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Ideological Framing and Climate Change in Pakistani Media: A Critical Discourse Analysis

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Abstract: *This research examines the ideological framing of the climate change in Pakistani media through a CDA of public service messages, utilizing a mixed-methods approach. Pakistan's expanding vulnerability to climate change, state-led awareness campaigns have ended up fundamental in affecting public action and understanding. The research coordinating qualitative discourse analysis with quantitative overview information to look at how messages which are related to climate build stories of urgency, responsibility, and environmental citizenship. Fairclough's 3d model of CDA guides the qualitative research of chosen public service messages, centering on their visual and linguistic strategies. At the same time, quantitative information collected through an organized questionnaire gauges' public recognition with respect to the ideological tone and effectiveness of these messages. The research finds that discourse of climate in public informing tends to advance a nationalistic and formative ideology, frequently emphasizing government efforts whereas marginalizing systemic and worldwide causes. The integration of public supposition further uncovers a gap between audience interpretation and institutional messaging. These discoveries contribute to broader discourses on environmental communication, Eco linguistics, and the part of media discourse in forming ecological awareness within the Global South.*

Introduction

Climate change is progressively recognized as one of the foremost squeezing worldwide emergencies of the 21st century, with its impacts being felt excessively over developing countries. Pakistan, in specific, has emerged as one of the foremost climate-vulnerable nations within the world. In spite of contributing less than 1% to worldwide greenhouse gas emissions, Pakistan has over and over confronted droughts, devastating floods, glacial melt and heat waves, in recent years (Eckstein, Künzel, & Schäfer, 2021). These climate-induced catastrophes have not only caused gigantic economic and environmental damage but have moreover underscored the criticalness of compelling climate communication in the national level. Within this context, discourse of media especially within the frame of PSMs plays a basic part in surrounding the climate emergency and forming public behaviour, understanding, and policy responses. The ideological surrounding of such messages impacts how natural

issues are developed, who is represented as capable, and what solutions are silenced and promoted (Dryzek, 2022; Carvalho, 2007). This study explores the ideological dimensions inserted within climate related PSMs dispersed by Pakistani media, employing a critical discourse explanatory focal point to reveal the power dynamics and communicative techniques at play. PSMs are frequently created or supported by institutions of government, international, NGOs, and development agencies to raise awareness around social and environmental issues. These messages are regularly conveyed through TV, radio, and advanced stages and are outlined to teach the public and assist collective behavioural change (Kitzinger, 2007). However, the visuals and language utilized in these messages are not ideologically impartial. They carry implanted suspicions approximately climate responsibility, economic development, national identity, and environmental stewardship. As Fairclough (1995) states, media discourse is a location where power relations are both contested and reproduced. In Pakistan, public service campaigns on change of climate have expanded in later a long time, particularly within the wake of serious climate occasions such as the 2022 monsoon calamity, the 2010 super floods. These campaigns, regularly delivered in collaboration with organizations just like, Ministry of Climate Change, the United Nations Office for Project Services (UNOPS), and different NGOs, use different narrative methodologies to communicate unity, urgency, and governmental action. In any case, the degree to which these campaigns basically engage with basic causes of climate vulnerability such as unsustainable improvement, deforestation, powerless framework, and socio-economic inequality remains underexplored (Hickel, 2020; Stibbe, 2015). The ideological framing of discourse climate alludes to the way language develops specific worldviews, personalities, and power structures. In media messages, philosophies are regularly naturalized through redundancy and taken-for-granted suspicions (Van Dijk,1998). Pakistani public service discourse, it gets to be imperative to analyse who is situated as an agent of change, whether the discourse advances critical ecological mindfulness or basically energizes person behaviour change without tending to systemic issues and how the public is addressed (Olausson, 2009; Doyle, 2016). This study utilizes CDA, particularly drawing on Fairclough's 3d model which examines discourse at the levels of text, discourse practice, and sociocultural practice. Through this system, the study critically looks at chosen climate-related PSMs to recognize the ideological structures supporting them. In expansion to the qualitative CDA, the research consolidates a quantitative component within the form of an organized survey dispersed among Pakistani youth to evaluate public recognitions of the ideological tone and adequacy of these PSMs. This mixed-methods approach permits for a more holistic understanding of how communication of climate is both received and produced in a Worldwide South context. The study is additionally important in light of Pakistan's commitments to worldwide natural assentions, such as the UN's Sustainable Development Goals (SDGs) and the Paris Climate Accord. The Pakistani government has started several climate relief projects, counting the Billion Tree Tsunami, clean vitality campaigns, and afforestation drives. These activities are regularly represented in PSMs as prove of national progress and environmental authority. However, critics contend that such representations can in some cases work as "green washing" advancing surface-level environmentalism whereas more profound structural issues stay unaddressed (Littler, 2008; Klein, 2014). Additionally, discourse about climate change within the Global South is frequently interceded by development discourses formed by aid agencies and international donors. (Escobar, 2011; Sachs, 2019). This raises questions around discursive proprietorship: whose voices are intensified in these messages? Are innate information frameworks and neighbourhood climate concerns given space, or is the discourse ruled by technocratic, top-down stories? By analyzing Pakistani PSMs, this study sheds light on these pressures and investigates the exchange between worldwide climate accounts and nearby media

representations. To summarize, this research investigates how PSMs in Pakistani media ideologically outline the climate emergency, how these framings shape public discernment, and what suggestions they hold for environmental awareness and activity. By integrating CDA with public opinion information, the ponder aims to supply a nuanced understanding of the discursive development of climate change in a South Asian media scene.

Research Questions

- What patterns develop from public reactions concerning the credibility and impact of these messages on awareness of climate?
- What part does language depict in PSMs with respect to change of Climate in Pakistan?

