

ADVANCE SOCIAL SCIENCE ARCHIVE JOURNAL

Available Online: <https://assajournal.com>

Vol. 04 No. 02. October-December 2025. Page# 5147-5161

Print ISSN: [3006-2497](#) Online ISSN: [3006-2500](#)

Platform & Workflow by: [Open Journal Systems](#)



Media Framing of COP26: A Comparative Content Analysis of Dawn and BBC News

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ABSTRACT

Climate change, often referred to as global warming, has emerged as one of the most critical environmental challenges worldwide, leading to rising sea levels, extreme weather events, and ecological disruptions. In this context, media plays a significant role in shaping public understanding and policy discourse on the issue.

This study examines the framing of climate change coverage in selected international and national media organizations, specifically BBC and Dawn. The study is grounded in Framing Theory to analyze how climate change is constructed and represented in news discourse, and why certain dimensions of the issue receive greater emphasis than others.

A qualitative content analysis was conducted on selected news reports covering the COP26 summit (October–November 2021). The findings indicate that ecological and scientific frames dominate climate change reporting; however, political and international relations frames significantly influence the depth and direction of coverage. The study further reveals that climate change is often overshadowed by geopolitical and conflict-oriented news agendas, resulting in relatively limited and fragmented attention to the issue.

The study concludes that while climate change is recognized as a global concern, media framing patterns vary significantly across outlets, affecting the visibility and urgency of the issue in public discourse.

Keywords: Climate Change, Global Warming, Framing Theory, Content Analysis, COP26, Media Representation

INTRODUCTION

The drastic change of climate and its effects on the earth considered as Global warming. This bitter truth is no more unfamiliar among the people of the globe as the threat of Global warming has created a clear vision to the minds of scientists that earth is getting warm not entirely but partially. During 20th century researchers revealed that a tiny space in the climate straight above the Antarctica. On the basis of this alarming fact they connected it with chlorofluorocarbons (CFCs) through creating a protection layer aiming

to save the earth from this ultra-violet radiation. The researchers convinced on the point that the threat of global warming is because of excessive release of chemicals produced by the expansion of industry and unrestricted population growth, cutting of the Jungles for their need and rapid development in technology and innovation.

In a study, Wilson (1995) revealed that numerous people ingenuously accept those chunks of information portrayed by the media while short number of people with little knowledge shares their presence in public policy matters about the issue. So, it is essential that media should play its role in framing the horrible and trouble creating issues of climate change or Global warming. More over a member of the press should share the information in wider public interest through maintaining the variations in opinions of general researchers, scientists of environment and the ruling concerned officials.

It's a general practice as explained by the researchers, people are not well aware about the cruelty of the climate change which produced by such unaware masses of the globe.

Global Warming, impact on the social infrastructure

There is necessary to explain that the climate change is affecting our lives slowly but gradually, and may we are now realizing its happening around us.

World's Ecosystem resist in migration of species in jungle and rich green areas, cutting of trees for human use from one place to another due to the global warming. The life of forest and its relevant sources of food to the animals also produce difficulties not only for the birds and other species but also mammals. Vulnerable species can't survive in such a crucial atmospheric change conditions, so they will die without expressing their soreness. Existence of the forest and the environment is an ultimate warranty of life for such species which already fighting for their survival (West et al., 2003).

Greenhouse gases produced by the people due to the lack of awareness about its adverse affect on earth and in shape of changing climate in which the primary among the list is carbon dioxide (CO₂). Unnecessary blazing of fossil fuels like coal and oil are the major factors of making this gas. Furthermore, deforestation i.e. removal of plants for acquiring lands of grazing animals and excelling demands of residence also cause of hefty amount of carbon dioxide in the air. Industrial expansion and producing units of cement and bricks also sharing role in maximizing limits of gases when calcium carbonate is heated generating lime and carbon dioxide. (Greenhouse gas emissions, 2015)

The second most dangerous offender is "methane", usually recognized as ordinary gas. It produced as a result of undeveloped activities such as livestock digestion, paddy rice farming and use of manure. "Methane" is also produced due to indecent management of waste. Nitro oxides (N₂O), are generated mainly by the fertilizers. In addition, fluorinated gases such as chlorofluorocarbons (CFCs) are chiefly a product of various industrial processes and refrigeration. (Accessed, 23 May 2015)

Unexpected Seasonal Changes

It is been revealed that seasonal rain may increase due to the various unusual effects of the environmental change. Heavy downpours of precipitation, landslides and many other unexpected circumstances may occur. Extreme rain will effect of absorb power of the earth and it will not capable to amass water basin. Unexpected wet and dry weather due to the global warming will badly disturb the entire environmental situation of earth. Land sliding, floods and many other unexpected changes will get the wildfires, water shortage and crop loss too (Dessler & Parson, 2006)

The major factors which are becoming the cause of Global warming are undeniably release of carbon dioxide, other greenhouse gasses, burning of fossil fuel, excessive industrialization, and cutting of trees. It

was accessed through the PC on Climate Change in its reports (PCGCC). The IPCCChange (IPCC 2009-12) via their numerous reports has given numerous testified models, expected consequences and recommendation over dealing this hot issue of Global warming.

