

**A COMPARATIVE STUDY OF ECO-
SENSITIVITIES IN THE SUSTAINABILITY
DISCOURSES OF AMERICAN AND
PAKISTANI PRINT MEDIA**

BY

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Candidate of **Master of Philosophy** at the National University of Modern Languages do hereby declare that the thesis **A Comparative Study of Eco-Sensitivities in Sustainability Discourses of American and Pakistani Print Media** submitted by me in partial fulfillment of MPhil degree, is my original work, and has not been submitted or published earlier. I also solemnly declare that it shall not, in future, be submitted by me for obtaining any other degree from this or any other university or institution.

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ABSTRACT

Title: A Comparative Study of Eco-Sensitivities in Sustainability Discourses of American and Pakistani Print Media

The research study has attempted to examine the coverage of eco-sensitive content in the newspapers in America and Pakistan. The coverage of the three UN conferences (UNCED 1992, WSSD 2002, Rio+20 2012) was analysed in the American (The New York Times) and Pakistani (Dawn, The News) newspapers. Data for the study was collected through purposive sampling of two months of coverage by each of the selected newspapers for each of the three UN conferences. The data for the Pakistani context was collected from the National Library of Pakistan Islamabad, while the data for the American context was received through the official newspaper website. The study's objective was to analyse the framing strategies adopted for the identification and presentation of the agents and victims characterized by the newspaper coverage from the different contexts. The comparison was conducted on the framing techniques and strategies adopted by the newspapers' coverage. Stibbe's (2015) conceptual framework of the story of framing was applied along with Entman's (1991) analytical framework of five traits of framing. The data were analysed through descriptive and interpretative analysis integrating both the conceptual and analytical frameworks. It was found that the American newspaper provided more coverage and importance to the UN conferences than the Pakistani newspapers. The New York Times placed the agency on the national government and their people, while the Pakistani newspapers restrained from targeting the national entities. The framing traits and strategies used were identical for both contexts with slight differences in that the Pakistani newspapers used more active and explicit characterization of the entities than the American newspaper. The research study suggests that uniform guidelines should be established for newspaper journalists to follow worldwide during the coverage of such eco-sensitive content. The agents and victims of eco-sensitive content should be clearly characterized using ecological labels rather than an economic perspective.

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LIST OF ABBREVIATIONS

UN	United Nations
UNCED	United Nations Conference on Environment and Development
WSSD	World Summit on Sustainable Development
Rio+20	United Nations Conference on Sustainable Development
US	United States
USD	United States Dollars

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DEDICATION

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CHAPTER 1

INTRODUCTION

This study plans to investigate the representation of three UN Summit conferences on ecological issues in print media coverage. For this purpose, a comparative analysis of selected newspapers from Pakistan and America is conducted. It is assumed that the newspapers, having been based in different cultural contexts, will differ in their coverage of the events. Focus will be on the framing techniques of the newspapers in the representation of the conferences organised by United Nations Conference on Environment and Development (UNCED) Earth summit, 1992, World Summit on Sustainable Development (WSSD) Johannesburg Summit, 2002, and United Nations Conference on Sustainable Development Rio+20, 2012. The contrasts in eco-sensitivities are analysed against cultural differences between the two selected newspaper groups to find patterns and implications of the disparities.

Issues related to our biosphere and the life on the planet have shifted to the center of debates of diverse nature. It is a hot topic in academia for the intellectual interest of the scholars and has even greater importance in global political discourse. Ecological degradation is not just an issue concerning the scientific disciplines, but it relates to all the diverse disciplines of knowledge and intellect. The linguistic manifestation of the ecological issues provides a way forward for discourse developers to construct their language, keeping in view its consequences on the perceptual abilities of a person. Eco-sensitive discourse and its linguistic manifestation are thus important as it affects the behavioral responses of people towards an issue. This study thus addresses the framing strategies used by the journalists in the representation of sustainability-related narratives.