Research Objectives

- To analyse people recognitions with respect to the adequacy and ideological introduction of climate-related PSMs.
- Analyzing part of language in Pakistani media with respect to climate change in PSMs.

Significance of the study

The significance of this research lies in its interdisciplinary commitment to the areas of media studies, environmental communication, discourse analysis, and Eco linguistics, especially inside the context of a country like Pakistan which is climate-vulnerable. As the climate change escalate all inclusive, there's a growing has to be critically look at the discursive apparatuses through which change of climate is communicated, particularly in districts where institutional responsiveness and public awareness stay uneven. In this respect, PSMs play a central part in forming public understanding, directing environmental behaviours, and strengthening or challenging ideological accounts encompassing climate change. This study is important as it addresses a critical crevice in current climate communication investigate in Pakistan: the need of consideration given to the ideological measurements of environmental discourse within institutional and state media. Whereas worldwide climate stories are habitually considered within the West, limited investigate has inspected how change of climate is surrounded in Pakistani media, especially through donor-funded or state-sponsored public service announcements. By applying Fairclough's 3d CDA model, this research reveals the fundamental philosophies, power relations, and social suspicions that structure these messages. It permits for a more profound understanding of how language and visuals are deliberately utilized to develop particular representations of climate obligation, action, and personality. The study is additionally critical since it receives a mixed-methods approach, combining critical qualitative examination with quantitative survey information. This not only fortifies the unwavering quality of the research but also gives a more nuanced comprehension of the gap between public interpretation and institutional messaging. In a country where change of climate is regularly seen as an external or distant issue, this study makes a difference reframe communication of climate as a profoundly local and ideological matter. It highlights the part of media not only in raising awareness, but in forming how individuals think, act and feel, towards the environment. Eventually, the study offers hypothetical and common-sense insights into climate communication procedures that are not just informative but moreover transformative.

Methodology

This study utilizes a mixed-methods approach to investigate the ideological surrounding of climate change in Pakistani PSMs through the focal point of CDA, upheld by quantitative survey information. The strategy is outlined to analyse both the public's reaction to these messages and structure of the media messages themselves, subsequently capturing the energetic relationship between discourse reception and production.

Research Design

The research design is explanatory consecutive mixed-methods, which coordinating both qualitative and quantitative approaches. The study starts with a qualitative stage, including CDA of chosen PSMs, followed by a quantitative stage, in which an organized survey is utilized to gather audience discerns. This arrangement permits the subjective investigation to direct the study plan, and the quantitative information to challenge or support the discursive interpretations. The qualitative component is secured in Fairclough's (1995) 3d model of CDA, which incorporates textual analysis, discourse practice, and socio-cultural practice. This model empowers a profound examination of how visuals and language in PSMs work ideologically to develop representations of change of climate, environmental responsibility and national identity.

Method of Data Collection

The study utilizes two essential strategies of data collection:

Critical Discourse Analysis (CDA): A purposive sample of three climate-related PSMs was chosen from Pakistani media, particularly from campaigns supported by UNOPS, the Ministry of Climate Change, and other state-run or improvement segment organizations. These PSMs were chosen based on their recency (202-2024), availability, language (English and Urdu), and pertinence to climate topics such as afforestation, global warming, surge response and water conservation. Both visual and etymological components were analyzed utilizing Fairclough's CDA framework.

Structured Questionnaire: A closed-ended Likert-scale survey was created based on bits of knowledge from the qualitative stage. It was managed online and in-person to a test of undergrad college understudies over Lahore. The survey pointed to degree audience discernments almost the adequacy, validity, and ideological tone of the chosen PSMs. Statements included discernments of governmental obligation, environmental direness, national personality, and behavioural influence.

Population of the Study

The population of the study incorporates undergrad students. This statistic was chosen since college understudies are frequent customers of broadcast and digital media, are socially aware, and represent the following era of natural decision-makers. Besides, their reactions give important insights into how discourse of climate is internalized by educated population of youth.

An add up to of 101 respondents participated within the survey. Convenience sampling was utilized due to availability, though care was taken to guarantee a blend of genders and disciplines inside the student sample.

Literature Review

News discourse alludes to the discourse spread, utilized, or made in news media, raising concerns almost the relationship between ideology and language (Fairclough, 1992). As Halliday (1990/2007) proposes, dialect does not inactively reflect reality, but effectively builds reality. Hence, news discourse from mainstream media not just reflects certain social patterns but also uncovers the national ideology behind it. The national ideology incorporates national personality, national cognition, and national desires, which are shared by the people and built in society through symbolic shapes (Wodak, 1988). Song et, al, (2021) compare the change of climate news scope from a vertical point of view and recommend that the Chinese media tended to require climate change as a global issue whereas newspapers within the United Kingdom and United States treated it as a residential one. The above studies offer assistance to get it the appearances of national belief system in discourse, but few studies have looked for to explore news discourse of a single occasion, and the methodological combination of CL and CDA can proceed to be progressed. Bouvier, et, al, (2020) is of the view that CDA is a specific

strand of discourse analysis that centres on the part of language in political and in society forms, customarily focusing on texts created by elites and powerful teach, such as political and news speeches. Orhewere, J. A., & Olley, W. O. (2023). Climate change discourse alludes to the language and communication utilized to examine climate change, counting the logical prove, impacts, causes, and potential arrangements. The significance of climate change discourse in forming policy decisions and public opinion cannot be overemphasized. Climate change is a worldwide issue that needs collective action from people, organisations and governments.

The degree of news media scope of change of climate over the globe has been a topic of concern. A study by Broadbent et, al, (2016) found that four major disagreeable issues isolate climate change discourse: acknowledgment versus dismissal of agreement climate change, the scale of environmental risk, the scale of climate politics, and back for relief approach. The impacts of media scope of climate change on public conclusion have been a topic of debate. A few researches have shown that media coverage can increment public concern and awareness around climate change (Wodak & Meyer, 2023). However, other studies have appeared that media coverage can also lead to perplexity and polarization of public conclusion (Broadbent et al., 2016). The history of media coverage of change of climate can be followed back to the 1970s when researchers first cautioned around the potential impacts of greenhouse gas emanations on the climate. Since at that point, media coverage of climate change has expanded, with more consideration given to the issue in later years.

