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News Media Framing of the Environmental Issues: A Transnational Comparative Analysis of Pakistan and Britain

Abstract: *This study examined environmental issues from framing perspective. It attempts to understand the framing schemes in the purposively sampled newspapers of Pakistan and the UK. Under the constructionist view of framing analysis revealed that environmental communication is massively suffering from hypocognition which resulting the lack of effective framing perspectives and often construct major obstacles in efficient environmental management and policy making. Variability in framing perspectives influence the individual value systems, beliefs, preferences and reactions to environmental hazards in environmental decision-making process. Moreover, comparative approach of this quantitative study within the universe of year 2007 to 2016 sample of 1,139 news stories reflects the significant differences in news framing capacity of Pakistani and British print media while reporting of environmental issues.*

Key Words: News Media, Framing, Environment, Transnational Analysis, Hypocognition

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Introduction

Environmental issues are the crucial phenomenon in the modern society but these issues are still beyond the capacity of science and technology solutions. Arguably, the intensity of environmental issues is global in nature but their worst consequences vary according to the geographical conditions of each country on the earth. However, global media put emphasis on the environmental issues through the lens of media framing but the multifaceted nature of such issues required in-depth understanding of society, science and environment which are fundamentally interconnected with each other. Interestingly, the precise mediation of environmental issues

in the domain of news media narrative is highly challenging especially within news production process in the context of developing and developed countries. Admittedly, news discourse is institutionally constructed and environmental realities are differently manufactured due to their ideological preferences and affiliations (Dhiensawadjij, 2018). As far as media framing of environmental issues is concerned it requires most effective framing perspectives instead of constructing the news in ordinary conventional manner. The news media coverage of environmental issues is crucial for public awareness because these issues are complex in nature and far away from the direct

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access of public. Essentially, exploration of the reporting patterns of environmental issues can improve the public understanding regarding the environmental literacy as the media's prime responsibility in the field of journalism.

News media coverage of environmental issues is global in nature and not restricted to the national borders therefore transnational comparisons are essential to understand how the print media of two different countries such as Pakistan and United Kingdom report the environmental issues in order to affect the public opinion. This comparative analysis investigated how effectively the Pakistani and British print media reported the environmental issues through the use of particular, frames highlighted in the news stories of Pakistani and British newspapers to understand the environmental agenda.

According to Lakoff (2010) "Hypocognition" is the lack of ideas we need. We are suffering from massive hypocognition in the case of the environment. The reason is that the environment is not just about the environment. It is intimately tied up with other issue areas: economics, energy, food, health, trade, and security. In these overlap areas, our citizens as well as our leaders, policymakers, and journalists simply lack frames that capture the reality of the situation. Let us begin with the very concept of the "environment." The Environment Frame sees the environment as separate from, and around, us. Yet, we are not separate from Nature. We are an inseparable part of Nature. Yet we separate self from other, and conceptualize Nature as other. This separation is so deep in our conceptual system that we cannot simply wipe it from our brains. It is a terribly false frame that will not go away. Lester (2010) has described in his book *Media and Environment* that news media is an important source of information to initiate the debate on the public issues. However, news is a central part of the contemporary society because of its informative content and the way of distribution enables it to become dominant on other media contents. According to Castells (2004) news media construct the information and distribute it in such a way that aims to aware and influence the masses about the

public affairs. While, Cottle (2006) contend that "news media is a primary communicator in communicating conflict images debates and discourses". Couldry and Markham (2008) claimed that people are dependent on the news media due to their information dependency and routine habits that's why it is important to understand the role of news media in framing public debate on the environment.

Furthermore, (Miller & Riechert, 2000) illustrate that, "discursive context in which issues are presented has an imperative impact on public opinion and policy making process". Certainly, it will be worth considering if the matter of endangered species discussed in the biodiversity or economic development context. Actually, in the debate of environmental issues the thing that is more important, how we look into the issue than the mere focus on facts and values involved.

This study focusses on the application of framing theory to global media representation of environmental issues within news media sphere.

Objectives

- To explore the prominent frames in environmental news coverage of Pakistani and British elite newspapers.
- To examine the difference between environmental news framing of Pakistani and British print media.

Literature Review

News Media Framing of Environmental Issues

Comparative analysis of previous literature focusses on the environmental coverage of different global news media outlets to understand the environmental hypocognition and frame variability. Therefore, in the similar context Freeman (2017) explored the framing of environmental issues in ASEAN's English language print media. He identified the general environmental coverage patterns including quantification of news stories per year, use of sources and construction of frames over the period of 10 years in different

countries of this region. He found that ASEAN newspapers focused on the judgments about the issue rather than solution frames and government sources are the dominant in news narrative. Shanahan (2009) argued that media reports frame the environmental issues in specifically environment domain rather than a political or social story. While, Zehr (2000) have conducted the study on US press coverage of climate change and identified that US print media portrayed environmental/economic hybrid frame of climate change and it becomes more popular over time. Climate change and its policy was presented in the context of economic opportunities and duplicate it with environmental risk minimization to facilitate the economic interest of their country. The way media portray a matter depicts the social acceptance of that issue. Framing patterns of media coverage on climate change in American print media found political-economic frames dominant and the portrayal of science in the media seems largely valid or neutral, whereas previously in the past science as a subject matter was largely portrayed ambiguous. The significance of these frames pinpoints a societal acceptance of climate change as a global and political issue in US print media (McCann, 2010).