Growing nations have to take measures to deal with all these atmospheric changes as they are disastrous. More over due to lesser sources in technology and finance, they could hardly get United Nations Millennium Development Goals by 2015. Even though many countries have given their attention toward the issue on priority basis but still hard work is required for saving the nation (UN-2007).

Global Warming and Less developed Countries

Pakistan a third world nation not capable to manage it, as it is deficient in the latest technology and facing shortage of experts from this particular field. Due to these facts nations like Pakistan should have to rely on the leading nations which are extremely skilled for tackling the leading issue of the globe. However, the efforts what so far been done by the Pakistan, not too much good but in this time span they have learnt that the issue must be deal with quick attention.

Expected hurricanes and typhoons, flood, droughts may rise with the minor change in the environment. Little increase in the temperature will make a big change for the globe (Meehl *et al.* 2007). Swedish chemist "Svante Arrhenius" found atmosphere variations in the levels of carbon dioxide producing change in the climate. It was because of the effect of greenhouse. Two or more than two decades ago it was being ignored generally but got attention globally when people faced the energy crisis due to the carbon dioxide emission (Mazur & Lee, 1993).

Climate change in Asia is origin of "Malaria, Dengue" and any other diseases (Martens *et al.* 1999).

Adverse Effects

Anticipating the outcomes of a dangerous atmospheric deviation is quite possibly of the most troublesome errand looked by the environment scientists who are concentrating on the issue since long. Really, ordinary cycle that causes downpour, snowfall, hailstorms, ascend in ocean levels is reliant upon numerous assorted elements. So it is exceptionally difficult to conjecture the size of discharges of ozone harming substances before very long as this is resolved significantly through mechanical headways and political choices of the approach creators. A dangerous atmospheric deviation produces numerous unfriendly results some of which are depicted in this exploration work. Additional water fume which is available in the climate falls again as downpour which prompts floods in different districts of the world especially Pakistan and adjoining nations. At the point when the weather conditions turns hotter, dissipation process from both land and ocean ascends as it occurs in daily schedule. This prompts dry spell in the locales where expanded dissipation process isn't remunerated by expanded precipitation. In certain region of the world it reflects adversely, the outcome in crop disappointment and starvation especially in regions where the temperatures are as of now high as we noticed it in our own country. The additional water shower content in the climate will fall in the future as additional downpour which may not needed subsequently causing flood. Enormous towns and towns which reliant upon the softening water from cold mountains might endure dry season and shortage of water supply. It is on the grounds that the glacial masses all around the world are contracting and diminishing at an exceptionally quick rate and softening of ice has all the earmarks of being quicker than recently projected been inspected by the specialists. As per Intergovernmental Board on Environmental Change (IPCC), around one-6th of the all out populace of the world lives in the locales which will be impacted by a reduction in liquefying water steadily. The hotter environment will probably cause more intensity waves, more brutal precipitation and furthermore enhancement in the seriousness of hailstorms and tempests and

startling environmental change. Ascending of ocean levels is the most destructive effect of a dangerous atmospheric deviation; the climb in temperature is making the ice and glacial masses liquefy quickly. This will prompt ascent of water levels in seas, streams and lakes that can steer annihilation as floods (2015).

Cop26 and its resolutions for Global Warming

The articulation of the PA's efforts to bring the global community to a consensus decision about achieving net-zero emissions is found in over twenty articles, generally referred to as the Paris Rulebook (Rajamani and Bodansky 2019), one of the final pieces of which—market and nonmarket mechanisms for emissions reductions—was largely concluded in a series of decisions around Article 6, negotiated during COP26 in Glasgow (UNFCCC n.d. a). Article 6 covers the means for implementing an international carbon market and other (nonmarket) mechanisms for emissions reductions (Edmonds et al. 2021). Article 6.2 addresses what are referred to as internationally transferred mitigation outcomes (or ITMOs) between Parties to the Convention (that is, nation-states) and provides a framework for country-to-country carbon trading (UNFCCC 2015: 7). ITMOs are intended to be one of the approaches to assist countries in meeting their Nationally Determined Contributions (NDCs) to reduce emissions, “in the context of sustainable development and efforts to eradicate poverty,” the two overarching aspirations guiding the PA (ibid.: 3). During COP26 some of the most controversial elements of Article 6, notably around human rights (Cadman et al. 2018) were finalized, with the intention of incentivizing and facilitating the uptake of activities to alleviate greenhouse gas emissions by both the public & private sectors and of creating credits suitable for trade as part of the host countries' emissions reductions, thereby helping meet those countries' NDCs (Rajamani and Bodansky 2019; UNFCCC n.d. a).

