



## PERCEPTION OF UNIVERSITY STUDENTS TOWARDS ROLE OF ELECTRONIC MEDIA IN CLIMATE CHANGE AWARENESS

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### ABSTRACT:

*Climate change is a global issue, and the Media is a crucial source to resolve the issue. This study investigates University students' perceptions of the importance of electronic media, particularly television, in creating awareness about climate change. It investigates how students interact with media content on environmental issues, their satisfaction with Pakistani TV channels' coverage, and the perceived usefulness of television in raising climate change awareness. The research collects data from survey of 100 students of different departments of Shaheed Benazir Bhutto University Nawabshah using quantitative methodology. The findings show that, while television is a major source of climate-related information for students, there is only a moderate level of engagement with climate change content. The study emphasizes the importance of more accurate, regular, and accessible climate change programming, particularly in news and documentary styles. Furthermore, it suggests that viewers' attitudes and actions can be influenced by media coverage of environmental issues, which promotes sustainable practices. The study's recommendations for ways to enhance media content and its effects include working with environmental professionals, broadcast more frequently to connect with younger viewers.*

**Keywords:** Climate Change, Media, Electronic Media, Perception, Awareness

### I. INTRODUCTION

According to Ahmed (2022), climate change is the most commonly discussed topic in today's society. The media can effectively educate the public and the government on the necessity of preserving and protecting natural resources threatened by climate change. (Khan et al., 2024) According to the United Nations Framework Convention on Climate Change (1992), climate change is defined as a change in the global atmosphere caused by human activity, in addition to natural variability over comparable time periods.

According to Hidayat et al. (2023), television is popular due to its engaging visual and auditory content. Its impact on social conventions and daily life is evident. Although media is a key tool for disseminating knowledge, it can also present obstacles (Fauzi et al.). . Pakistan's television industry has evolved significantly since the start of Pakistan Television (PTV) in 1964, resulting in a dynamic media landscape (Yusuf and Schoemaker, 2013).

Youth play a crucial part in shaping their lives and future, thus they must be aware of the effects of current events. Although climate change is widely addressed and highlighted through multimedia, raising knowledge and sensitization among young is crucial for assisting the nation in dealing with its negative effects (Lee et al., 2015). Universities are prestigious educational



institutions, therefore it's troubling if students are unaware of critical concerns like climate change. (Ghanem, 2022)

Climate change is a significant worldwide issue, and raising awareness about its causes, consequences, and solutions is vital for increasing public participation and encouraging sustainable behavior. In Pakistan, where the effects of climate change are becoming more apparent, there is a growing need for effective communication tactics to educate the public. Electronic media, as a widely accessible and popular medium, plays an important role in communicating climate change information. However, it is uncertain how effective this medium is at raising awareness, particularly among university students.

At Shaheed Benazir Bhutto University (SBBU), students play an important role in determining future environmental policies and initiatives. However, their attitudes of the importance of electronic media in informing and educating them about climate change have not been properly investigated. Grasping how students engage with, interpret, and react to climate change content in the media is essential for pinpointing communication deficiencies and enhancing the effectiveness of media in raising awareness. This research intends to examine the views of SBBU students regarding the impact of electronic media on climate change awareness, highlighting the necessity to evaluate both the media's influence and how students engage with climate-related information.

### **Significance of study**

This research is important as it focuses on the role of electronic media in raising awareness about climate change among students at Shaheed Benazir Bhutto University (SBBU). The understanding of climate change by students, who will be the decision-makers and leaders of tomorrow, can significantly affect both individual and collective behaviors in the long run. By examining how SBBU students perceive and engage with electronic media related to climate change issues, this study aims to shed light on the media's effectiveness in fostering environmental awareness in Pakistan.

The results will contribute to academic literature by offering a more localized perspective on the influence of media on climate change awareness within the context of a developing country. Additionally, this research will provide actionable suggestions for media professionals, educators, and policymakers on enhancing the dissemination of climate change information through electronic media. By improving the effectiveness of media strategies, it may lead to a more informed public, increased community engagement, and stronger collaborative efforts to tackle environmental challenges in Pakistan.

### **Research Objectives**

1. To identify the role of electronic media (TV) in creating climate change awareness among SBBU students
2. To assess the effectiveness of electronic media (TV) in conveying climate change information to SBBU students
3. To investigate SBBU students perceive the credibility and accuracy of information on climate change is provided by electronic media
4. To determine how electronic media affects student's views and actions around climate change



### Research Hypothesis

H1: There is an effective role of electronic media in climate change awareness.

H2: There is an ineffective role of electronic media in climate change awareness.

H3: Effective media coverage of issues related to the environment causes positive environmental change.

### Research Question

1. How electronic media are most effective in raising climate change awareness among SBBU students?
2. Does media exposure to climate change-related content influence students' environmental behaviors, such as adopting sustainable practices or supporting climate initiatives?
3. Media is not performing due role in the awareness of climate issues?

