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Article:	**Framing of Climate Change in South Asian Print Media: A Content Analysis**
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ABSTRACT

Climate change is no longer only a possibility; it has become a fact. South Asia is expected to be one of the most impacted regions by global warming and climate change due to geophysical circumstances and socioeconomic and demographic backwardness. The area is home to around 1.5 billion people and a significant portion of the world's poor. This study examines how South Asian print media framing this issue and which is the dominant frame for highlighting the issue. Framing theory is used for analysis. The news stories related to climate change published in South Asian newspapers during the year 2018 are included for analysis. The finding shows that the most frequently occurring frame in news stories was responsibility, followed by economic consequences, conflict, human interest, and morality. This study is helpful for the authorities of countries and media houses for revising and establishing the policies regarding climate change. In further studies can be conducted on how electronic media framing this issue.

Keywords: Climate change, Global warming, Agriculture, Temperature

1.0 INTRODUCTION

The South Asian region is affected in various ways by climate change. It includes increased variability in the pattern of monsoon and winter rainfall, increases in average temperatures during warmer winters, increases in coastal salinity due to rising sea levels and reduced rivers discharge, weaker ecosystems, the downturn in glaciers in the Himalayas, and an increase in the frequency and severity of extreme weather (Sterrett, 2011). Due to the high population density and concentrated poverty, and current climate unpredictability, the area is highly vulnerable to climate change. Climate change is likely to exacerbate current development challenges and strain vital resources to sustain growth.

South Asia still has a mainly rural population, with over 70% of the people residing in villages, despite increasing migration to urban centers (Cohen, 2006).Agricultural output per capita increase is 2 %, and gross domestic product (GDP) growth rate is unchanged (Diao, McMillan, & Rodrik, 2019).Poor productivity implies that although 60% of the region's labor force is employed, agriculture is only 22% of the region's GDP. Certain nations (Afghanistan, Bangladesh, and Nepal) are net food importers, a manifestation of this(Liu, Wang, Yang, Rahman,&Sriboonchitta, 2020). It is significantly harder for those living in poverty since the issue is worsened by unequal distribution and access to the land, as many do not own land or cultivate. This is especially problematic for women with less than 5% of the region's total land (Bayat, Gilbert, & Bromley, 2004).

Agriculture and rural poverty in South Asia are expected to have significant repercussions for climate change. Long-term temperature and precipitation fluctuations have a direct yield impact. In addition, resilience in rural regions is generally poor since the current asset base is small and services sometimes insufficient (Sivakumar, &Stefanski, 2010). Agriculture in South Asia relies largely on monsoons, which make up over 70% of the region's yearly precipitation. Given that nearly three-fifths of South Asia's cultivated area is rain-feed, the start, length, range, and total rainfall of the monsoon are essential variables for determining the livelihood of the vast majority of rural people. All these elements are expected to be affected by global warming. In India, for example, monsoon rainfall has fallen by about 5% to 8% during the 1950s. It might have led to more extraordinary, länger, and more expansive droughts throughout the area, as demonstrated by recent deficits of Rajasthan and Madhya Pradesh in India and the provinces of Sindh and Baluchistan in Pakistan(Chopra, 2014). Climate change is predicted to make floods, droughts, and cyclones, with already enormous impacts on South Asia, more severe and more prevalent throughout the area. In India, in the 50 years between 1953 and 2003, the area impacted by flooding has more than quadrupled. In Bangladesh, 60% of the nation is already susceptible to flooding. Pakistan's 2010 floods devastated 20 million people and have been the worst in the area since 1929(Mirza, 2011).

The increase in sea levels will have a significant impact on the low coastal systems and islands. Many of the Maldives can be overwhelmed before the end of this century if the worst scenario comes true. Up to one-fifth of Bangladesh is flooded, impacting more than a tenth of the population. Changes in sea level also influence salinity, therefore intensifying effects of storm surge and altering both patterns of sedimentation and ocean currents(Mahendra, 2012). By the end of this century, 125 million people might be left homeless by increasing sea levels

in Bangladesh, India, and Pakistan. All these developments will have significant consequences for livelihoods.

The aims and objectives of the study is to find out how South Asian media, particularly the print media frame (e.g. Responsibility, dispute, human interest, economic implications and morals attribution) the climate change in the region and to know the similarities and dissimilarities among the frames in the leading South Asian print media on the issue of climate change.

