

Climate Change Issues: A Cross Cultural Study of USA, UK and Pakistani Print Media

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Abstract

The devastating floods, deforestation, glacier melting, high temperature in the world are the manifestation of Climate change. Media used to share appropriate information and spreading awareness about the issue. The researchers applied content analysis method to explain the frames applied by different newspapers; while covering the climate challenges. The researchers conduct a cross-national comparison of climate change based issues on leading dailies editorials, from the USA The New York Times, Washington post, USA Today, Wall Street Journal and The Guardian, The Times, Observer, Daily Telegraph, The Sun, from the United Kingdom, Dawn, Daily Times, The Nation and Express tribune from Pakistan. The study focuses on scientific background, Consequences, Economic costs and Benefits, Balanced or fair Reporting and Public awareness frames. In the selected period of research both of UK and USA seems to put more spot light to the benefits of Green Globe, but parallel efforts puts in highlighting the costs issue of carbon emission than Pakistan. Study explores that expensive mistakes frame was not found in Pakistan's newspapers editorials nor was the public awareness frame discussed in the respective country. Almost similar results had found in United States where consequences frame appeared only 1%, and expensive mistake frame was also describe with same frequency of 1%, the frame typology of Public awareness was also found 1% in the United States newspapers editorials. Both UK and USA print media showed the concern about cutting carbon emission.

Keywords: *Balanced reporting, Carbon emission, Climate change, Consequences, Green Globe, Public awareness*

Introduction

Newspaper coverage of environmental issues has increased all across the world.

The Brandt Report, published in 1980, stated that "few threats to peace and the survival of the human community are greater than those posed by the prospects of cumulative and irreversible degradation of the biosphere upon which human life depends" (Brauch, 2003). According to the definition of climate change, it is "a change in the state of the climate that can be identified (for example, using statistical tests) by changes in the mean and/or the variability of its properties, and that persists for an extended period, typically decades or longer." This holds true for all climatic changes over time, regardless of whether they result from natural variability or human action. According to the scientific community (IPCC, 2007), climate change is indeed caused by human activity. According to Weingart, Engels, and Pansegrau (2000), the number of publications about climate change has increased since the 1990s.

The average public isn't as aware of the realities of climate change, but, almost. This is primarily because people have less faith in the scientific method than specialists do and because they are aware of social and political concerns about climate change (Lorenzoni, Nicholson-Cole, & Whitmarsh, 2007, p. 452). The senses that are formed about climate change are influenced by the media establishment, and in this case, notably the printed news media (Carvalho & Burgess, 2005).

Four basic responsibilities that the media can play when covering an event are:

1) Significant effects or circumstances as problematic, 2). Classifying reasons, 3). Passing on a moral decision of those elaborate in the framed substance 4 recommending remedies or enhancements to the challenging situation (Entman, 2003, p. 417). News stories frames can produce the impression that assured beliefs are broadly detained (Entman, 2003, p. 420). This research aims to assess how the issue of climate change was presented in newspaper media and how it was covered. This study employs framing theory by highlighting the media's dominant influence in determining national priorities. Determines which topics to cover and how much weight to give that coverage (Entman, 1993; McCombs & Shaw, 1972; Scheufele & Tewksbury, 2007).

Framing Climate Change

A technique that is becoming more and more common for examining the dominance of the media is framing. Framing is a crucial concept in communication studies and has long been the subject of interdisciplinary research. According to Chong and Druckman (2007, p. 102) it refers to "the process in which people grow a specific perception of a matter or remake their thinking around a subject." According to Entman (1993), framing is the grouping of "particular characteristics of a supposed certainty to make them further significant in a communication writing, for example to endorse a specific problem demarcation, fundamental explanation, ethical assessment, or behaviour reference for the point described" (p. 52). The foundation of framing, according to Tewksbury and Scheufele (2007), is "founded on the statement that how a subject is categorized in news reports how to have an impact on how it is assumed by audiences." Frames can be used to define honest assessments, characterize problems and their causes, or suggest solutions (Maher, 2001; Entman, 1993). Two important factors in the framing process are collecting and reputation. In the past, framing revolved around identifying some noteworthy traits of the ostensible representativeness and giving them more prominence in the formulation of statements (Entman, 1993).

The capacity to immediately explain the type of the issue and what would be prepared, in addition to being able to manage devotion to a problem across rule domains (Nisbet and Hume, 2006; Nisbet, Brossard, & Kroepsh, 2003). Framing will always occur. Every aspect of anthropological knowledge uses frames, and each word is properly defined in light of the frames it unflinchingly elicits (Lakoff, 2010). Similarly, as frames always emerged from systems, only language has the potential to activate both the descriptive frame and a larger portion of the structure that its fundamental frame is a part of (Lakoff, 2010). Each problem relating to climate change may be seen from a variety of new perspectives and taken into account as creating implications for different standards or discussions. When someone is talking, the skillful use of framing may help them effectively present their argument, frequently by stressing a certain set of considerations related to the current topic. In appropriate general methods and activities, the variable masses used in these discussions typically play a crucial role (Druckman, 2001). As they frequently transmit the precise signals from the top class to the community, informational environments like the news media play a crucial role in this process (Clarke et al., 2015).

