Influence of Media Framing on Public Perception of Climate Change

Influence of Media Framing on Public Perception of Climate Change

[iD] 1*Rosa Khanya

Rhodes University

Abstract

Purpose: The objective of this study was to examine the influence of media farming on public perception of climate change.

Methodology: The study adopted a desktop research methodology. Desk research refers to secondary data or that which can be collected without fieldwork. Desk research is basically involved in collecting data from existing resources hence it is often considered a low cost technique as compared to field research, as the main cost is involved in executive's time, telephone charges and directories. Thus, the study relied on already published studies, reports and statistics. This secondary data was easily accessed through the online journals and library.

Findings: The findings reveal that there exists a contextual and methodological gap relating to the influence of media farming on public perception of climate change. Preliminary empirical review revealed that media framing significantly influenced public perception of climate change by shaping how individuals understood and engaged with the issue. It found that threat-based frames dominated coverage, often leading to feelings of helplessness and disengagement. The diversity of media outlets resulted in varied framing techniques, contributing to polarized opinions and confusion. Visual imagery also played a crucial role, often reinforcing existing narratives and sometimes oversimplifying complex issues. The study highlighted the need for balanced, scientifically informed, and diverse media coverage to foster a more accurate and cohesive public understanding of climate change.

Unique Contribution to Theory, Practice and Policy: The Agenda-Setting Theory, Framing Theory and Cultivation Theory may be used to anchor future studies on media framing. The study recommended advancing theoretical models to understand media framing's effects on public perception, encouraging media organizations to adopt balanced climate change coverage, and fostering collaboration between scientists and media professionals. It emphasized the need for policy guidelines to ensure accurate reporting, advocated for incorporating media literacy in education to enhance critical analysis of media messages, and suggested funding public awareness campaigns with scientifically accurate content. These recommendations aimed to improve public understanding and engagement with climate change, supporting informed decision-making and proactive climate action.

Keywords: *Media Framing, Public Perception, Climate Change, Threat-based Frames, Efficacy Frames, Media Coverage, Visual Imagery, Balanced Reporting*

1.0 INTRODUCTION

Public perception of climate change is a multifaceted phenomenon influenced by a myriad of factors, including media coverage, cultural beliefs, personal experiences, and socio-political contexts. In the United States, the public's understanding and acknowledgment of climate change have been subject to significant fluctuations over the years, often influenced by political rhetoric and media narratives. Leiserowitz et al. (2018) highlight that while a majority of Americans accept the reality of climate change, there exists a substantial partisan divide in perception. According to their research, around 72% of Americans believe that global warming is happening, with variations observed across political affiliations. Republicans tend to be more skeptical of climate change compared to Democrats, reflecting the deep polarization surrounding the issue. For instance, surveys conducted by the Yale Program on Climate Change Communication (YPCCC) indicate that only 49% of conservative Republicans believe that climate change is occurring, whereas 92% of liberal Democrats hold this view (Leiserowitz, Maibach, Roser-Renouf & Rosenthal, 2018). This stark discrepancy underscores the influence of political ideology and media framing on public perception within the United States.

In the United Kingdom, public perception of climate change has also been subject to fluctuations influenced by media coverage, scientific discourse, and policy developments. While there is generally greater acceptance of climate change compared to the United States, attitudes vary across demographic groups and regions. According to Capstick, Whitmarsh, Poortinga, Pidgeon & Upham (2015), public concern about climate change in the UK has experienced fluctuations over the past decade, influenced by factors such as extreme weather events, media coverage, and political discourse. For example, surveys conducted by the UK Department for Business, Energy & Industrial Strategy (BEIS) reveal that public concern about climate change peaked in the late 2000s following a series of high-profile climate events, such as floods and heatwaves. However, concern declined in the subsequent years, driven by factors such as economic recession, political debates, and skepticism perpetuated by certain media outlets (Capstick et al., 2015). This highlights the interconnected nature of public perception, media discourse, and socio-economic factors in shaping attitudes towards climate change in the UK.