Another perspective characterizes, framing analysis of conservative and liberal newspapers which identified the coverage of climate change in Chili differs in belief and publication regarding climate change grounded on political leaning (Devine et al, 2012). Similarly, (Armitage, 2005) endorse the result of previous findings by indicating the view that the same differences are existing in US and European media coverage. Whereas, Wu (2009) explored the framing of global climate change coverage in news media of China and found that 'the news media interpret the issue through political events. Political authorities are the dominant claim makers in news media coverage. That's why political frames generally dictating the media reporting of environmental issues. The media's palatalization of global warming issues can distract public attention from real problems. This study concluded that "media

framing could potentially divert public attention and therefore public resources away from the key environmental risks people faced and may not facilitate public enlightenment in the global climate change debate". Dirikx and Gelders (2009) conducted an explorative framing study in French and Dutch newspapers. They found that framing of climate change in European countries including in French and Dutch press promote the scientific certainty frames and enhance public understanding about the environmental issues and the actions to cope up with these issues. While, (De Vreese, Peter, & Semetko, 2001) investigated the framing politics at the launch of Euro. This cross national comparative study of frames in the news of electronic media express that television journalists in all selected European countries were focused on the conflict frame in the coverage of economic/political news, but most journalists in majority of countries during the reporting of euro launch put more emphasize on the economic consequence frames as compare to conflict. However, (Semetko & Valkenburg, 2000) have prepared another similar classification of generic frames. They have distinguished five generic frames, the conflict frame, the responsibility frame, the economic consequence frame, the human-interest frame, and the morality frame. These frames have been used by journalists in the reporting of various topics such as SARS in America and China (Luther & Zhou, 2005) European politics in Dutch national news media (Semetko & Valkenburg, 2000); adoption in US broadcast news (Kline, Karel, & Chatterjee, 2006); and the politics involved at the launch of the Euro in the Dutch, Danish, German, and British television news (De vree, Peter and Semetko, 2001).

Furthermore, (De vree, Peter and Semetko, 2001) have identified the nature of frames used in the coverage of environmental issues and test their effects on the public perception and knowledge creation towards global warming. Different methodological approaches have been used to understand the framing of environmental issues, such as (Antilla, 2005) used qualitative analysis on the coverage of climate change, while (Carvalho,

2007; Ereaut & Segnit, 2006; Weingrat, Engels, & Pansegrau, 2000) conducted critical discourse analysis to examine the media portrayal of climate change. CDA approach focuses on the language and the use of specific cultural, social and political contexts interact with each other to develop the environmental discourses (Carvalho, 2007). Such as inductive frame analysis as well as discourse analysis investigate the coverage of climate change whereas reservations found about the generalization or comparison of the results.

The role of news media never been static and uniform and its enduring centrality has been visibly vulnerable by the development in technologies and shifts in content, which are often related to the investigation. A study of frame identification in news regarding environmental issues and frame analysis give insights for the transnational comparison of frames and framing practices in diverse countries. Transnational analyses of environmental issues in the coverage of news media is essential to determine the environmental hypognition and framing variability in two different countries.

Theoretical Framework

Constructionist View of Framing

The theoretical framework of this research is based on the constructionist view of framing model presented by (Entman, 1993) and accordingly news frames are used in the coverage of environmental issues to identify and understand the variability in framing perspectives of Pakistani and British environmental news coverage. Initially, the concept of framing raised by Goffman in 1974 as an analytical research instrument and later on Giltin (1980) elaborated this conception. However, reality construction is collaborative and complex process therefore classic approaches explained by the mass communication intelligentsia discussed the power of news frames on public thinking and their perception about the world. According to Scheufele & Iyenger, primarily effects of media framing deals with the different presentation of a particular issue and communicated as a public discourse known as frames therefore reported issues manipulate the audience

perception. Generally, news construction process in order to communicate or convey specific understanding of the concerned issues or events to the public elaborated significantly within the broader context of news media framing (Entman, 1993; Scheufele, 1999; Reese, 2007). However, the dynamics of framing process described by (Reese, 2001) who wrote that media frames are well organized social values developed over the time and continuously evolves which subsequently constructs the symbolic frames within the social realm. Specifically, some scholars focused on the contextual approach of framing in the social narrative deals with the "context" of information because framing is behind the construction of every story through the use of selection, exclusion, elaboration and prominence of facts (Tankard, Hendrickson, Silberman, Bliss and Ghanem, 1991). Moreover, (Iyengar, 1991; Entman, 1993; Scheufele & Tewksbury, 2007) argued that journalists build the issues by highlighting some aspects of social reality similarly different frames employed in the news reporting to support a certain agenda. Admittedly, news framing is kind of presentation skill influenced by communicator and media practitioner in order to convey complex information into more understandable manner to the audience (Scheufele & Tewksbury, 2007). In the view of Lugalambi (2006) the concept of news framing rooted in the selection or rejection of particular content, prefer to highlight some frames over others and the dominance of frames supportive to the status quo. However, Reese (2010) examined the understanding of frame construction process and found that journalists play an imperative role and their values, organizational routines affect the way journalists construct the news stories with preferable frames. Similarly, Scott (2006) explain the role of framing in building citizen's perception about the outer world and make them realize socially acceptable and normal approaches regarding society by selection of preferred frames and also continuous repetition of those frames in the news stories. Framing theory is most relevant and suitable to examine news media coverage of environmental issues. The notion of frame

defines by (Hansen, 2010) according to him primarily, different media organizations adopt diverse media strategies to cover the issues. Various factors such as time variance, changes in media landscape, social political and economic dynamics could be the reasons for that variation. Framing is an integral part of the communication process which involves frame building and frame setting (de vrees, 2005). According to Goffman (1974) social situations downshift and upshift in the frame analysis. Moreover, Gamson (1989) explained the influence of news on the social world. He argues that framing of numerous social issues and events are extremely contested. Usually, different frames could be employed to a single situation according to the agenda of the story and frames are also an integral part of journalistic norms, political argument, and discourse of social movement (Zaller, 1992) and framing of news persuasively perform the function of shaping public opinion into a certain way.