Climate change and relative researches

Many of the in-depth content analysis studies on climate change have focused only on American mass media. Boykoff and Boykoff (2007) examined climate problem analysis in U.S. newspapers and television from 1988 to 2004 and discovered that reportage intensified in 1990, 1992, 1997, 2001-2002, and 2004. This combination of environmental, political, and scientific reasons was supported by the inquiry, which also met first- and second-order journalistic criteria. According to Boykoff (2007), U.S. broadcast reporting was examined using a "critical discourse investigative method, where significance was positioned on classification of those cited, terms, framing methods, salience of fundamentals in the writing, quality, and interactions among collections of communications" (p. 5). The investigation discovered that American TV news reporting led to a facts bias by establishing a presence of indecision where basically nothing exists by departing from the consensus opinion held by climate scientists that human induced climate change is occurring. The dissertation's discussion of the public and strategic plans is permeated by the idea that climate science is imprecise overall. In relation to the climate issue, Scheufele and Nisbet (2009) noted that Americans trust scientists more than other sources because they "grasp greater proficiency, are less self-centered, and should have more say in judgments" and that "community trust in science has continued practically unaffected" (p. 1769). Nisbet (2008) developed a variety of frames suitable to the subject of climate change in an aggregation of climate issue framing investigations (p.18, Table 1).

Research methodology:

Content analysis, From January 1 through July 2019, a framing analysis of content was done on the climate change coverage in the top US newspapers, top British newspapers, and top Pakistani newspapers. Past research on framing analysis have primarily employed content analysis (Baden 2003; Brossard et al. 2004; Boykoff 2007). According to numerous media research studies, particularly those that concentrate on framing analysis (e.g. Baden, 2003; Fahmy and Kim, 2008; Brossard, et al., 2004), leading newspapers are chosen because of their status as significant newspapers in their respective countries. For instance, in a study of the visual framing of the Iraq War, Fahmy and Kim (2008) contrasted the New York Times and the Guardian. Christie (2006) investigated the relationship between the media and popular support for the Iraq War by looking at the New York Times, the Washington Post, ABC newscasts, and White House briefings. By examining the New York Times and Le Monde, Brossard et al. (2004) investigated the cultural creation of problem cycles relating to climate change. In a research of the media's coverage of the U.S. invasion of Iraq, Ravi (2005) looked at many publications, including those in Pakistan and India.

Time Frame:

This study is based on time period from January, 2019 till August, 2019

Newspapers

Pakistan

- Daily Dawn
- Daily Times
- Express Tribune

United Kingdom

- The Guardian
- The Observer
- The Times
- Daily Telegraph

United States

- USA Today
- New York Times
- Wall Street Journal

Sampling

Themes Typology

Frames	Description/ examples
Scientific Background	Wide-ranging systematic or methodical background of a subject (e.g., explanation of preceding research, repetition of “identified” outcomes and results)
Consequences	Out come of climate challenges –
Economic costs and benefits	Economic trepidations nearby climate change can be framed in relations of its costs and profits and altering in economic strategies
Expensive mistakes	Policies and steps which cause a big mistake in taking climate on next dangerous level
Balance or fair reporting	Which country’s newspapers editorials are trying to give balance reporting of climate change issue and which one is fair
Public awareness	newspaper reporting and awareness level of public in a country

Research Questions

- 1- What is the scientific background of the climate change study?
- 2- What consequences project the global climate change?
- 3- How have economic concerns framed in terms of economic costs and benefits in climate change issue?
- 4- What effect do domestic policies discussed in UK, USA and Pakistan’s newspapers about climate change?
- 5- Which newspaper of selected countries is the speaker of current weather?
- 6- What do the strategies cause an expensive mistake in climate change issue of the respective countries?
- 7- Does the UK, USA and Pakistan’s newspapers present balance or fair reporting about climate change?
- 8- How have editorials of respective countries created public awareness about climate change?

FINDINGS

The sample for this study consisted of 83 editorials about Climate change. 65% editorials appeared in UK’s newspapers, 25% appeared in United States editorials, and the remaining 10% appeared in Pakistan’s newspapers editorials.

