

**Climate Change News Reporting in Pakistan: Factors Influencing Limited Climate Change
News Reporting in District Swat, Khyber Pakhtunkhwa**

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Received: 12-06-2025	Revised: 28-07-2025	Accepted: 20-08-2025	Published: 05-09-2025
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ABSTRACT

Climate change is a pressing global challenge that demands urgent attention, particularly in vulnerable regions like Pakistan, which ranks among the top ten most affected countries. This qualitative study investigates the factors behind limited climate change news coverage in Pakistan, with a focus on the Swat district of Khyber Pakhtunkhwa. It examines both the valley's climate-related impacts over the past two decades and the media's role in reporting these issues during periods without major disasters. To identify the root causes of under-reporting, ten journalists—each with at least five years of experience and a history of climate-related reporting—were purposively selected. In-depth, face-to-face interviews were conducted in their offices and at the Swat Press Club. Guided by Agenda-Setting Theory, the study finds that climate change coverage is consistently marginalized in editorial priorities and policies. Thematic analysis revealed several barriers, including limited expertise, lack of professional training, inadequate salaries and facilities, political pressures, weak government policies, and a sensationalist media culture. Moreover, low public awareness and the absence of climate change in editorial agendas further reinforce the neglect. The study concludes that robust state-level policies, specialized training for journalists, and the appointment of local reporters are essential to improving the depth, quality, and consistency of climate change reporting in Pakistan.

Keywords: Climate Change, News Coverage, Agenda Setting Theory, Environmental Journalism, Swat District, Pakistan

INTRODUCTION

Climate Change is a global issue and its impacts are not only limited to the national level; rather, the effects of climate change are felt worldwide (Beck, 2009). The effects of climate change involve economic instability, agricultural damage, infrastructural damages, unseasonal high temperatures, and poor air quality, and all these factors contribute to affecting the lives of human beings living on the planet earth. However, the main contributing factor to climate change is carbon emissions, and Pakistan is only contributing 0.46% to global carbon emissions but is still facing the worst effects of climate change (World Bank, 2018). Further, the northern parts of Pakistan, especially Khyber Pakhtunkhwa, are also vulnerable to this global issue and have been badly affected (Khyber Pakhtunkhwa Climate Change Policy, 2022). Media plays an important role in transferring information and raising awareness among the masses about any particular issue. Therefore, the media can also raise awareness about climate change and its possible impact on people in South Asian countries, which have also faced such impacts.

Developing countries including Pakistan have faced severe impacts of climate change in the form of floods, crop damages, smog, heat waves, and infrastructural damage. Pakistan was hit by the worst floods of 2022 due to the extreme weather conditions in the Asian region. According to the Asian Development Bank, one-third of Pakistan was under water, and the recovery from these floods will require a significant amount of time (Sheerazi, 2022). Countries like the United States of America, China, Russia, India, and Japan release the most carbon emissions into the environment, but other developing countries face the effects of climate change, which remains a challenge. Pakistan, despite its minimal contribution to emissions, has faced some of the worst impacts in the region.

The northern regions of Khyber Pakhtunkhwa have seen a continuous pattern of floods over the last two decades, including those in 2010, 2011, 2012, 2013, 2014, 2015, and 2022. The two most devastating floods were in 2010 and 2022, affecting hundreds of thousands of people in the region (Khyber Pakhtunkhwa Climate Change Policy, 2022). For instance, in the 2010 flood, 21 percent of household structures, 26 percent of school buildings, and 57.5 percent of standing crops and orchards were damaged in Swat, while 75 cases of separated children were also reported (Save the Children, 2010). In 2022, floods destroyed 38 percent of agriculture, 17 percent of livestock, 37 percent of private jobs, 47 percent of labor, 31 percent of shops or enterprises, 74 percent of tourism, 48 percent of fisheries, and 13 percent of remittances in district Swat.

However, the role of media during these times was average because most television channels, radio stations, and newspapers focused on the affectees rather than informing the public about the underlying causes of these disasters, such as climate change in the form of floods and melting glaciers in Swat. The media largely emphasized relief activities and event-based reporting, with little follow-up or in-depth coverage. This reflects how constructive and slow journalism is still new to Pakistan's media culture. Most existing studies on climate change coverage also show that reporting remains limited, but the specific factors behind this lack of focus need to be identified. Therefore, this study seeks to explore the factors that contribute to limited climate change coverage in the mainstream media of Pakistan. This qualitative study is primarily based on in-depth interviews with journalists in Swat Valley to understand these contributing factors.