Some of the framing researches investigated the strategies employed by social and political elites to manipulate the way journalists frame events (Zielbauer, 2007). Obviously, elites are aware of the commitment of reporters and news production process. They stage the events in the same way as they wanted to be framed by the journalists in an effective manner. Therefore, journalists frame the events as elites wished to be (ibid). Bennett (2005) presented news reality frames in which concerned elites involve journalists to construct the news that blur contextual realities. While on the other hand the rise of public relations has become an important profession which increasingly impact and control over the framing process. All-important institutions like government, corporations and organizations hire public relations officers to promote their frame of interest to control the social world (Entman & Rojecki, 2000; Martin, 2004; Entman, 2004). Therefore, more than seven thousand public relation experts are employed by Pentagon alone to build up their frames (Seitel, 2004).

Entman, (1993) categorically identified the four locations of frame including, "the communicator of the message, the content, the

receiver, and the society or culture". Furthermore, these locations are deeply elaborated to understand that communicator's intentional or unintentional framing judgments based on the belief system which enable him to draw the frames, while the text comprises of frames highlighted by the dominance, presence or absence of certain key words, stereotyped images, particular phrases, sentences, and manifestation of sources contains thematically reinforcing judgments. The culture is the stock of commonly invoked frames; in fact, culture might be defined as the empirically demonstrable set of common frames exhibited in the discourse and thinking of most people in a social grouping (Entman, 1993). The way audience perceive the issues considered as the effects of text on receivers however possibly a single sentence can potentially perform all of framing functions although many sentences might not be performing any of the function. Particularly a frame in communication text may not have necessarily included all four elements. It is also observed that frame has a great potential of social power while coded in an affirmative action. Once a term or situation is socially accepted then framing it with alternative way could risk the credibility of communicator among the audience even though communicated message would have become undetermined because of the unacceptability of alternative approaches. So frames can be influential as the power of language itself (Gamson, 1992). In other words, text is seen as operating within a context or culture that must be accounted for and culture might be well-defined as the "empirically demonstrable set of common frames exhibited in the discourse and thinking of most people in a social grouping". Discourse is an important part of the culture that depicts the frames used for a social issue and mass media shape the discourse according to its cultural values. Thus, the case for the importance of framing in this study begins with the notion that texts play a major role in environmental communication and media reportage. Framing thus involves issues of salience selection, omission, inclusions and exclusions in order to promote a certain angle, or dimension of an issue, event or personality (Tuchman, 1978;

Gitlin, 1980; Reese, 2007; Durham, 2007) and the culture in which this framing discourse is presented (Gamson, 1992). Framework of framing theory employed by many contemporary scholars to comparatively examine the different newspaper's news content related to distinctive issues in terms of environmental journalism (Gelders & Dirikx, 2010; McCann, 2010; Park, 2012; Houston et al. 2012; Lück et al. 2016; Aram & Thirumalaiah, 2016; Langat, 2017).

However, Gelders and Dirikx (2010) examined the cross-national climate change coverage of Dutch and French newspapers during the annual United Nations Conferences of the Parties and concluded that newspapers of both countries frame climate change coverage generally with same lens. Consequences and responsibility frames were predominantly existing in Dutch and French newspapers; however, conflict frame was comparatively less frequent with aforementioned frames, but conflict frame was dominating with comparison to human interest frames. While, Houston et al. (2012) conducted a research on American natural disasters occurrences framing and frame changing perspective from 2000 to 2010 and found that disaster-based stories on US media framed for shorter time period with comparison to other social issues. Results also indicates that media also emphasized on contemporary impact of disasters on the humans. However, disaster economics approach associated with built environment or natural environment focused on the materialistic damages and development was highly dominated. Therefore, event-oriented frame convergence found dominantly present in US media related to natural disaster coverage. However, Lück et al. (2016) conducted a transnational coverage among five democracies around the world including, (Germany, India, South Africa, Brazil, and United States) related to UN climate change conferences since 2010- 2013. Articles with photo journalism found four dominating multimodal frames such as "global warming victims, civil society demands, political negotiations, and sustainable energy frames" in the media coverage. Surprisingly, these

global frames distributed in the media of five democracies were relatively similar and found a strong transnational frame convergence. Furthermore, Aram and Thirumalaiah (2016) comparatively analyse the Indian newspapers on the basis of language divide to understand the framing of environmental issues in English and Tamil newspapers. They found that political and economic frames prominent in the environmental coverage of Indian newspapers with more inclination towards national and international extent. Tamil newspapers less devoted towards emerging new topics of environment with less space with comparison to English newspapers. Generally, significant difference in environmental coverage among Indian newspapers found. While, Langat (2017) studied the framing of environmental sustainability in Kenyan print media and found that Kenyan newspapers ineffectively report environmental sustainability issue and also give less coverage to popular environmental narrative with abolishing public participation. Thus, McCann (2010) found political-economic frame prominent in the framing analysis of climate change coverage and a considerable shift of framing the science as neutral towards a valid science frame.