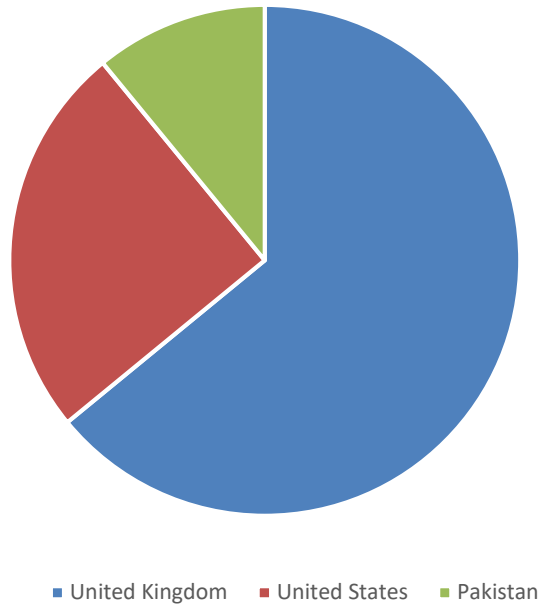


Figure 4.1- Number of editorials in sample focusing on climate change, by Newspapers.

To trace coverage and discussions of climate change over time, this study included editorials that appeared in the major newspapers of United States with orange color, United Kingdom on the dominant area with color blue and Pakistan with grey color.

Between January 1, 2019 to August 31, 2019. As Figure 2 depicts, the number of Editorials with names of selected topmost newspapers focused on climate change has diverse over time, with foremost heights in analysis of respectively newspaper. An entire of 8 frames were recognized in a complete of 83 editorials explored.

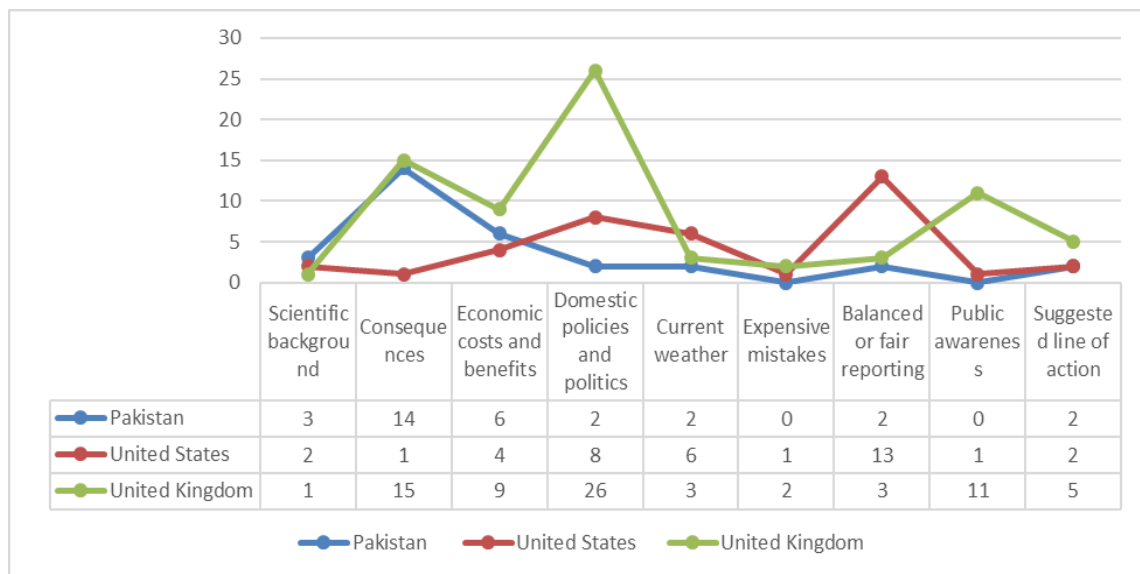


Figure 4.2- Frequency of Frames on climate change appeared in United Kingdom, United States and Pakistan, January 2019- August 2019

The furthestmost prevailing clusters in the *United Kingdom editorials* were the *domestic policies and politics*, with *consequences* frames, which both appeared several times. *Domestic policies and politics*

frame was reviewed 26% and the *consequences* frame 15%. Whereas *balanced or fair reporting* frame was found 13% in *United States* editorials. On the other hand *consequences* frame is found as most discussed one in *Pakistan's* newspapers editorials.

Expensive mistakes frame was not found in *Pakistan's* newspapers editorials nor was the *public awareness* frame discussed in the respective country. Almost similar results had found in *United States* where *consequences* frame appeared only 1%, and *expensive mistake* frame was also describe with same frequency of 1%, the frame typology of *Public awareness* was also found 1% in the *United States* newspapers editorials. (Table 3) describe all of the collections in instruction of the frequency in which all three countries newspapers editorials UK, USA and Pakistan appeared.

