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## **The Language of Legitimization and Delegitimization in Pakistani Newspaper Editorials: Investigating Fear Appeal through Proximization Strategies in Discourses of Climate Change**

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### **ABSTRACT**

The study explores on catastrophic effects of climate change represented in Pakistani English newspapers editorials (2019-2023). The study is an explorative research and has employed Fear Appeal theory and Piotr Cap's STA model as theoretical and analytical frameworks respectively to investigate the discursive construction of fear and threat through spatial, temporal, and axiological linguistic techniques. The research reveals the discursive construction and linguistic realization of space, time and emotive deictic perspective employed in editorials to represent the catastrophic effects of climate change in Pakistan that are further bound up with fear, security and conflict. The study also highlights the discursive acts of legitimizing such as self-apologizing as a source of authority and reason, and delegitimizing such as scapegoating as a source of attacking rationality and sanity in the data sets. With the ongoing environmental hazards and disasters in Pakistan, this study proves to be significant academic voice in domains of socio-cognitive pragmatic features in linguistics, news construction and environmental studies.

**Keywords:** Legitimization, Delegitimization, Fear Appeal, Proximization Strategies, Newspaper Editorials, Climate Change.

### **INTRODUCTION**

Language is the basic tool of communication. It contains the statement of ideas which depicts the thought process of the society. Language is based on the expressions, feelings, attitudes and ideas about a particular situation. Moreover, the term discourse is explained as the fragment of language which is either in oral or written form. It is often considered that discourse has always two meanings inside. It shows the two side of the same picture. So, it serves the purpose of outer communication as well develops inner relationship of meanings and forms (Celce-Murcia & Olshtain, 2000). Newspaper discourse is one of the most important discourses in contemporary times. It manipulates and persuades the readers. Especially, editorial section focuses on the critical national and international issues. The editorial writers exhibit the thought patterns in such a way



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that it affects the school of thought of the reader (Burk, 1969).

The analysts and researchers have neglected the newspaper editorials for the longer period. The analysis of the news in the newspaper has done through the journalistic perspective. Most of the psychologists have conducted research studies to explore the impact of newspaper discourse on the readers. So, the newspaper discourse must be analyzed according to the linguistic perspective (Dijk, 1996). Lihua (2009) argued that developed countries have conducted much of the research studies on newspapers. So, under-developed countries should take step to evaluate the intricate patterns of language of the newspaper.

The language of newspaper regarding the risks of climate change is based on different types of emotional appeal. The purpose of these appeal is to bring the positive frame to save the individuals of the society. While the usage of negative frame leave a negative impact about a message (Block & Keller, 1995). The message representation in environment domain is about how the next generation will suffer under the drastic conditions and how the people will change their attitude towards environmental goals. So, a negative message is considered as a fear appeal. It does not mean that fear will bring negative impact in the community rather it is related to the concept that how fear appeal motivate the readers to show specific concerns about a global issue specially climate change.

Climate change has recognized as global issue, so the solution to this problem must be the global one (Ostrom, 2010). A great deal of attention is drawn towards this issue even at national and international level. One of the most contemporary examples is the Paris Agreement. (Esty & Moffa, 2012; Ostrom, 2010). In the climate change risks, each country is considered as a social actor which contributed to multiply this issue and also send it to the other countries. So, now it has become an international issue. Although the international community has tried to resolve this issues through treaties and negotiations but all of the nations are completely accountable for such a drastic impact of it (Jagers et al., 2020). This is one of the most urgent problems that must be solved as quickly as possible (Ostrom; 2010). So, the print media and electronic media are showing a serious concern at national and international level.

The global issue of climate change can be addressed at individual and collective level. Climate change communicators often use the technique of fear appeal to mitigate behaviors. In contemporary times, a lot of research has emerged that applied fear appeal framework. Extended Parallel Process Model (EPPM) provides the basis to investigate the issue of climate change. This model suggests that fear appeal should be combined with recommendations to take a protective action. These recommendations will prevent the people from disengaging with fear appeal. Few studies have utilized EPPM as a research framework to motivate the people to take serious steps towards this critical issue. This research study addresses the research gap by investigate the language of legitimization and delegitimization in Pakistani newspapers to investigate the fear appeal in the linguistic context. The present study has aimed to explore low to moderate frightening messages to assess the effect of climate change. Conversely, a high-level fear appeal combines with the efficacy message motivate the individuals to participate in protests (Howell, R. A. 2014).

It is a methodological approach to demonstrate threats in written or spoken discourse. This threat is highlighted outside the discourse space centers (ODCs). Central entities inside the discourse space centers (IDCs) those results in the dreadful threat. These dreadful threats are three dimensional i.e. spatial, temporal and axiological. The result of using the three axes of proximization in discourse is that addressees approve of the



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speaker's actions facing the ODCs (Cap 2009).

### **Purpose of the Study**

The basic purpose of this research study is to explore the use of fear appeals on three levels of Proximization i.e. Spatial, Temporal and Axiological in climate change discourse. The basic purpose behind the conduct of this research study is that climate change is one of the threatening and prevailing issue worldwide. Pakistan with its weak economy is fighting with the issue of climate change leading to the raising problems due to floods, droughts, malnutrition and fatal diseases. So, the role of print media is taken under consideration to evaluate their level of language to influence and shape public opinion.

### **Research Objective**

The study explores news discourse on climate change to:

Explore (de)legitimization of linguistic construction of fear in discourses of climate change in terms of deixis of space, time and evaluation.

### **Research Question**

This research study is exploring the following research question:

How is the linguistic construction of the fear in terms of deixis of space, time and evaluation (de)legitimize discourses of climate change?

## **LITERATURE REVIEW**

### **Discourse and its Interpretations**

Discourse and its interpretations exhibit the level of human communication. Human beings use language to establish their social practices as well as to achieve the basic purpose of communication. The interpretation of discourse patterns is not only based on the written or spoken version but also it is considered as a dynamic process. The diversity of meaning of discourse depends on the context of utterance. It is necessary to describe discourse itself before considering the issues related to the complexity of interpretations. The term 'discourse' can be described on three levels. Firstly, it is relevant to the concept of language in use. Secondly it is related to the stretch of language beyond the sentence and finally it is considered as social practice which is based the pillars of culture and ideology (Schiffrin, Tannen and Hamilton, 2001). It is such a deeply rooted term in linguistics and considered as multidisciplinary approach. Discourse analysis has reflected the social behavior using language. Schiffrin (1994) defined discourse is one of the vast areas and less defined areas of linguistics.