Interestingly, Article 6 does not refer specifically to carbon markets, while still trying to encourage international trading (6.2) and the creation of a mechanism for sustainable development (or SDM, 6.4) capable of replacing the Clean Development Mechanism (CDM) of the Kyoto Protocol (KP, agreed to in 1997, implemented in 2005, extended to 2020), adopting in place of more catch-all term “cooperative approaches,” and only refers to “non-market mechanisms” (covered in Article 6.8). The outcomes of COP26, collectively referred to as the “Glasgow Climate Pact,” provide the normative framework for ensuring that carbon markets deliver genuine emissions reductions that can be measured (i.e., are verifiable) and lead to additional reductions beyond previous commitments (Di Leva and Vaughn 2021).

Prior to “Glasgow” most of the regional, national, and even sub national jurisdiction been developed and implemented their own systems for carbon trading for compliance under the KP. A large charitable market has also grown over the years, and the future for the schemes under that system was unclear during much of the Article 6 negotiations, leading to a slump both in the value of compliance and these voluntary credits. Collectively, both markets have influenced the global political economy, and the cost of goods and services generated in one carbon market has also impacted trade within national and regional regulatory systems (Neuhoff and Ritz 2019).

Literature Review

Controversy regarding global warming

It has been proven by the science and the scientists are on the move that there is Global warming and the earth is getting warm but some including Patrick Michaels a renowned scholar deny the fact. As a fundamental rule of science the hypothesis should be gone through in a process scientifically where the results must be fine tuned after that you should be on the stage where you can say confidently. Climate

model is just a series of prophecy through which the scientists predict about future climate. (Michaels, 2005, p.210)

Exxon Mobil, an organization has spent a lot of money aiming to divert the attention of newsmen and other social clusters to demoralize the actual concept of the global warming and making a perception as per the will regarding the climate change. They promoted the sceptic groups of Global warming to change the real myth of the global warming. (Mother Jones, 2005).

Consequences and their effects of global warming

The research revealed that the sea level has risen multi inches and the temperature was calculated about 6°C during last 100 years. (Greenberg, Sachsman & Rogers, West, Lewis, 2003; and Dessler & Parson, 2006). A few of climate models have forecasted increase in worldwide hotness that was 1.40 to 5.79 °C within the end of 21st century. (West et al., 2003).

As claiming various levels of changes in climate the IPCC has reported that during 21st century the lowest temperature was 1.80 °C which was excel from 1.1 to 2.90°C, while the highest one was 4°C that started from 2.4 to 6.40 degree Celsius (Meehl et al. 2007).

Different school of thoughts have their own view points as they explored during the research, a school of thought confident as claimed that during 10, 000 years the earth had never got warmth even above 1°C except during a special phase that was called Holocene Climatic Optimum (About 6000 years ago) when it will exceeded above 1°C.(West et al., 2003).Chill weather may get recession phase while the warm waves expected to be longer than ever before.(Meehl et al., 2007). It was said by Dessler and Parson (2006) that on the basis of these predictions Polar Regions will get powerful warm waves.

Not a few but numerous researcher's predicted for penalty of worldwide heat resulting dissolve of polar ice, increasing of ocean height, commotion in useable water supplies, distraction of ecology, excelling in frequency of humid illness and transform in agriculture.

Interrupted Ecosystem & High sea levels

According to theses future forecasts the warm climate are becoming a cause of high sea levels, lesser supply of drinking water, interruption of ecosystems, may tropical disease incident get higher ratio while the unexpected change in agriculture and cultivation (Columbia Encyclopedia online, 2006; West et al., 2003; Meehl et al., 2007).

Allergies also can be common disease among the people of these areas due to the global warming (Ibarrarán & Boyd, 2006). Dengue has become the most disastrous disease in Pakistan taking the lives on high scale particularly in flood affected areas. Since last five years the government has taken serious measures for removing the disease from grass route levels but the reports are not very much satisfactory. More over specialists from Sri Lanka were called to share their experiences as they have been gone through from the same situations. They have done good job at their own part as they shared their bitter experiences. They amplified the local experts and trained them that how they can remove the roots of the dengue mosquito. Now we are on stage where we can make our best for removing the hub of the virus.

Increase rate of mortality in South Asian region

The wave of global warming in Southeast Asian countries may increase the mortality rate, due to the diarrhoeal diseases which come with the long floods. Along-with cholera bacteria flourish in these coastal waters. Unexpected long spell of heat wave and humid season in summer may increase the mortality and morbidity particularly of among in older and poor population (Epstein *et al.* 1995).