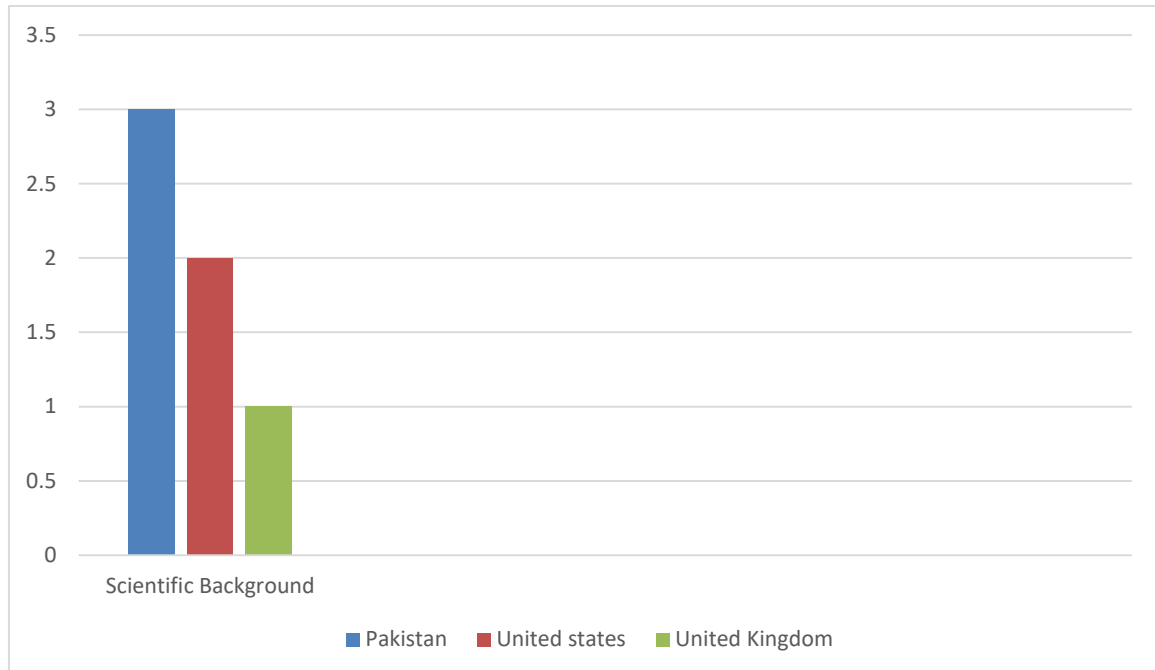


Figure 4.3- Average editorials focused on scientific background of climate change, in UK, USA, and Pakistan's newspapers

Results show that the scientific background frame is discussed more than other two countries editorials. Figure 3 indicates that Pakistan's newspaper's editorial board agreed that the scientific background about climate change is good enough to start their editorials. 3% newspapers editorials of Pakistan has been discussed scientific background and only 2% discussed by United States and 1% describe through United Kingdom. Scientific background discuss climate change in the times of decades ago. Most of the editorials of Pakistan start their study from the history of science of climate which opens the window of accepting science from the earliest times.

Figure 4 will describe the consequences of climate change discussed in selected country's newspapers editorials.

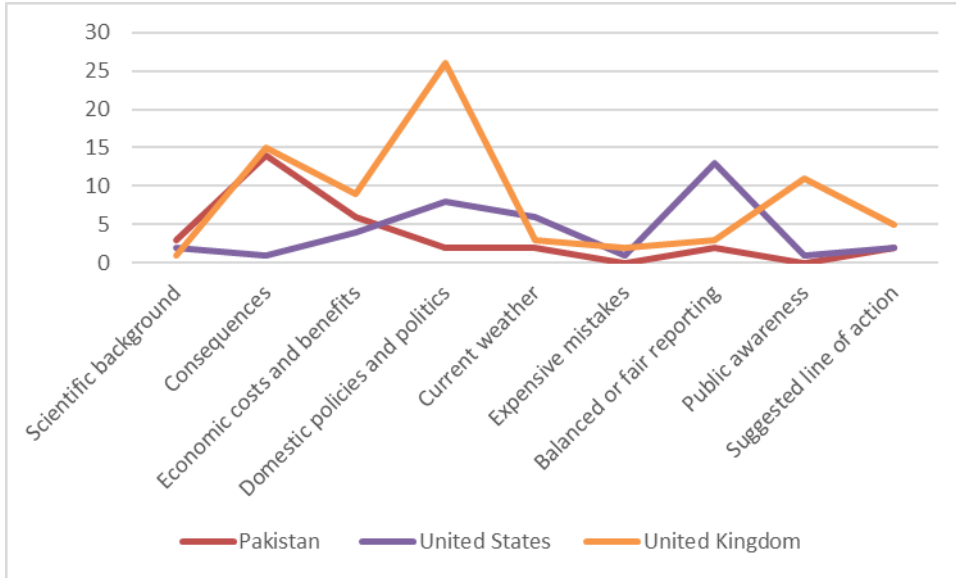


Figure 4.4- Prominence of Consequences of climate change frames

The results show diverse results of consequences frames of climate change in UK, USA and Pakistan’s newspapers editorials. Even though this frame discussed repeatedly in first half of the editorials. Frequencies indicates that consequences which shows the extreme good or extreme worst weather condition are 15 percent discussed by United Kingdom and 14 percent discussed in the editorials of Pakistan but only 0 percent appeared in United States.