The newspapers or media act as frame builders towards a news issue as they provide the background information supportive in building a perception about the matter. Entman (1991) traces mental perspective to the representation of the news event by giving an idea of the event-specific schema as “an understanding of the reported happening that guides individuals’ interpretation of initial information and their processing of all succeeding information about it” (p. 7). The sustainability narratives in the newspapers are discussed concerning their implication towards the respective country and are framed from the focal point of the journalist’s subjective ideas. This newspaper or

media coverage of a single sustainability issue, therefore, differs according to the context of the journalist (Barkemeyer, Figge & Holt, 2013). The media houses are also supported or censured in view of related political interests evident in their representation of narratives. The newspapers or media houses have to follow specific government-imposed rules on coverage of issues relating to political interests such as sustainability. These rules render biased coverage of an issue, whether in the interest of the media house or political/governmental organizations (Cox, 2013). There are also cross-cultural variations in the discourses of media houses belonging to different cultural nations. These cultural variations are evident in framing similar stories in different contexts. Journalists develop their news narratives using framing strategies that are impacted by their socio-cultural backgrounds' (Gamson & Modigliani, 1989). These variations of framing strategies are defined by Stibbe (2015) as frames are cognitive structures present in peoples' minds with distinct associations of attribution and emotions toward them. Thus frames carry different meanings from person to person. However, these frames become similar when the activity is carried out as a community and becomes a part of their social cognition (Stibbe, 2015). Thus the framing of news narratives differs from one cultural context to another, impacted by the socio-cultural norms of the journalistic community. These differences are analyzed in the present study of Pakistani and US cross-cultural news coverage on sustainability narratives.

The US journalists of elite news organizations are influential but often ignored as influencers in the country's policymaking. The news reported by the US journalists is not only constructed keeping in view its influence on their governmental policies but also its effects on the global perception of the event. This is because the same narratives are reconstructed by journalists from other countries as recycled products for their readers (Brown, 2013). The Pakistani journalists view the US media as a "credible purveyor of what the US government wants the world to know" (Brown, 2013, p. 18). This makes the US journalists "unofficial diplomats" for the people of Pakistan seeking to understand their internal policies and governmental plans. Pakistani media, in contrast, portrays the problems without their solutions. The Pakistani media is fixated on criticizing the governmental plans, policies and their adverse effects on the people but restricts from presenting constructive dialogues on their effective solutions (Brown, 2013). Pakistani newspaper organizations consist of multi-lingual narratives of which Urdu constitutes the national language newspaper while English is the elite-centric news medium. The

English-language newspapers in Pakistan are considered to present reality without distortion and professionally (Hayat & Juliana, 2016). English print media of Pakistan plays its part in the perception building of the policymakers and the country's economic sector (Mezzera & Sial, 2010).

Economic development leads to the consumption of a vast amount of fossil fuels, coal and natural gases. It is a widely accepted fact that unsustainable development is a major force leading to an increase in CO₂ emission, which in turn leads to climate change and ecological degradation (Alam, Fatima & Butt, 2007). The factors of CO₂ emission, population growth, and urbanization are interlinked and directly proportional to ecological degradation and unsustainable development (Alam et al., 2007). Pakistan is a country that has faced 141 climate change and ecologically related issues from 1994-2013 with 456.95 deaths each year and 3988.92 million USD loss per year. Pakistan was positioned at 10th place on the list of the top ten most affected countries from 1994 to 2013. While in the year 2013, this position changed to sixth place on the list (Kreft et al., 2015).

The present study thus analyses the coverage of sustainability narrative in cross-cultural media discourses highlighting the factors responsible for the change in framing strategies of media narratives. The study analyses the coverage of the UN summit/conference in selected newspapers of prominence from Pakistan and the US. It highlights the differences in the coverage and importance given to eco-sensitive narratives in the two cultural contexts along with the degree of generalizations and assertions adopted by the media houses in their coverage.

1.1 Statement of Problem

Sustainability discourse is constituted differently in different media. The reason for this is their sociocultural locus which causes different sensitivities due to cultural variations. These differences are expressed through language; therefore the framing style of eco-conscious content at the formal level happens to be different. The analysis of framing styles and techniques provides an insight into the driving force behind, in terms of the ideological backgrounds that the newspapers in point are linked with. Therefore the newspapers are expected to construct, project or/and represent the realities related to sustainability in different ways. This will involve different strategies at the discourse level

in line with the interest of the respective newspapers. The study of such variation can provide cross-cultural insights towards the construction of sustainability discourse which are significant to be understood for greater depth in the field.

1.2 Research Objectives

Objectives of research were set as below:

1. To identify the importance or salience allotted to the selected UN conferences by the newspaper coverage.
2. To identify the impact of the framing strategies on the projection of the agential role in the coverage of each of the selected newspapers.
3. To identify the differences in the framing strategies employed by the newspapers from the American and Pakistani contexts.