This research study investigates what factors influence or contribute to the limited reporting of climate change in district Swat by local journalists during periods when there are no floods, droughts, crop damages, or melting of glaciers in the region. While disasters often draw national media attention to Swat and other parts of Pakistan, coverage largely remains focused on casualties and relief activities rather than sustained reporting on climate change itself. Therefore, local journalists need to step up in such situations and inform the public about climate change and its possible impacts on their lives and the environment. Unfortunately, very limited attention has been given to climate change in the media, despite it being one of the major issues in Pakistan as well as globally.

In this qualitative research study, I aim to identify the factors that contribute to this limited coverage. Further, I aim to conduct in-depth interviews with local journalists of district Swat to analyze and investigate why climate change receives little sustained attention in Pakistani media.

Climate change is one of the most concerning issues around the globe and requires immediate measures to mitigate its causes. Therefore, the role of the media is significant in informing the public about the causes and impacts of climate change on human lives and the environment. However, we still see very limited space and coverage given to climate change, usually only during floods and other disasters, when the Pakistani media suddenly highlights the issue.

This study, therefore, aims to evaluate what factors contribute to limited coverage of climate change and why journalists, particularly those reporting in district Swat, allocate limited space and time to this pressing issue. It also examines media preferences, the sources used by journalists for climate change stories, and the challenges they face when covering such topics. By focusing on local journalists in Swat, the study offers fresh insights into an underexplored context and contributes to broader discussions on environmental communication in Pakistan.

The main objective of this study is to explore the key factors that contribute to the limited coverage of climate change issues in Pakistan, with a specific focus on district Swat. More specifically, the study seeks to identify the sources used by local journalists for climate change news stories and to assess their level of knowledge and skills in covering such issues. It also aims to evaluate the interest of media organizations in climate change reporting and to examine how their editorial policies shape coverage. Finally, the study intends to understand the perspectives of local journalists in Swat regarding climate change reporting and the challenges they encounter while working on these issues.

Based on the objectives of this study, two research questions are addressed. The first question asks: What factors influence local journalists in Swat and lead to limited climate change coverage in Pakistani media? The second question considers: How do the editorial policies of media organizations affect the level of interest journalists show in covering climate change news?

LITERATURE REVIEW

The climate change news reporting is not mostly covered as a news beat; rather, it is covered on event-based scenarios, and the lack of data and resources about climate change for media persons in Pakistani newsrooms shows that, like some other countries in the region, Pakistan also has a less developed science and environmental journalism culture (**Boyagoda, 2016**). Another study conducted by Sana Ullah and Raja Muhammad claims that lack of sufficient training has caused the journalists to be unaware of their social responsibilities, and climate change is no different (**S. Khan & M. Khan, 2016**). Discussing climate change coverage on the international landscape, international media organizations like Reuters, The Wall Street Journal, The Christian Science Monitor, and The New York Times have **eliminated** their environmental desks from newsrooms and have **reduced** the number of environmental reporters in recent years since 2010 (**Boykoff, Goodman, & McNatt, 2014**). Therefore, it has also impacted the level of climate change journalism, or green journalism, which is no longer a priority for many news organizations.

The factors that influence climate change news reporting in media vary according to geographical context. A study elaborates that limited interest, the toughness of the subject, lack of communication between scientists and journalists, and political influence are the main causes of weak climate change reporting in media (**Mundenga, 2023**). One of the key factors in limited coverage is how and when climate change reporting is done. A research study conducted in Japan claims that climate change is treated as a seasonal event rather than an opportunity to build awareness among the public about future risks and challenges (**Fukumura, 2022**). Furthermore, the culture of presentation also shapes reporting. A study conducted in Indonesia found that adaptation strategies were not part of the limited climate change stories, reflecting journalists' lack of knowledge about scientific approaches to climate change (**Reetz & Wolling, 2022**).

A study conducted on mainstream Pakistani newspapers showed that print media in Pakistan lacks the quality to frame news in ways that contribute to climate literacy in society and raise awareness about future climate risks (**Saleem & Rahman, 2023**). Coverage of climate change is also influenced by

political, economic, socio-cultural, scientific, and technological factors in Pakistan (**Sharif & Medvecky, 2018**). However, another study argues that climate change stories do not meet the criteria of sensationalism, drama, or political consequences, which Pakistani media typically rely on to attract large audiences. This absence of drama means climate issues receive little attention, except during major disasters. Furthermore, professional and economic factors are also cited as barriers to consistent coverage (**Hussain, Khan, & Iqbal, 2022**). Although coverage may have improved in recent years, the quality and framing of climate change stories remain questionable.