Classification of Frames

Furthermore, classification of media frames elaborated by (Nelson & Wiley, 2001) who distinguish different kind of frames such as 'issue specific frame' 'collective action', 'decision' news and audience frame. Additionally, they also elaborated those frames for instance, issue specific frames usually linked with political discourse also known as discourse specific frames, whereas collective action frames deal with collective actions, social movements, and protests, however, decision frames deployed to interpret the issues and make them more understandable. Overall, the media industry performs its functions under structural, institutional as well as procedural level, therefore production of news content influenced by structural elements, and process

of news framing is measurable through audience perception is known as issue frames.

Therefore, Lugalambi (2006) determines the significance of frames as it can enable the audience to notice, understand and remember the issues and also audience respond to those issues accordingly. While, Wise and Brewer (2010) concludes that spontaneously distinctive frames frequently interacting with each other, although coverage of one frame possibly decrease the effectiveness to the other frame, therefore competing frames embrace different influential power, and dependent on source credibility. Some other influential factors that put impact on frames including interpersonal discourse, time continuity and repetition of frames.

In the synthesis of environmental framing (Nisbet, & Newman, 2015) defined numerous frames relevant to the climate change research, these frames are also applicable to this study. Nisbet and Scheufele (2009) discussed various frames, they found that US media give coverage to climate change with blame frame and also 1990s Republican climate change skeptics frame the climate change issue in terms of scientific uncertainty and the unnecessary burden to the US economy, these distorting views in news coverage lead the journalists to applied conflict frame preferably. They further explained that environmental activists focused and respond to the climate crisis with the lens of Pandora box frame which also known as 'alarmist' by climate skeptics. The most acknowledged transnational study climate change framing compared this issue between New York Times and Le Monde from 1987-1997 (Brossard, et. al. 2004). This study examined the seven distinct frames in the sample of each article. Additionally, they also examined the sources cited in each article including academic/scientists, business groups, citizens, economists, independent research groups, unnamed experts, government officials, or environmental groups. They found that coverage of New York Times preferred consequence frame with variety of sources and comparatively Le Monde focused on international relations frame with limited viewpoint of sources. Brossard et. al. (2004)

concluded that US news coverage attributed by an up and down issue cycle and more inclined towards the pessimistic outcomes of climate change but French news coverage characterized by political events particularly international affairs. The researchers understand that differences of framing occurred due to differentiations in journalistic cultures of US and France.

Hypothesis

- HI:** It is more likely British print media is using scientific frame more prominently while Pakistani print media using Pandora box frame in the environmental coverage.
- III:** The depth of coverage in news stories of Pakistani print media appearing more likely to be hypocognitional as compare to British print media.

Methods

The newspaper coverage was studied through comparative content analysis. The units of analysis were news stories published in four major daily newspapers in Dawn & Nation from Pakistan, Guardian and Telegraph representing British print media. Since Pakistani selected newspapers are not chronicled in LexisNexis or other academic research portals, the article searches and gathering was conducted using each newspaper's online archives but the data of British newspapers gathered through lexis Nexis data base. A sample period of last one decade has been very crucial with regard to climatic changes, rising surface temperature, increasing smog and many other unneglectable environmental hazards occurred in past ten years. Such as, "climate-warming carbon emissions have increased 40% in the past 20 years, but two-thirds of that rise occurred in the past decade. It is coded that progression of changing global surface temperature anomalies from 1880 through 2015 higher than normal temperatures occurred between 2007 to 2016" (WWF, 2015). Therefore, selection of this time frame has been a crucial dilemma. Simple random sampling

technique employed to draw the appropriate sample of 1,139 out of 5315 news stories in this study within the years of 2007 to 2016. For the appropriate measurement purpose exhaustive and mutually exclusive categories or levels were designed. Each variable was measured with categories that were possibly at the highest level of measurement with the use of nominal scales.

Coding Scheme

Instrument such as coding sheet of this study was constructed by reviewing several previous studies including (McComas & Shanahan, 1999; Brossard et al., 2004; Kenix, 2008). Moreover, frames were coded as absent (0), present (1) or dominant (2) in the news story while not the presentation of concerned frame in the news story lead towards the absence of concerned element. Frame occurred other than in headline, leading or concluding paragraph such as in the main body of the news text was considered as present. Similarly, presence of frame, in the headline/ leading and concluding paragraphs highlighted the central idea of the news story was considered as dominant. However, multiple frames, were coded as present in the news story but only one frame, was coded as dominant.

Frame Description

This portion of study explored the prominence of frames in reporting the environmental news stories of Pakistani and British print media. However, employed frame typology of this study adapted from McComas & Shanahan (1999); Zehr (2000); Dispensa & Brulle (2003); Brossard et al. (2004); Kenix (2008); Howard-Williams (2009); Nisbet (2010); Chetty, Devadas & Fleming (2015) and operationally defined from the pilot study. The frame is defined “as the lens through which the story was told” (Hedding, 2011). According to Entman (1993) frame is “to select some aspects of perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, casual interpretation, moral evaluation, and/ or treatment recommendation for the item described”. Frames were coded on the basis of their presence, absence or dominance in the news story and total number of scores associated with each frame predicted the prominence of the frames.

- Social progress frame
- Political frame
- Economic frame
- Scientific frame
- Scientific controversy frame
- Conflict frame
- Morality frame
- Pandora box frame
- Other frame

Table 1

Frame Typology

Frame	Themes or Key Issues
Social progress	Efforts to control the environmental hazards and suggests the solutions for green sustainable future and energy security that deals with optimistic solution-oriented approach regarding environment, focused on the individual efficacy and responsibility, routine life decisions, and themes related to human interest. Discusses alternative approach for the adaptation to the changing environment such town planning parallel to the risk of rising sea level and increasing temperature or needed calls to action, lectures, meetings, workshops or seminar held in the capacity to advocate comprehensive policy and strategy to address the environmental challenges.