Editorials result of Pakistan and United Kingdom shows that the Climate change consequences are at its peak. Extreme weather events such as droughts, heat waves, extreme winters, floods accrued in the consequences of climate change. But the United States not fully agreed with the consequences of climate change. Wall Street Journal is the extreme denier of the selected frame.

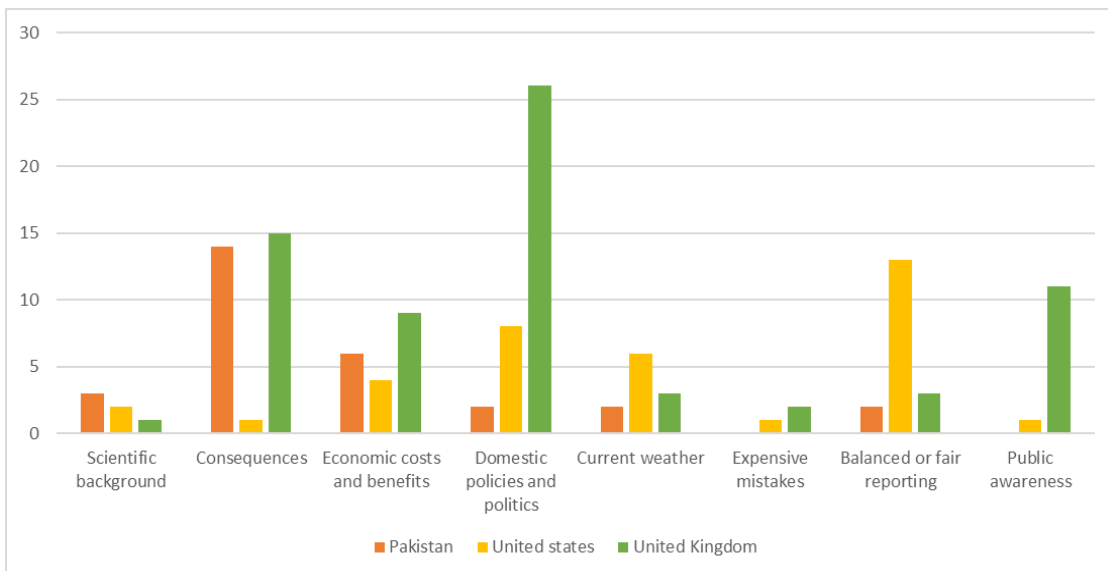


Figure 4.5- Gives information about economic costs and benefits about climate change issue frame

To illumine the conclusions on economic costs and benefits coverage of newspaper editorials. Economic concerns surrounding climate change can be framed in terms of their costs and benefits and changing in economic policies.

Through various explanations, the utmost passionate argument to the climate change strategy procured about is the probability that such strategy would damage the United States economy or destroy employments (Pooley, 2010). Economic costs and benefit frame was poised of: financial damage

shortcoming; wounded business, national, and county, create unemployment's; indicate an energy tariff or price escalation; intensely increase energy prices; or else upset customers.

United Kingdom editorials especially The Guardian and The Observer concentrate more than other newspapers and other countries. United States is less concern about the selected issue with 4 percent and United Kingdom discuss 9 percent. Whereas Pakistan is a developing country it should be more concern about the economic costs and benefits of climate change so far it discuss this frame 6 percent. Although this frame has less cover the concentration of editorial board with comparison of some other frames of the study.