The improvement in climate change coverage is a positive sign, but the context in which it is reported continues to treat it mainly as an event-based issue. A recent content analysis of Pakistani newspapers found that coverage has increased but still focuses largely on government policies rather than climate science and practical solutions (**Ejaz & Ittefaq, 2022**). Another study highlights that commercial pressures and advertiser demands make it difficult for media organizations to invest in environmental reporting, often leading to exclusion of such stories (**Qusien & Robbins, 2023**). In addition, research also shows that awareness about climate change is lacking within government, state institutions, and the general public in Pakistan, which further explains the scarcity of climate-related reporting (**S. Khan & M. Khan, 2016**).

Climate change reporting requires serious attention in editorial policies. Another study emphasizes that limited facilities, weak sourcing, and gaps in journalists' knowledge and skills result in deficiencies in authentic reporting on climate change (**Manzoor & Ali, 2021**). The importance of the issue can also be seen in the relatively small number of studies on media and climate change in Pakistan. Within the province of Khyber Pakhtunkhwa, which has faced repeated climate-related disasters, very few studies have been carried out on the role of media and public awareness. Therefore, further research is needed to identify the underlying causes and factors shaping climate change coverage in Pakistan.

Pakistan has faced severe consequences of climate change in the recent past. However, if we critically analyze the role of the media, it has the potential to become more influential and constructive rather than limited and reactionary. This highlights the need for dedicated research on climate change reporting in Khyber Pakhtunkhwa.

Theoretical Framework

This research study is about the limited coverage of climate change in Pakistan and what factors contribute towards limited coverage of such a pressing issue, which has become a challenge for Pakistan as well as the global world that is climate change. This study investigates and critically analyze the role of media in highlighting climate change and environmental challenges by focusing on the knowledge and skill levels of the journalists, the interest level of media organizations, the perspectives of local journalists of Swat about climate change, sources for climate change news reporting, and the editorial policies of the media organizations about climate change to understand why climate change is rarely reported and not presented as a pressing challenge in Pakistani media. The findings of this study shows that there were different contributing factors which influenced limited climate change news reporting and coverage. However, one of the central causes identified is the agenda of media organizations and their editorial policies.

The findings of the study explores that climate change might be one of the biggest challenges and threats which Pakistan is facing but the media preferences are politics, peace, security situations, sports and showbiz. Therefore, the media seems to be following the trends and tastes of the general public to increase their viewership, which can increase their revenues and profits. The Media in Pakistan is also

influenced by the State's agenda because some Pakistani media channels and newspapers have seen the censorship and they have experienced dictatorship and so called democracy in a democratic country like Pakistan where the trend setters and agenda setters are those who are not democratic forces but are part of the power center. Therefore, The media agenda is set by those power centers and climate change is not part of their agenda. Furthermore, Climate change is excluded from the editorial policies of Pakistani media and is not given any significant importance in the media spectrum of Pakistan. Media plays its role by providing awareness and education to the public about any specific issue but sometimes it also overlooks certain issues which are public interest issues and need to be a part of public discourse. This study, therefore, applies Agenda-Setting Theory to analyze why media priorities consistently exclude climate change from mainstream coverage. Other theories such as framing theory were considered, but Agenda-Setting Theory was chosen because it most directly explains how editorial choices and gatekeeping decisions shape the visibility of issues like climate change.

Agenda Setting Theory

The main purpose of Agenda Setting Theory is gatekeeping. Agenda Setting Theory was put forward by Maxwell McCombs and Donald Shaw which elaborates that "media institutions shape the public debates by determining what issues are most important and featuring them in news broadcasts." Rather than describing the theory in general, this study applies it specifically to climate journalism in Swat. The theory explains how media outlets determine which topics are highlighted and how this affects public perception. In Pakistan, due to the exaggerated way of news presentation and the culture of sensationalism, the audience has adapted to breaking news styles. As a result, they consume such news that fulfills their need for drama and exaggeration rather than engaging with scientific issues like climate change.