Frame	Themes or Key Issues
Political	Environment taken as a policy matter, responsibility of politicians, government, diplomatic approach for solutions (e.g. do they talk about it, individual politicians' stance related to environmental issues, their action plan towards it, suggestions to solve environmental issues by politicians/ governments). Environment as a matter of political strategy.
Economic	Emphasise on the potential solutions against worst environmental hazards that considered as the burden to the economic competitiveness (e.g. carbon emission cripples the economy, negligence towards wildlife becomes a serious threat to economy, threats to agriculture economy, risk to tourism, focus on clean green brand to overcome environmental hazards), environmental hazards and their influence on economy.
Scientific	Debates of scientific community, (e.g. announcement of scientific reports or projects or discoveries, general background of environmental issues and results or findings of any project), Environment taken as scientific issue that deals with scientific expertise such as novelty in research, novel IPCC methods, WWF reports, research methods).
Scientific controversy	Claims regarding anthropogenic environmental changes all around the world and its worse consequences as a subject of controversy/dispute between individuals or groups (e.g. debate on environmental issues, scientists versus sceptics, scientists who believe human beings are responsible for worse changes in climate that may cause natural disasters, constant rise in temperature and pollution whereas sceptics disagree with the scenario employed by the scientists).
Conflict	Focus on leading arguments among politicians related to environmental issues, contradictory views of any two parties related to environment, international disputes about environment, politicians vs. NGOs over environmental policy (e.g. emissions trading scheme, carbon taxes, pollutions, wildlife protection, global warming etc.
Morality	Environmental changes and efforts to stop environmental degradation as a subject of moral or ethical concern. Put the emphasis on risk and responsibility divide as the key actors between developing and developed world such as moral obligation and responsibility of the developed and developing nations to the future generations, developing and poor countries that will be the victims of environmental changes, doing our fair share as a country.
Pandora box	Emphasise on natural disasters and out of control magnitudes (consequences) and unusual weather conditions.
Other	Any new frame that does not relevant with the above-mentioned frames.

Sources: McComas & Shanahan (1999); Zehr (2000); Dispensa & Brulle (2003); Brossard et al. (2004); Kenix (2008); Howard-Williams (2009); Nisbet (2010); Chetty, Devadas & Fleming (2015).

Table 2*Frame Classification as Effective vs Hypocognition Frames.*

Effective Frames	Hypocognition Frames
Political frame	Conflict frame
Economic frame	Morality frame
Scientific frame	Pandora box frame
Social Progress Frame	
Scientific controversy frame	Other frames

Frames are being classified as effective and hypocognition frames. Effective environmental frames refer that contextualize the issue with other significant and important subjects such as politics, economy, social progress, and science. Environmental news

stories frame with more meaningful contextualization in this regard. On the other hand, hypocognition frames reflect the conventional meaningless way of portraying the environment with conflict, morality or pandora box context.

Results

Table 3*Prominent Frames.*

		Newspaper		Total
		Pakistani	British	
Social Progress	Absent	393 54.3%	331 45.7%	724 100.0%
	Present	121 50.2%	120 49.8%	241 100.0%
	Dominant	79 45.4%	95 54.6%	174 100.0%
Total		593 52.1%	546 47.9%	1139 100.0%

Table (3) is the illustration of prominent frames of environmental coverage with respect to elite press of Pakistan and Britain such as (Dawn, Nation, Guardian, Telegraph). Table highlights the number of observations (frequencies) and the percentage of responses. Pakistani print media holds high frequency of absent social progress frames in the environmental coverage as compare to British print media. Three hundred ninety-three (393) number of news stories (54.3%) absent social progress frame in Pakistani elite newspapers and three hundred thirty-one (331) news stories (45.7%) shows the absence of social

progress frame in British print media. Although, data shows that one hundred twenty-one (121) news stories (50.2%) present this frame in Pakistani print media and with a slight difference one hundred-twenty (120) news stories (49.8%) presenting social progress frame in British print media. Similarly, with a minimal difference seventy-nine (79) news stories (45.4%) in Pakistani print media dominating social progress frame and ninety-five (95) news stories (54.6%) highlight the dominant approach of social progress frame in the news coverage of environmental issues.

Table 4

Political Frame		Newspaper		Total
		Pakistani	British	
Political	Absent	418 55.8%	331 44.2%	749 100.0%
	Present	150 48.9%	157 51.1%	307 100.0%
	Dominant	25 30.1%	58 69.9%	83 100.0%
Total		593 52.1%	546 47.9%	1139 100.0%

Table 5

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.854a	2	.088
Likelihood Ratio	4.853	2	.088
Linear-by-Linear Association	4.840	1	.028
N of Valid Cases	1139		

0 cells (0.0%) have expected count less than 5. The minimum expected count is 83.41.

Overall, findings of this table concluded that British print media with a slight difference of frequencies with comparison to Pakistani print media higher in order to highlight social progress frame in the coverage of environmental issues. Along with these frequencies such an insignificant difference in percentages were found. Findings of above-mentioned table found it statistically insignificant as chi-square p-value for the cross tabulation is (.088) with degrees of freedom (2) which is greater than the threshold value of (.05).