1.1 Statement of the Problem

Climate change affects everyone living on the earth. Global warming is increasing day by day that is changing the life patterns. There are lots of problems produced by climate changes. Climatic variations and vulnerabilities like deforestation, less productivity in agriculture, enhanced temperature and less water resources have ultimate effects on human beings living on the earth. People are going to be victims of different diseases. This huge burning issue is not considered as hard news when covered by news media of South Asian region. This research seeks to identify how much significance the leading English-language newspapers in South Asia attribute to climate change, how these researchers intend to find out by using these selected English language newspapers of the subjects they want to discover (placement and coverage of news stories), and the prime responsibility framework (attribution), a cluster of moral connotations (consequences and appreciation), and business consequences (placement) (deforestation, agriculture, enhanced temperature, and fewer water resources). Global warming in the study's further review would also concentrate on climate change in South Asia would also take an eye to both the parallels and disparities in media and themes. In agenda setting, placement means where the news regarding climate change is placed, either on front page, inside of the page or at the back of the page. Treatment in agenda setting will cover how the newspapers treat the news stories regarding climate change, either in the form of main heading, boxed news, single column or double column.

1.2 Objectives of the Study

Following are the objectives of the study:

- To find out how South Asian media, particularly the print media frame (e.g. Responsibility, dispute, human interest, economic implications and morals attribution) the climate change in the region.
- To know the extent of coverage, placement and treatment of news stories regarding agriculture, deforestation, enhanced temperature and less water resources?

Research Questions

There are the following research questions,

R.Q.1: What are the dominant frames (Responsibility, dispute, human interest, economic implications and morals attribution) in news coverage related to agriculture, deforestation, enhanced temperature and less water resources in English press of the South Asian countries?

R.Q.2: Does English press in the South Asian countries differ in terms of extent of coverage, placement and treatment of news stories regarding agriculture, deforestation, enhanced temperature and less water resources?

2.0 Review of Literature

In the past, in South Asia, the measured range of average temperature increase is between 0.75°C and 1°C. Total observed rainfall (measured across the southwest monsoon season) is highly irregular over South Asia. In general, warming happens more in the post-mountain period (January-April) and least in the monsoon season (June to September) (Ali, Rahut, Mottaleb, & Erenstein, 2017)

Climate change would have a disproportionate effect in India and Pakistan on the more than 400 million Indians who are poor. This results because so many people rely on their food, housing, and essential human services on nature. More than half of India's people work in agriculture, while almost half of the population resides along the coast(Aggarwal & Mall., 2002).The regional climate simulations at the European Center for Downscaling of Pollution of the Hamburg Model 5, temperatures will continue to increase by about 4–5 degrees with extremely high emissions Celsius by the year 2080. With a maximum of these changes in the 22nd century; in other words, under IPCC's Representative Concentration Pathways Scenario pollution pathways for different time ranges, the global mean temperature will increase by 1.4–1.6 degrees, reaching 5.2 degrees by the 22nd century(Xiao, Liu, & Xu, 2005).

The regional environment is affected by various interacting influences that may contribute to non-linearity, contributing to natural instability that hides climate change. The latest IPCC Group 1 report claims with a little more long-term perspective that throughout the latter half of the century, climate change would become apparent (Ali, Rahut, Mottaleb, & Erenstein, 2017).This appraisal can apply to longer tropical time horizons.A long and only gets labeled in the 2080s .Even by the time of the mid-century, climatic differences between these environments are not well understood. Present how the overall warming of the whole region is expected to play out. The warmth seems to be marked across West and Central India. In the national study, certain spatial differences of the expected improvements are more noticeable. By the end of the century, the typical yearly elevated surface air temperature in the A1B and A2 scenarios is 3°C–5°C, and in the "low" B1, 2°C–3.5°C.

The amount of annual precipitation and the temperatures under different emission conditions (scenarios). This model results show an increase in rainfall and predictable increases in weather. As opposed day day-to-to-to-day or year-to-to-year weather patterns, rainfall is irregular, not predictable. In all 3-month rainfall simulations, increased rainfall is detected in the 2080s in all 3 scenarios. More and less precipitation has been observed during the past winter than was predicted. These trends are substantially different in A1 and A2 scenarios, with patterns A1 and A2 dramatically reduced (Fischer et al., 2005). To indicate shifts in the distribution over the three monsoon seasons, look at Figure 10 data. While it is evident that some areas will get wetter or drier due to global warming, others will get more or less rain as a result. In terms of rainfall shifts, three separate areas around the country. In Bangladesh, the

Maldives, and Sri Lanka, the precipitation has risen. Observed shifts happen most frequently in A1B, and A2 situations (Fischer et al., 2005).