Hassen (2015) stated that discourse is a medium of knowledge. It is the way of expressing the thought process in the form of language. It is something that cannot be neglected as it constructs the level of thinking. It represents different aspects, processes, relations and structures of the materialistic world. It also highlights the thoughts, feelings, beliefs and social world which is associated with the mental world. The results of this study determined that discourse transmits the knowledge in the form of informal education. The written and spoken form of discourse is formed by many factors such as culture, language, participant and history. It is capable of shaping and reshaping the thoughts and socials practices of the community. It plays an integral role of formulating, producing, collecting, legitimizing, criticizing and transmitting the knowledge. So, informal education has strong connection with community discourse.

According to Van Dijk (1985), editorials are a form of public discourse that shows the organization of ideologies. It is a tool to elaborate the current events for the readership



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and it also provides advice to the state authorities. In Pakistan, editorials play an important role to pursue the opinions of the public and it also targets the government to focus on the reality and to shape a particular opinion (Nadia, 2007). They have a unique and specific place in newspaper to identify the most critical issues of a particular region. The length of information and linguistic features depends on the culture. The linguistic structure of editorials is based on generic features, rhetorical structure and learning techniques in cross culture perspective.

The present research study has extracted editorials from Dawn and Tribune newspapers to explore the language of legitimization and delegitimization based on the effects of climate change.

### **Contesting Legitimacy in Climate Risk Management**

Karlson, et.al. (2023) has proposed a research paper to explore the politics behind climate risk management. They have also discussed democratic deliberation as well as the implications towards climate change response. They find out the role of local government in climate risk management. Local government plays a significant role in extreme weather events, flooding and torrential rain. The study setting was municipal committee in Norway. It was a case study, so they assessed the literature based on the securitization of climate change. The analysis of the case study was done by incorporating the concept of risk management. The study results showed that political discourse, actors and tools has influenced climate risk. The research study highlighted that all the risk management laws, rules and regulations formulated at national level. So, climate risk management must be considered as bureaucratic activity which is based on the pillars of organizational structures and practical steps of the government officials. In a nutshell, the whole process of climate risk management depends on the central government. Hedlund, et.al (2018) has indicated the legitimate planning at national or local level to adapt climate change. He determined that classic vulnerability indices showed that global interconnections and cross-border impacts do not have a great impact on climate adaptations. The researchers had introduced an index at a broader level that was based on the broader perspective to hold the climate impacts at global level. The findings suggested that cross-scale and multidimensional perspectives should be highlighted to support the climate change adaptation, planning, the climate risks assessments. These measures can help to maintain the legitimate climate risk measures and it can also save the economy at global level.

### **Media Discourse of Climate Change**

Among the media texts studied it is significant in understanding that climate change discourse is an important avenue in disseminating information, changing perception and advocating change. Focusing on the coverage of climate change, there are certain differences in exhibiting Cultural, Economic, and Political factors in different parts of the world. This section examines how climate change is reported in the global media as opposed to the Pakistani media; the issues of concern within the climate change discourse; and the especial role of editorials in societies' reaction towards climate change. The media coverage of climate change around the world has gone through certain changes in the recent past years. In the initial periods of media reporting, climate change news was conveyed primarily in the form of scientific reports and controversies surrounded scientific methodology and the essential realities of climatology. But after the manifestations of climate change intensification and its complete irretrievability, reference to moral shock again and again strengthened in the media system. Climate



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change has thus been reported as a crisis that media houses mostly from the developed states ought to address with haste (Painter & Ashe, 2012).

However the present status of climate change in Pakistan media is quite different because it shows what kind of priorities and issues comes on the surface for our media reporters and editors. Research indicates that although all sectors of Pakistan's media do provide climate change coverage, the level is relatively lower than in the developed world (Ullah & Arshad 2021). Besides, the framing is mainly associated with the threat of climate change, floods, heat waves, and droughts for Pakistan rather than the country's share in emission or its obligation to decrease carbon footprints (Khan, et al., 2017).

### **Theoretical Framework**

#### **Proximization theory as three-dimensional discourse space strategies**

Cap (2014) has written a research paper to explain the importance of Proximization theory in critical discourse studies. According to him, it is a cognitive-pragmatic model that helps in threat construction. It is used as a methodological tool in the domains of health, environment and modern technology. Piotr is of the view that this theory is based on the legitimization patterns which help in policy communication. So, Proximization theory plays a significant role in the three-dimensional discourse space strategies. Critical discourse studies have a wide domain that originates from war discourse and ends in cancer treatment discourse. This theory sets the framework of fear and threat on both material and ideological basis. It also highlights the internal and external entities that sanction precautionary measures against the global crisis like global warming and climate change.

#### **Proximization Theory Analysis in Context of Linguistic and Media Discourses**

This theory supplies a sufficient theoretical model for analyzing how language builds up threat and pressure in the beliefs scheme. Growing out of cognitive linguistics, this theory focuses mainly on how discourse reserves, spatial, temporal, and evaluative dimensions to construct one event or entity as a potential threat to a subject (Cap, 2006). In media analysis, proximization would be most useful when it comes to exploring how the news and the editorials construct the matters of interest as a threat that is to be addressed in the present. The effect here is such that people get to identify with stories or issues that they would otherwise seem familiar or removed from, and the media will be able to incite action from its readers.

Proximization Theory was first constructed to account for how some political rhetorics construct given population or event as a security/identity threat to a nation. Cap is one of the most significant theorists in this domain; proximization, as understood by this author, entails the "space-making" of threat, which means that events distant in terms of the spatial or temporal are linguistically accommodated closer to the receivers. This approach comprises spatial proximization, threats that get into or come near a particular space; temporal proximization, where threats are portrayed as impending; and axiological (or evaluative) proximization wherein threats are couched in terms of violating the audience's value system (Cap, 2013).