CDA is a particular approach to discourse analysis that centres on social inequality and power relations (Wodak & Meyer, 2023). A CDA of climate change discourse in online news comment areas can give bits of knowledge into how distinctive groups build and challenge implications related to climate change or how power relations are reflected within the language utilized (Van Belle & Nyhan, 2020). A study by Boykoff, (2019) found that coverage of media of climate change can impact public supposition by forming how people see the issue. Wang and Li (2022) carried out a corpus-assisted discourse analysis of the representations of global warming and change of climate in the New York Times. They found that the two terms were frequently utilized interchangeably in news media which past studies tended to middle on a few topics, such as climate doubt, journalistic standard and media predisposition, and politicization and polarization. This study highlights the significance of understanding the language utilized in climate change discourse and how it can shape public recognitions.

Data Analysis

Qualitative Data

PSM # 1

PSM # 1, Green Pakistan Initiative

This video is around Green Pakistan Initiative which implies the longing plan points to water six million acres of land, leveraging progressed developing strategies to make strides food security and money related development. In case effective, the action appears boost generation of agriculture, make work opportunities, and diminish reliance on food imports.

1. Textual Analysis (Description)

The PSM video used is about the Green Pakistan Initiative. The semiotic and linguistic features of the video (Green Pakistan Initiative) show how language is used to create meaning. The language used in this PSM is Urdu, which is the national language of Pakistan, making it accessible to most people. The main parts of the textual analysis include:

The lexical choices this PSM holds words like climate change, contamination, moderation, timberlands, movement, and motivation, all of which rouse natural mindfulness and criticalness. The discourse

incorporates strong modular verbs and destinations such as 'ziyada se ziada darakht lagana' (plant as various trees as conceivable), and 'shuru karna chahiye' (have to be be started with energy) prescribing criticalness and need. Words like 'ziyada junglat' (more forests) and 'ziyada darakht' (more trees) are repeated various times, bracing the communication of comprehensive afforestation. The discourse adjusts with around the world narrative almost environment, interfacing afforestation to climate alter alleviation. This supports intertextuality, concept of Fairclough, (1992) where writings request upon encourage discourses to choose up authenticity.

2. Discursive Practice (Interpretation)

The second estimation of Fairclough's model incorporates the conveyance, era, and utilization of the message. The PSM reflects the Green Pakistan Initiative's goals by utilizing authoritative media to affect public engagement and understanding with climate movement. Through vital generation and dispersal, the message progresses eco-friendly practices and supports national endeavours to decrease contamination, re-establish forests, and develop viable change in Pakistan.

The message is passed on by individuals related with a university's forestry division, advancing legitimacy to the discourse. Wodak, (2001) notes that authoritative voices are as often as possible utilized to expand powerful control in regulation discourse. The message points the common Pakistani masses, tallying students, staff, and the broader open, motivating them to require portion in afforestation endeavours. The message is improbable disclosed through TV ensuring mass reach and invigorating authoritative endeavours toward climate action. The discourse builds a energetic and careful citizenry by locks in to collective commitment and national pride. The state 'Pakistan duniya mein climate change se sab se ziada mutasir hai' (Pakistan is the foremost impacted by climate change) makes a sense of desperation and national commitment. This vibrates with investigation of Carvalho, (2007) that climate discourse regularly employments tones that are scaremonger to enact public activity.

3. Socio-Cultural Practice (Explanation)

The socio-cultural estimation contextualizes the discourse interior broader socio-political and natural frameworks. This PSM is set up in Pakistan's socio-political substances and environmental crises.

Pakistan is among the preeminent frail countries to climate change since of rising temperatures, cold softening, and uncommon climate events. The discourse adjusts with Pakistan's national courses of action to combat climate alter by afforestation. As focuses out by Dryzek, (2013), environmental discourse regularly uncovers a country's environmental and geopolitical substances. The message reflects the commitment of government to natural practicality through the activity of Green Pakistan. By counting ranger service masters, and the scholarly community the action picks up consistent legitimacy. The discourse progresses eco-conscious behaviour, enabling individuals and educate to contribute to afforestation endeavours. The message unpretentiously inserts loyalist suspicions by encompassing afforestation as an eager commitment that will advantage Pakistan's cultivation and natural prosperity. According to Hajer, (1995), natural stories are as often as possible tied to national personality to motivate united action.

PSM # 2, CDA of the Public Service Message on Dengue Awareness

1. Textual Analysis (Description)

Textual analysis incorporates an examination of the semiotic and linguistic points of view of the message. The fundamental language utilized in this PSM is Urdu, making it accessible to a perpetual bigger portion of Pakistan's individuals.

The message utilizes words like Dengue, disease, mosquito, sprinkle, and expectation, all of which make

a speedy association with prosperity and sickness control. The talk consolidates strong essential clarifications such as 'Ehtiyat kijiye' (Take security measures) and 'Machar bhagao moisturizer lagayein' (Utilize mosquito repellent), empowering individuals to require action. The word 'Dengue' is repeated various times, reinforcing the genuineness of the disease. Fairclough (1992) notes that excess fortifies overpowering philosophies and benefits standardize discourse practices. The message mirrors intertextual associations with broader prosperity talk on vector-borne diseases and public wellbeing activities.