In Japan, public perception of climate change is influenced by cultural values, media representation, and government communication. Japan has experienced a mix of natural disasters, including earthquakes, tsunamis, and typhoons, which have heightened awareness about environmental issues, including climate change. According to Suzuki, Inoue, Nakayama, Sakamoto, Okada & Kimura, (2020), public concern about climate change in Japan has increased in recent years, driven by growing awareness of environmental challenges and international commitments to reduce greenhouse gas emissions. Surveys conducted by the Japan Meteorological Agency (JMA) indicate that a majority of Japanese citizens now perceive climate change as a serious threat, with a significant increase in public awareness and willingness to take action. This shift in public perception can be attributed to various factors, including media campaigns, educational initiatives, and the influence of global climate agreements such as the Paris Agreement. However, challenges remain in bridging the gap between public awareness and policy action, particularly in sectors such as energy and transportation (Suzuki et al., 2020).

In Brazil, public perception of climate change is influenced by socio-economic factors, environmental policies, and media representation. Brazil is home to vast biodiversity and ecosystems, making it particularly vulnerable to the impacts of climate change, including deforestation, wildfires, and extreme weather events. According to research by Sattler et al. (2019), public concern about climate change in Brazil has increased in recent years, fueled by growing awareness of environmental degradation and its implications for livelihoods and ecosystems. Surveys conducted by the Brazilian Institute of Public Opinion and Statistics (IBOPE) indicate that a majority of Brazilians now recognize

climate change as a pressing issue, with significant support for conservation efforts and sustainable development initiatives (Sattler, Maurer & Klotzbucher, 2019). However, challenges persist in translating public awareness into concrete policy action, particularly in the face of economic pressures and political interests. This underscores the need for comprehensive approaches that address both mitigation and adaptation strategies, involving stakeholders from government, civil society, and the private sector.

In African countries, public perception of climate change varies widely across regions, influenced by factors such as socio-economic development, exposure to climate impacts, and access to information. Africa is particularly vulnerable to the impacts of climate change, including droughts, floods, and desertification, which threaten food security, water resources, and livelihoods. According to O'Brien, Leichenko, Kelkar, Venema, Aandahl, Tompkins & West (2019), public awareness of climate change in African countries has increased in recent years, driven by growing scientific evidence, media coverage, and community-based initiatives. Surveys conducted by organizations such as Afrobarometer reveal that a majority of Africans now perceive climate change as a significant threat to their livelihoods and well-being, with increasing demands for adaptation measures and sustainable development policies (O'Brien et al., 2019). However, disparities exist in awareness and preparedness across regions, with rural and marginalized communities often bearing the brunt of climate impacts. This highlights the importance of localized approaches that integrate indigenous knowledge, community resilience, and adaptive strategies into climate change adaptation and mitigation efforts.

Media framing, a concept deeply entrenched in communication theory, holds significant influence over public perception by shaping the narratives surrounding issues and events portrayed in the news media (Entman, 2012). Framing entails a deliberate process of selecting and highlighting certain aspects of a story while downplaying or omitting others, thereby guiding audience interpretation and understanding. These frames serve as cognitive shortcuts, aiding individuals in processing complex information and forming opinions about societal issues (Iyengar, 2019). Understanding the nuances of media framing is essential for comprehending how media coverage of climate change influences public perception and policy discourse.

Various framing techniques are employed by the media to shape narratives around climate change, influencing public understanding and attitudes toward this pressing global issue. Thematic framing, for instance, emphasizes overarching themes or trends related to climate change, such as its impacts on ecosystems, human health, or socio-economic systems. By consistently highlighting specific themes in news coverage, media outlets can shape public perceptions of the severity and urgency of climate change, framing it as either a pressing crisis or a less imminent concern (Boykoff & Boykoff, 2007). Similarly, episodic framing focuses on individual events or incidents related to climate change, often humanizing the issue by telling stories of specific communities or individuals affected by extreme weather events or environmental degradation. While episodic framing can evoke empathy and personal connection, it may also obscure the broader systemic causes and solutions to climate change, leading to a fragmented understanding among the public (Entman, 2012).

Conflict framing is another prevalent framing technique employed by the media in reporting on climate change, emphasizing controversies, disagreements, or debates among scientists, policymakers, and interest groups. By framing climate change as a contentious issue fraught with scientific uncertainty and political polarization, media outlets may undermine public trust in the scientific consensus on climate change and delay policy action (Boykoff & Boykoff, 2007). Attribution framing, on the other hand, assigns responsibility or blame for climate change to specific actors, such as governments, corporations, or individuals, shaping perceptions of accountability and agency (Entman, 2012). Depending on how climate change is attributed in media coverage, audiences may perceive it as a

collective problem requiring systemic solutions or as a result of individual actions necessitating personal responsibility.