If we talk about in Pakistan's scenario it is mentioned in the report published by the Task Force on the Climate Change (TFCC, 2010) that Global Circulation Model (GCMs) has measured the temperature over Pakistan which is going to be excelled 1.3-1.5 °C in 2020s, and then till 2050s it will touch the 2.5-2.8 °C. Gradual increase in the temperature will on 3.9-4.4 °C by 2080s. This variation in the climate will disturb the rain system of monsoon which will lead towards the heavy floods and droughts (TFCC, 2010).

Unpredicted Rain fall and thunder storm in Pakistan

The most recent flood was observed in the country was not but due to the disturbed monsoon system of this region. Even though the metrologists have been intimated about the coming disaster but it was bigger and unexpected as they had been calculated through their study. Long and unexpected phase of the rain destroyed the vast area of the crops, and new diseases were born in those flood hit areas.

The previous recorded temperatures of Pakistan show the increasing ratio is according to the global trends while expected results proves that increasing temperature will go with the same. Being a part of sub-tropics and depending of the agriculture, the warm climate is sensitive for it. More over about 49.5-81% of the average river flows in the Indus River System (IRS) which comes from the melted glaciers of Hindu Kush-Karakoram (Munir, *et al.*, 2011).

Pakistan is seriously facing natural hazards causing giant floods and many other disastrous issues. All these issues collectively produce poverty and lack of food that proves the no professional approach and decisions of the political governments. Based upon an agricultural economy, Climate changes directly effect on crops which hits the backbone of the poor rural people who depends on their own efforts of cropping. Shortage of water and unexpected high temperature derive the change among the rural communities. Pakistan as an agricultural economy depends on the natural resources which directly or indirectly linked with the global warming and the climate change (Mustafa, 2011).

One of the biggest content on Earth is Asia; divided into four climate zones (boreal, arid and semi-arid, tropical and temperate). This piece of land is fully loaded with natural resources but facing environmental and socio-economic challenge and struggling for survive.

Decreasing livelihood & increasing heat waves

Disturbed ecosystems causing in decrease of livelihood sources gradually. Contaminated water and polluted air destroying healthy social lives while all these scenario collapsing the existing atmosphere of the region. More over this region is extremely in danger as it has been faced Tsunami in 2004 and an earthquake of Pakistan in 2005. 2006 is an example of land-sliding in Philippines. All these disastrous happenings are the evidence of extreme intensity of climate change which are causing of tropical cyclones, long spells of rain and tornadoes and sudden unexpected snow falling and dust storms in the region (Cruz *et al.* 2007).

Melting glaciers of Himalaya region

It is global warming which is melting the glaciers of Himalaya. Heavy floods, (glacier lake outburst floods) mudslide GLOF affected Pakistan, Nepal, Bangladesh and north India during the rainy season. In monsoon the wet weather and the melting glaciers collectively produced a disastrous situation in these areas. Seven main stream rivers of Asia fed by the melting glaciers of Himalaya may get dry in next few decades. About one billion people of this region could face water shortage due to this atmospheric change in about 2050s (Christensen *et al.* 2007, Cruz *et al.* 2007).

Various analyses shows that during 1970-2000, more than 13 metrological stations from 17, calculated temperature on daily basis shows hot spells of temperature which was exceed about 90% particularly in "Balochistan", "Southern Sindh" and Kashmir. The weather draws the heavy monsoon in the region. It was

also observed that the increase of the heat has broken record of about four decades (1961-2000) which invited a 24hours long spell of rainfall (TFCC 2010).

All these reports and researches discussed above were based on their calculations what made by the experts but a media campaign must be launched for the general public as they could prepared themselves for the issue of the globe. People and particularly the youth who may not even talk over the issue could not be able to learn it till the media will not play its role for producing a strong shield of sense for the masses about the global warming. Every individual should practically participate for this cause if someone really wants to overcome this issue.

Common collision of Warm Earth

There is a worldwide consensus that global warming is a real, rapidly advancing and widespread threat facing humanity this century. Scientists have presented evidence and tested models to substantiate this truly alarming fact (Permesan 1996, Pounds et al. 1999, IPCC 2001, Woodward 2002, Klanderud and Birks 2003, Hall and Fagre 2003). The evidence confirms that man-made factors such as deforestation, agriculture, industries, automobiles, and the burning of fossil fuels, are contributing to Greenhouse Gas (GHG) emission, a major cause of global warming (IPCC 2001). The warming has manifold impacts on ecosystems and biological behaviours. Some widely discussed impacts include snow melting and glacier retreat, drought and desertification, flooding, frequent fire, sea level rise, species shifts, and heightened diseases incidence. These ecological and biological responses can consequently lead to serious consequences for human wellbeing (Easterling et al. 2000, Mehl and Karl 2000).