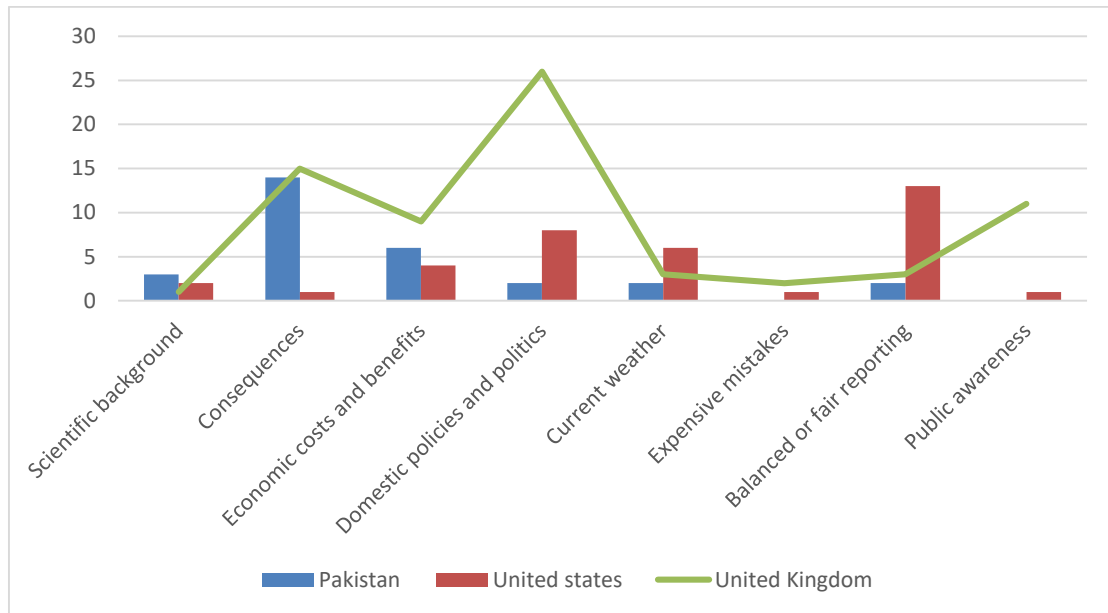


Figure 4.6- Analyses of climate change Domestic policies and politics frame

Figure 6 defines the domestic policies and politics were in the spot light in the editorials of United Kingdom especially in The Guardian newspaper. The percentage of this frame is most high rated with 26 percent in United Kingdom, United States 8 percent and Pakistan 2 percent.

Climate Change makes this unblemished that the administration's obligation to justifying the properties of the climate crisis is at the phase of declaring speed parameters.

UK Prime Minister Boris Johnson confirmed that activists of climate change would do well to go Tiananmen Square, Beijing. For the reason that China is the world's largest expender of greenhouse gases and also drove extra carbon into the air in comparison of the United States and EU collectively since 2012.

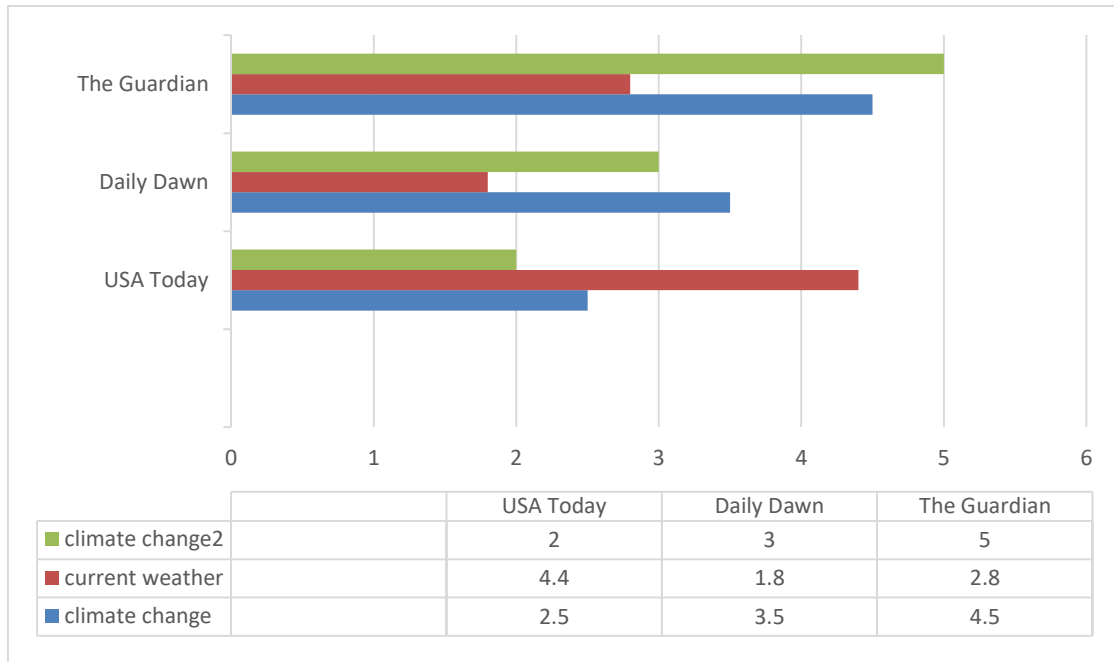


Figure 4.7- *Indicates about the information about current weather*

As can be seen from the figure that the leading newspapers editorials of the selected countries Described current weather condition likewise, USA focused on current weather frame 4.4 percent, Daily Dawn of Pakistan described 1.8 percent and UK’s newspaper The guardian discuss it 2.8 percent, Unexpectedly pleasant February times be able to stay pleasing, however scientists are progressively associating excesses of high temperature, tempests with extra climatological happenings toward climate change. The instability of climate in UK, predominantly all through summertime that several desire remained drier and luminous, which is connected by various people. This situation has vast differences – temperatures in the northern of Scotland can be up to 20C lower than in southern England – and is typically disturbed owed to the watercourse.