The fluctuations in ocean heat storage and salinity lead to both area and global sea-level changes. Global sea-level change is due to two primary factors: thermal growth and other water flow sources, including melting ice sheets and ice caps and glaciers (Prakash, 2007). These two processes are changing the sea's spatial distribution. Water waves and atmospheric pressure are two factors that affect sea level (Noronha, Choudhri, & Nairy, 2003). The local sea level rises because the earth's crust and vertical forces of the earth's crust trigger sedimentation (e.g., earthquakes) move vertical tectonics. These shifts are also significant in the identification of long-term patterns.

The global rise of sea levels expected in the three-emission scenarios by the Geophysical Fluid Dynamics Laboratory indicated an improvement of 0.05 to 0.25 m in the 2050s and 0.18 to 0.80 m ends the century. This contrasts with projections from the 2007 IPCC analyses of an improvement of about 0.2–0.6 m through the multiple pollution scenarios. Between 1993 and 2003, the global average sea level increased by 3.1 mm a year (IPCC, 2007). More recently, a semi-empirical study of a series of simulations predicts an increase of about 1 meter in the year 2100 at sea (Rahmstorf, Perrette, & Vermeer, 2012). Several low-lying islands in the Sundarbans have already been flooded with steadily rising sea levels, displacing thousands of inhabitants (Harrabin, 2007). Increases in temperature on the Tibetan plateau cause the Himalayas to withdraw. In Sindh, Pakistan, the ancient town of Thatta and Badin was estimated to have been engulfed by the sea by 2025, as the sea is still inundating here 80 acres every day (Sami, 2012).

Scientific research was done in October of this year in the journal of Natural Communications. Sea levels would rise three times faster than historically estimated in the 21st century. There would be 150 million residents in coastal regions facing the possibility of being entirely submerged after a rise in sea levels by the year 2050, with 300 million people in those flooded at low tide. However, in regards to emissions, things look different by the year 2100. Currently, 140 million cubic feet of water would flow through the low-emission room at high tide, whereas last year, 280 million cubic feet flowed out. I estimated 540 million people and 640 million in a medium-impact event. The populace will live in the eight Asian countries of China, India, Thailand, Japan, Vietnam, and the Philippines, while the other 30 percent will be split among others. Large cities such as Ho Chi Minh City, Mumbai, Shanghai, and Basra may be entirely flooded (Scott & Strauss, 2019).

Seasonal and inter-annual fluctuations dominate the relative sea-level data and render it impossible to discern consistent patterns. The sea level's geographic study is exacerbated by several other causes, such as land shrinkage and localized effects of groundwater exploitation

2.1 Global Media Framing Patterns

Actual International relations (IR) and world culture simulations predict different global distributions of climate change frames. Orthodox pragmatic philosophy in IR runs counter to institutionalism concepts and newer colonial construction and world society theories. The

realist theory of IR gives preference to national economic and political problems that instrumentally see the rest of the world. It would predict that countries will frame their reactions in terms of their immediate reference in the face of climate change (Bodansky, 2009). Concern about the negative impact on the economy and national security of carbon cuts would dominate the press. Realist IR theory doesn't understand the environmental climate's importance as a determinant of national interest (Vogler, John, & Mark, 2005).

However, lately, national agencies have recognized that environmental disasters, global migration, and potential climate change resource wars threaten national security per se (Dyer, 2005). This national security risk scenario under global climate change can transform self-interest forecasts. Since climate change affects one's security and economic ambitions, the need for international cooperation can be seen as an informed self-interest as the only solution to the crisis (Townsend, Mark, Harris, & Paul., 2004). In the long run, the overall logic of climate change also argues for recognizing complex interdependence (Vogler, John, & Mark, 2005). It attempts to characterize security solely on a national level pointless. Often, legitimate self-interest may therefore lead nations to work to tackle global climate change. According to these assumptions, if policymakers behave according to these assumptions, their journals would stress multinational negotiations on climate change where trade and burden have to be struck.

