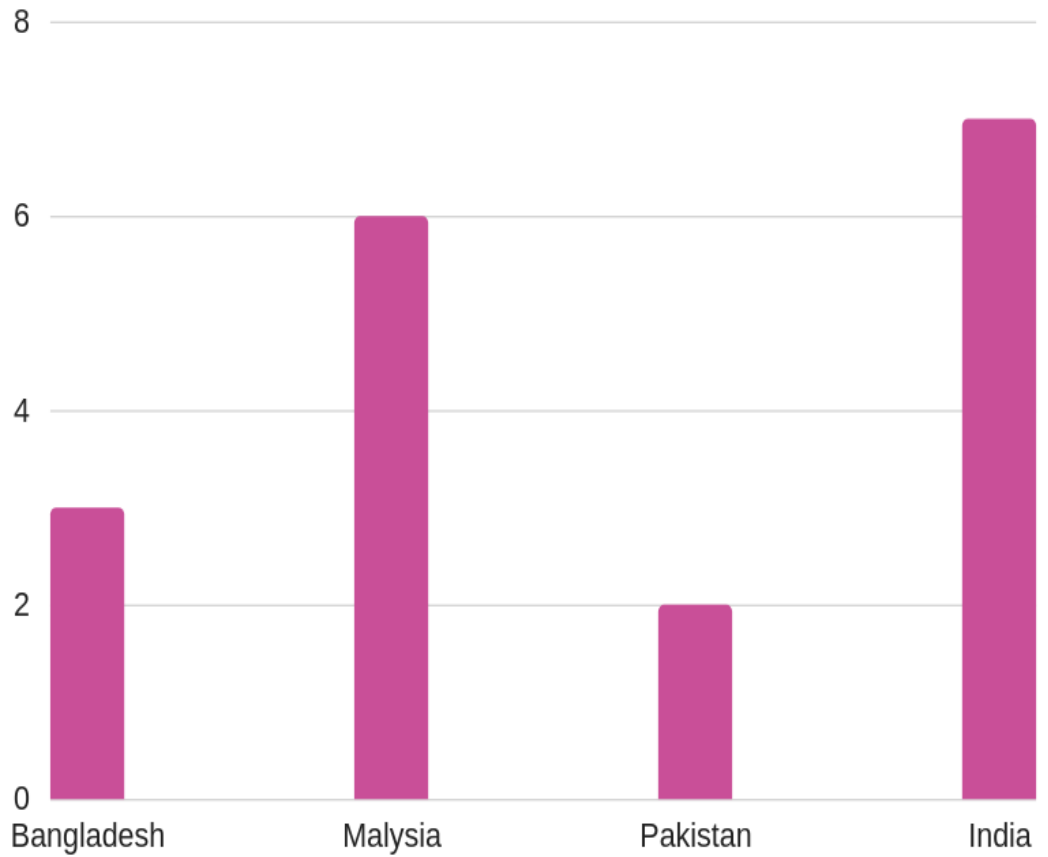
Unfortunately, they gave no time on average to issues relating to climate changes through its news bulletins which we call as the prime time.

But when the sponsored messages were analyzed, it was found that private media gave 5-6 minutes on average to issues relating to climate changes, which is considerably good.



**2: Comparison of Pakistani media coverage of climate change with
Indian, Bangladeshi and Malaysian media**

Comparison of Pakistan with other developing Countries In context of
Importance Given to Issues Relating to Climate Changes:

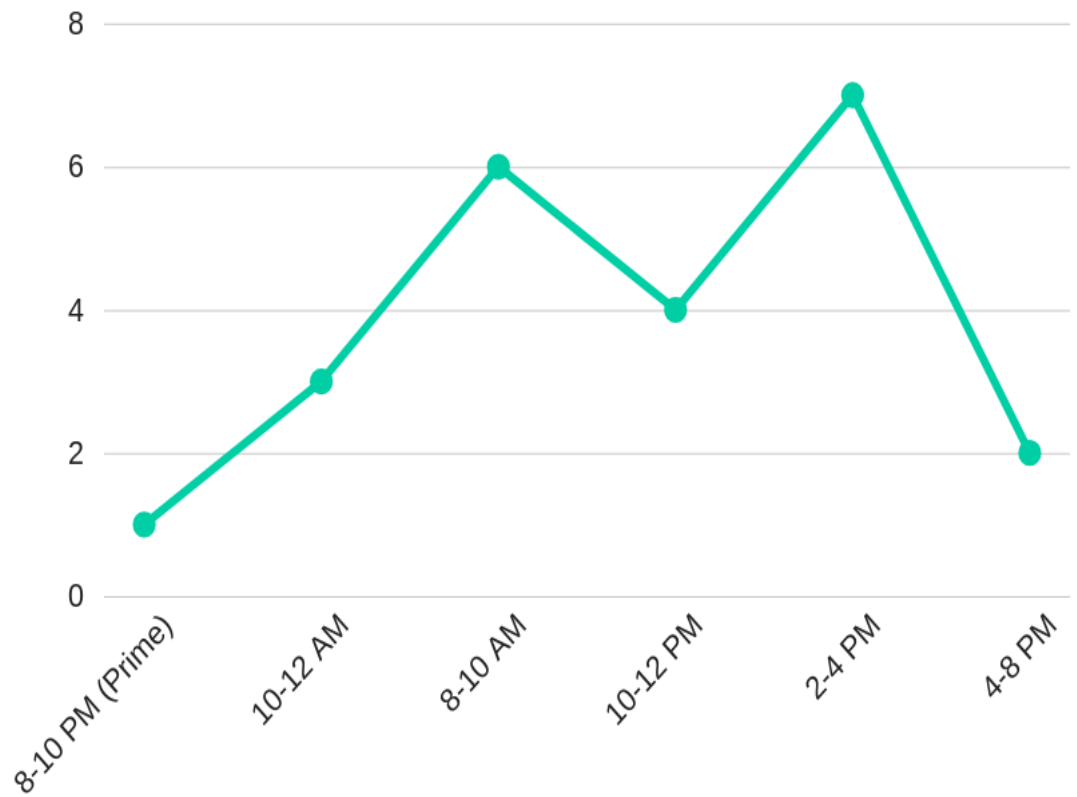


Local Media Vs International Media Coverage of Climate Change



3: Comparison of Time Given to Climate Change Stories

Share of Issues Related to Climate Changes (Fresh Water Resources maybe)
in Broadcast Time of Different Media Channels in Pakistan:



Comparison of Time Given to Climate Change Stories

During the analysis of different media channels, we came to know that in Pakistan;



About 1 minute on average is given to issues under study during 8-10 PM which we call as the prime time of television, during which viewers count is on its peak.

Similarly, about 3 minutes are given on average in between 10 pm and 12 am.

Fortunately, Morning shows are devoting about 6 minutes to climate related issues which is far less than benchmark but however considerable.

While we go up on the clock, there is again decline at 10-12 am and again rises at 2-4 pm to about 7 minutes. But unfortunately, it declines again as we go near to the prime time.



4: Importance of Climate Change Issue during PMLN and PTI Regime

Comparison of Importance Given to Issues Related to Climate Changes
before PTI regime and During PTI Regime:

Before PTI that is PMLN Regime:

During our study, we found that very less importance was given to
the vulnerability of Pakistan to rapid climate changes and its implications
like:

Changes in the shifting of Plant and animal ranges

Shrinkage of Glaciers

Change in the flowering of trees

Rise in temperature

Lengthening of frost-free season



Changes in the precipitation pattern

And rise of sea level etc.

Although they contributed some state level funds but these were far less from what should have been done.

During PMLN Regime we found that;

There was less debate on these issues on TV.

There was little focus to these issues among public.

The government paid little attention to the rapid climate changes.

The response of the government to such an important issue was unfortunate.

Drastic measures were needed, but sadly nothing achieved.

During PTI Regime:

The actions taken by the Honorable Supreme Court of Pakistan is in fact a much-needed response to cope the effects of rapid climate changes.

This action averted the scenario because:

We are witnessing hot debates about issues under study in different Talk Shows and programmed.