Table (5) shows the prominence of political frame in the environmental coverage of Pakistani and British print media. This table articulate the number of observations (frequency) in selected four elite newspapers (Dawn, Nation, Guardian, Telegraph) about the frame preferences. According to the data in the table of *Newspaper*, Pakistani elite newspapers have total four hundred-eighteen (418) observations about the news stories which shows the absence of political frame (55.8%) while British print media holds three hundred thirty-one (331) news stories absent the political frame with (44.2%) ratio in the news coverage of environmental issues.

Comparatively, Pakistani print media have more news stories with absence of political frame than British print media. Furthermore, there are one hundred-fifty (150) environmental news stories (48.9%) in the coverage of Pakistani print media presenting political frames and one hundred fifty-seven (157) news stories (51.1%) presenting the viewpoint of the political frame in the British elite newspapers regarding environmental coverage. Similarly, in Pakistani print media twenty-five (25) news stories (30.1%) and in British print media fifty-eight (58) news stories (69.9%) dominating the political frame.

Table 6

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.483 ^a	2	.000

Likelihood Ratio	21.838	2	.000
Linear-by-Linear Association	19.356	1	.000
N of Valid Cases	1139		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 39.79.

Overall results of above-mentioned table concluded that political frame is more prominent in the environmental coverage of British print media rather than in Pakistani elite newspapers. Therefore, a statistically

significant difference of framing between Pakistani and British print media can be found because chi-square value is (21.483) with asymptotic significance (.000) that is less than p value (.05).

Table 7

Economic Frame		Newspaper		Total
		Pakistani	British	
Economic	Absent	447 54.6%	371 45.4%	818 100.0%
	Present	86 52.8%	77 47.2%	163 100.0%
	Dominant	60 38.0%	98 62.0%	158 100.0%
Total		593 52.1%	546 47.9%	1139 100.0%

Analysis of this frequency table (7) shows Pakistani newspapers have more absent economic frame in the news coverage of environmental issues rather than British elite newspapers. Pakistani newspapers have four hundred forty-seven (447) news stories which absent the economic frame with (54.6%) ratio and three hundred seventy-one (371) news stories in British newspapers absent the political frame which is (45.5%) very less than the ratio of opponent newspapers. Moreover, Pakistani newspapers presented eighty-six (86) news stories (52.8%) with presence of

economic frame while in British newspapers total number of seventy-seven (77) observations of news stories presenting the viewpoint of economic sources that is (47.2%) comparatively low than Pakistani print media. However, table count depicts that sixty (60) news stories (38.0%) dominating economic frame in Pakistani elite newspapers Dawn and Nation and with a substantial difference ninety-eight (98) news stories (62.0%) dominating economic frame in the coverage of environmental issues.

Table 8

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.783 ^a	2	.001
Likelihood Ratio	14.858	2	.001
Linear-by-Linear Association	12.694	1	.000
N of Valid Cases	1139		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 75.74.

Findings concluded that economic frame is more prominent in the environmental

coverage of British elite newspapers than Pakistani print media. Hence, the frequencies

and percentages revealed that value of chi-square (14.783) with degrees of freedom (2)

shows a statistically significant difference as the P value is less than face value of (.05).

Table 9

Scientific Frame		Newspaper		Total
		Pakistani	British	
Scientific frame	Absent	496 64.8%	270 35.2%	766 100.0%
	Present	77 41.4%	109 58.6%	186 100.0%
Dominant		20 10.7%	167 89.3%	187 100.0%
		593	546	1139
	Total	52.1%	47.9%	100.0%

Table (9) illustrates chi-square values and their respective significance with respect to elite press of selected newspapers (Dawn, Nation, Guardian, Telegraph). Data shows that Pakistani elite newspapers hold four hundred ninety-six (496) news stories absent scientific frame (64.8%) in British newspapers two hundred-seventy (270) news stories not presenting scientific frame with (35.2%) ratio which is comparatively very low than opponent elite newspapers. Similarly, this counts seventy-seven (77) news stories presenting (41.4%) scientific frame in Pakistani elite newspapers while one hundred-nine (109) news stories with comparatively high

frequency observations (58.6%) exhibiting scientific frame in environmental news coverage of British print media. Furthermore, data on this table shows twenty (20) news stories with such a low frequency (10.7%) less dominating scientific frame as British print media holds one hundred sixty-seven (167) news stories with dominating scientific frame (89.3%) in the news coverage of environmental issues. According to the results scientific frame highlighted more prominently in the environmental news coverage of British print media with comparison to Pakistani print media.

Table 10

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	186.118 ^a	2	.000
Likelihood Ratio	203.316	2	.000
Linear-by-Linear Association	185.187	1	.000
N of Valid Cases	1139		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 89.16.

Findings are statistically significant as their Asymptotic Significance values are less than (0.05) that means the values lies within the range described for confidence interval 95%. In

fact, chi-square P value (186.118) that is less than (0.05) indicative towards a statistical significant difference.

Table 11

Scientific Controversy Frame		Newspaper		Total
		Pakistani	British	
Scientific Controversy	Absent	502 53.6%	435 46.4%	937 100%
	Present	33 54.1%	28 45.9%	61 100%
	Dominant	58 41.1%	83 58.9%	141 100%
Total		593 52.1%	546 47.9%	1139 100%

Similarly, table (11) also identified the prominence of scientific controversy frame in the environmental coverage of Pakistani and British newspapers. The data exhibit the findings and revealed that five hundred-two (502) news stories (53.6%) absent the scientific controversy frame in the environmental news stories of Pakistani print media however comparatively with less frequency observations four hundred thirty-five (435) news stories (46.4%) not presenting scientific controversy frame in British newspapers. Moreover, thirty-three (33) news stories (54.1%) presenting scientific frame in Pakistani

newspapers while on the other hand British newspapers presenting the view of same frame with frequency observation of twenty-eight (28) news stories (45.9%) ratio in environmental news coverage. Moreover, Pakistani print media has fifty-eight (58) news stories (41.1%) dominating scientific controversy frame in their environmental news stories which is less than British media coverage as eighty-three (83) news stories (58.9%) presenting the dominant view of scientific controversy frame in environmental coverage of British print media.