2. Discursive Practice (Interpretation)

Discursive practice centres on how the message is conveyed, scattered, and devoured by the gathering of people. The basic gathering of individuals consolidates the common public, especially those in Dengue-prone areas. As van Dijk, (1993) transcripts, target-specific discourse plays a key portion in shaping social cognition and coordinating movement. The message is likely broadcasted through TV, radio, and progressed stages to ensure mass mindfulness. The discourse ingrains a sense of person and collective obligation by communicating that individual shields can secure entire families. The message highlights genuine side impacts like inner dying and respiratory inconveniences to form criticalness for preventive activities.

3. Socio-Cultural Practice (Explanation)

This dimension contextualizes the message inside broader characteristic, socio-political, and financial systems. It highlights the country's seriously defencelessness to climate change rising temperatures, frigid soften, and uncommon climate encompassing the discourse inside national concerns. The message reinforces government-led exercises like afforestation, adjusting with courses of action such as the Billion Tree Torrent and Clean Green Pakistan. It offers to collective commitment, delineating normal care as both a civic and enthusiastic commitment. Socially thunderous symbolism and language engaging public support in climate action. Thus, the discourse reflects and fortifies socio-political stories and natural criticalness in Pakistan.

Pakistan faces extraordinary characteristic challenges, checking deforestation, water deficiency, and examine defilement. The discourse adjusts with national and around the world endeavours to combat these crises. The message reflects advancing supportability exercises, such as Pakistan's Billion Tree Downpour and courses of action advancing decreased plastic utilization and clean vitality. Degradation of Environment direct impacts public prosperity, agribusiness, and urban liability. The message diagrams biological commitment as fundamental for social well-being. Engaging collective action highlights the portion of grassroots improvements in tending to natural issues. This point of view resonates with the disclosures of Dahl, (2017), who emphasized the portion of discourse in shaping public prosperity approaches and practices.

PSM # 3

Related to Water and Plastic.

1. Textual Analysis (Description)

Textual analyses examine semiotic and linguistic components of the discourse. The fundamental language utilized in this PSM is Urdu, making it broadly comprehensible over Pakistan. Key linguistic perspectives consolidate:

The message utilizes actually charged words such as plastic, contamination, trees, and clean soil, all of which construct a sustainability-oriented discourse. Arrange demands to movement, such as 'plastic ka kam istemal karein' (Reduce plastic utilize) and "pani ka ziyah na karein" (Do not waste water), pass on criticalness and require. The structure of the message fortifies normal values through the repetition of

key activities like diminishing defilement and planting trees, which fortifies the memorability of the discourse. The message reflects broader common talk seen in widespread practicality campaigns and authoritative courses of action progressing eco-friendly behaviours. This reflects what Fairclough, (1992) characterizes as intertextuality, where works draw on discourse which are existing to legitimize modern ones.

2. Discursive Practice (Interpretation)

Digressive practice looks at how the message is conveyed, dispersed, and devoured by its individuals. The authoritative tone proposes regulatory or direction backing, improving the legitimacy of the message. The message is facilitated at the common individuals, supporting for collective environmental obligation. This interfacing to characteristic citizenship discourse (Dobson, 2007), where individual behaviours are balanced with collective natural objectives. Likely disclosed through social media, tv and public statements, the message looks for to maximize affect and reach. The talk advances a shared organic identity by highlighting communal endeavours in natural conservation. The phrase 'hum sab ki zimedari hai' (It is our combined obligation) brings out a moral commitment towards nature, encompassing practicality as an ethical essential.

3. Socio-Cultural Practice (Explanation)

This estimation contextualizes the message interior broader characteristic, socio-political, and financial systems. Pakistan faces genuine normal challenges, checking deforestation, water deficiency, and discusses defilement. The talk alters with national and around the world endeavours to combat these emergencies. The message reflects nonstop practicality exercises, such as Pakistan's Billion Tree Tidal wave and approaches progressing clean essentialness and diminished plastic utilization. Natural degradation clearly impacts public prosperity, agribusiness, and urban liability. The message traces natural commitment as principal for social well-being.

Enabling collective action highlights the portion of grassroots advancements in tending to normal issues. This alters with participatory characteristic discourse (Barry, 1998), where neighbourhood organization is central to environmental change.

Quantitative Data Analysis

Quantitative analysis is a methodology utilized to induce it and interpret information by utilizing statistical and numerical strategies. It centres on quantifiable and obvious information, such as insights, numbers, and financial data, to recognize plans, designs, and association's interior datasets. This approach empowers objective and quantifiable results, which are at that point utilized to create improve model precision, educated choices, and energize statistical comparisons.

Question no 1

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1. I am aware about climate change.	101	1	5	3.22	1.361
Valid N (listwise)	101				

I am conscious about change of climate.