## II. LITERATURE REVIEW

Climate change has become a major global concern, yet its coverage in Pakistan's electronic media is minimal and uneven. According to Ali et al. (2020), Pakistani media frequently provides fragmented coverage of climate change that lacks depth and fails to link global climate issues to local reality. This leads to a limited understanding among the population about the immediate effects of climate change on their daily life.

A recent study by Rehman et al. (2023) investigated the impact of media credibility on climate change awareness among Pakistani students. The authors observed that, while students increasingly rely on social media for climate change knowledge, they frequently question the accuracy of the content. This skepticism originates from the spread of misinformation and the politicization of climate change narratives in the media, particularly on social media platforms. As a result, students who believe the media is less credible may be less concerned or engaged in climate change problems.

Iqbal and Shah (2024) argued that climate change knowledge among Pakistani university students remains low due to fragmented media coverage. Ahmad and Saeed (2022) discovered that electronic media in Pakistan concentrates mostly on climatic events rather than complete educating about it. Shafiq and Yousaf (2020) found a large differences between students' media intake and their awareness of climate policy measures.

Ahmed and Akhtar (2023) conducted a study in Pakistan to investigate the impact of television on young people's perceptions of climate change. They discovered that, while television is an important source of knowledge for Pakistani adolescents, access to high-quality environmental programming varies significantly between urban and rural locations. Rural youth, in particular, lack access to in-depth climate change content due to channel limitations and language obstacles. This study indicated that television has the ability to enhance climate awareness among young people, but its impact is limited by accessibility concerns. (Ahmad and Akhtar, 2023)

## III. RESEARCH METHODOLOGY

### Research Method

This study adopts a quantitative research method, that includes numerical data collected from the sample population from close-ended survey questionnaire to find the perception of SBBU



students towards role of electronic media in climate change awareness. The basis of the research is positivism, which believes that there is only one objective reality that exists in the globe apart from people and can be found via statistical methods and measurements.

### **Data Source**

The study uses primary data as data source. The primary data for this study were gathered from online google form via Whatsapp link. Respondents included both male and female students of different disciplines from the Shaheed Benazir Bhutto University, SBA. This research is critical for understanding how young people perceive the impact of television on their awareness of climate change issues.

### **Data Collection Techniques**

The primary data collection technique used was online structured survey questionnaire. The questionnaire was designed based on the study's objectives and included closed-ended questions. The questionnaire was online that can reach diversity of maximum students

### **Sample Size**

This study used a sample size of 100 SBBU students. Despite efforts to assure proper representation, this study sample may not fully represent the SBBU population. The participants were chosen random sampling technique, ensuring that students from different faculties and departments were represented. Information acquired via a link to a questionnaire provided to the students via WhatsApp.

### **Research Design**

The study used a descriptive method to describe and investigate the relationship between aspects related to students' television viewing habits and their beliefs of climate change. A survey-based quantitative design was used to acquire numerical data that was able to statistically examined to test the hypothesis and answer the research questions.

### **Data Analysis**

The data obtained through the structured questionnaire, analyzed by using statistical package for the social sciences (SPSS) software techniques such as chi-square test descriptive and inferential statistics. The findings displayed in charts and tables, allowing for an easy understandings of correlations and patterns in the data.

### **Limitations:**

The study has significant limitations. First, research is limited to students at Shaheed Benazir Bhutto University (SBBU), which may limit the impact of the results to students at other campuses who may have different media consumption patterns or opinions. Second, the survey only comprises undergraduate students, eliminating postgraduate perspectives, which could provide further information about media influence on climate awareness. Third, the study concentrates only on climate change issues, ignoring other significant environmental topics that television may cover. Finally, the study focuses on television as the major medium, ignoring other types of media such as social media platforms, which are becoming increasingly popular among young people and may play an important role in raising awareness about climate change.

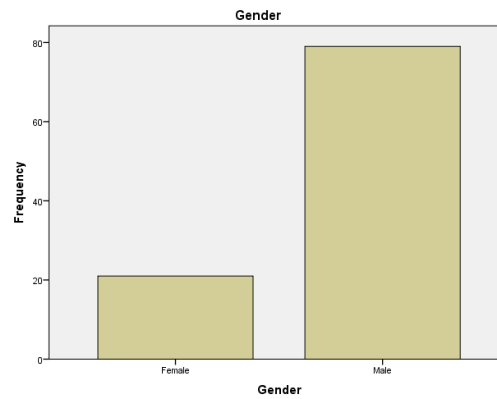
## **IV. FINDINGS & DISCUSSIONS**

### **Findings of study**

<b>Gender of Respondents</b>
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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	21	21.0	21.0	21.0
	Male	79	79.0	79.0	100.0
	Total	100	100.0	100.0	