2.2 Framing Theory

The framing theory is based on the fact that the media concentrates on specific occurrences and then sets them in a realm. Framing is an essential issue since it may have large influences as well as the notion of framing. The coverage of newspapers impacts how the public and policymakers learn and think about a problem (Soroka, 2002). How topics are organized in journals, and how they connect to public policy and the knowledge, attitudes, and actions of the people provide us with an insight into the processes by which a society runs and, for example, the relative freedom which journalists have to report on topics. It is well-defined how journalist’s structure journal pieces (medial frames) influence readers' views of issues (audience frames) (Scheufele, 1999). Several studies have demonstrated media coverage affects both nationally and internationally on the subject of climate change (Sampei & Aoyagi-Usui, 2009). In this research, five generic frames, human interests, economic consequence, Conflict, Attribution of responsibility, and morality, were applied.

3.0 Methodology

3.1 Research design

The present study has selected the approach qualitative methodology. In this model, the content analysis method of research is used to gather the data. Eight main newspapers (one from each country) from South Asian regions are selected for analysis. The main objective of this research is to investigate how South Asian print media frame (e.g. Responsibility, dispute, human interest, economic implications and morals attribution) the climate change in the region, and the extent of coverage, placement and treatment of news stories regarding agriculture, deforestation, enhanced temperature and less water resources. The information was gathered throughthe nexus Lexus from leading newspapers in all South Asian regions that includes

DAWN (Pakistan), *The Times of India* (India),*The Khaama Press* (Afghanistan), *The New Nation*(Bangladesh), *Daily Mirror* (Sri Lanka), *The Himalayan Times* (Nepal), *Maidhu News* (Maldives) and *Kuensel* (Bhutan)from 1st January to 31st December 2018 in climate change-related news items. These newspapers were selected because of their vast readership and significant societal impact in their respective nations.

Data analysis Technique

The data were analyzed by using descriptive and inferential statistics for summarizing the data and finding out media frames, media agenda. The News items have been grouped quarterly to enable a dynamic comparison between the various quarters. The analysis unit for this was the News items in which keywords are stated in a statement. It was done to prevent distortion by News items that mention keywords a lot of times, so there was a lot of press about those keywords this period.

In the framing analysis, accountability, economic repercussions, human interest, conflict, and morality frames are applied. Comparative information analysis of famous newspapers in all South Asian nations in news items on climate change was utilized from January 1st to December 31st, 2018.

Analysis and Discussion

This research tries to assess climate change in South Asia while also investigating the media narrative and frameworks utilized in South Asian newspapers from January 1st to December 31st, 2018. The study investigates several framing strategies, such as coverage depth, how climate change research was presented, publications including the papers, and certain visual characteristics in these pieces. A total of 57 publications have been classified, including 12 from *Dawn News Pakistan*, 8 from *Times of India*, 8 from *Khaama Press Afghanistan*, 6 from *New Nation Bangladesh*, 5 from *Daily Mirror Sri Lanka*, 8 from *Himalayan Times Nepal*, 7 from *Maidhu News Maldive*s, and 3 from *Keunsel Bhutan*. By examining the frameworks used to describe climate change across that period in all of these stories, it is clear how climate change is depicted to the public and the level of coverage.

Research Question 1.

What is the extent of coverage on climate change, particularly agriculture, deforestation, enhanced temperature and less water resources among the leading English press in the South Asian countries?

Table 1 Extent of coverage on climate change

	Average Rank	***Dawn News* (Pakistan) (12)**	***Times of India* (India) (8)**	***Khaama Press* (Afghanistan) (8)**	***New Nation* (Bangladesh) (6)**	***Daily Mirror* (Sri Lanka) (5)**	***Himalayan Times* (Nepal) (8)**	***Maidhu News* (Maldives) (7)**	***Keunsel* (Bhutan) (3)**
Climate Change	1	5 (8.8%)	3 (5.2%)	2(3.5%)	3(5.2%)	3(5.2%)	2(3.5%)	2(3.5%)	1(1.75%)
Global warming	2	2 (3.5%)	1(1.75%)	2(3.5%)	1(1.75%)	1(1.75%)	1(1.75%)	1(1.75%)	1(1.75%)
Water shortage	3	2 (3.5%)	1 (1.75%)	1(1.75%)	1(1.75%)	0	1(1.75%)	1(1.75%)	0
Agriculture	4	1 (1.75%)	1 (1.75%)	1(1.75%)	0	0	1(1.75%)	1(1.75%)	0
Deforestation	5	1(1.75%)	1(1.75%)	1(1.75%)	1(1.75%)	1(1.75%)	2(3.5%)	1(1.75%)	1(1.75%)
Temperature	6	1 (1.75%)	1(1.75%)	1(1.75%)	0	0	1(1.75%)	1(1.75%)	0