Scientific studies show that snowlines will be higher and snow packs will melt earlier. Winter and night-time temperatures will tend to rise more than summer and daytime temperatures. Many of these trends have already started being observed (NSIDC, 2009).

Hypothesis

H1: The “Daily Dawn” will give coverage to the issue in Pakistan.

H2: The “BBC” being an international media organization will cover all aspects of the issue particularly during COP26 in Glasgow.

H3: The “BBC” will suggest the solutions of global range.

H4: The “Daily Dawn” will cover the publish updates of the COP26 conference.

Theoretical Frame Work

Frame and Framing theory

Framing is one of the leading tools with which to analyze mass-mediated content. Aiming to determine the framing about the issue of Global warming in the “Dawn” and “BBC” the researcher uses framing theory. The entire theoretical work is based upon the Framing theory which was introduced by a sociologist Erving. The theory was derived from Phenomenology as an extensive form called as Framing. Goffman gave the thought about this theory that framing is a set of expectations which apply to portray the sense from outer scene of the happening. (Goffman, 1974)

The word *frame* suggests an active process and a refine result. “Frame” actually leads towards a way to find maximum results which can be done in *framing* (Reese, 1996).

Three major questions rise or one should ask about, analyzing the news-mediated content; “What is the frame here? Why this structure and not another? What patterns are shared by the framework clamped over this event and the frames clamped over that one, by frames in different media in different places at

different moments?" (Gitlin, 1980) As a matter of fact, actions and incidents have no meanings but ample require building specific frames to judge these events (Gamson, 1992).

In a sense of news production, it is "the process by which a communiqué source, such as a news organization, defines and constructs a political issue or public controversy" (Nelson, Clawson & Oxley, 1997, p. 567)

The functions of "Frames" vary as per people and purpose. The myth is to "prioritize some facts, images, or expansion over others, thereby instinctively promoting one meticulous interpretation of events" through choosing and managing news events in a very particular way (Norris, Kern and Just. 2003).

Journalists can use frames for processing a giant packet of information in short time and to take it as information very efficiently to their audiences (Gitlin, 1980, p. 6-7)

Objectives

1. Aiming to discuss particular aspects which explain the communicative approaches of the Global warming and also clarify how the issue been portrayed and framed by the media.
2. Study in initial phase will reveal the information of Global warming, controversies and consequences with worth-full knowledge on the basis of previous research studies produced by the researchers.
3. The research will explore the deep understanding of the issue on the part of the Media newsman and its sense toward the masses on the issue of Global warming.
4. The study aims to dig out, what kind of problems and solutions of Global warming has been portrayed by the national and international media.

Significance

The study will explain the practical approach of the leading newspapers "Dawn" for covering the issue nationally and "BBC" for International media. It will also measure that in which circumstances the paper highlights the issue in routine and during the phase when the issue get attention globally. It is revealed that few researches had been conducted especially on the topic of climate change or Global warning through which the scholars particularly gave the thought of mind tendency of the journalists and the new trends in publishing the news about Global warming. The core aim of the study is to find that how a Pakistani Newspaper "Dawn" and "BBC" frames the issue of Global warming. The second most important objective of the study is to calculate that how the "Dawn" gives the solution of the issue and what "BBC" shares the influenced knowledge of Global warming.

Research Questions:

RQ1: *How "Daily Dawn" frames the issue of Global warming?*

The researcher selected "Daily Dawn" newspaper in Pakistan which is independent and not influenced of the outer forces but it is necessary to observe its Framing on the issue as it is core and hot issue makes great changes on the land of Pakistan.

RQ2: *How the "BBC" will cover the issue of Global warming?*

The “BBC” is a reliable source of news of the world the researcher has selected as a representative of international media organization.

Sr. No.	Reference	Main Theme	Thematic Conclusion
1.	BGS (2015)	Temperature rise and consequences	Climate change creates environmental risks that require clear public communication.
2.	EPA (2015)	Greenhouse gas emissions	Emissions information provides a scientific basis for mitigation reporting.
3.	Dessler & Parson (2006)	Science and politics	Climate change coverage reflects interactions between scientific evidence and political debate.
4.	Gamson (1992)	Political framing	Media frames help people interpret political issues and public controversies.
5.	Gitlin (1980)	Media framing and ideology	News frames influence which aspects of an issue receive visibility and emphasis.
6.	Goffman (1974)	Frame analysis	Frames organize information and shape how audiences understand events.
7.	Meehl et al. (2007)	Global climate projections	Climate projections provide scientific context for reporting future climate risks.
8.	Michaels (2005)	Climate science controversy	Disputes over scientific claims can shape climate discourse and public understanding.
9.	Mother Jones (2005)	Think tanks and influence	Organized interests may influence how climate science is communicated and debated.
10.	Nelson et al. (1997)	Media framing and public attitudes	The way an issue is framed can affect public interpretation and tolerance.
11.	Norris et al. (2003)	Media, government and framing	News framing reflects interactions among media narratives, government communication and public debate.
12.	Shoemaker & Reese (1996)	Influences on media content	News content is shaped by multiple influences, including professional routines and institutional forces.
13.	West et al. (2003)	Environmental journalism	Environmental reporting requires accurate, accessible communication of complex issues.
14.	Wilson (1995)	Media and climate knowledge	Mass media are important sources through which the public acquires climate-change knowledge.