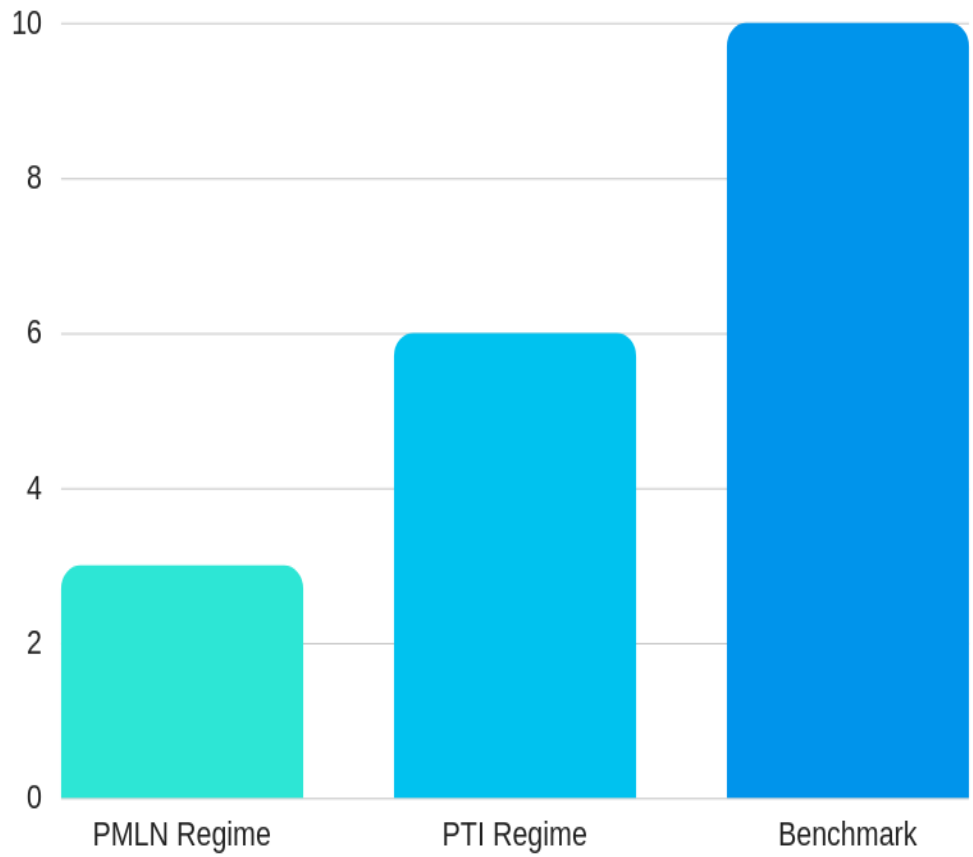
Public is seemed to be chanting about the climatic changes in their public gatherings and social meetings.



Now we can see active groups and lobbies who are doing great work. Issues like fresh water resources are often seen as trending on social media. There is active support of the government who is willing to back Supreme Court in its response.

To summarize this

If we plot the importance given to rapid climate changes and its implications in PMLN government and PTI government in numbers as against the benchmark numbers which is assumed to be 10 for this particular case, we get the following results;



Comparison between PMLN Vs PTI Regime



FINDINGS

The changing climate is imposing the following treats to Pakistan in particular;

The weather conditions of the country are warming very speedily that cause heat stroke which is very dangerous for human life as well as for plants and animals. The conditions of fresh water availability in two provinces Baluchistan and Sindh are very bad because of shortage of dams and fresh water resources in the country. During recent rain spell in Baluchistan province took 10 human lives due to no storing area of rain water. The state media and local private media highlight the issue but keeps just to news. They should present background knowledge that the surface of the soil land is full of stones and hard which cannot absorb rain water as a result it causes flood situation. The media need to tell people that they may convince government to construct dams for rain water storage. The media is addressing the issue as news not as a hot issue that needs to be discussed. So the researcher find out that first the concern departments need to stop the damage than they should look for benefits like they are mostly making arguments that there is no consciences develops on dams construction which will generate



electricity as well, But who stop them to construct small dams for water storage. Media should address the issue that it has affecting whole nation. Wide increase in the occurrence and intensity of life-threatening weather conditions, coupled with variable monsoon rains instigating persistent and intense flood and droughts. The data shows that less coverage given to issues like water resources and food security. In fact if some where the problem being presented is only limited to news there is no background detail highlighted.

There is no mechanism with government to deal the issue, media journalist too don't know how to tell people that what impacts it have on every individual life.

Use financial resources to encourage eco operative social responsibility with reference to climate change. The media may lose its viewership if the coverage of climate change and other basic issues of human development received less coverage in media prime time.

Government and other pressure groups limit the media coverage into only that issue where their interest is involved while public voice is completely being ignored.

Less time be given to issue like water and food security, they are mostly connecting the issue of climate change with warm weather, but they don't like to tell people that it also effect other sector as well.

CONCLUSION

The researcher finds from the data that most of PTV programs related to climate change, Fresh water resources privation that directly



linking country water for drinking and agricultural sector is missing the ground facts, because the guests and anchor person itself have very little knowledge about water management and agriculture. Therefore, how one can say that the issue being framed is covering the voice of public demand. Most of the programs content data shows that journalists and guests thinks that water resources are a name of dam which should only generate electricity, while in facts the country needs many fresh water resources for drinking water, a source for rain and water for irrigation. Finally the thesis concluded with a supporting comments that both government and media needs to work together to fight against climate change challenges. Government needs to sponsor people who are conducting research thesis in this area, because with limited sources the outcomes will be low. Media especially PTV should follow the independent rules and ethics of journalism.



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