Since Pakistan contributes very little to global carbon emissions, editorials portray climate change as a justice issue and therefore the so-called western countries owe it to Pakistan and all the vulnerable developing nations to help them cope with the impacts of climate change (Khan et al., 2017). In conclusion, the present paper has shown that Proximization Theory is a useful heuristic tool in understanding how language strategies in media make distant concerns like climate change proximate. Spatial, temporal and



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axiological proximization enables construction of the emergency and corresponding public concern and action by media. Although global media uses these tactics to promote the global impact of climate risks, the Pakistani media reinterprets them in light of the local dangers and cultural norms to overcome the psychological distance between the readers and the issue of climate change. The message in Pakistani media simply not only increases knowledge about climate change, but also stirs up the ethical obligation and necessity, which may lead to communities' support for Pakistan-specific and global climate change adaptation and mitigation efforts.

### **The Language Study for Pakistani Editorials**

The presented analysis of Pakistani editorials reveals that language strategies considerably impact the formation of the social and political consciousness. This is due to the fact that editorials which are a main feature of newspapers provide an outlet through which newspapers are able to present their opinions on matters that are fundamental within society indicating how society should view a certain issue through the use of features such as rhetoric. In Pakistani context, these strategies work under cultural, political, social influence which makes the language of editorials quite different than that of global media outlets. This section deals with the frequent use of rhetoric in Pakistani newspaper editorials, on the second the comparison between language used in legitimization and delegitimization articles, on the third the socio-cultural and socio-political influences on language in editorials. It can be observed that most of the Pakistan editorial articles contain pathos and logos appeals accompanied by the use of assertive words.

Yet another often-used method is ethos appeal where the voice of the editorial promotes the speaker's reputation to the listener. In this way, the editorials describe their sources and enforce their viewpoints by enclosing themselves in the framework of reliability. This is especially because the Pakistani audience is often bombarded with political biases regarding the state of media (Ahmad, 2019). The tradition of presenting information persuading to reason is utilized in the editorials acting on the logos. This strategy is commonly used whenever writing about economic concerns or international relations as facts and rationale must be convincing to the reader (Hussain, 2017). Thus, legitimization and delegitimization are amongst the striking tactics employed by Pakistani editorials in an influential discourse on the public. In legitimization, language of the editorial is shaped to make specific perception, action or person seem appropriate, desirable and normal.

Likewise, policy initiatives can be substantially justified with regard to their positive impacts on society and couched in terms of national values. This technique of positive framing assists in creating a social inclusion for endorsed view and fosters endorsement (Hussain, 2017). On the other hand delegitimization strategies are those that seek to cast aspersions to the entails of the opposing voice, action or person.

## **RESEARCH METHODOLOGY**

### **Theoretical Underpinning**

In the modern era, media is considered a powerful tool for constructing public opinion (Ji, Hu, & Muhammad, 2016; Sheikh, 1997; Yousaf, 2018). Nobody can escape from its boundaries because both print and electronic media have a great impact (Gandy, 1991). According to Nity & Singh (2017), media not only changes opinion but also treats the consciousness of the public and is a source of information for policymakers (Arlt, Hoppe &

Wolling,

2011).



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Media highlights the most critical issues, and climate change is one of the most important (Azmi et al., 2015). According to WWF (2019), climate change is one of the most broadcasted issues in history. Anderson (1997) stated that scholars still think it has received one-sided coverage. The present study evaluates the threat and fear spread through newspaper editorials through the lens of Fear Appeal theory.

### **Use of Fear Appeal Model in Climate Change Communication**

Fear Appeal model is one of the most dominant models and is considered an extended parallel process model (EPPM). According to this model, fear appeal can either succeed or fail to highlight a reader's response. It describes the impact of dangers in society and provides an adaptive process to mitigate threats. It motivates readers on two components of a threat: severity (results of the threat) and susceptibility (likelihood without protection). If severity and susceptibility evoke fear, readers face it maladaptively, leading to high efficacy. EPPM ensures fear appeal should create effective statements to perceive efficacy and mitigate fear control. This study correlates the impacts of climate change to accept its dangers in written discourse through fear appeal theory. It also signifies how language constructs and deconstructs the ecosystem and manages how people think and treat the world (Nasir, 2022).

According to Reser and Bradley (2017), climate change is a frightening message leading to flooding, weather events, and food shortages. Emotional appeal acts as a persuasive device (Moser & Dilling, 2013; O'Neill & Nicholson-Cole, 2009). This research explores alarmist narratives and phrases used by columnists to persuade people. Previous literature suggests sensationalism, exaggeration, and shock attract attention (Deacon et al., 1999; Emsley, 2001; O'Neill & Nicholson-Cole, 2009). I have prospected how provocative language is used in Dawn and Tribune to prevail climate change reporting. This study uses qualitative descriptive methods to analyze legitimization and delegitimization in Dawn and Tribune through the Theory of Proximization (Cap, 2013, 2014, 2017) and Fear Appeal Approach. A thematic approach has been utilized to analyze coded data and patterns. Secondary information is based on editorials and articles.

### **Data Collection**

This is an explorative study. Data is collected from secondary sources. 30 articles have been selected from Dawn (24) and Tribune (6) from 2018–2023 related to climate change impacts. These editorials are ideologically linked to shaping public opinion.

### **Ethical Consideration**

The data has been extracted from newspaper editorials. It is public archival data but still subject to ownership, copyright, and approval. Copyrights of the selected articles have been mentioned. Academic authorities have approved the publication and presentation of the data. Terms and conditions are applied to retrieval of data, but formal approval is not necessary.

### **Limitation of the Study**

This study is limited to the analysis of the newspapers from 2018-2023 and it is only concerned with editorials related to the global issue of climate change. The upcoming researchers can shift the focus of their studies towards other global issues like terrorism, security challenges of states specifically Pakistan and economic crisis of Pakistan.



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### Data Analysis

This research follows a qualitative paradigm and is descriptive. 30 articles were extracted through purposive sampling. Inclusion criteria: articles must be relevant to climate change and impactful in language. The purpose is twofold: to identify how fear appeal theory constructs the framework of goal-framing research, and to employ Cap's STA model. This model explores temporal, spatial, and axiological techniques to investigate how linguistic structures map out public opinion through editorials.