Table 4. 1

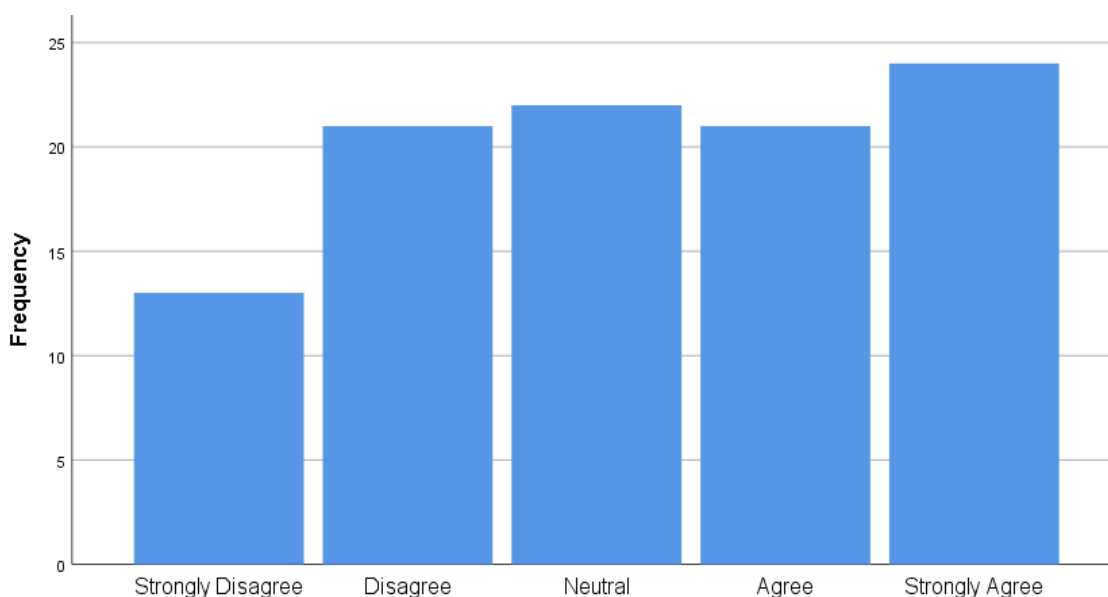|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	12.9	12.9	12.9
	Disagree	21	20.8	20.8	33.7
	Neutral	22	21.8	21.8	55.4
	Agree	21	20.8	20.8	76.2
	Strongly Agree	24	23.8	23.8	100.0
	Total	101	100.0	100.0	

Table 4. 2

Figure 1

Most of the people are strongly agree that they are conscious of climate change. The question yielded a mean score of 3.22 with a standard deviation of 1.361, based on reactions from 101 members. Whereas these figures recommend a direct level of consciousness, the CDA viewpoint welcomes a more profound cross examination of what it implies to 'be conscious ' inside the setting of climate change discourse. The reality that as it were 24 respondents (23.8%) strongly agreed highlights a potential rambling gap between surface-level acknowledgment and profound ecological awareness.

Question no 2

I have viewed public service messages on climate change.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	7.9	7.9	7.9
	Disagree	30	29.7	29.7	37.6
	Neutral	13	12.9	12.9	50.5
	Agree	32	31.7	31.7	82.2
	Strongly Agree	18	17.8	17.8	100.0
	Total	101	100.0	100.0	

Table 4. 3

Descriptive Statistics

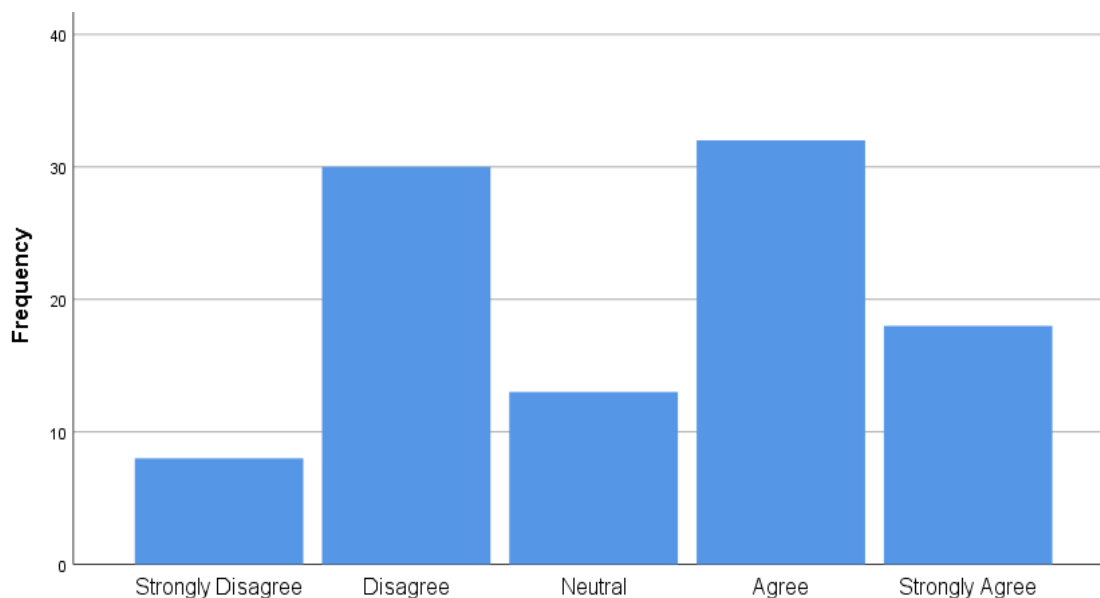|	N	Minimum	Maximum	Mean	Std. Deviation
2. I have watched public service awareness advertisements on climate change.	101	1	5	3.22	1.270
Valid N (listwise)	101				

Table 4. 4

Figure 2

Here in this question quantitative data uncovers a mean score of 3.22 with a std. deviation of 1.270 from 101 reactions in total. The mean, which somewhat surpasses the impartial point (3.00), shows a direct inclination towards understanding among members, recommending that public introduction to awareness of climate change advertisements exists but isn't overwhelmingly high. Eminently, as it were 32 respondents (around 31.7%) strongly agreed with the articulation, which raises basic concerns almost the visibility and reach of such PSM.