1.3 Research Questions

The research would provide answers to the following questions:

1. What type of salience strategies have been used by the selected newspapers in the coverage of the three UN conferences?
2. What type of agential role is projected through the use of framing strategies employed by the selected newspapers in the coverage of the three UN conferences?
3. How do the framing strategies employed by the selected newspapers in coverage of the UN conferences differ?

1.4 Significance and Rationale of Study

The present study is significant in highlighting the framing strategies used by the media/journalists in presenting eco-sensitivities to their readers. It highlights the reality constructed by journalists from two different cultural contexts. The UN summit/conference on sustainable development built on a single frame is depicted differently in the US and Pakistan media narrative. According to Stibbe (2015), frames are cognitive structures present in people's minds with certain associations towards them. Thus the perception of a frame differs from person to person. However, these perceptions become similar when the activity is carried out as a community; as a result, the frame becomes a part of social cognition (Stibbe, 2015).

The study is significant in determining the perception of the frames of the UN summit by journalists with different social cognitions as a community. It also determines the perception of the outcomes from the US and Pakistani media presented by the UN summit. A single outcome might have different consequences for the different communities of the US and Pakistan. It is determined by presenting or framing the outcomes to the readers.

As media is the first source of information to people, it helps build a framework or conceptualization for a specific event in people's minds. (Chong & Druckman, 2007). The framing analysis of sustainability is thus important in determining the representational strategies of the journalists towards building a conceptualization of an important ecological factor. Thus people/readers' perception of the concept of sustainability depends on the framing strategies of newspaper journalists. The study also represents affiliation strategies used by the journalists towards the victims of Ecological unsustainability. It determines the different affiliations of the US and Pakistani journalists impacted by the cultural or social-political norms of the society. The study is also significant in determining the generalization of framing towards government responsibility or generalization towards people's ignorant behavior. Thus recognizing the different agents responsible for the different communities of people. The UN summit/conferences on Sustainable Development were held in 1992, 2002, and 2012 and distributed over a time span of twenty years. The study thus recognizes the changes in the framing of Sustainable Development from the first summit in 1992 till the last summit in 2012 in different contexts (the US and Pakistan).

Entman (1993) regards 'framing' as a fractured paradigm and asks for bringing together theories from different disciplines to build a unified research paradigm. The present study is significant as it adds to the literature on 'framing' media narratives in response to Entman's (1991) statement for further research inclined with theories from different disciplines.

1.5 Delimitation

The study is delimited to the framing analysis of the coverage of three ecologically important UN summit/conferences in the newspapers from the US and Pakistan. These summit/conferences are,

1. United Nations Conference on Environment and Development (UNCED), Earth summit, 1992.
2. World Summit on Sustainable Development (WSSD), Johannesburg Summit, 2002.
3. United Nations Conference on Sustainable Development, Rio+20, 2012.

The newspapers from the Pakistani context are The News and Dawn while the newspaper from the American context is The New York Times. The study is delimited to the analysis of the news articles and editorials from the newspapers of two months for each of the UN conference's holding.

CHAPTER 2

LITERATURE REVIEW

Analysis of Sustainability discourse is a significant area in ecolinguistics as it affects the development of a community along with its cultural and ecological limits. Sustainability discourse has been studied from several perspectives in ecolinguistics. It has been analysed from the perspective of framing and historical development (Stibbe, 2015) and from the perspective of directing us towards addressing the paradox of ecological degradation (Kowalski, 2013). Sustainability is a hot topic not just in the field of linguistics but also in mass communication that analyses the concept from the point of view of media coverage and the different effects the coverage of the concept has on the perception of people. The literature review thus states the development of the concept of sustainability in ecolinguistics, starting with a broad introduction to the field of ecolinguistics and the strategies used in analysing the eco-sensitive discourses. This literature review also provides a correlation between the fields of ecolinguistics and mass communication in developing their strategies towards the concept of sustainability or sustainable development. In the end, the literature review outlines factors affecting the coverage of sustainability in media houses and the gap in the research which is to be investigated in the current study.