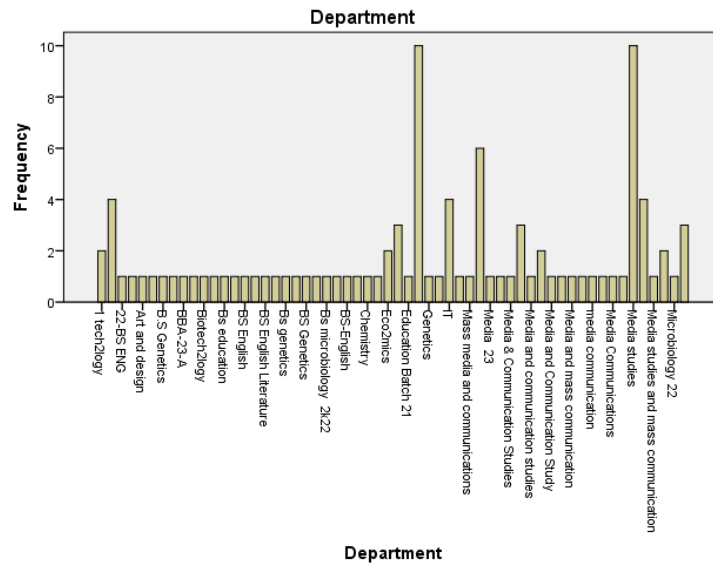
Figure 1 shows 21 respondents are females and 79 respondents are males



### Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 22	73	73.0	73.0	73.0
	23 - 26	27	27.0	27.0	27.0
	27 and above	0	0.0	0.0	0.0
	Total	100	100.0	100.0	

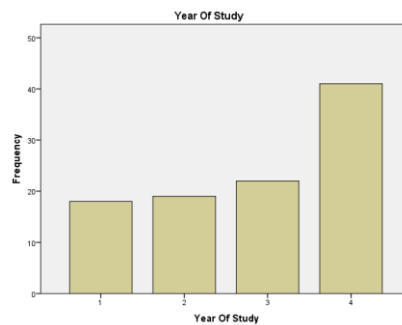
Figure 2 shows 73 respondents are 18 to 22, 27 respondents are 23 to 26



**Year Of Study**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	18	18.0	18.0	18.0
2	19	19.0	19.0	37.0
Valid 3	22	22.0	22.0	59.0
4	41	41.0	41.0	100.0
Total	100	100.0	100.0	

Figure 3 shows 18 respondents are from 1<sup>st</sup> year of university , 19 respondents are from 2<sup>nd</sup> year of university , 22 respondents are from 4<sup>th</sup> year university which shows the diversity of experience

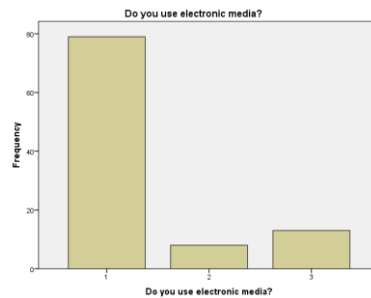


**Do you use electronic media?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	79	79.0	79.0	79.0
Valid No	8	8.0	8.0	87.0
Sometimes	13	13.0	13.0	100.0

Total	100	100.0	100.0	
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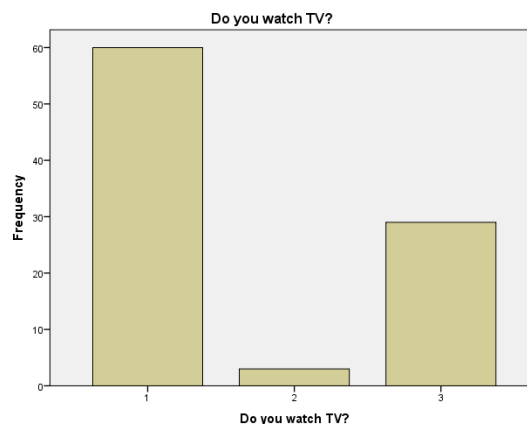
Table 1 displays that 79% of respondents say they use electronic media, while 13% respondents say they use electronic media sometimes and 8% respondents say they don't use electronic media



**Do you watch TV?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	60	60.0	65.2
	No	3	3.0	68.5
	Sometimes	29	29.0	100.0
Total	92	92.0	100.0	
Missing	System	8	8.0	
Total	100	100.0		

Table 2 displays that 60% of respondents watch television and 29% of respondents watch television sometimes, while other don't watch television