Therefore, the gatekeeping function of Agenda Setting Theory operates at the level of editorial decision-making, where topics and themes are filtered according to what editors believe the audience wants to consume. The editors in media organizations perform this function in Pakistan, but they are also influenced by elites and power centers that regulate content. This means that public interest issues like climate change are often marginalized, even though they directly affect society. The findings of this study align with Agenda-Setting Theory because most of the journalists interviewed pointed out that their organizations rarely direct them to cover climate change. As a result, the issue does not even appear among the top twenty or thirty news priorities of mainstream or local media.

The state agenda and government's agenda can influence the content creation and content production of Pakistani media. However, the role of state and government institutions is arguably the weakest when it comes to highlighting climate change, which remains a challenge for Pakistani media. To change this, climate change must be placed among the top priorities of state and government institutions so that it becomes part of public debate through mass media channels.

METHODOLOGY

To understand the problem under investigation and gain deeper knowledge about the limited coverage of climate change issues from district Swat, this study adopted a qualitative approach. After the end of militancy in Swat, journalism faced numerous challenges that affected both professionalism and ethical standards. A study on the working conditions of journalists in Swat revealed that there were no female reporters in the Swat Press Club, only 44% of journalists had degrees in Journalism and Mass Communication, 14% held permanent jobs, 32% worked on contracts, and 92% felt they needed professional training in various aspects of journalism (Iqbal & Ullah, 2013). These findings indicate that a

lack of professionalism, economic instability, and limited formal training have created serious challenges for journalists, which in turn contributes to the underrepresentation of issues such as climate change. Despite the significant damage caused by climate change to Swat's infrastructure over the last two decades, it remains underreported in the media.

This study was designed as a qualitative inquiry with journalists from Swat to identify the root causes of limited climate change coverage in Pakistani media. In-depth interviews were conducted with ten journalists, each with at least five years of experience and a record of reporting on at least five climate change-related stories. These interviews were conducted on-site, recorded as audio files, and later transcribed. Inductive coding was then applied to develop themes from the data.

The research population consisted of working journalists in Swat, representing different roles across print and electronic media, including bureau chiefs, editors, and reporters. From this population, a purposive sample of ten male journalists was selected based on their experience and knowledge of climate change. Since there were no female journalists in the population, they could not be included in the study.

Data were collected through in-person, in-depth interviews conducted at the Swat Press Club and bureau offices. Open-ended questions encouraged respondents to share their views in detail about climate change and related challenges. The interviews were conducted in Pashto, the native language of both the researcher and respondents, to ensure clarity and depth of responses. An interview guide was used to structure the discussion.

Data collection relied on a simple recording device (a cell phone), which enabled accurate documentation of respondents' perspectives for later transcription and analysis.

For data analysis, thematic analysis was employed. Audio recordings were transcribed, and inductive coding was used to identify patterns and derive themes. This approach made it possible to interpret the shared meanings within the dataset and to uncover the main factors influencing limited climate change reporting. Thematic analysis, as outlined by Braun and Clarke (2012), provides a systematic way to identify, organize, and interpret patterns of meaning across qualitative data.

The analysis of this study highlighted several challenges faced by Swat-based journalists in reporting on climate change. By coding and organizing responses into themes, the study was able to identify recurring problems and constraints shaping media coverage of this critical issue.

Data Analysis & Findings

Journalists' Limited Expertise: Journalists' limited knowledge or expertise can prevent them from fulfilling their role of informing and educating the public about pressing issues. Some local journalists in Swat have not studied journalism formally, which makes ethical and fact-based reporting difficult. As one journalist remarked, "Most of the journalists in Swat have not studied journalism degree and some of them have done only their matriculation but they are still working as a Journalist. So how can you ask them about their knowledge of climate change." The lack of training and education on climate change reporting means that journalists struggle with concepts such as adaptation, carbon fixation, mitigation, climate justice, and climate resilience. Another respondent explained, "Climate change news reporting requires scientific and technical knowledge, which makes it difficult for them to work on it." This highlights how limited expertise constrains coverage. One journalist added that "our region has many other problems such as terrorism, peace and inflation that is why climate change news reporting is

undermined.” These reflections confirm that weak professional capacity is a core barrier to comprehensive climate change reporting.