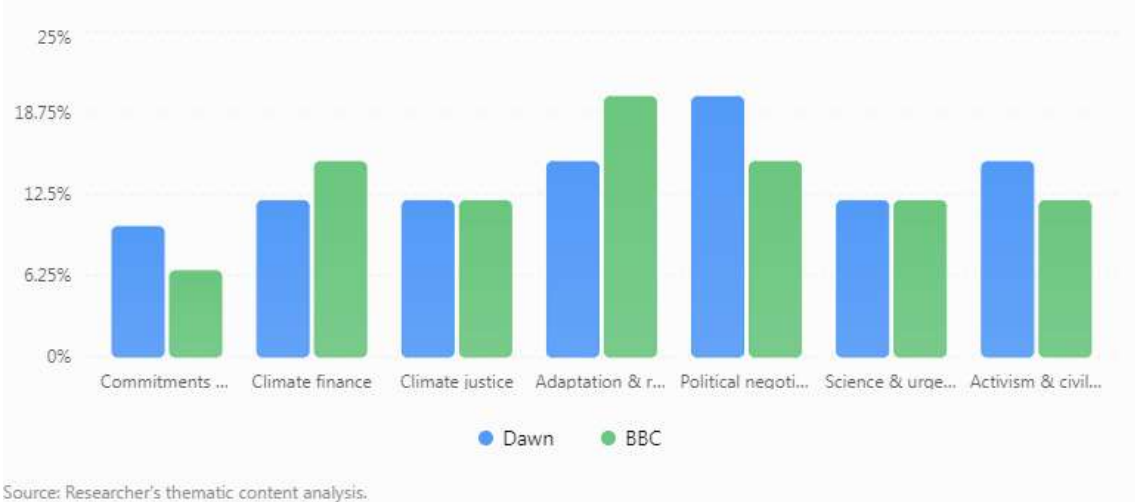
Table: The literature identifies three interconnected dimensions of climate-change coverage: scientific and environmental evidence, media framing and public understanding, and political and institutional influences.

Together, these perspectives provide a foundation for examining how Dawn and BBC frame climate commitments, climate finance, climate justice, adaptation, political negotiations, scientific urgency and public activism.