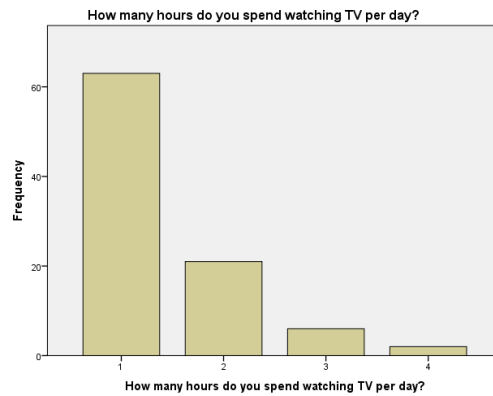


**How many hours do you spend watching TV per day?**

	Frequency	Percent	Valid Percent	Cumulative Percent
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	1 hour	63	63.0	68.5	68.5
	2 hours	21	21.0	22.8	91.3
Valid	3 hours	6	6.0	6.5	97.8
	4 hours	2	2.0	2.2	100.0
	Total	92	92.0	100.0	
Missing	System	8	8.0		
Total		100	100.0		

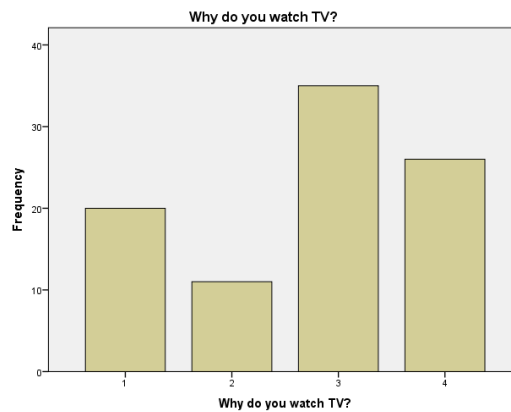
Table 3 displays that 63% respondents are 1hour users of television , 21% are 2hours users , 6% are 3hours users and 2% are 4hours heavy users of television



**Why do you watch TV?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Information	20	20.0	21.7
	Knowledge	11	11.0	33.7
	Entertainment	35	35.0	71.7
	News	26	26.0	100.0
	Total	92	92.0	100.0
Missing	System	8	8.0	
Total		100	100.0	

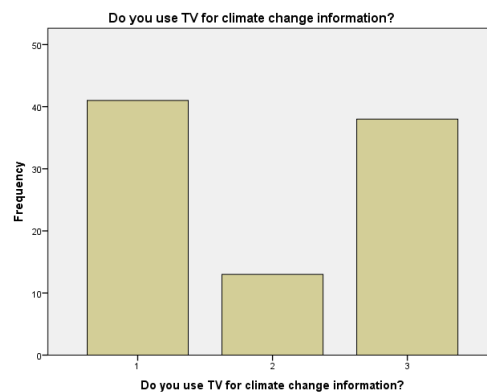
Table 4 shows that 20% respondents watch TV for information seeking , 11% respondents watch TV for knowledge , 35% watch TV for Entertainment purpose and 26% watch TV for News purpose



**Do you use TV for climate change information?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	41.0	44.6
	No	13	13.0	58.7
	Sometimes	38	38.0	100.0
	Total	92	92.0	100.0
Missing System	8	8.0		
Total	100	100.0		

Table 5 displays that 41% of respondents watch TV for climate change information and 38% of respondents are sometimes , while 38% of respondents don't use TV for climate change information

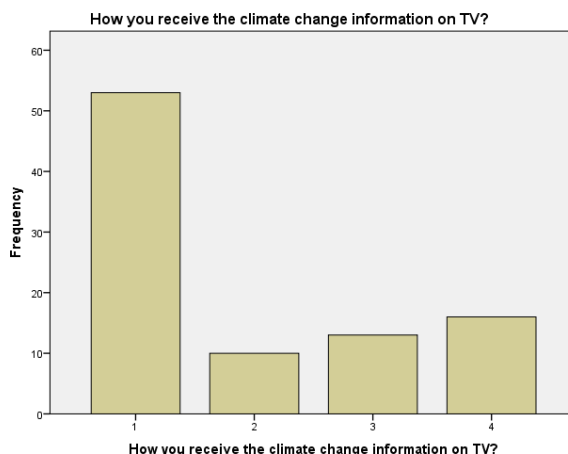


**How you receive the climate change information on TV?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	News	53	53.0	57.6
	Talkshows	10	10.0	68.5
	Dramas	13	13.0	82.6
	Documentaries	16	16.0	100.0

Total	92	92.0	100.0
Missing System	8	8.0	
Total	100	100.0	

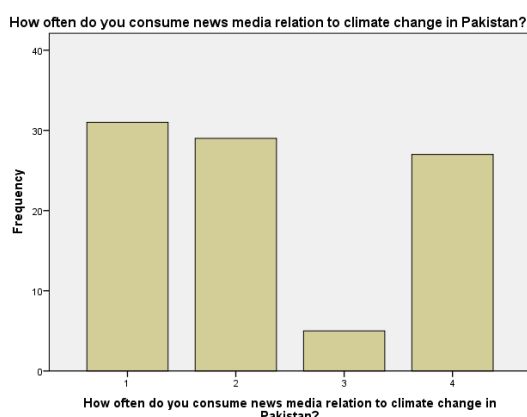
Table 6 displays that 53% of respondents received climate change information on TV from news , 10% from talkshows , 13% from dramas and 16% from documentaries