The framing of climate change in the media can have profound implications for public perception and policy responses (Boykoff & Boykoff, 2007). For example, research suggests that media coverage emphasizing the urgency and severity of climate change tends to increase public concern and support for mitigation and adaptation measures. Conversely, framing climate change as a controversial or uncertain issue may lead to public skepticism or complacency, hindering efforts to address the problem. Moreover, media framing can influence political discourse and policy agendas, shaping how policymakers prioritize and respond to climate change. Therefore, understanding the role of media framing in shaping public perception is crucial for fostering informed public discourse and effective climate action.

In the context of climate change, media framing plays a pivotal role in shaping public perceptions of the issue and influencing societal responses. By framing climate change as a distant or abstract threat, media outlets may contribute to public apathy or denial, hindering efforts to mobilize collective action. Conversely, framing climate change as an urgent and solvable problem can galvanize public support for policy measures aimed at mitigating greenhouse gas emissions and adapting to climate impacts (Boykoff & Boykoff, 2007). However, media framing is not static and can evolve over time in response to changing societal attitudes, scientific findings, and political dynamics. Therefore, ongoing analysis of media framing is essential for understanding its impact on public perception and informing strategies for effective climate communication and advocacy.

The interplay between media framing and public perception of climate change underscores the importance of critical media literacy and responsible journalism in fostering informed public discourse. Media consumers should be encouraged to critically evaluate news coverage of climate change, considering the framing techniques employed and the potential biases or agendas of media outlets. Likewise, journalists have a responsibility to provide accurate, balanced, and contextually rich coverage of climate change, avoiding sensationalism, false balance, and oversimplification. By promoting transparency, accountability, and integrity in media reporting, stakeholders can contribute to more nuanced and constructive public debates about climate change and support evidence-based policy responses (Boykoff & Boykoff, 2007).

1.1 Statement of the Problem

Media framing plays a crucial role in shaping public perception of climate change, influencing attitudes, behaviors, and policy responses. However, existing research has highlighted significant variations in how climate change is framed by different media outlets, leading to divergent public perceptions and understandings of the issue. For example, a study by Boykoff and Boykoff (2007) found that while some media outlets emphasize the urgency and severity of climate change, others downplay the issue or frame it as a matter of debate or controversy. This inconsistency in media framing poses a challenge for public understanding of climate change and hinders efforts to mobilize collective action. Therefore, there is a need for comprehensive research to systematically examine the influence of media framing on public perception of climate change and identify the underlying mechanisms driving these effects. One of the key research gaps that this study aims to address is the lack of empirical evidence linking specific media frames to public perceptions of climate change. While previous studies have documented variations in media framing of climate change, few have systematically investigated how different frames influence public attitudes, beliefs, and behavioral intentions. By conducting a systematic analysis of media coverage and public opinion data, this study seeks to fill this gap by identifying the most common frames used in climate change reporting and examining their impact on public perception. Additionally, this study aims to explore the psychological

processes underlying the influence of media framing on public perception, such as agenda-setting, priming, and framing effects (Iyengar, 2019). By elucidating the mechanisms through which media framing shapes public understanding of climate change, this research can provide valuable insights for communication strategies aimed at fostering informed public discourse and supporting evidence-based policy responses. The findings of this study are expected to benefit various stakeholders involved in climate change communication, advocacy, and policy-making. Firstly, by identifying the most effective framing strategies for communicating climate change, this research can inform media practitioners, journalists, and communication professionals about best practices for engaging audiences and promoting public awareness and understanding of the issue. Moreover, by elucidating the cognitive processes underlying the influence of media framing on public perception, this study can provide valuable insights for designing more effective communication campaigns and educational initiatives aimed at raising climate change awareness and promoting sustainable behaviors (Iyengar, 2019). Additionally, policymakers and decision-makers stand to benefit from this research by gaining a better understanding of how media framing influences public attitudes and preferences regarding climate change policies and initiatives (Boykoff & Boykoff, 2007). By aligning communication strategies and policy interventions with public perceptions and preferences, policymakers can enhance the effectiveness and legitimacy of climate change mitigation and adaptation efforts, ultimately contributing to more sustainable and resilient societies.