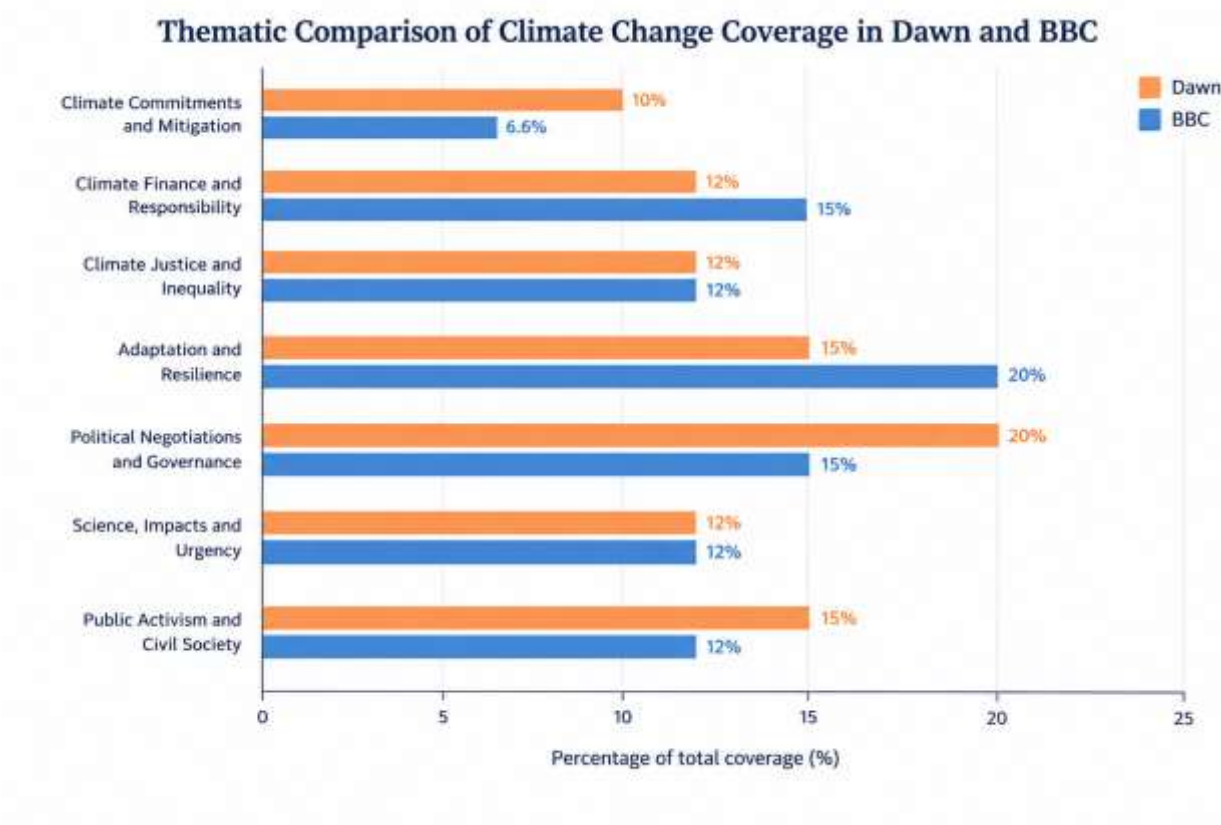


Comparative Coverage of Climate Change Themes: Dawn vs BBC

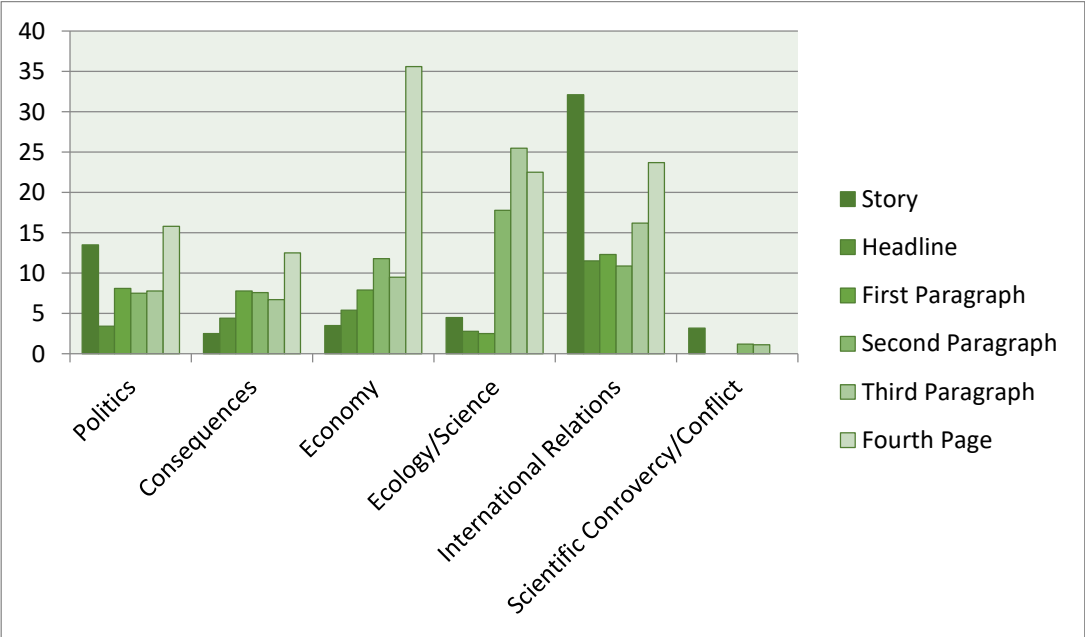
Percentage distribution of 30 climate change news stories in each outlet, based on the supplied thematic coding.



Source: Researcher's thematic content analysis.