**How often do you consume news media relation to climate change in Pakistan?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Daily	31	31.0	33.7	33.7
Valid Weekly	29	29.0	31.5	65.2
Valid Monthly	5	5.0	5.4	70.7
Valid Rarely	27	27.0	29.3	100.0
Total	92	92.0	100.0	
Missing System	8	8.0		
Total	100	100.0		

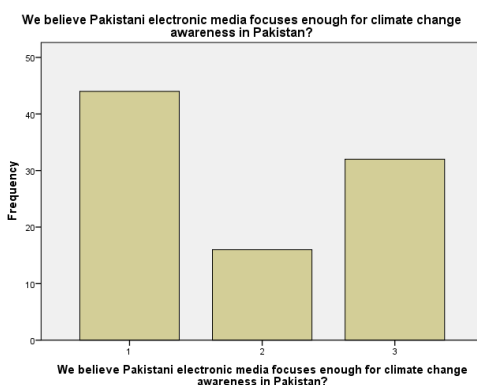
Table 7 displays that 31% of respondents consume news from media relation to climate change in Pakistan daily , 29% of respondents are weekly , 5% are monthly and 27% rarely



**We believe Pakistani electronic media focuses enough for climate change awareness in Pakistan?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	44	44.0	47.8
	No	16	16.0	65.2
	Sometimes	32	32.0	100.0
	Total	92	92.0	100.0
Missing	System	8	8.0	
Total	100	100.0		

Table 8 displays that 44% of respondents believe Pakistani electronic media focuses enough for climate change awareness in Pakistan

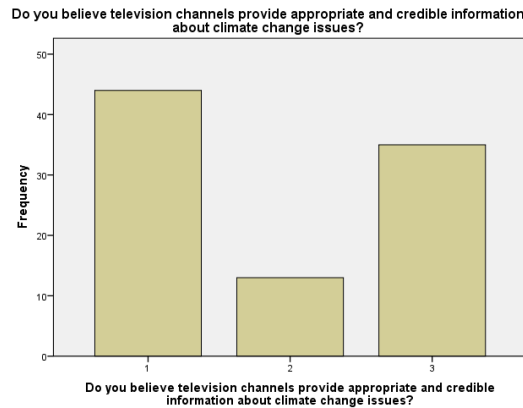


**Do you believe television channels provide appropriate and credible information about climate change issues?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	44	44.0	47.8
	No	13	13.0	62.0
	Sometimes	35	35.0	100.0
	Total	92	92.0	100.0

Missing System	8	8.0		
Total	100	100.0		

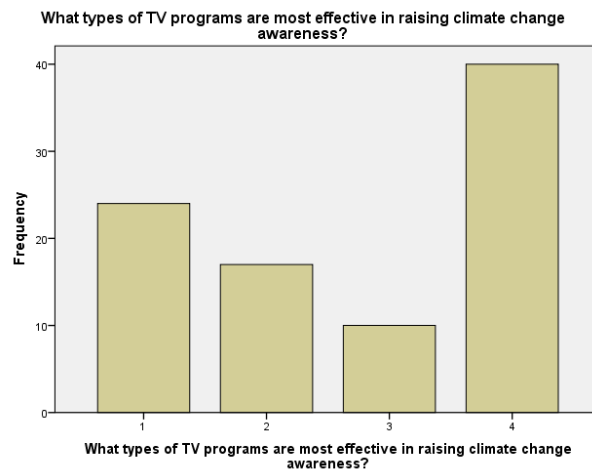
Table 9 displays that 44% of respondents believe television channels provide appropriate and credible information about climate change issues while 13% don't agree



**What types of TV programs are most effective in raising climate change awareness?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Talkshows	24	24.0	26.4	26.4
General Programs	17	17.0	18.7	45.1
Valid Dramas	10	10.0	11.0	56.0
News/ Documentaries	40	40.0	44.0	100.0
Total	91	91.0	100.0	
Missing System	9	9.0		
Total	100	100.0		

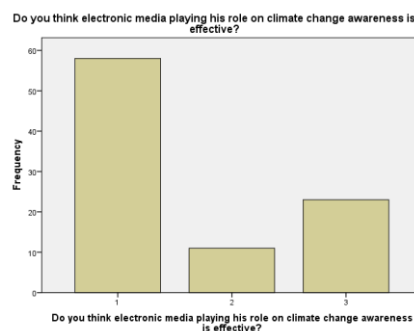
Table 10 displays that 40% of respondents believes news/documentaries are most effective in raising climate change awareness



**Do you think electronic media playing his role on climate change awareness is effective?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	58	58.0	63.0
	No	11	11.0	75.0
	Sometimes	23	23.0	100.0
Total	92	92.0	100.0	
Missing	System	8	8.0	
Total	100	100.0		