Question no 3

It is obvious that behavior of human behavior is affecting the climate.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	8.9	8.9	8.9
	Disagree	19	18.8	18.8	27.7
	Neutral	16	15.8	15.8	43.6
	Agree	30	29.7	29.7	73.3
	Strongly Agree	27	26.7	26.7	100.0
	Total	101	100.0	100.0	

Table 4. 5

Descriptive Statistics

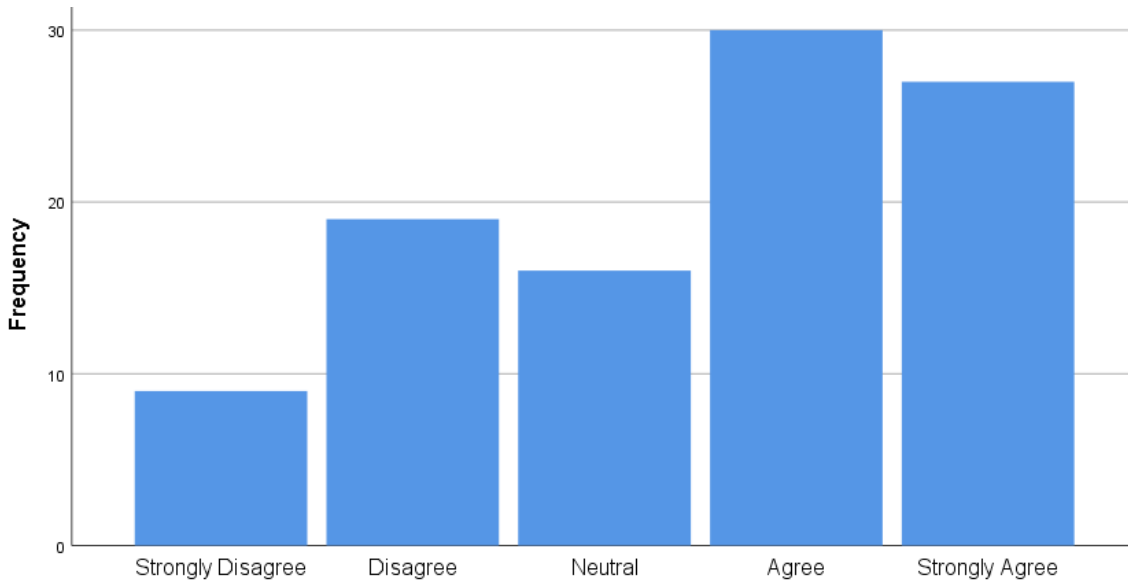|	N	Minimum	Maximum	Mean	Std. Deviation
3. It is true to say that human activity is changing the climate.	101	1	5	3.47	1.308
Valid N (listwise)	101				

Table 4. 6

Figure 3

This statement has a mean score of 3.47 demonstrates a direct understanding among the 101 members. This normal, somewhat over the unbiased point (3.0), reflects an inclining toward acknowledgment of anthropogenic change of climate, however not a solid agreement. Moreover, the standard deviation of 1.308 recommends a difference of supposition, suggesting that reactions were reasonably spread over the scale instead of clustered firmly around the mean. Despite this inconstancy, as it were 30 out of 101 respondents strongly agreed with the statement, which is less than one third of the full sample.

Question no 4

I observed climate emergency awareness on TV.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	11.9	11.9	11.9
	Disagree	23	22.8	22.8	34.7
	Neutral	19	18.8	18.8	53.5
	Agree	29	28.7	28.7	82.2
	Strongly Agree	18	17.8	17.8	100.0
	Total	101	100.0	100.0	

Table 4. 7

Descriptive Statistics

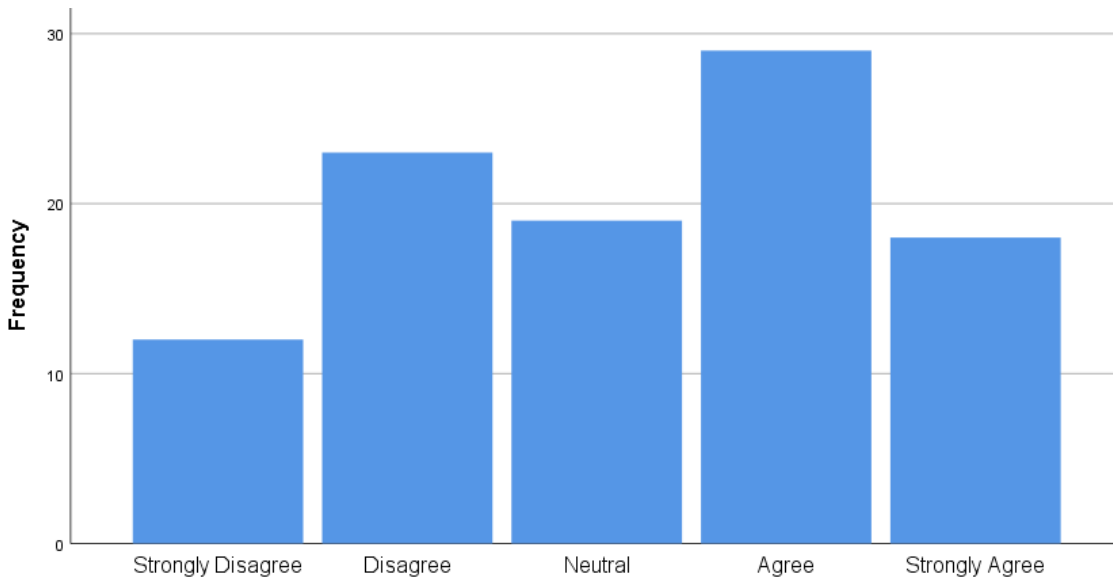|	N	Minimum	Maximum	Mean	Std. Deviation
4. I watch climate crisis awareness on television.	101	1	5	3.18	1.299
Valid N (listwise)	101				

Table 4. 8

Figure 4

This statement got a mean score of 3.18, demonstrating an unbiased to somewhat positive inclination among respondents. The standard deviation of 1.299 uncovers direct changeability, proposing that conclusions were decently spread over the scale. Out of 101 members, as it were 30 agreed with the explanation, which focuses to a restricted engagement with broadcast climate talk. This quantitative understanding, when seen through a CDA lens, recommends that whereas media does play a part in climate communication, its impact and reach may be deficiently or conflicting. The moderately low mean score clues at conceivable digressive gaps in standard TV accounts where the criticalness of the climate emergency may be decontextualized, underrepresented, or eclipsed by other entertainment-focused substance. People are of the view that they watch PSMs on television but it's not that much high rate which indicates that there are less public service messages on TV or may be of some other reasons.