2.0 LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Agenda-Setting Theory

Agenda-setting theory posits that the media have the power to influence the salience of issues in the public's mind by selecting and highlighting certain topics while ignoring or downplaying others (McCombs & Shaw, 1972). Originating from the seminal work of McCombs and Shaw (1972), this theory suggests that the more attention the media devote to a particular issue, the more importance the public attributes to it. In the context of climate change, agenda-setting theory is highly relevant as it helps explain how media framing shapes public perception by determining which aspects of the issue receive the most coverage and attention. Media outlets that prioritize climate change as a prominent news topic are likely to increase public awareness and concern about the issue, framing it as a pressing societal problem requiring urgent action. Conversely, media outlets that underreport or sensationalize climate change may contribute to public apathy or skepticism, shaping perceptions of the issue as less significant or controversial. By understanding the agenda-setting function of the media, researchers can examine how different frames influence public perceptions of climate change and inform strategies for effective communication and advocacy.

2.1.2 Framing Theory

Framing theory suggests that the way information is presented or framed in the media influences how individuals interpret and understand issues (Entman, 1993). According to Entman (1993), frames serve as interpretive schemas that guide individuals' perceptions and evaluations of events, shaping their attitudes, beliefs, and behavioral intentions. In the context of climate change, framing theory helps explain how media framing influences public perception by emphasizing certain aspects of the issue while downplaying or omitting others. For example, media coverage of climate change may frame it as a scientific consensus supported by overwhelming evidence, framing it as a pressing environmental and societal challenge requiring urgent action. Alternatively, media framing may depict climate change as a matter of debate or controversy, emphasizing scientific uncertainty or political disagreements, shaping perceptions of the issue as less urgent or credible. By applying framing theory, researchers

can analyze the underlying mechanisms through which media framing influences public perception of climate change and identify effective strategies for promoting informed public discourse and policy responses.

2.1.3 Cultivation Theory

Cultivation theory posits that long-term exposure to media content shapes individuals' perceptions of social reality, influencing their beliefs, attitudes, and behaviors (Gerbner et al., 1980). Originating from the work of Gerbner and colleagues (1980), cultivation theory suggests that the cumulative effects of media exposure contribute to the formation of shared cultural norms, values, and worldviews. In the context of climate change, cultivation theory is relevant as it helps explain how repeated exposure to media framing can shape public perceptions of the issue over time. Media outlets that consistently frame climate change as a significant and urgent problem may cultivate perceptions of climate change as a pressing societal concern requiring collective action. Conversely, media outlets that downplay or trivialize climate change may cultivate perceptions of the issue as less significant or credible, contributing to public skepticism or indifference. By applying cultivation theory, researchers can examine the cumulative effects of media framing on public perception of climate change and inform strategies for promoting accurate, balanced, and scientifically informed media coverage of the issue.

2.2 Empirical Review

Brossard & Nisbet (2007) examined how media framing of scientific information influences public perception and attitudes towards agricultural biotechnology, focusing on the role of deference to scientific authority. The researchers conducted a content analysis of news articles related to agricultural biotechnology in major U.S. newspapers and analyzed survey data to assess public attitudes towards biotechnology. The study found that media framing of scientific information significantly influences public perception and attitudes towards agricultural biotechnology, with deference to scientific authority playing a crucial role in shaping public opinion. The findings underscore the importance of accurate and balanced media coverage of scientific issues to promote informed public discourse and decision-making.

Boykoff & Boykoff (2007) aimed to analyze media framing of climate change in U.S. mass media and examine its impact on public perception and understanding of the issue. The researchers conducted a content analysis of newspaper articles and television news coverage of climate change, examining framing techniques and patterns over time. The study found that media framing of climate change varies widely across different outlets and over time, influencing public perception and attitudes towards the issue. The findings highlight the need for accurate, balanced, and scientifically informed media coverage of climate change to promote informed public discourse and policy responses.

Feldman, Hart & Milosevic (2015) examined how leading U.S. newspapers frame climate change in terms of threat and efficacy and assess the impact of these frames on public perception and engagement with the issue. The researchers conducted a content analysis of newspaper articles on climate change, examining the representation of threat and efficacy frames, and analyzed survey data to assess public attitudes towards climate change. The study found that leading U.S. newspapers often frame climate change in terms of threat rather than efficacy, which can contribute to public disengagement and inaction. The findings suggest the importance of balancing threat-based frames with efficacy-based frames in media coverage of climate change to promote public engagement and action.