Table 12

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.707 ^a	2	.021
Likelihood Ratio	7.721	2	.021
Linear-by-Linear Association	6.713	1	.010
N of Valid Cases	1139		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 29.24.

Overall findings concluded that British print media more inclined towards the coverage of scientific controversy frame as compare to Pakistani print media. Hence, since the Asymptotic Significance values falls within the

range of (.021) that is greater than (0.05) therefore we have determined that observable findings indicative towards statistically insignificant difference.

Table 13

Conflict Frame		Newspaper		Total
		Pakistani	British	
Conflict	Absent	461 50.1%	459 49.9%	920 100.0%
	Present	80 52.3%	73 47.7%	153 100.0%
Dominant		52 78.8%	14 21.2%	66 100.0%
		593 52.1%	546 47.9%	1139 100.0%

Table (13) depict the number of observations in the framing analysis of environmental journalism. There are four hundred sixty-one (461) news stories (50.1%) absent the conflict frame in environmental coverage of Pakistani print media while data presented that comparatively with higher number of frequency observations four hundred fifty-nine (459) news stories presenting environmental coverage without conflict frame with (49.9%) ratio in British print media. Similarly, Pakistani print media holds eighty

(80) number of news stories (52.3%) presenting conflict frame comparatively with higher values than British newspapers as seventy-three (73) news stories (47.7%) concentrate to present conflict frame in environmental coverage. Though, fifty-two (52) news stories (78.8%) dominating conflict frame whereas only fourteen (14) news stories with comparatively low ratio (21.2%) presenting the dominant view of conflict frame in environmental coverage of British print media.

Table 14

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.299	2	.000
Likelihood Ratio	21.669	2	.000
Linear-by-Linear Association	14.693	1	.000
N of Valid Cases	1139		

0 cells (0.0%) have expected count less than 5. The minimum expected count is 31.64.

Overall data summarized that conflict frame is prominent in the environmental news coverage of Pakistani print media with comparison to British newspapers.

Comparatively, newspapers differences are statistically significant as p-value is (20.299) and asymptotic significance values are (.000) which is less than (.05).

Table 15

Morality Frame.

Morality		Newspaper		Total
		Pakistani	British	
Absent		420 48.0%	455 52.0%	875 100.0%
	Present	149 64.5%	82 35.5%	231 100.0%

Dominant	24	9	33
	72.7%	27.3%	100.0%
	593	546	1139
Total	52.1%	47.9%	100.0%

The table (15) is also indicative towards the prominence of morality frame in the environmental news coverage of Pakistani and British print media. Data shows that Pakistani print media holds four hundred-twenty (420) news stories (48.0%) not presenting conflict frame while with high frequency observations British print media have four hundred fifty-five (455) news stories (52.0%) in which conflict frame is absent. While, one hundred forty-nine (149) news stories in Pakistani print

media with (64.5%) ratio, and just eighty-two (82) news stories (35.5%) in British print media presenting conflict frame. Correspondingly, twenty-four (24) news stories (72.7%) in Pakistani print media and only nine (09) news stories (27.3%) in British print media dominating morality frame. Therefore, consequently morality frame is prominent in environmental coverage of Pakistani newspapers with comparison to British print media.

Table 16

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	25.756 ^a	2	.000
Likelihood Ratio	26.250	2	.000
Linear-by-Linear Association	25.170	1	.000
N of Valid Cases	1139		

0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.82.

Accordingly, chi-square value (25.756) with asymptotic significance value (.000) and confidence interval level 95% revealed the

statistically significant difference as P value is less than (.05).

Table 17

Pandora Box Frame.

		Newspaper		Total
		Pakistani	British	
Pandora Box	Absent	188	519	707
		26.6%	73.4%	100.0%
	Present	156	13	169
		92.3%	7.7%	100.0%
Dominant		248	14	262
		94.7%	5.3%	100.0%
Total		593	546	1139
		52.1%	47.9%	100.0%

Frequency table (17) depicts the eminence of Pandora box frame in the environmental news coverage of Pakistani and British print media. This comparative analysis shows the count of one hundred eighty-eight (188) news stories (26.6%) in Pakistani newspapers and five

hundred-nineteen (519) news stories (73.4%) in British print media not presenting Pandora box frame in the news coverage of environmental issues. Additionally, Pakistani newspapers have one hundred fifty-six (156) news stories (92.3%) while thirteen (13) news

stories (7.7%) in British print media with quiet a significant difference present the Pandora box frame in the environmental coverage of both media outlets. Similarly, two hundred forty-eight (248) news stories (94.7%) in Pakistani newspapers while fourteen (14) news stories (5.3%) in British newspapers

dominating the Pandora box frame in environmental coverage. Therefore, data of frequencies observations concluded that Pandora box frame is extremely prominent in the environmental news coverage of Pakistani print media with comparison to British leading newspapers.

Table 18

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	484.845 ^a	3	.000
Likelihood Ratio	557.210	3	.000
Linear-by-Linear Association	309.392	1	.000
N of Valid Cases	1139		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .48.

Consequently, data shows chi-square value is (484.845) along with asymptotic significance

value (.000) less than the value (0.05) that's why results are statistically significant.