Table 11 shows that 58% of respondents thinks electronic media playing his role on climate change awareness is effective

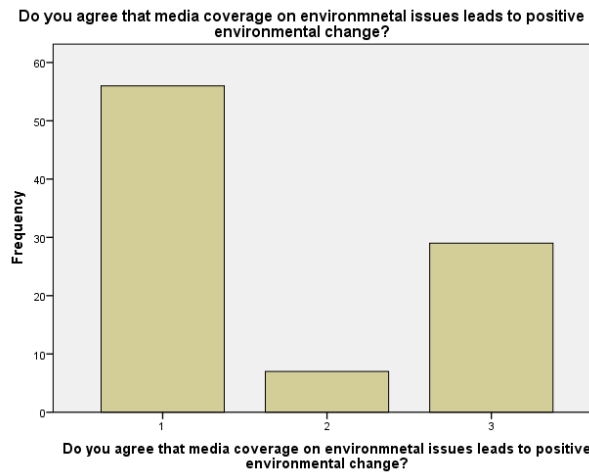


**Do you agree that media coverage on environmental issues leads to positive environmental change?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	56	56.0	60.9
	No	7	7.0	68.5
	Sometimes	29	29.0	100.0

Total	92	92.0	100.0	
Missing System	8	8.0		
Total	100	100.0		

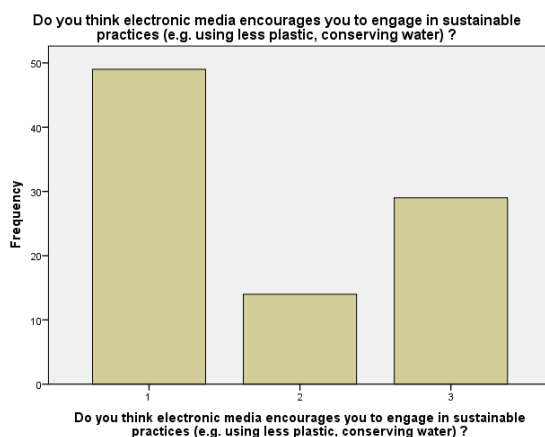
Table 12 shows that 56% of respondents agree that media coverage on environmental issues leads to positive environmental change



**Do you think electronic media encourages you to engage in sustainable practices (e.g. using less plastic, conserving water) ?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	49	49.0	53.3	53.3
No	14	14.0	15.2	68.5
Sometimes	29	29.0	31.5	100.0
Total	92	92.0	100.0	
Missing System	8	8.0		
Total	100	100.0		

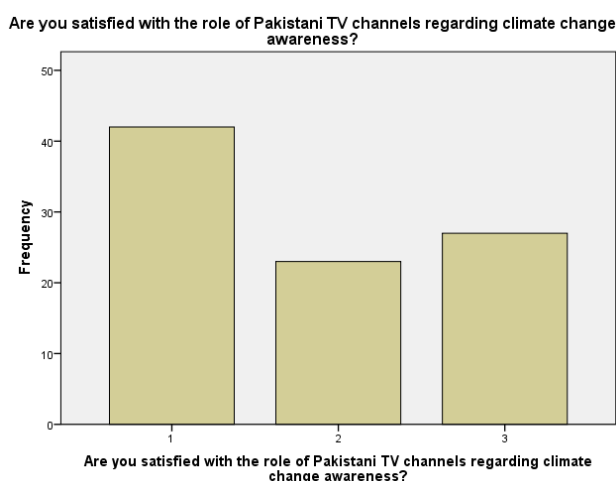
Table 13 displays that 49% of respondents think electronic media encourages you to engage in sustainable practices (e.g using less plastic , conserving water)



**Are you satisfied with the role of Pakistani TV channels regarding climate change awareness?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	42	42.0	45.7	45.7
Valid No	23	23.0	25.0	70.7
Valid Sometimes	27	27.0	29.3	100.0
Total	92	92.0	100.0	
Missing System	8	8.0		
Total	100	100.0		

Table 14 displays that 42% of respondents satisfied with the role of Pakistani TV channels regarding climate change awareness

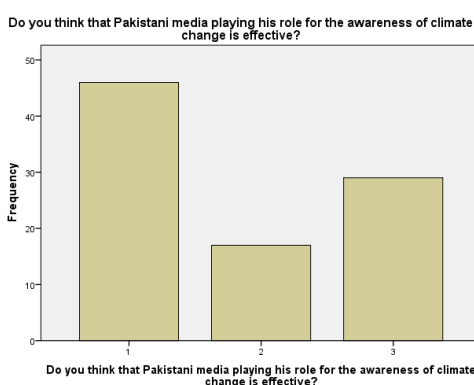


**Do you think that Pakistani media playing his role for the awareness of climate change is effective?**

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Yes	46	46.0	50.0	50.0
	No	17	17.0	18.5	68.5
	Sometimes	29	29.0	31.5	100.0
	Total	92	92.0	100.0	
Missing	System	8	8.0		
Total		100	100.0		