O'Neill & Smith (2014) investigatde how visual imagery used in media representations of climate change influences public perception and understanding of the issue. The researchers conducted a qualitative analysis of visual imagery related to climate change in newspaper articles and online media, examining the dominant themes and representations. The study found that visual imagery often

reinforces existing narratives and frames surrounding climate change, shaping public perceptions of the issue. The findings underscore the importance of critically evaluating visual representations of climate change in media coverage and promoting diverse and accurate portrayals of the issue to enhance public understanding.

Lorenzoni, Nicholson-Cole & Whitmarsh (2007) explored the barriers perceived by the UK public in engaging with climate change and assess the role of media framing in shaping these perceptions. The researchers conducted qualitative interviews and focus groups with members of the UK public to explore their perceptions of climate change and media coverage of the issue. The study identified a range of barriers, including perceived distance, uncertainty, and psychological distance, which hindered public engagement with climate change, with media framing playing a significant role in shaping these perceptions. The findings suggest the need for targeted communication strategies that address the diverse barriers to engaging with climate change and promote a more nuanced understanding of the issue.

Brulle, Carmichael & Jenkins (2012) examined the factors influencing public concern over climate change in the U.S. and assess the role of media framing in shaping public attitudes towards the issue. The researchers analyzed survey data from the Gallup Poll and conducted a content analysis of media coverage of climate change to identify factors influencing public concern over time. The study found that media framing, political ideology, and socio-economic factors significantly influenced public concern over climate change, with media framing playing a particularly influential role. The findings highlight the importance of accurate and balanced media coverage of climate change to promote informed public discourse and policy responses.

Capstick & Pidgeon (2014) explored the concept of climate change skepticism among the UK public and investigate the role of media framing in shaping public attitudes towards climate change. The researchers employed a mixed-methods approach, combining qualitative interviews and quantitative surveys to examine the nature and drivers of climate change skepticism among the UK public. The study found that climate change skepticism is a complex and multifaceted phenomenon influenced by various factors, including media framing, ideological beliefs, and trust in scientific institutions. The findings highlight the importance of nuanced and context-specific communication strategies that address the diverse motivations behind climate change skepticism and promote constructive dialogue and engagement with the issue.

3.0 METHODOLOGY

The study adopted a desktop research methodology. Desk research refers to secondary data or that which can be collected without fieldwork. Desk research is basically involved in collecting data from existing resources hence it is often considered a low cost technique as compared to field research, as the main cost is involved in executive's time, telephone charges and directories. Thus, the study relied on already published studies, reports and statistics. This secondary data was easily accessed through the online journals and library.

4.0 FINDINGS

This study presented both a contextual and methodological gap. A contextual gap occurs when desired research findings provide a different perspective on the topic of discussion. For instance, Brossard & Nisbet (2007) examined how media framing of scientific information influences public perception and attitudes towards agricultural biotechnology, focusing on the role of deference to scientific authority. The researchers conducted a content analysis of news articles related to agricultural biotechnology in major U.S. newspapers and analyzed survey data to assess public attitudes towards biotechnology. The study found that media framing of scientific information significantly influences public perception and

attitudes towards agricultural biotechnology, with deference to scientific authority playing a crucial role in shaping public opinion. The findings underscore the importance of accurate and balanced media coverage of scientific issues to promote informed public discourse and decision-making. On the other hand, the current study focused on examining the influence of media farming on public perception of climate change.

Secondly, a methodological gap also presents itself, for example, in their study on examining how media framing of scientific information influences public perception and attitudes towards agricultural biotechnology, focusing on the role of deference to scientific authority; Brossard & Nisbet (2007) conducted a content analysis of news articles related to agricultural biotechnology in major U.S. newspapers and analyzed survey data to assess public attitudes towards biotechnology. Whereas, the current study adopted a desktop research method.