Table 19

Other Frame

		Newspaper		Total
		Pakistani	British	
Other	Absent	538 50.1%	535 49.9%	1073 100.0%
	Present	43 87.8%	6 12.2%	49 100.0%
	Dominant	12 70.6%	5 29.4%	17 100.0%
		593	546	1139
Total		52.1%	47.9%	100.0%

Table (19) shows the frequency observations of category other frame in the environmental news coverage of Pakistani and British print media. Data shows that Pakistani print media holds five hundred thirty-eight (538) observations not presenting other frame (50.1%) while in British print media five hundred thirty-five (535) news stories (49.9%) absent this frame. However, forty-three (43) news stories (87.8%) in Pakistani newspapers whereas only six (06) news stories (12.2%) in

British print media presenting other frame. Similarly, twelve (12) news stories (70.6%) in Pakistani print media and only five (05) news stories (29.4%) in British print media dominating other frame in the news coverage of environmental issues. As a whole, findings of this table concluded that Pakistani print media put more environmental news stories in other frame category rather than British print media.

Table 20

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.939 ^a	2	.000

Likelihood Ratio	32.533	2	.000
Linear-by-Linear Association	20.417	1	.000
N of Valid Cases	1139		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.15.

A statistically significant difference can be found as chi-square p value is (28.939) with degrees of freedom (2) and asymptotic significance value is (.000) which is less than (.05).

Discussion and Conclusion

This segment of the study has examined that how environmental issues have been framed in Pakistani and British print media over the past 10 years and explored the most prevalent frames used to cover environmental news coverage and these frames constructed by media or media sources as cultural and social issue. Comparative transnational analysis of frames identifies the environmental hypocognition in Pakistani and British print media through the frame variability perspective. Remarkable differences do exist in the framing pattern of environmental issues and also provides a significant insight to understand the frame construction in environmental news coverage of Pakistani and British print media.

Environmental news coverage in Pakistani and British print media revealed the major differences in the way environmental issues were framed among the publications. However, an overwhelmed majority (69.9%) of political frame prominently existing in British print media with comparison to a very low frequency value (30.1%) in Pakistani print media. Similarly, a majority of scientific frame in British print media (89.3%) dominating while in Pakistani print media this ratio was (10.7%) comparatively very low. Therefore, political and scientific frames considered as the most prevalent frames throughout the news framing of British print media. Subsequently, the prominence of political frame in British print media reflect the political parallelism through the actively use of government sources. Secondly, the dominance of scientific frame in British print media reflect academic expert sources to portray the real

essence of science and represent environment as scientific issue parallel with social or cultural values.

Afterwards, an overwhelmed majority of Pandora box frame (94.7%) dominating in Pakistani print media and in British print media this ratio (5.3%) is almost non-existent. Along with this, conflict frame dominantly prevailing (78.8%) in the coverage of Pakistani print media although only (21.2%) of the total coverage in British print media given to the conflict frame.

Generally, Pandora-box and conflict frames remain predominant in environmental news coverage of Pakistani print media. However, cluster of frames emerged from the four newspaper publications such as the Guardian and the Telegraph collectively responsible to portray environment in scientific, political, and economic frames, while the frame orientation in Daily Dawn and the Nation is Pandora box, conflict and morality based. Moreover, Pakistani and British print media have increasingly dissimilar preferences in framing agenda on the environment. These dissimilarities might be attributed due to differences in media system and their professional journalistic norms. Prominence of Pandora box frame in news coverage of Pakistani print media endorsed the findings of some classic and contemporary researches (Hilgartner & Bosk, 1988; Gamson & Modigliani, 1989; Anderson 2009; Hedding, 2011; Sharif & Medvecky, 2018) who argued that coverage of climate change boosts up and becomes the top priority of the media agenda during the time of natural disasters while the environmental debate reflects the social and cultural perspectives. The findings of this research confirmed that in Pakistani print media Pandora box frame is most frequently used that entirely report the natural disaster occurrences. However big portion of news stories from Pakistani print media report post natural disaster phase,

related damages and people sufferings, but they are lacking behind to report the environmental policy development matters. Consequently, hypocognition in Pakistani environmental news coverage is evident. Environmental hypocognition is tragic, Pakistani print media lack the frames they need to report environmental issues. Moreover, the scientific background of environmental issues with the viewpoint of academic experts is low on Pakistani print media agenda. Pandora box and morality frame in Pakistani media appeared parallel to each other therefore morality frame intend to arouse a sense of care, and concern on ethical grounds. Generally, in Pakistani print media environmental debate is narrowly limited to natural disaster occurrences within the country and construct ethical narrative in order to sensitize the public and government towards environmental hazards. Therefore, generally the tendency of Pakistani print media ignores the environmental issues until a major disaster strikes and consequently these findings indicated that both hypotheses of this study have approved.

Thorough the overall frame analysis of four concerned newspapers including Dawn, Nation, Telegraph and Guardian drawn the conclusion that environmental coverage in Pakistani media requires more diverse concepts in framing capacity and we need to tie this phenomenon with economics, energy, food, health, trade, security, local and global development. This is the only way to compete with framing challenges dealing with environmental narrative as environmental hypocognition evident in Pakistani print media claims the tragedy of the absence of environmental action frame.

Overall, findings revealed that British print media dominantly used effective frames such as (social progress, political, science, and scientific controversy frame) while news construction of environmental issues. However, Pakistani print media reflected domination of hypocognition frames such as (morality, conflict, pandora box, and other frames) in the coverage of environmental news.

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