According to the above table, *Dawn News* Pakistan covers 8.8 percent of climate change news, 2(3.5%) of global warming, 2(3.5%) of water shortage, 1(1.75%) agriculture, 1(1.75%) deforestation, and 1(1.75%) temperature issues. While the *Times of India* newspaper devotes 3(5.2%) of its space to climate change, the newspaper devotes 1(1.75%) to global warming, 1(1.75%) water shortage, 1(1.75%)to agriculture, 1(1.75%) to deforestation, and 1(1.75%) to temperature. Climate change receives 2(3.5%) coverage, global warming receives 2(3.5%) coverage, water shortage receives 1(1.75%) coverage, agriculture receives 1(1.75%) coverage, deforestation receives 1(1.75%) coverage, and temperature receives 1(1.75%) coverage. Climate change receives 3(5.2%) coverage in *The New Nation* Bangladesh, global warming receives 1(1.75%) coverage, water shortage receives 1(1.75%) coverage, and there is No coverage regarding agriculture. In comparison, deforestation receives 1(1.75%) coverage, and No coverage regarding temperature. Today's *Mirror* Sri Lanka has allocated 3(5.2%) of its budget to climate change, 1(1.75%) to global warming, and No coverage about temperature and agriculture,1(1.75%) to deforestation, and again temperature is not covered. *The Himalayan Times* Nepal has covered climate change at a rate of 3(3.5%) global warming at a rate of 1(1.75%) water shortage at a rate of 1(1.75%) agriculture at a rate of 1(1.75%) deforestation at a rate of 2(3.5%), and temperature at a rate of 1(1.75). The Maldives' *Maidhu*

news channel devotes 2(3.5%) of its coverage to climate change, 1(1.75%) to global warming, 1(1.75%) to water shortage, 1(1.75%) to agriculture, 1(1.75%) to deforestation, and the same 1(1.75%) to temperature. *Keunsel* in Bhutan has given 1(1.75%) coverage for climate change, 1(1.75%) coverage for global warming, there is no coverage of water shortage and agriculture, 1(1.75%) coverage for deforestation, and No coverage for temperature. As a percentage of overall content in all newspapers, climate change receives 33.3 percent coverage in all south Asian selected newspapers, global warming receives 21.05 percent coverage, water shortage receives 15.8 percent coverage, agriculture receives 12.3 percent coverage, deforestation receives 8.8 percent coverage, and temperature receives 8.8 percent coverage in all south Asian selected newspapers. As the preceding table indicates, climate change is the most frequently discussed subject in newspapers, whereas temperature is the least often covered.

Research Question 2.

What are the dominant frames (Responsibility, dispute, human interest, economic implications and morals attribution) in news coverage related to agriculture, deforestation, enhanced temperature and less water resources in English press of the South Asian countries?

Table 2 Framing Analysis of Climate change in South Asia

Frames	***Dawn News* (Pakistan) (12)**	***Times of India* (India) (8)**	***Khaama Press* (Afghanistan) (8)**	***New Nation* (Bangladesh) (6)**	***Daily Mirror* (Sri Lanka) (5)**	***Himalayan Times* (Nepal) (8)**	***Maidhu News* (Maldives) (7)**	***Keunsel* (Bhutan) (3)**
Attribution of responsibility	5(8.8%)	1(1.75%)	1(1.75%)	4(7.0%)	2(3.5%)	4(7.0%)	2(3.5%)	1(1.75%)
Conflict	2(3.5%)	0	1(1.75%)	0	1(1.75%)	1(1.75%)	3(3.5%)	0
Human Interest	3(5.2%)	2(3.5%)	5(8.8%)	3(3.5%)	2(3.5%)	0	1(1.75%)	2(3.5%)
Economic Consequences	1(1.75%)	3(3.5%)	0	1(1.75%)	1(1.75%)	2(3.5%)	2(3.5%)	0
Morality	1(1.75%)	0	1(1.75%)	0	0	0	0	0