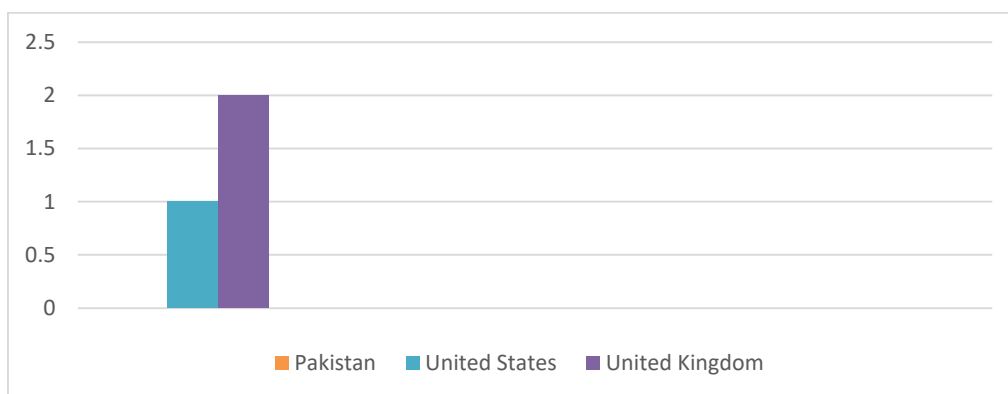


Figure 4.8- *Gives information of Expensive mistakes about climate change frames*

It can be seen from figure 8, that Pakistan’s newspapers editorials has discussed expensive mistakes 0 percent, expensive mistakes are the issues which associates with high carbon usage for the facilitation of civilians. These types are low on the budget but they are highly expensive for atmosphere. It ever belong to the history of US, after the 1970s, nuclear energy manufacture was framed nearly completed in such relations, through the technology definite as important to *economic development, social progress*, and an

improved system of lifecycle. And now newspapers editorials of US not discuss it anymore, united States discuss expensive mistake frame only 1 percent, and so do United Kingdom 2 percent.

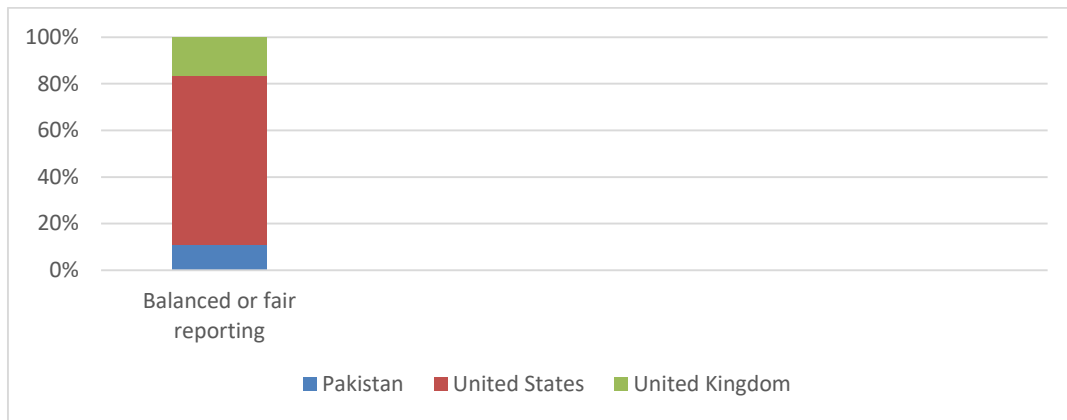


Figure 4.9- Number of mentions of the balanced or fair reporting about climate change

Result of figure clearly define the high difference or frame used in three selected countries, that the newspapers editorials of United States used to discuss climate change 80% in a balance way. On the other hand editorials of UK discussed climate issue more than two countries with more fairly, UK's newspapers editorials 20% balanced the issue and Pakistan with its 10% editorials 0% try to balance the issue in hand.

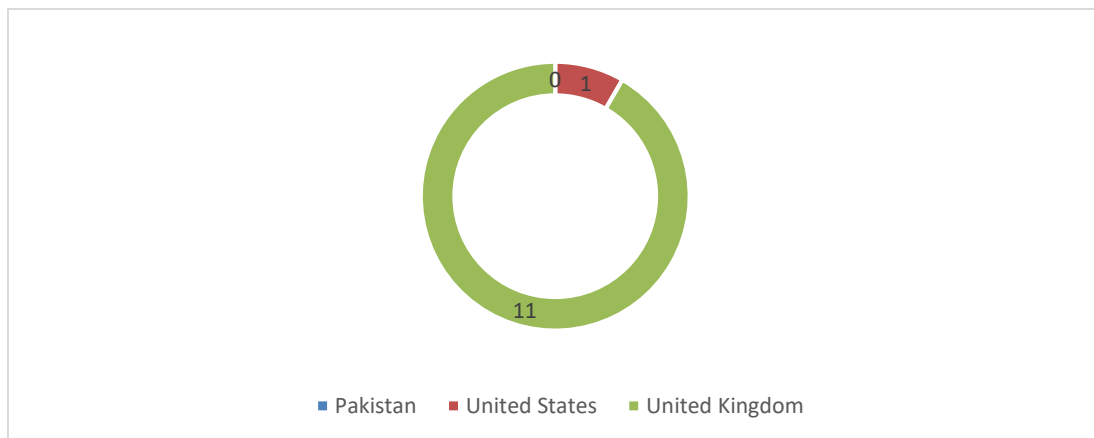


Figure 4.10- Percent of editorials that give anthropogenic climate change awareness, by newspapers