### Findings

There are three types of Proximization that have been shown in the newspaper editorials of DAWN and Tribune. The editorials which are extracted are addressing climate change issues. It also interpreted the type of language likewise the number of nouns and verb phrases or other grammatical categories are analyzed as well. It focuses on the levels of Proximization separately. The examples that come under spatial, axiological and temporal Proximization are explained one by one in below mentioned table.

### Spatial Proximization

This is the first level of Proximization. It consists of 6 lexical grammatical items. The noun phrases which cover IDC elements are extracted from Tribune newspaper exhibits spatial level. IDCs are represented as 'various global institutions', 'research institutions', 'the Pentagon', 'National Defense University', social infrastructure'.

Category	Lexico-Grammatical items and phrases	Tribune	DAWN
Elements of the Deictic center of DS	Noun phrases as IDC elements	'Global humanitarian needs', 'Entire towns, critical infrastructure, homes, farmlands, and crops' 'various global institutions', 'research institutions', etc.	research institutions', 'the Pentagon', 'National Defense University', social infrastructure', etc.
Elements of the Periphery of DS	Noun phrases as ODCs elements	'Effects of snow melt in Antarctica', 'southern Punjab, and parts of Khyber Pakhtunkhwa, productive land in our province of Sindh'.	'provincial governments', 'NDU, parliamentarians', 'Private Sector Engagement', 'made at COP26', 'Overseas Investors', 'in schools and universities', 'MSCI's report, ' a sustainability committee', 'global temperature', 'the global benchmark', 'International



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			Sustainability Standards’, etc.
Conceptualizers of movement of Them Towards US	shift and points verb phrases as the markers of ODCs moving towards IDCs	‘action plans Pakistan’, ‘Pakistan is widely recognized’, ‘Pakistan’s policy’, ‘various European agencies’, ‘Pakistan collaborated with’, ‘Badin is another intrusion’, ‘Pakistan should identify’, ‘Pakistan to conduct’, ‘Pakistan is sitting on OICCI white paper’,... ‘global humanitarian needs were responsible...’, ‘Pakistan has grappled with the consequences of climate change’	Pakistan climate knowledge-sharing’, ‘to the Ukraine’, ‘Europe to gear’, ‘The Ukraine War’, ‘blackout of Russian’, ‘Russian energy goods’, ‘Unlike Denmark and New Zealand, no other country’, ‘Karachi due to risk’, ‘paradigms in Pakistan’, ‘Pakistan ranks 92 <sup>nd</sup> ’, ‘Pakistan faces many challenges’, ‘including worst-hit Sindh’
Conceptualisers of the actual impact of THEM on US	The action verbs acting as the markers of ODCs moving towards IDCs	‘Destroy our infrastructure, prevent further devastation to the people of Pakistan’, facilitate free trade, Pakistan has experienced	Pakistan has experienced several climate disasters’, ‘The World Bank’s Country Climate and Development Report has estimated...’
Conceptualisers of the anticipated impact of THEM	noun phrases impacting ODCs and IDCs,	‘Global temperature’, ‘the global benchmark’, ‘International Sustainability Standards’,	Effects of snow melt in Antarctica’, ‘southern Punjab, and parts of Khyber Pakhtunkhwa, productive land in our province of Sindh’.
Conceptualisers of anticipated impact of THEM on US	noun phrases indicating the results of ODCs and IDCs	research institutions’, ‘the Pentagon’, ‘National Defense University’, social infrastructure	farmlands, and crops’ ‘various global institutions’, ‘research institutions’,

Table 1: Spatial Proximization in Tribune and Dawn Editorials

As these institutions play a significant role in the infrastructure of a country. These NPs pose a threat towards the destruction of the social institutions. It marks the fact that these linguistics markers create an alarming situation in the mind of the reader that for the survival of the world it is compulsory to save these institutions. IDC elements are ‘provincial governments’, ‘NDU, parli’, ‘hectareess’, ‘Private Sector Engagement’, ‘made at COP26’, ‘Overseas Investors’, ‘in schools and universities’, ‘MSCI’s report’, ‘a sustainability committee’, ‘global temperature’, ‘the global benchmark’, ‘International Sustainability Standards’, ‘Financial Reporting Advisory Group’, ‘Securities and



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Exchange Commission’, ‘European Sustainability’, ‘hectares globally’, ‘long abandoned nuclear power’, ‘global and national levels’, ‘both rural and urban areas’, ‘people living in coastal cities’, ‘housing development’, ‘nation should prioritize’, ‘national, regional and global level’, ‘World Food’, ‘Global Hunger Index’, ‘Global Climate Risk’, ‘various government institutions’.

According to Proximization theory, these IDCs pose a threat of climate change on the globe. These Noun Phrases represent the crisis at global level and exhibit a threat to sustainability. They signalize destruction of socio-economic infrastructure.

ODC elements are ‘action plans Pakistan’, ‘Pakistan is widely recognized’, ‘Pakistan’s policy’, ‘various European agencies’, ‘Pakistan collaborated with’, ‘Badin is another intrusion’, ‘Pakistan should identify’, ‘Pakistan to conduct’, ‘Pakistan is sitting on OICCI white paper’, ‘Pakistan climate knowledge-sharing’, ‘to the Ukraine’, ‘Europe to gear’, ‘The Ukraine War’, ‘blackout of Russian’, ‘Russian energy goods’, ‘Unlike Denmark and New Zealand, no other country’, ‘Karachi due to risk’, ‘paradigms in Pakistan’, ‘Pakistan ranks 92nd’, ‘Pakistan faces many challenges’, ‘including worst-hit Sindh and Baluchistan’, ‘USA, Canada, and India’.

These NPs expose aftereffects of climate change for developed and underdeveloped countries. The editorial focuses on Pakistan which would face political instability and economic disruption.

ODCs moving towards IDCs are represented as ‘Insecurity and climate change mark...’, ‘the planet is witnessing...’, ‘have contributed least...’, ‘global humanitarian needs were responsible...’, ‘Pakistan has grappled...’ and ‘destroy our infrastructure...’, ‘prevent further devastation...’, ‘Pakistan has experienced several climate disasters’, ‘The World Bank’s Country Climate and Development Report has estimated...’.

These examples represent climate disasters and exhibit that the planet is witnessing problems which destroy infrastructure.