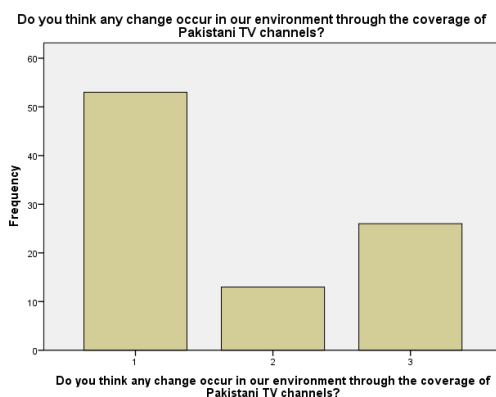
Table 15 displays that 46% of respondents thinks that Pakistani media playing his role for the awareness of climate change is effective



**Do you think any change occur in our environment through the coverage of Pakistani TV channels?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	53	53.0	57.6
	No	13	13.0	71.7
	Sometimes	26	26.0	100.0
	Total	92	92.0	100.0
Missing	System	8	8.0	
Total		100	100.0	

Table 16 displays that 53% of respondents thinks change occur in our environment due to coverage of Pakistani TV channels



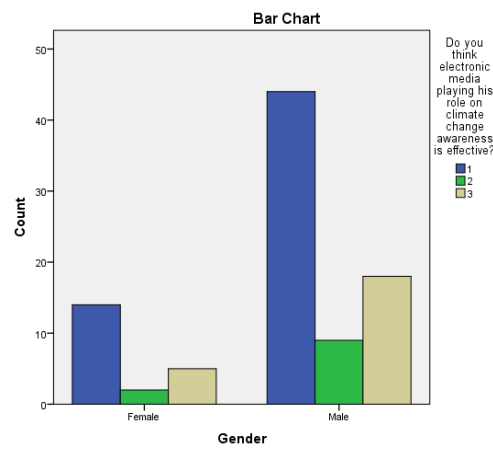
**V. RESULTS**

**Hypothesis Testing**

**Hypothesis 1**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Do you think electronic media playing his role on climate change awareness is effective?	92	92.0%	8	8.0%	100	100.0%



**Gender \* Do you think electronic media playing his role on climate change awareness is effective?**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.721 <sup>a</sup>	1	0.017
Likelihood Ratio	5.862	1	0.016
N of Valid Cases	92		

No expected is less than 5. All cells have adequate expected counts

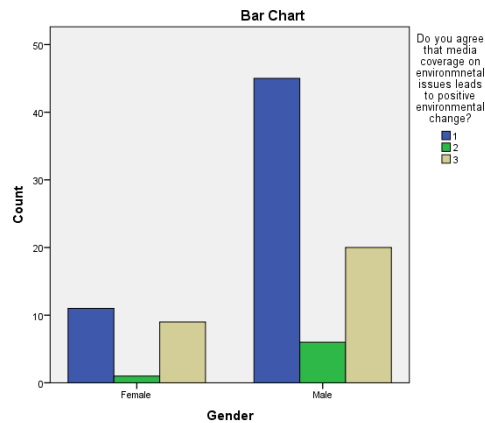
**HERE, 5.721 IS THE CHI SQUARE TEST STATISTIC. THIS TEST STATISTIC'S ASSOCIATED P-VALUE .017 LESS THAN .05 HENCE THERE IS SIGNIFICANT RELATIONSHIP BETWEEN THE CELLS THAT HAVE BEEN COUNTED.**

**Hypothesis: 3**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent

Gender * Do you agree that media coverage on environmental issues leads to positive environmental change?	92	92.0%	8	8.0%	100	100.0%
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**Gender \* Do you agree that media coverage on environmental issues leads to positive environmental change?**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.421 <sup>a</sup>	2	.040
Likelihood Ratio	6.520	2	.038
N of Valid Cases	92		

No cells has an expected less than 5

**HERE, 6.421 IS THE CHI SQUARE TEST STATISTIC. THIS TEST STATISTIC'S ASSOCIATED P-VALUE .040 LESS THAN .05 HENCE THERE IS SIGNIFICANT RELATIONSHIP BETWEEN THE CELLS THAT HAVE BEEN COUNTED.**