Lack of Sources and Scientific Knowledge: Journalists reported that the unavailability of sources for climate information is a major obstacle. Respondents argued that district administration, environmental departments, and NGOs often provide information only during disasters such as floods, focusing on casualties rather than long-term issues. They also noted a lack of engagement with scientists or academics, explaining that “Follow up stories and in-depth stories require in-depth knowledge, data and information and also require authentic sources but here the culture is totally different which blocks the way of comprehensive reporting.” While some information is available online, local journalists admitted they lack awareness of credible websites, further hindering reliable coverage. Here the analysis shows that weak institutional support and journalists’ limited ability to authenticate sources combine to block sustained reporting.

Social Factors and Climate Change: Social attitudes also restrict coverage. Journalists highlighted that many citizens consider climate disasters as divine punishment rather than consequences of human activity. As one journalist noted, clergy have reinforced such beliefs, which contributes to public disinterest. Another explained, “Limited coverage to climate change can refer to Uses and Gratification Theory because media shows whatever the people want, and there is no interest of people in climate change.” Others emphasized the absence of climate change in school and university curricula: “The awareness of climate change and environmental issues in our society is lacking because climate change is absent from our course and syllabus... journalists and general public are socially unaware.” These perspectives suggest that both educational gaps and social narratives weaken demand for climate reporting.

Political Factors and Climate Change: Respondents consistently pointed to weak political will. One journalist stated, “There is no significance given to climate change news coverage because the state does not want to highlight this issue and it is not part of their agenda.” Others criticized limited government initiatives beyond the controversial Billion Tree Tsunami project. As one explained, “Climate change is not in the priority list at government level because the elites... are industrialists so why will they form such policies.” Some even reported personal threats when covering pollution. These accounts show how political disinterest, elite resistance, and weak policies discourage journalists from prioritizing climate change.

Economic Factors: Media organizations’ dependence on advertisers and corporate interests also discourages coverage. One journalist explained that highlighting environmental issues risks losing industrial advertisements. However, another argued, “If all the media organizations work on highlighting climate change and make it a part of their editorial policy so it would not impact them economically because marketing is the need for growing corporate organizations.” These contrasting views show the tension between economic survival and journalistic responsibility.

Lack of Facilities for Local Reporters: Respondents emphasized poor working conditions. “Covering climate change requires travelling to hotspots like Matiltan glacier and Mankiyal glacier in Swat but unfortunately the local reporters are not given transport incentives and the salaries are below par.” Another added that some journalists are not paid at all. Here the overlap with economic challenges is evident, but the emphasis is on how inadequate facilities directly hinder field reporting.

Audience Preferences and Media Prioritization: Finally, audience demand strongly shapes media priorities. As one journalist explained, “The sensationalism and breaking news culture has damaged the

quality of journalism... the same way climate change is dealt with by Pakistani media with no focus on this concerning issue.” Another bluntly stated, “Climate change is not in the top twenty priorities list of Pakistani media.” Instead, politics, economy, and crime dominate. Respondents also noted that climate reporting is event-based, with coverage peaking only during disasters. This shows how editorial choices reflect both audience tastes and organizational priorities, reinforcing the neglect of preventive or solution-oriented climate journalism.

DISCUSSION

The findings of this qualitative research study highlight the approach of the media towards climate change news reporting in Pakistan, specifically in district Swat, Khyber Pakhtunkhwa. One of the key findings indicates that the knowledge and limited expertise of journalists about climate change is the major cause of limited climate change news reporting, which is quite similar to the findings of (Amu & Agwu, 2012). The lack of training directly impacts the coverage of climate change in the media. This suggests that improvement requires not only awareness but also structured capacity-building initiatives for journalists to report effectively on such a pressing issue.

The study also shows that lack of scientific sources is a serious barrier. Many journalists relied on local contacts rather than online scientific sources, contrasting with the findings of (Amu & Agwu, 2012) in Nigeria, where journalists used online data more frequently. This highlights the importance of building stronger connections between journalists and scientific communities in Pakistan. Similarly, the lack of facilities such as transport, adequate wages, and equipment emerged as major barriers, which expands upon Manzoor & Ali (2021) by revealing the extreme case of journalists in Swat sometimes receiving no salary at all.

Economic pressures were also evident. Media organizations prioritize ratings and advertisements, with climate change content considered unattractive except during disasters. These findings align with (Qusien & Robbins, 2023), who noted advertiser influence, but this study further illustrates how such pressures shape editorial priorities in Pakistan’s local media markets, reinforcing the agenda-setting power of economic interests.