### Temporal Proximization

The second level of Proximization is Temporal. It highlights the events of the past that is the cause of destruction in the future. It identifies the factors through which a threat has started. It also inculcated the immediate need to deal with the threat. It also provides awareness about taking precautionary measures. It consists of 5 lexical items. Firstly, there are Noun Phrases to formulate ODC. These phrases correlate the events of the past and seek their impact in the future.

Category	Lexico-Grammatical items and phrases	Tribune	DAWN
Elements of the Deictic center of DS	Noun phrases to build ODCs	Compounding repercussions’, ‘insecurity’, ‘Devastating floods’, enduring droughts’, ‘bulk of global carbon emissions, ‘shifting seasonal weather patterns’, ‘rising temperatures’,	‘Global environmental turmoil’, ‘premature melting of ice, Drought, heat waves and uncontrolled forest fires’, ‘tidal waves, cyclones’, ‘Environmental degradation, natural disasters, extreme weather events, food and water insecurity, as well as economic disruptions’



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		'Glacier melt in north'	
Elements of the periphery of DS	Noun phrases to create an impact of ODCs	'Global warming and climate change' sudden rains with hailstorms, cloud bursts, heavy rains and floods caused by climate change'	'Sheet flows and stagnation of flood waters,' 'causes of climate change'
Conceptualizers of movement of Them Towards US	'modal verbs to formulate a parallel contrast	'Escalating temperatures are driving environmental degradation...', 'The victims faced an elevated risk of diseases...', 'including shifting seasonal weather patterns...'	'impact of increased floods and heatwaves, which are reducing farm yields', 'destroying infrastructure and lowering labor productivity, is addressed'.
Conceptualizers of actual impact of them	noun phrases impacting ODCs and IDCs,	a matter of national security', 'the negative impact on food, water and healthcare system'	'Flood would become regular', 'Droughts would be more prevalent', 'Unpleasant memories of 1999-2003 drought condition'
Conceptualizers of anticipated impact of them	noun phrases indicating the results of ODCs and IDCs	'higher education in climate change and its impacts', 'Security dimension of climate change', 'Sindh and Baluchistan expressed great concerns about droughts'	'Hundreds of the animal died' 'Cyclones and sea level intrusions' 'Damage from air pollution' 'Global carbon emissions and greenhouse gas emissions'. 'Leather goods, rubber, paper and timber are facing climate risks'

Table 2: Temporal Proximization in Tribune and Dawn Editorials

The examples of NPs of ODCs have been extracted from Tribune. It includes 'a matter of national security'. The first and foremost thing for the survival of the country is national security. Climate change has adverse impact on the global security system. Another example 'the negative impact on food, water and healthcare system' indicates climate change hits the major departments of human survival. Water and food are basic factors of survival, and healthcare plays a pivotal role for livelihood. Climate change brings negative impacts on health that will increase death ratio. Scarcity of food and water targets human health.



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The NP 'flood would become regular' identifies that flood will target residential areas and fertile soil. Regular floods due to climate change strongly affect residences and crops. This devastation leads to drought conditions. 'Droughts would be more prevalent' signifies less food and more population. 'Unpleasant memories of 1999-2003 drought condition' shows Baluchistan and Sindh had faced drought and malnutrition in the past. The word unpleasant memory reflects warning of drastic conditions in future.

The NP 'thousands of animals died, and hundreds of people migrated' highlights loss of livestock and human migration. Animals are a source of meat and milk, so their death impacts nutrition and livelihoods. 'Floods, cyclones, sea intrusions, sea level rise' pose serious threat to survival, warning about infrastructure destruction and coastal settlements.

'Higher education in climate change and its impacts' shows Pentagon interest in mitigating climate change. 'Security dimension of climate change' highlights threats to security and Pakistan's maritime integrity. 'Awareness of general public regarding climate change' shows the need for awareness campaigns and seminars in Pakistan. 'Significant threat to livelihood, food security and water availability' shows multidimensional impacts: economic instability, food insecurity, health crisis, and water shortage.

'Scarcity of food, water and employment opportunities' indicates violence and riots. Youth unemployment will increase crime and damage progress. 'Inadequate climate smart governance' shows insufficient government action. Inadequate governance is a barrier for development.

'High susceptible to the floods and droughts' indicates threats to agriculture and society. Floods impact fertile lands and habitats. Droughts cause malnutrition. 'Droughts would be more prevalent in future' shows repetition of disasters. People in rural and desert areas are already facing this situation. 'Sindh and Baluchistan expressed great concerns about droughts' shows serious threats in these provinces. 'Hundreds of the animal died' indicates further loss of livestock and livelihood.

'Cyclones and sea level intrusions' impact infrastructure and settlements. 'Damage from air pollution' shows fossil fuels and carbon emissions contaminating atmosphere and causing disease. 'Global carbon emissions and greenhouse gas emissions' indicate developed countries are high emitters, affecting all nations. 'Leather goods, rubber, paper and timber are facing climate risks' shows industries of Pakistan impacted by floods and climate change.

'Use of coal and abandon the nuclear power' shows prioritization of coal. 'Decarbonize the global economy' states to minimize climate risks by shifting from carbon resources. 'Changes in rainfall and extreme weather affected agriculture production' shows that agriculture, the livelihood of 70% of Pakistanis, is severely impacted.

'Endangering the existence of human beings on planet' indicates that the whole world will suffer. 'Heatwave, heavy floods and land for non-cultivation purpose' shows rising temperature, prolonged summers, water shortage, and loss of agricultural land. These conditions threaten survival at global level



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### Axiological Proximization

The third level is the axiological level which is related to creating a mental conflict that can lead to actual conflict in future. It consists of lexical grammatical level. It includes the Noun phrases that further enhance the ideology. The analysis of the written discourse is mentioned below:

Table 3: Axiological Proximization in Tribune and Dawn Editorials

Category	Lexico-Grammatical items and phrases	Tribune	DAWN
Elements of the Deictic Center of DS	Noun Phrases (NPs) Marking	‘Mobilizing our public opinion through print and electronic media’ ‘Humanitarian issues lead to terrorism’,	‘Large and small dams, dikes to divert and store flood water, raising heights of embankments and bridges for roads, railways, or even their realignments, improvement of cross drainage structures
Elements on the Periphery of DS	Noun Phrases Marking THEM	‘Plantation drives and decarbonizing campaign’, ‘Raising awareness by government and local organization’	
Conceptualizers of movement of THEM towards US	Noun phrases show negative values	Humanitarian issues’, ‘financial assistance’, ‘wealthier nation’, and ‘More income, reduce unemployment and poverty, the root causes of terrorism, bring about overall prosperity and give a new direction and hope to our people’	‘the root causes of terrorism, bring about overall prosperity and give a new direction and hope to our people’

‘Mobilizing our public opinion through print and electronic media’ shows that the public opinion is shaped by either print media or through electronic media. In this modern era, people are fully dependent on media. It shapes their ideologies and school of thought. So, both mediums of communication can play their role in spreading the impacts of climate change and by narrating the risks of them. It will have a good impact on the thought process of the people, and they will start taking measures against these risks at individual level.