According to the above table there are 5(8.8%) news in *DAWN news*Pakistan that lies in attribution of responsibility, 2(3.5%) news is in conflict frame, 3(5.2%) in the human interest, 1(1.75%) in economic consequences and, only 1(1.75%) news lies in Morality. While in Afghanistan there is only 1(1.75%) news lies in attribution of responsibility, 1(1.75%) in conflict and 5(8.8%) in human interest, 1(1.75%) in morality and no news lies in economic consequences. In *Times of India*, there is 1(1.75%) news lies in attribution of responsibility, 2(3.5%) in human interest and, 3(5.2%) in economic consequences, but no news lies in morality and conflict. In The *New Nation*(Bangladesh) there are 4(7%) news lies in attribution of

responsibility, 3(5.2%) in human interest, and 1(1.75%) in economic consequences. In *Daily Mirror* (Sri Lanka) there are 2(3.5%) news lies in attribution of responsibility, 1(1.75%) in conflict and 2(3.5%) in human interest and 1(1.75%) in economic consequences and no news lies in morality. In *The Himalayan Times* (Nepal) 2(3.5%) news lies in attribution of responsibility, 3(5.2%) in conflict frame, 1(1.75%) in human interest and 2(3.5%) in economic consequences. In *Keunsel*Bhutan there is 1(1.75%) news in attribution of responsibility and 2(3.5%) news in human interest. *In Maidhu news* (Maldives) there are 4(7%) news in attribution of responsibility, 1(1.75%) lies in conflict and 2(3.5%) in economic consequences.

DISCUSSION

Despite the inherent ambiguity of media coverage of climate change, consistent framing trends represented in eight countries of south Asia' social realities of climate change. Moreover, cross-media analyses showed distinct aspects in the framing of newspapers and blogs on climate change. This chapter will outline and analyze the key observations, synthesize them with earlier literature and present a theoretical model, consider shortcomings and demonstrate how future studies will make more advances with our expertise in this field.The extent of coverage on climate change, particularly agriculture, deforestation, enhanced temperature and less water resources among the leading English press in the South Asian countriesfrom the findings analysis, can be shown that, while the words used to explain climate change have changed over time, the terms themselves do have significance and a meaning.

The dominant frames (attribution of responsibility, conflict, human interest, economic consequences and morality) in news coverage related to agriculture, deforestation, enhanced temperature and less water resources in English press of the South Asian countries is attribution of responsibility. The research also revealed a considerable change from the empirical system to the social and cultural framework as the second most portrayed framework. This change suggests that the problem has become more prevalent in ordinary people's lives. Instead of seeing the problem as a research topic on which the individual has little authority or influence, the social cultural framework includes stewardship problems, pop culture, widespread awareness and fairness, and risk. In the sense of climate change, this is unavoidable due to the sheer number of aspects involved with the topic, such as research and potential climate predictions, consequences, public policies, and relevant barriers. However, frames are not impartial. Journalists, pressure parties, environmentalists, and political insiders all fight for framing their priorities and agendas (Nisbet, 2009).

The English press in the South Asian countries differ in terms of extent of coverage, placement and treatment of news stories regarding agriculture, deforestation, enhanced temperature and less water resources According to all discussion, it is sure that the Dawn news Pakistan has given more placement to the climate change news. And in other countries, less attention and placement is provided to climate change newsThe news frames (attribution of responsibility, conflict, human interest, economic consequences and morality) related to climate change significantly differ in their coverage in South Asian English press (*Dawn, The Times of India, The Khaama Press, The New Nation, Daily Mirror, The Himalayan Times, Maidhu, Kuensel*). The distinction between the 2018 cycles highlights this. In most countries, enthusiasm rose at the end of the year and remained significantly higher throughout the year

up to growth. Environment representation in the media has evolved cyclically, and a substantial change in focus levels. This increasing public attention contributes to increased activities in different parts of society.

CONCLUSION

Comparative research on climate change communication is essential for our understanding of how communities deal with and react to this issue in South Asia. Our analysis offers comparable information about media exposure to climate change in the year from 1 January 2018 to 31 December 2018, thereby moving beyond small-national studies that dominate the field of science.It thus offers new perspectives into (developing) countries that have been ignored so far and into a longitudinal and cross-national viewpoint. It also extends the evidence significantly on climate change media contact.We also concluded that the environmental causes and effects of climate change are significant social issues. Media attention will raise social visibility and understanding of the problem and hopefully promote educated individual and community action. For political decisions, the mass media are an essential medium for the shaping and legitimization of opinions. The research indicates that worldwide media dedicate a significant amount of reporting space to climate change. In comparison, climate change has long been on the mainstream agenda and is increasing in relevance over time. Thus, the media has demonstrated to their viewers that the subject is essential and offered opportunities to shape opinions.

FUTURE DIRECTIONS

Although we have discussed various topics affecting how climate change is covered in the press, this will help expand on that. It is highly recommended to review electronic media for future research studies to provide a more detailed version of the climate change in the South Asia region. The qualitative Comparative Analysis approach seems to be appropriate for future research.

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