Political influence is another critical factor. The absence of climate change in policy agendas, apart from the contested Billion Tree Tsunami project, reflects weak institutional commitment. This supports (S. Khan & M. Khan, 2016), while also exposing how elites in Pakistan’s parliament—often linked to industries damaging the environment—shape media silence. Here, agenda-setting theory becomes especially relevant: powerful actors not only exclude climate change from the political agenda but also indirectly restrict its presence in media coverage, narrowing public debate.

Cultural and social factors also play a role. Pakistani media remain dominated by sensationalism and breaking news, with audiences showing limited interest in climate change. This is consistent with (Sharif & Medvecky, 2018), and further suggests that climate journalism is neither treated as a specialized beat nor supported by editorial direction. The neglect of climate change in both audience demand and newsroom priorities demonstrates how agenda-setting operates in a cyclical fashion—media follow public preferences shaped by sensationalism, while the public remains uninformed due to media neglect.

Finally, lack of organizational support was evident in editorial policies. Respondents confirmed that climate change rarely appeared in newsroom priority lists. This reveals a clear gap in the media’s social responsibility role, where agenda-setting could instead be leveraged to elevate climate change as a matter of national importance.

While prior studies identified similar structural barriers, this study contributes original insights by situating agenda-setting theory within the local context of Swat. It shows how political, economic, and cultural forces jointly suppress climate change coverage, reinforcing the agenda of elites over public interest. This deepens our understanding of how agenda-setting functions in fragile democracies like Pakistan, where powerful institutions and market logics overshadow pressing global challenges.

Limitations of the Study: While the findings provide valuable insights, they are based on a small sample of journalists in district Swat, which limits generalizability to the broader Pakistani media landscape. In addition, only male journalists were available for participation, which leaves out the perspectives of women journalists. The reliance on qualitative interviews also means the results capture perceptions rather than measurable effects. These limitations suggest that future studies should include larger, more diverse samples and consider mixed-method approaches to provide a broader and more balanced understanding of climate change reporting in Pakistan.

CONCLUSION

The study focuses on climate change news coverage in district Swat, Khyber Pakhtunkhwa. The objective of the study was to identify the key factors that influence limited climate change news reporting when there are no floods or climate-related calamities in the northern district of Khyber Pakhtunkhwa. The findings reveal that several factors shape this limited coverage in Pakistani media, such as limited facilities and salaries for local reporters, journalists' lack of knowledge and expertise, insufficient access to scientific sources and data, weak policy-making at state, provincial, and local levels, limited public awareness, the dominance of sensationalism and breaking news culture, advertiser and revenue influence, and the power of industrialists and elites within corporate media. Unjustified editorial policies further reinforce these limitations.

The study also indicates that the content and editorial policies of media are strongly influenced by public preferences. Audiences in Pakistan often favor sensational news, while climate change requires in-depth, follow-up, and constructive journalism. This mismatch between audience demand and the nature of climate reporting creates additional challenges. At the same time, when reporters are not provided with adequate incentives and resources, they struggle to cover issues that require time, expertise, and specialized knowledge. The findings highlight that journalists' limited education and training in climate-related reporting further weakens the depth and quality of coverage. To address this, targeted training modules for local reporters, collaborations between media organizations and universities, and partnerships with NGOs working on climate change could provide both the knowledge base and the institutional support needed for better reporting.

The study further shows that Pakistani media organizations often prioritize revenue generation and marketing goals, such as advertisements and ratings, over their fundamental role of providing information and raising awareness. This commercial orientation undermines the coverage of climate change. Similarly, the absence of comprehensive state policies and awareness campaigns at the district and tehsil levels limits the possibility of media engagement with this pressing issue. Therefore, the role of both local and mainstream media is vital in shaping public opinion on climate change and in highlighting it as one of the major challenges Pakistan faces today and will continue to face in the future. Climate change threatens every sector of life connected to human existence on this planet. For this reason, the media must move beyond event-based coverage and actively promote public education on climate resilience, adaptation strategies, just transition, and clean and green initiatives.

Disclosure Statement

The authors report no conflicts of interest related to this study. The research was conducted independently without any external funding or influence.

Notes on Contributors

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Dr. Syed Irfan Ashraf is an Assistant Professor of Journalism at the University of Peshawar, Pakistan. His research explores conflict reporting, global media economies, and the lived experiences of local journalists in Pakistan and Afghanistan.

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