‘Humanitarian issues lead to terrorism’ expresses that human issues can lead to anxiety and depression. Issues like unemployment, inflation and financial instability all lead to



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have the greater impact on the psychology of the human mind. Unfortunately, the youth of Pakistan is facing such issues. It has not only the badly impact their future but also has an adverse impact on the future of Pakistan. Pakistan is already facing territorial insecurities and now such humanitarian issues will lead to increase violence, riots and terrorism across the country.

‘Plantation drives and decarbonizing campaign’ indicates that plantation drives will enhance the number of trees and clean the atmospheric pollution. Then the reduction of carbon dependent resources and the replacement of them with natural resources will have a great impact. The campaigns and drives will educate the people regarding climate preservation and a way forward to mitigate its impacts. ‘Raising awareness by government and local organizations’ states about the impact of raising awareness among the people of Pakistan through government as well as local organization. It will also have a great impact on the thinking capacity of human beings. The awareness will educate the people related to the climate change crisis.

### Discussion and Conclusion

In the analysis, the selected material that was based on Pakistani newspapers Dawn and The Tribune, I discovered that there are two types of discourses in which the issue of climate change has been discussed. One was related to generating threats through the language of legitimization and the language of delegitimization. Another thing that the editorial writers tried to raise through discourse is threat and fear among the public. Firstly, through this thesis I have tried to integrate that the issue of climate change cannot be denied, and it should be resolved by implementing adaptation strategies. It has also shown that language always approaches differently while the interpretation of the climate change issue.

On one hand, the language of legitimization in newspaper introduces the small aspects. Through this language the social actors have emphasized the following key points: 1) focus is shifted from the national to global level; 2) the approaches to fund out the causes of climate change; 3) the technological advancements and over-reliance on modern science. On the other hand, the language of delegitimization has illustrated that the editorial writers has conveyed the stance like 1) the focus on the local processes; 2) the emphasis on the social, climatic and environmental justice approach; 3) the functionality of the knowledge system as well as national- local governance.

Climate change is one of the alarming issues in developing countries. Pakistan is among those countries which are deadly suffering from this issue. This study goes parallel to the (Kim, 2011). According to him \, the research centers of Pakistan are putting less focus on climate change research. According to the results, Daily Dawn and The Tribune expresses concerns about climate change- Dawn shows 45% and tribune expresses concerns about 35% and they have discussed this issue within the time from 2018-2023.

The strategic location of Pakistan is in the Northeast of South Asian region. Many of the national newspapers print national and international issues daily. It consists of 4 provinces and Gilgit Baltistan has separate legislation. While it has some area of Kashmir, and these are the political domains of Pakistan. However, there is a prediction that Pakistan is facing water scarcity that leads to the condition of drought.

This uprising issue of climate change is causing such kind of drought conditions in the country. Although, Pakistan is not participating directly in the issues of global warming as well as carbon emission. But there is a dilemma that two major industrial countries are surrounding it i.e. China and India. These countries have a major role in climate change issues. It is very necessary to convey such a global issue through the mass media. As the



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most of Pakistanis are well educated, they are directly dependent on the information resource that is newspaper. Most of the people read it to stay updated about the national and international news. Pakistani newspapers like Dawn and Tribune have taken a great step to spread the awareness regarding climate change crisis and its adverse effects. It is the need of hour that the country’s mass media must publish such kind of editorials and documentaries on regular basis. Newspaper editorials play a significant role in spreading awareness.

The results of the study have revealed that extreme weather conditions lead to global warming. Such kind of measures has also discussed through newspaper editorials. It can be pointed out that climate change risks are more drastic compared to other environmental issues. It has been discussed in the newspapers that extreme weather conditions also include a contributing factor that includes pollution, melting of the glaciers, rise in the sea level and deforestation. So, Pakistan is facing multiple issues at the same time, among which the climate change is top rated. In addition to this, the other issues like terrorism, violence, political instability, target killing and violation of law and order.

The statistical representation of the Spatial Proximization is shown through following graph:

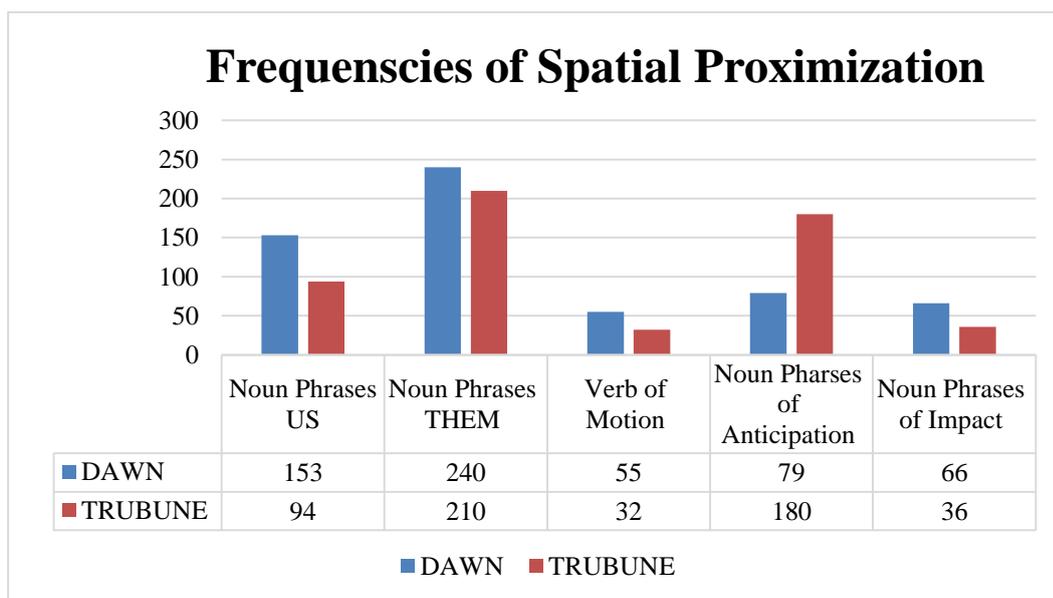


Figure 1: Statistical Representation of Spatial Proximization

Figure 1 elaborates the frequencies of the spatial Proximization. It is categorized into 4 sub sections that include noun phrases under US and Noun Phrases Under Them. Furthermore, It also includes verbs of motion with their frequencies, noun phrases of anticipation and also Noun Phrases of impact.

Additionally, the following table represents the bar chart of frequencies of temporal Proximization.

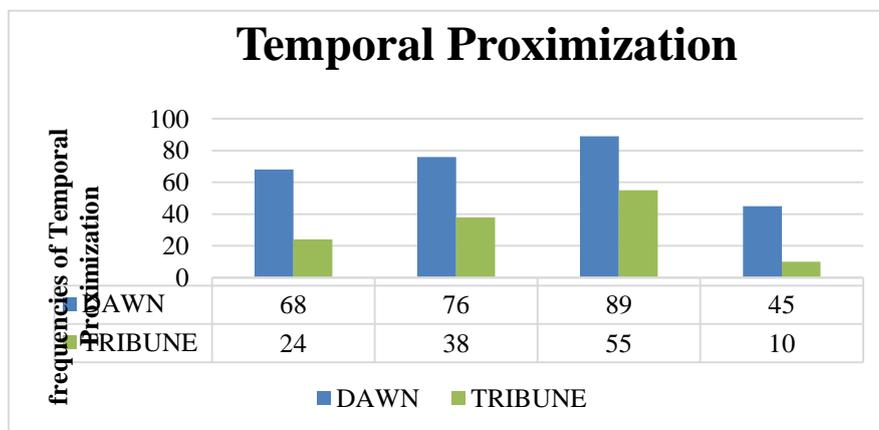


Figure 2: Statistical Representation of Temporal Proximization

The above-mentioned table exhibits the frequencies of the Temporal Proximization. It is further categorized into NPs that are describing the indefinite description, NPs which are involved in the normalization and verb phrases consisting of the comparative analysis of past and present events under the cover of climate change. Lastly, it shows the elaboration of the auxiliaries.

The representation of the Axiological Proximization has exhibited in the following graphical representation:

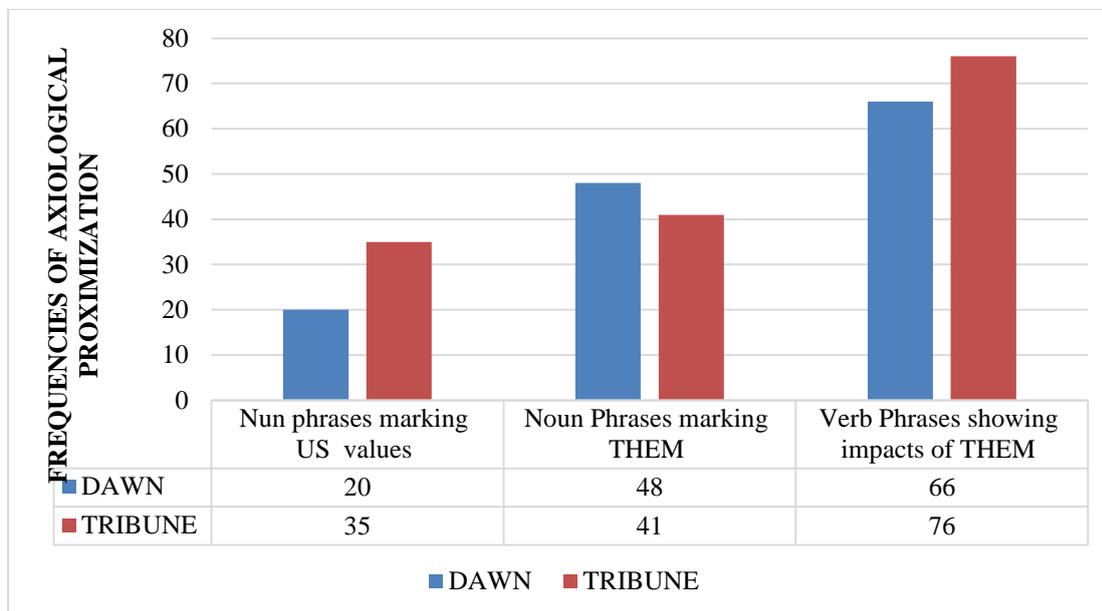


Figure 3: Statistical Representation of Axiological Proximization

The above-mentioned table shows the axiological level of Proximization. It is further divided into Noun Phrases marking US and Noun Phrases marking THEM. The frequencies of verb phrases showing impact of THEM on US.

All the media, whether it is print or electronic, are busy highlighting such issues and are conducting talk issues and conferences upon them. But Pakistani print and mass media must focus on highlighting the issue of climate change at front headers. It is the time now for Pakistan to adopt the policy of the European journalism and Western countries. The topic related to the adverse effects of climate change must be added to the curriculum.



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The policy makers of Pakistan must follow the European manifesto. According to this manifesto, the climate change crisis must be part of election campaigns as well as the government must focus on making serious steps for the policy-oriented stances. So, in this way Pakistan as a developing state must be capable enough to address the adverse effects of this issue.

Knowledge of climate change can be attained from press and mass media (Morris & Pickering, 2019). The basic purpose of this study is to get frame of reference from Pakistani elite newspapers like Dawn and Tribune. There are other research studies (Antilla, 2005; Boykoff, 2007; Nisbet & Myers, 2007; Trumbo, 1996), in which the hot issue of climate change has been highlighted. All these studies have concluded that the print media uses some tools and time frames to cover the issue of climate change.