2.1 Language and Ecology

Ecological degradation is a threat to be analysed not just by the scientists working towards constructing a better living condition but it is rather a responsibility of all the fields of knowledge including linguistics. Linguistics is understood to be a significant tool in highlighting the eco-sensitivities by making them prominent in the discourses and consecutively affecting the perceptual abilities of people. According to Dillion (2010), one of the hindrances in the way of obtaining affective communication is 'Language Slippage'. When communication is carried out incongruously, it leads to 'Language slippage' or misinterpretation. It is the responsibility of the fields of language and communication to come up with solutions towards 'language slippage' that can be observed when using discipline-appropriate lexicons without their everyday terminological meanings leading to a communication gap towards environmental ideas (Dillon, 2010). In defining the relationship of the two distinct fields of Ecology and

linguistics Halliday (2001) states that the solution to ecological degradation could not be only be restricted to the scientists rather the linguistic community should also play their role in the process (p. 199). This is because the relationship between humans and the environment is intermediated by language; language shapes the environment while the environment shapes the language. Adami (2013) states this relation as an important contributor towards the development of language thus making it compulsory for the linguists analysing environmental discourses to keep in mind “not only the strictly linguistic aspects but also the socio-political and cultural issues that influence language use as well as the language system itself.” (p. 341).

Social and cultural factors have been concluded to be crucial in the development of language. Since an object of nature or environment, according to Sapir (1912), can only become a part of the language if it is known by the community as a whole and they have some interest in it. The change in the linguistics forms and contents can also be attributed to the change in culture and social beliefs (Sapir, 1912). The environment and its contribution towards a good quality of life are not perceived in a similar manner by the different societies. Each society and cultural group has its own values and norms attached towards certain aspects of natural resources and thus cannot be measured with the same yardstick (Pascual et al., 2017). Language, nature and culture are intertwined in a way that the interrelation between nature and human is mediated through language; humans understand and express the environment through their languages (Austin, 1975). The cultural aspect of Language, nature and culture relation is mainly studied from a synchronic perspective in ecolinguistics (Döring & Zunino, 2014) called the Nature-culture ecosystem (Doring, 2003, p. 198). Thus by taking into account the sociocultural influences, in the linguistic representation of environmental issues, we can understand the conceptualization behind the governmental actions towards environmental reform movements.

The most alarming crisis highlighted in various studies at present is the ecological crisis to the extent that the very existence of the human species in the coming future is under suspicion. The intergovernmental panel on climate change (IPCC) has warned against floods, droughts, wildfires, and shortages of food as a consequence of the overexploitation of natural resources. This overexploitation not only damages the environmental standards but also affects the ecological balance in the form of species

extinction (Liao, 2019). Diaz et al. (2015) present the remedy to this crisis in retreating the trend i.e. by connecting both the people and nature. Bringing together the two contradictory terms of Environment and development is a challenge central to the present crisis. More resources are needed as the population and the living standard rises resulting in for example by 2030 the food demand will reach up to 50% (World Bank, 2007), the water demand up to 30% (The Water Resources Group, 2009), and the energy demand to 45% (International Energy Agency, 2011). This will lead the world to its edge and resource depletion due to overexploitation will be an unmanageable act to converse (Melamed, Scott & Mitchell, 2012). According to Sterling (2010), we need to change our thinking in dualistic terms (of identifying nature as distinct from humans, of separating us from them). Wilber (1997) presents a solution to the dualistic terminology in the form of the difference between 'differentiation' and 'dissociation' it is one thing to 'differentiate' between nature and humans and a whole another thing to 'dissociate' them. It is through highlighting the importance of language in the education system that the dissociation of nature and humans can be eradicated. In understanding the relationship between the education system and the environmental crisis, Stibbe (2012) conducted a research study on the textbooks taught in the universities of Japan. He concluded that the textbooks taught values of anthropocentrism, consumeristic behaviour, and reductionist view of natural resources and blamed the local populations for the ecological degradation rather than the first-world countries. Stibbe (2015) while attempting to give a constructive view of language use define Ecology, not from the usual anthropocentric perspective but rather the correlation between nature, humans, and other life forms. His definition coincides with the Chinese Tianrenheyi ecosophy which promotes the human's admiration towards nature.