**VI. DISCUSSIONS & CONCLUSIONS**

**Discussions**

The study's findings revealed insight into SBBU students' perceptions on the importance of electronic media, namely television, in raising awareness about climate change. The results show changes in media use, content preferences, and perceived efficacy, providing a broader perspective of students' use of electronic media to address environmental challenges. According to Table 1, the vast majority (79%) of respondents actively use electronic media, with a lesser proportion (13%) using it sometimes and only 8% avoiding entirely. This high degree of media involvement indicates that electronic media is an important medium for communicating climate change knowledge to SBBU students. Table 2 also shows that 60% of respondents watch television on a regular basis, with another 29% watching it occasionally, showing television's enduring relevance within the student demographic. Table 3 shows that the majority of respondents (63%) spend around an hour a day watching



television, with a smaller fraction spending longer durations. These usage patterns indicate limited but consistent exposure, which may alter the depth of information acquired. Table 4 shows that students' motivations for watching television differ, with entertainment being the most common (35%), followed by news (26%), and information seeking (20%). This pattern highlights the difficulty of incorporating climate change knowledge into formats that students may prefer for enjoyment or non-informative purposes. In terms of climate change material, 41% of respondents actively seek information on the matter through television, while 38% do so occasionally (Table 5). This moderate degree of involvement indicates that, while there is interest, it is not always high. Table 6 demonstrates that the majority of respondents (53%), get their information about climate change from news programs, followed by documentaries (16%), talk shows (10%), and dramas (13%). News and documentary formats tend to have the greatest impact, implying that more regular climate-focused pieces in these media could raise awareness levels. Table 7 indicates different levels of engagement with climate change information in the media, with daily and weekly viewers accounting for a combined 60%, indicating moderate to regular exposure. However, the fact that 27% of respondents rarely watch such content suggests that engagement can be improved. Table 8 shows that 44% of respondents believe Pakistani electronic media delivers appropriate climate change coverage; nonetheless, there is a clear gap because a similar amount may still feel left behind. Table 9 shows that nearly half of the students (44%) believe that the accuracy and relevance of climate change information offered by Pakistani media networks. Furthermore, 40% agree that news and documentary formats are the most successful for raising climate change awareness (Table 10), implying that adapting information to these formats could improve outreach. This is consistent with the data in Table 11, which show that 58% believe electronic media has a beneficial role in raising awareness about climate change. Table 13 demonstrates that over half of the students (49%) are encouraged by media to engage in sustainable behaviors, whereas Table 12 shows that 56% believe that environmental media coverage contributes to beneficial environmental change. This demonstrates a significant influence on behavior and attitudes toward sustainability, implying that successful media methods can promote environmental responsibility. Tables 14 and 15 show that nearly half of respondents are satisfied with Pakistani television's role in raising climate change awareness, believing it is effective (46% in Table 15). Table 16 supports this by demonstrating that more over half of the students (53%) believe Pakistani media coverage has resulted in actual environmental improvements. This research supports an overall positive assessment of television's potential impact on climate change awareness.

### **Conclusions**

This study investigated SBBU students' perspectives of the role of electronic media, particularly television, in creating awareness about climate change. The findings offer useful insights into media viewing habits, trust in information sources, and television's perceived effectiveness in conveying climate-related programming. The findings show that television is still a popular medium among students, not only for enjoyment but also as a source of news and information. However, the level of engagement with climate change content is moderate. A key conclusion indicates that news and documentary formats are preferred as the most trustworthy and effective means of communicating climate change information, implying that Pakistani television networks may use these formats more strategically. While a large number of students appreciate the current role of Pakistani television in addressing climate change,



there is a demand for more frequent and comprehensive information. This need is amplified by a considerable segment of students questioning the reliability and quality of the existing coverage, suggesting that television stations have the opportunity to enhance the credibility and relevance of climate change reporting. The research also indicates that climate-focused media content positively influences students' environmental practices. Many participants reported that television programs inspired them to engage in sustainable behaviors, such as conserving water and reducing plastic usage. This suggests that television can serve not only as a source of information but also as a catalyst for fostering sustainable behaviors, highlighting the media's potential to drive meaningful change.

### Suggestions & Future Path

1. This study indicates that media should incorporate climate change issues into popular forms such as news, documentaries, dramas, and talkshows to boost the reach of such information, particularly among viewers who watch for entertainment. Television can keep viewers interested while also educating them on important climate issues by incorporating environmental themes into existing media channels.
2. This study advises media to Collaboration with climate experts, scientists, and environmental organizations ensures that the information presented is scientifically correct and trustworthy.
3. This study recommended the media to Increasing the frequency of climate change programs is essential for maintaining consistent awareness. Broadcasters might dedicate time frames to climate-focused programming or incorporate environmental issues into regular news segments to keep climate change at the forefront of viewers' minds, particularly among young people.
4. This study suggests integrating climate change education into mainstream media campaigns that target students and young adults to enhance awareness of the long-term implications of climate change and support sustainable lifestyle choices.
5. This study advices to Shift focus from just reporting problems to also covering solutions, such as technological innovations and sustainable practices, can inspire viewers to act
6. This study suggests that television should be prioritized for climate change reporting to maintain its overall reliability and credibility. Consistent, accurate, and scientifically-backed information should be emphasized in broadcasts to educate viewers effectively.

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