Graphical Assessment: 1



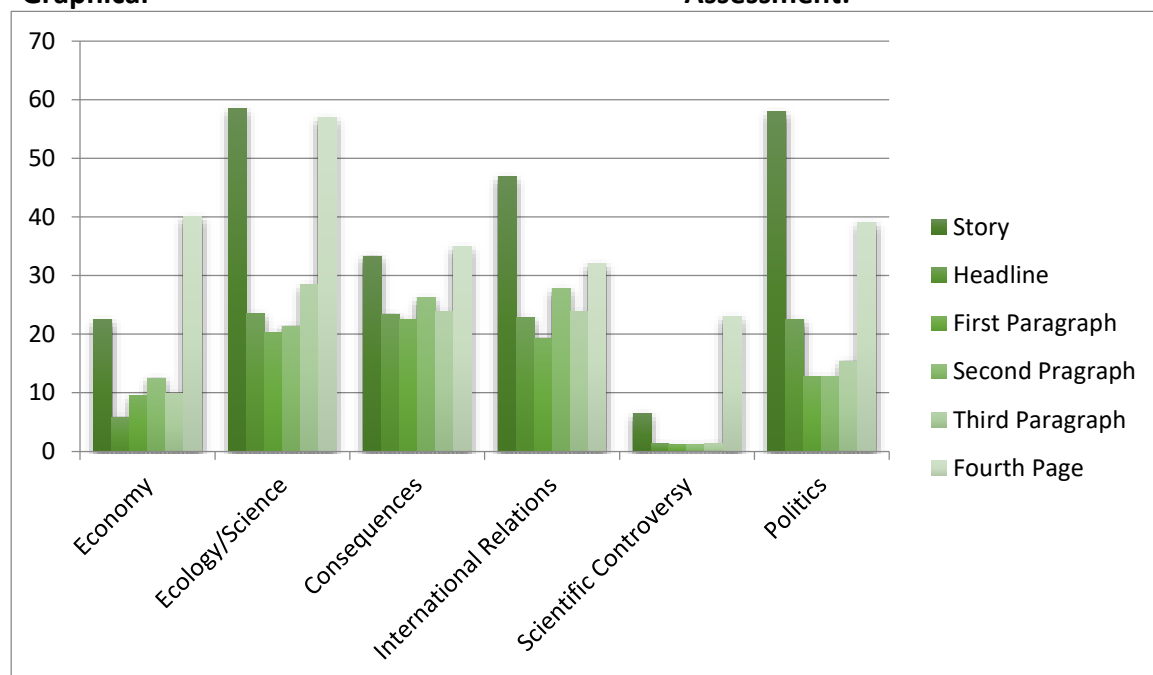
This graphic classification shows that the “Daily Dawn” was gave less coverage to the issue while less attention made no observation of masses. The main focus of the news which get attention by the

reporter/newsman is based on economy and international relations. When the meeting COP26 was on high scale, entire world was connected with leaders under single roof the local media of Pakistan was not focused about the discussion and the agreements.

Graphical

Assessment:

2



The “BBC” an international media has to cover all aspects of the world, but it covers maximum most relevant news for the masses. The researcher has revealed that the newsman/reporter has covered all the aspects of the conference as per data collected. The Framing theory used to check all the frames linked with the media organization and results has been collected.

Conclusion

The entire world has become a global village, where every single soul is linked with a single finger touch. Information sharing and accessibility is no more a big deal, so the global warming is now a big challenge in the era of technology and information.

Growing temperature of the earth, rise of sea-level and the severe conditions of the atmosphere dragged the attention of the powers of the globe for making possible efforts to resolve the issue. Radiant heating is a tormenting issue of Media-men for many reasons, so it was very much necessary that researcher should look into, how the media and the media personals portray the issue. It wasn't easy task to explore the strategic ways of portraying the news in media and along-with what kind of information passing on to the readers. However, little research work has been done so far that's why it is important that media research should address how media of the globe frame the issue of the global warming.

Analyzing of frames of about more than 30 stories collected from “daily Dawn” and “BBC” find out answers of the questions on which hypothesis was assumed. Every single story gone through a process of framing and solution within every section: headline, paragraphs (first, second, third and fourth) and last paragraph.

It was revealed through this research that ecology/science and consequences were on top in the international media as the researcher has selected “BBC News” frames of coverage. It was also observed by

the researcher that international relations were also on most frequent occurring frames on solution to the global warming as it was on its peak during conference.

The research revealed that during the time of International Conference on global warming, the national and international media gives special attention to the issue. Even though controversies and conflicts always exist even in the same time phase but with little the frames get raise than the initial or beginning stories. Few of previous studies proved that international relations frame was leading during the international conferences.

The results of the research shows that the “Daily Dawn” make its maximum focus on ecology/science and consequences as it was in the most leading frames. “Daily Dawn” usually portrays the issue on the basis of the facts and makes its connection with the science, which shows a clear picture to the readers. In previous studies it was observed that the media highlights the International relations particularly when the issues get attention of the globe. It was also revealed in the research that the results were almost same as it was previously done in the studies. But study also revealed that the “BBC NEWS” covered the issue after the ending of the conference, while suggested may solutions for the general people.

A research study done by the “TINA DEINES” from Kansas State University, have worked on a Mexican leading newspapers “Reforma” and revealed that the issue only get attention during the international conference while in other days the media organizations never gave attention to the issue. She also explored that the journalist show least interest in producing news story on the issue while the editors or other concern people always try to put it back in hold over for empty space in off days.

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