Question no 5

I accept that the language utilized in media awareness messages promotes knowledge of climate change.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	7.9	7.9	7.9
	Disagree	22	21.8	21.8	29.7
	Neutral	25	24.8	24.8	54.5
	Agree	27	26.7	26.7	81.2
	Strongly Agree	19	18.8	18.8	100.0
	Total	101	100.0	100.0	

Table 4. 9

Descriptive Statistics

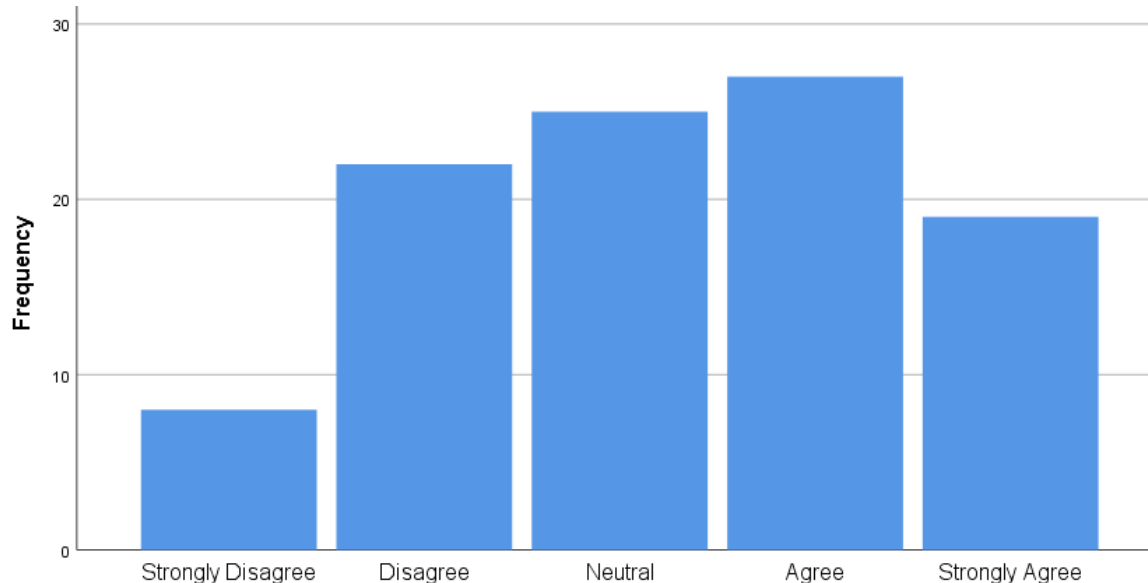|	N	Minimum	Maximum	Mean	Std. Deviation
5. I believe language of public service messages of media raises awareness about climate change.	101	1	5	3.27	1.224
Valid N (listwise)	101				

Table 4. 10

Figure 5

The quantitative examination of this statement uncovers a decently positive perception between the respondents. With a mean score of 3.27 a standard deviation of 1.224, the information reflects a gentle agreement toward agreement. Among 101 respondents, the most elevated recurrence (27 people) chosen "agree", proposing that whereas the overwhelming perception underpins the awareness-raising work of language in PSMs, the general reaction remains to some degree scattered over the scale. Most of the people are agree that they knew about climate change.

Question no 6

I believe climate change is a pressing and urgent issue.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	9.9	9.9	9.9
	Disagree	19	18.8	18.8	28.7
	Neutral	15	14.9	14.9	43.6
	Agree	20	19.8	19.8	63.4
	Strongly Agree	37	36.6	36.6	100.0
	Total	101	100.0	100.0	

Table 4. 11

Descriptive Statistics

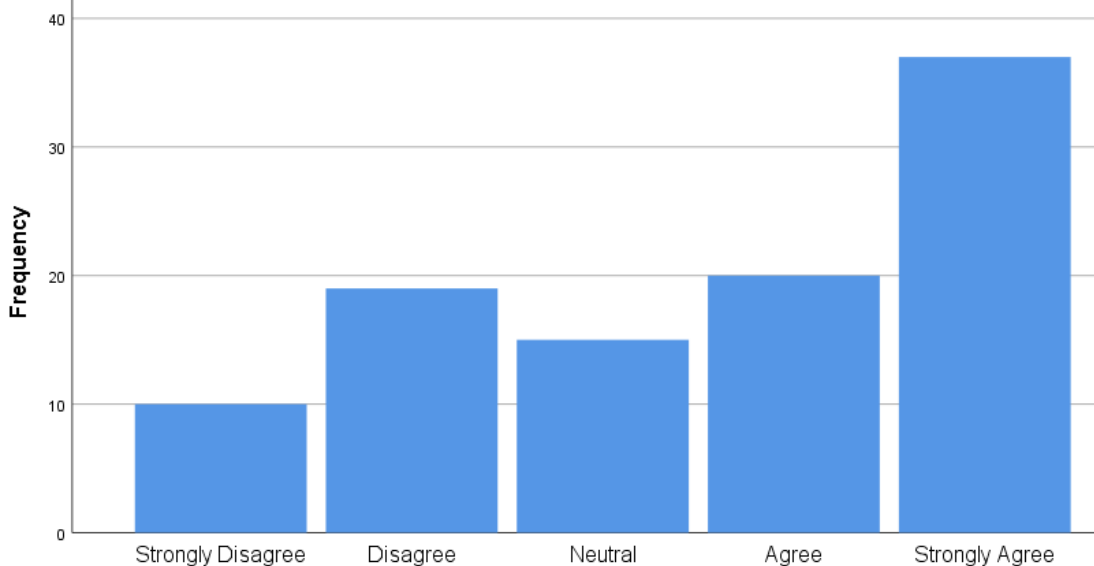|	N	Minimum	Maximum	Mean	Std. Deviation
6. I believe climate change is a serious issue.	101	1	5	3.54	1.404
Valid N (listwise)	101				

Table 4. 12

Figure 6

This Likert-scale-based statement got a mean score of 3.54, demonstrating a direct to high level of understanding among respondents. With an add up to of 101 members, the standard deviation of 1.224 recommends a recognizable degree of inconstancy in reactions, indicating to a differing quality of suppositions inside the test. A closer see at the recurrence dispersion uncovers that the most noteworthy number of people (n=37) chosen "Agree "strengthening the discernment that a significant portion of the people recognize the seriousness of climate change.