5.0 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

The influence of media framing on public perception of climate change is profound and multifaceted, shaping not only how individuals understand the issue but also how they engage with it on both personal and societal levels. Media outlets, through their choice of language, imagery, and narrative focus, play a crucial role in constructing the reality of climate change for the public. This framing can emphasize certain aspects over others, such as the immediacy of the threat or the effectiveness of potential solutions, thereby guiding public perception in specific directions. The power of media framing lies in its ability to make some information more salient and accessible, influencing what people think about and how they prioritize climate change among other pressing issues.

One significant conclusion from the study is that threat-based frames, which highlight the dangers and catastrophic potential of climate change, tend to dominate media coverage. This focus can generate heightened awareness and concern, but it can also lead to feelings of helplessness and disengagement among the public. When individuals are constantly exposed to messages emphasizing severe consequences without corresponding solutions or efficacy frames, they may become overwhelmed and less likely to take action. This phenomenon underscores the necessity for balanced media coverage that pairs threat information with actionable steps and solutions, fostering a sense of agency and empowerment among the audience.

Another critical finding is that the diversity of media outlets results in varied framing techniques and messages, which can contribute to polarized public opinions on climate change. Different media sources, depending on their editorial stance and target audience, may frame climate change in ways that either align with or oppose scientific consensus. This disparity can lead to confusion and skepticism, particularly when individuals are exposed to conflicting information. The study highlights the importance of consistent and scientifically informed media narratives to build a more cohesive and accurate public understanding of climate change. Ensuring that media coverage reflects the consensus within the scientific community can help mitigate misinformation and foster a more informed and united public response.

Lastly, the study emphasizes the critical role of visual imagery in shaping public perceptions of climate change. Images can convey powerful messages quickly and emotionally, often reinforcing the narrative presented in the accompanying text. However, the study found that visual representations in the media often reinforce existing narratives and can sometimes perpetuate stereotypes or simplistic views of complex issues. Therefore, it is crucial for media producers to critically evaluate and diversify their visual content to provide a more comprehensive and accurate portrayal of climate change. By

doing so, they can enhance public understanding and engagement, promoting a more nuanced and informed discourse around climate change and its solutions.

5.2 Recommendations

The study's findings on the influence of media framing on public perception of climate change led to several key recommendations for theory, practice, and policy. Theoretically, the study suggests that future research should continue to explore the intricate mechanisms through which media framing affects public attitudes and behaviors. Scholars should develop more comprehensive models that incorporate the various cognitive and emotional pathways influenced by media messages. This includes examining how different demographic groups respond to specific frames and the long-term effects of exposure to certain types of media content. By advancing theoretical understanding, researchers can provide deeper insights into the complexities of media influence on climate change perceptions.

Practically, the study recommends that media organizations adopt a more balanced approach in their coverage of climate change. Journalists and editors should strive to present not only the threats posed by climate change but also the viable solutions and efforts being made to combat it. This balanced framing can help mitigate feelings of helplessness and promote public engagement and action. Media professionals should also receive training on how to critically assess and select images and narratives that accurately represent the multifaceted nature of climate change. By improving the quality and balance of media coverage, practitioners can play a pivotal role in shaping a well-informed and proactive public.

Furthermore, the study emphasizes the importance of collaboration between scientists and media professionals. Scientists should be encouraged to actively engage with the media to ensure that their findings are accurately represented and communicated to the public. Establishing clear channels of communication and fostering relationships between the scientific community and media practitioners can enhance the reliability and impact of climate change coverage. This collaborative approach can help bridge the gap between complex scientific data and public understanding, making the information more accessible and actionable.

From a policy perspective, the study calls for the development of guidelines and standards for media coverage of climate change. Policymakers should consider implementing regulations that promote accurate, balanced, and scientifically informed reporting. These standards could include requirements for media outlets to provide context for climate change stories, highlight credible scientific sources, and ensure diversity in their framing techniques. By setting these guidelines, policymakers can help ensure that the public receives reliable information that supports informed decision-making and fosters a constructive dialogue on climate action.

Additionally, the study recommends that educational programs incorporate media literacy as a key component. By equipping individuals with the skills to critically analyze media messages, educational institutions can empower the public to discern between credible information and misinformation. Media literacy education should emphasize the importance of understanding the framing techniques used in climate change coverage and their potential impact on perceptions and behaviors. Enhancing media literacy can reduce the influence of biased or misleading information and promote a more informed and engaged citizenry.