Climate alteration has been reliably dignified as an extremely biased subject. In the past studies very few people admit that human cause the climate change and very few newspapers aware people about it. Results indicates that same situation is with under developing countries like Pakistan where newspapers rarely discuss such bold issues but never give public awareness of it. Here the figure 10 shows that newspapers editorials of Pakistan has 0 percent give awareness of such problematic issue. Almost Similar results can see in US where newspaper editorials giving only 1 percent awareness to public on such critical issue, on the other hand UK is 11% giving awareness.

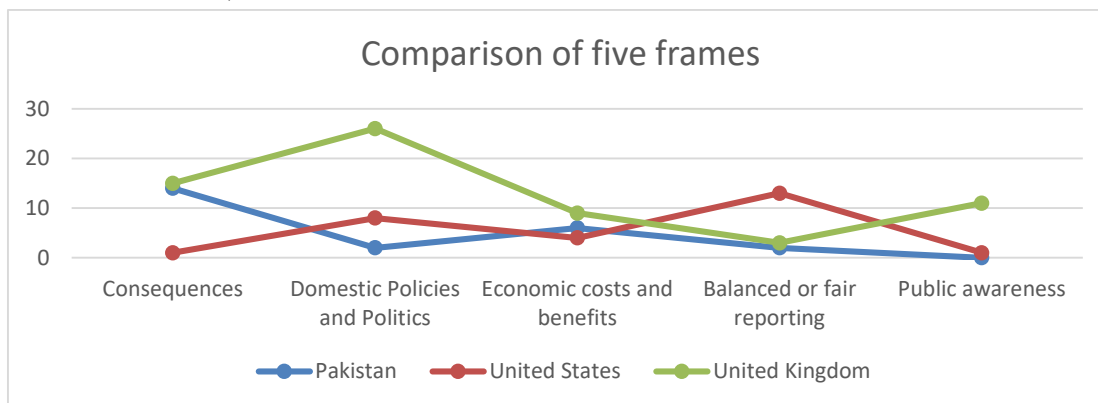


Figure 4.11- Most Popular Frame Clusters in the Pakistan, United States and United Kingdom newspaper editorials about climate change

Figure illustrates that in these popular frame clusters, most discussed frame is Domestic policies and politics, which has generally discussed by UK with 26 percent level in grey color. Then the second most deliberated issue is consequences which is highly discussed by Pakistan's newspaper's editorial with color blue. Then the US with orange color, which try 13 percent to balance the critical climate issue. Economic costs and benefits frame is mostly discussed in UK with 9 percent because most of climate campaigns belongs to UK and go green deals are critically analyzed in way of tax ratio criticize.

DISCUSSION

The study's findings indicate that British newspapers cover every aspect of climate change in 45 editorials, compared to 22 editorials in American newspapers and just 16 editorials in Pakistani newspapers. This survey also showed that the US had the most editorials regarding rising temperatures when it came to the topic of rising temperatures. However, The Guardian ranked first for discussing all aspects of climate change.

The assumptions made in this study's frames, which were based on the typology of frames proposed by Brossard (2004) and Nisbet (2009), were that scientific uncertainty is the primary driver of people's misunderstanding of the climate change issue and that any serious action on DE carbonization requires proof. Only 27% of respondents could name a human health consequence connected to climate change concerns in the United States in 2012, and 60% of those asked said they had little to no worry about the effects of global warming on human health (Leiserowitz et al., 2014). By portraying climate change as a policy "debate" rather of a scientific problem, the severity of the effects of global warming is reduced (Freudenburg & Muselli, 2013). The growth of scientific skepticism is a side effect of the emphasis on political and economic policy talks, which allows for the perception of two "equally correct" views (Bettig & Hall, 2012). (2011) Hedding, K. J. As a result, American newspaper editorials distributed scientific foundation and confidence frameworks more than those from the United Kingdom and Pakistan. Though editorials in American newspapers acknowledged climate change to the tune of 2%, those in the UK and Pakistan discussed it to the tune of 1%, with Pakistani editorials discussing it to the tune of 4%. Nobody questioned whether human activity was causing climate change. The fact that only the "Wall Street Journal" rejected the "threat" of the climate issue shows that there is not a single source in the US, UK, or Pakistan that could be regarded as a climate change skeptic. A huge majority of sources existed moreover climate change supporters or impartial, whereas the scientific background remained less deliberated commencing all particular countries.

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