Question no 7

Messages of media raise awareness on climate change

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	18	17.8	17.8	17.8
	Disagree	33	32.7	32.7	50.5
	Neutral	14	13.9	13.9	64.4
	Agree	23	22.8	22.8	87.1
	Strongly Agree	13	12.9	12.9	100.0
	Total	101	100.0	100.0	

Table 4. 13

Descriptive Statistics

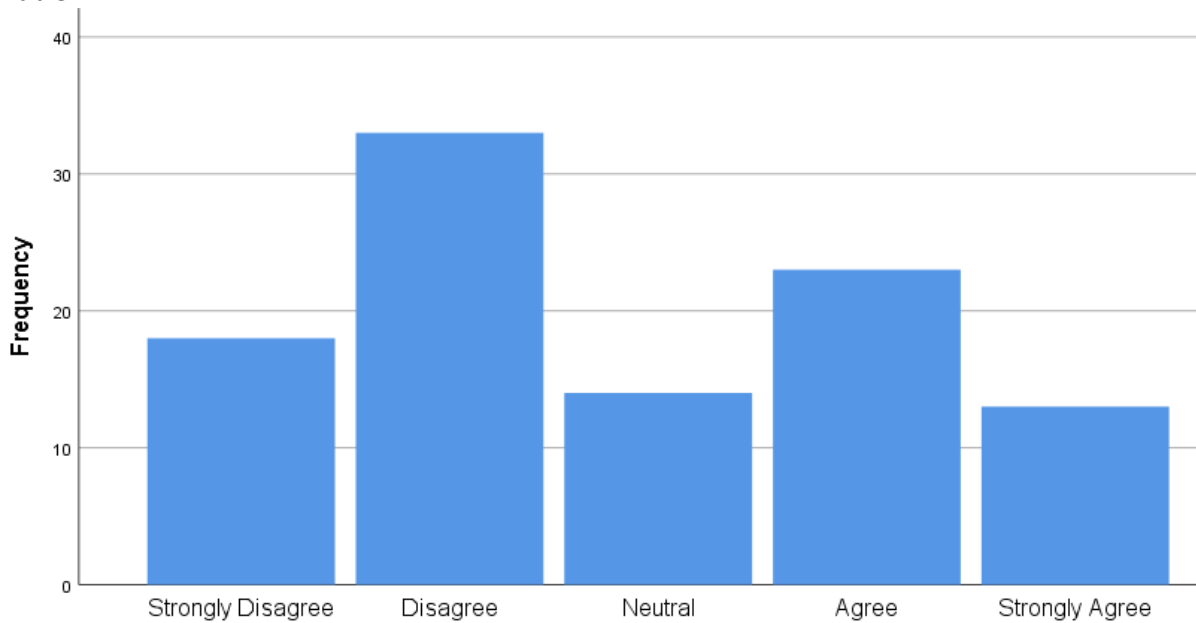|	N	Minimum	Maximum	Mean	Std. Deviation
7. The government's efforts to deal climate change are sufficient.	101	1	5	2.80	1.327
Valid N (listwise)	101				

Table 4. 14

Figure 7

The quantitative data accumulated from 101 respondents related to the statement presents an uncovering design of public recognition. The mean score of 2.80, which falls underneath the neutral midpoint of 3.00, demonstrates a common inclination toward difference with the statement. This is further upheld by the truth that the most of members (33 respondents) strongly oppose this idea, signaling a critical point of view of the state's climate implementations and policies. The standard deviation of 1.327 recommends a generally wide scattering of conclusions, highlighting a need of agreement among the populace and conceivably reflecting underlying experiential or ideological contrasts among citizens.

Conclusion

This research fundamentally reviewed how discourse and language methods in PSMs in Pakistan mediated public engagement and understanding with the climate emergency. By utilizing Norman Fairclough's 3D model of CDA and coordination discoveries of quantitative survey. This study publicized a multifaceted view of change of climate in Pakistani media. The chosen PSMs, set up in environmental, prosperity, and national approach settings, were deconstructed to reveal the sociopolitical dynamics, and ideological positions embedded in their visual and linguistic structures. These messages outline the climate crisis as an opportunity for national advancement and around the world image-building, as often as possible depoliticizing complex natural issues by publicizing misrepresented, ordinary arrangements like tree planting.

The quantitative discoveries backed the basic recognitions. A Likert-scale overview revealed a conventionally positive insight of PSMs practicality (e.g., a mean esteem of 3.52 on the mindfulness thing), illustrating that though various respondents are responsive to the climate messages, basic assortment in elucidation holds on. The standard deviations in many things reflects that the surrounding and language of these messages are not generally effective, with accept in organization media and individual engagement levels influencing gathering. This investigate viably adjusts with its communicated goals and reasonably answers all investigate questions through a broader examination of PSMs related to change of climate. The CDA revealed how dialect plays a central portion in shaping stories of climate, fulfilling the objective of analyzing the portion of language in Pakistani media. The utilize of influential linguistic techniques such as goals outlined how PSMs are made to affect public recognition and engage climate movement, along these lines gathering the objective of exploring how language energizes climate mindfulness.

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