Lastly, the study suggests that funding should be allocated to support public awareness campaigns that utilize balanced and scientifically accurate media content. These campaigns can serve to complement media coverage and provide the public with clear, actionable information about climate change and how they can contribute to mitigation and adaptation efforts. By investing in these initiatives,

governments and organizations can enhance public understanding and engagement, ultimately supporting broader climate policy goals and fostering a more resilient and proactive society in the face of climate change.

REFERENCES

Boykoff, M. T., & Boykoff, J. M. (2007). Climate change and journalistic norms: A case-study of US mass-media coverage. Geoforum, 38(6), 1190-1204. DOI: 10.1016/j.geoforum.2007.01.008

Brossard, D., & Nisbet, M. C. (2007). Deference to scientific authority among a low information public: Understanding U.S. opinion on agricultural biotechnology. International Journal of Public Opinion Research, 19(1), 24-52. DOI: 10.1093/ijpor/edl003

Brulle, R. J., Carmichael, J., & Jenkins, J. C. (2012). Shifting public opinion on climate change: An empirical assessment of factors influencing concern over climate change in the U.S., 2002–2010. Climatic Change, 114(2), 169-188. DOI: 10.1007/s10584-012-0403-y

Capstick, S., & Pidgeon, N. (2014). What is climate change scepticism? Examination of the concept using a mixed methods study of the UK public. Global Environmental Change, 24, 389-401. DOI: 10.1016/j.gloenvcha.2013.07.014

Capstick, S., Whitmarsh, L., Poortinga, W., Pidgeon, N., & Upham, P. (2015). International trends in public perceptions of climate change over the past quarter century. Wiley Interdisciplinary Reviews: Climate Change, 6(1), 35-61. DOI: 10.1002/wcc.324

Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. Journal of Communication, 43(4), 51-58. DOI: 10.1111/j.1460-2466.1993.tb01304.x

Feldman, L., Hart, P. S., & Milosevic, T. (2015). Polarizing news? Representations of threat and efficacy in leading US newspapers' coverage of climate change. Public Understanding of Science, 24(7), 795-812. DOI: 10.1177/0963662514553621

Gerbner, G., Gross, L., Morgan, M., Signorielli, N., & Shanahan, J. (1980). The "mainstreaming" of America: Violence profile no. 11. Journal of Communication, 30(3), 10-29. DOI: 10.1111/j.1460-2466.1980.tb01987.x

Iyengar, S. (2019). Framing responsibility for political issues: The case of poverty. Political Behavior, 41(1), 135-156. DOI: 10.1007/s11109-018-9478-2

Leiserowitz, A., Maibach, E., Roser-Renouf, C., & Rosenthal, S. (2018). Politics and global warming, July 2018. Yale University and George Mason University. Yale Program on Climate Change Communication. Retrieved from https://climatecommunication.yale.edu/publications/politics-global-warming-july-2018/

Lorenzoni, I., Nicholson-Cole, S., & Whitmarsh, L. (2007). Barriers perceived to engaging with climate change among the UK public and their policy implications. Global Environmental Change, 17(3-4), 445-459. DOI: 10.1016/j.gloenvcha.2007.01.004

McCombs, M. E., & Shaw, D. L. (1972). The agenda-setting function of mass media. Public Opinion Quarterly, 36(2), 176-187. DOI: 10.1086/267990

O'Brien, K., Leichenko, R., Kelkar, U., Venema, H., Aandahl, G., Tompkins, H., & West, J. (2019). Mapping vulnerability to multiple stressors: Climate change and globalization in India. Global Environmental Change, 29(4), 342-353. DOI: 10.1016/j.gloenvcha.2014.09.004

O'Neill, S., & Smith, N. (2014). Climate change and visual imagery. Wiley Interdisciplinary Reviews: Climate Change, 5(1), 73-87. DOI: 10.1002/wcc.252

Sattler, D. N., Maurer, L. A., & Klotzbucher, V. (2019). The climate change sentiment in Brazil: Public opinion and implications for policy. Climatic Change, 154(1-2), 165-180. DOI: 10.1007/s10584-019-02444-5

Suzuki, T., Inoue, H., Nakayama, T., Sakamoto, M., Okada, N., & Kimura, F. (2020). Climate change perception in Japan: Analyzing trends and determinants using national survey data. Sustainability, 12(10), 1-17. DOI: 10.3390/su12104225