### **Proximization Strategy**

Proximization strategy has been shown in the form of spatial level of Proximization. It has linked with the threats constructed by ODC portrayal. It has also focused on the threat constructed by the ODC impact promptness. Additionally, it has also highlighted the threat constructed via ODC impact consequences.

Proximization strategies have also been shown through the language of legitimization through temporal level. It has portrayed the threats that are constructed through the impact of Us on THEM. It has also shown the threats posed by the ODCs on IDCs. Additionally, it has focused on the development of the threat through THEM.

However, the Proximization strategies have also been shown at an axiological level. It highlights the impacts of all the above-mentioned threats on the personality of human beings. It also exhibits the negative implications of these threats on the human life.

The results of the study have indicated that weather conditions and global warming are the major causes of the climate change that has been discussed in the selected Pakistan's newspapers. It is also observed in Dawn and The Tribune that the major causes of climate change, for example, melting glaciers, rising sea level and deforestation are discussed widely. But the factor that was lack in that newspapers was that they have discussed the way forwards of the international organizations and ignored the steps which are taken by Pakistani national and local organizations. Pakistan as a developing country is also indulge in the war on terrorism and its economy is totally disturbed due to political instability.

"pollution" was the most discussed point by Daily Dawn which was 13%. The News discussed "extreme weather conditions 25% in selected time period. On the other hand, Due to such condition, politics related news and terrorist activities are so much in the limelight and the major of the discourse as well. But the major thing which has been ignored is the climate change crisis. It is just due to lack of environmental journalism and a very few print media concerns are associated with this issue. In this regard, the Pakistani print media must follow the steps of European print media that due to their active participation their government has taken good steps to mitigate its impacts. They have included the topic of climate change in the curriculum at school and college level. The political parties in the west have also made it their political manifesto. Pakistani political leaders must show their concerns and fulfill their responsibilities as executives of the country. Pakistan's editorial board should be concerned about the facts and figures regarding due to floods, droughts and earth quacks.

The current research study has highlighted that language of Pakistani newspapers has used the elements of the fear appeals to elaborate this dry and dangerous issue. They spread awareness in public by referring to its aftereffects of them. The major concern of



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all the editorial boards is just to introduce the facts and figures regarding the death rate due to floods, droughts and earth quacks. But there are a few editorials that rarely highlighted weather conditions. They must highlight the role of government to mitigate the impacts of climate change risks by reducing carbon emissions and heat production through nuclear power or natural gas.

The major factor that is reflected by both newspapers is that they both expressed the global climate concerns rather than consider Pakistan as a climate refugee. So, the content of editorials is somehow manipulated by the writers. There is a great need to use the print media in an effective way. The environmental movement can take another way when both governmental and non-governmental organizations will effectively play their role in exhibiting climate change risks and mitigating them by taking effective steps.

The print media must focus on the internal climate change issues along with external world issues. The contents of the selected articles highlight that Pakistani editorial writers give priority to discuss the climate change issue in a western context. Climate change is the major issue and all the other issues like deforestation and disaster management are more in the limelight as compared to the major issue.

The above table shows the report from both newspapers based on climate change. The frequency of the events in both newspapers is shown in the column which includes the frequency of global warming, melting glaciers, extreme weather conditions, as high as cold and as high temperatures. It also includes the rise of sea level due to increase in temperature and the pollution increment due to vehicles.

This research study has elaborated the good or bad aftereffects of climate change in Pakistan. Pakistan is at hot seat to face the bad effects of climate change crisis. Almost 31 articles out of 35 have elaborated about the worst condition of the climate change in Pakistan. According to the economic survey of Pakistan, the death toll of 3000 lives and 19 billion dollars loss is faced by Pakistan due to the floods. Environmental organizations must take an active role regarding climate change. These organizations can take the support of print media to complete the environmental movement because mass media has tendency to elaborate the significant global impacts of climate change.

The raising concerns of mass media and environmental companies has played a great role in tackling these environmental challenges. These two factors have established perfect storm to show the adverse impacts of the climate change. Mass media especially newspaper has played a significant role by using fear appeals in its content. It has also played an important role in shaping the thought patterns of the readers. The national and international concerns and efforts to reduce carbon emission and industrial impacts in the society. This study is also an initiative to mitigate the global impacts of climate change and critically view the role of print media and its language on the thought patterns of the readers.

The present study also revealed that language based on fear appeals successfully interprets the challenges regarding a global issue. Language plays its important part to reflect the outcomes of the issue of climate change. This study also shows that language based on fear appeals can also affect a very considerable part of society. It creates hinderance regrading climate change actions and lowers the perception of the reader to focus on self-efficacy. This study utilizes qualitative content analysis. This study is only a controlled trial of qualitative content analysis. This has been conducted for the short duration and selected the newspaper material from 2018-2023. The present research study has paved the way for the upcoming researchers to conduct such kind of study for the longer period. They can also use more than 2 newspapers for the analysis of such kind of global issue and then analyze that according to the qualitative data analysis



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technique as well as they can use survey method.

This study contributes in the literature related to the climate change. Climate change is one of the challenging and emerging issues in the world. This study provides statistics and theoretical analysis to cope up the concerns and to aware the public regarding threats of climate change. It also sheds light on the role of editorials in raising awareness regarding this global issue. The result of the study shows that the newspaper plays a significant role in mitigating the global issue of climate change in an effective way. I have collected the data from two national newspapers and keenly observe the impact of the language and its underlying meaning on the part of readers. I have exhibited some of the recommendations in the analysis chapter that can play an important role in covering this global issue. It highlights the global issue and focuses on environmental saving patterns. Finally, the present research study has paved the way for the upcoming researchers to conduct such kind of study for the longer period. They can also use more than 2 newspapers for the analysis of such kind of global issue and then analyze that according to the qualitative data analysis technique as well as they can use survey method.

**Note:** This manuscript has been taken from Uzma Afghan's MPhil Thesis Dissertation Titled "The Language of Legitimization and Delegitimization in Pakistani Newspaper Editorials: Investigating Fear Appeal through Proximization Strategies in Discourses of Climate Change" to fulfil the degree requirements

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