In defining the relationship between language and ecology, Alexander and Stibbe (2014) states that 'language ecology' is a metaphor with its benefits and drawbacks. The drawback is that any research conducted towards language and the place of its origin or the place it is spoken is labelled as ecolinguistics even though the research might not provide any implications towards the impact of the language on the real physical ecological makeup. Stibbe (2012) in recognizing the relationship between language and the current ecological crisis states that human have a unique aspect as a species i.e. a sophisticated language uses while the same human species also have an ability to alter the Earth's living conditions making it inhospitable for all (p. 414). The first attempt to draw

a relation between language and ecology or environment can be regarded to the debatable “Sapir-Whorf Hypothesis” which was based on the idea that human perception and viewpoint of the world and their mental or cognitive processes are impacted by their linguistics systems (Chen, 2016). This idea was contested by many later scholars and resulted in the foundation of cognitive linguistics, on the one hand, and ecolinguistics, on the other (Chen, 2016). These two disciplines of ecology and linguistics are intertwined with each other one way or the other as stated by Fill (1996) that ecolinguistics either start at the ecology position allocating ecological aspects to linguistics while other start at the linguistics adopting principal for the ecology (p. 17). Steffensen and Fill (2014) represents four language ecologies i.e. the different perspectives towards the identification of language and its environment. These four ecologies of a language are Symbolic Ecology, Natural Ecology, Sociocultural Ecology, and Cognitive Ecology (Steffensen & Fill, p. 7).

2.2 Ecolinguistics: As a Field

The term ecolinguistics was first introduced at the AILA conference in 1990. Although the work of Wilhelm von Humboldt’s comparative linguistics can be regarded as the true foundation of the field of ecolinguistics (Chen, 2016). Ecolinguistics combines two disciplines that appear unrelated at first but this distinction can only be regarded if human beings are not considered a part of the larger ecological relationship among the organisms and the physical environment (Alexander & Stibbe, 2014). Language plays its part in making this relationship evident by connecting the human with other human, organisms, and their physical environment. The emergence of ecolinguistics in this part of history is attributable to the ecological destruction, climate change, and resources depletion as an impact of disregarding the ecological entrenching of humans and their societies. How can ecolinguistics play its role in providing a solution to the current ecological crisis? Chen (2016) provides an answer to the question in two main points: (1) the field should not be restricted to a single language or geographical area rather it should be studied in different languages and in various geographical vicinities. (2) While studying the impact of a local language a global minded perspective should be adopted for better incorporating the human and nature relations. Keeping in view that any study about the relationship of language and environment cannot be termed as an ecolinguistic study but “specifically those that sustain life” (p. 1). Research in ecolinguistics ranges from the impact of commercial advertisement, framing of environmental discourses, the

natural use of language in poetry and other social sciences etc. that contribute to ecologically destructive behaviour (Stibbe, 2015). These destructive discourses include the commercial, economic, greenwash, or agricultural discourses which only focus on never-ending growth and production facilitating only human needs. Stibbe (2017) states that ecolinguistics mainly focuses on the destructive discourses that have led to the unsustainable civilization of the present day. The identification of negative discourses is just the first step in the process of ecolinguistics. We need to provide an appropriate solution to the problem and thus the next step in the process is to search for new constructive and beneficial discourses to base our society on.

The ecological analysis of discourses is conducted with an ethical or philosophical perspective known as 'Ecosophy' (Naess, 1996). These ecosophies are organized on a spectrum of "anthropocentric to ecocentric, optimistic to pessimistic and neoliberal to socialist, localist or anarchist" (Stibbe, 2014, p. 120), etc. The central ecosophy of ecolinguistic research is the rejection of Cartesian dualism i.e. human beings are separate entities from the nature around us. The ecosophy rather states that the present ecological crisis cannot be controlled only through scientific solution but rather through changing our anthropocentric beliefs and actions (Chen, 2016).

Fill and Mühlhäusler (2001) presents two approaches towards this vast field of ecolinguistics. The metaphorical Haugenian approach and the non-metaphorical Hallidayan approach. The Haugenian approach, also called the linguistic ecology, deals with language and environment focusing more on the language part i.e. language diversity and linguistic balance in the area. The Hallidayan approach, on the other hand, focuses on the impact of language use on the ecological environment i.e. environmental degradation. The Hallidayan tradition also analyses the language from the socio-political perspective (Adami, 2013). LeVasseur (2014) presented the third approach along with the above two approaches to ecolinguistics. It is based on Nettle and Romaine's (2002) work on the extinction and diversity of languages. As their work included biodiversity and linguistic diversity they coined the term 'biolinguistic diversity' to represent the correlation.

Halliday (2001) formulated a sub-branch of ecolinguistics in AILA conference called Ecocritical Discourse Analysis. This tool of analysis brings forwards the deeply embedded ideologies and power structures within the basic lexicogrammar of the English language. It criticises for example the use of passive tense and nominalization towards the

natural beings which diminishes agency and thingifies nature. While identifying the scope of Ecocritical Discourse Analysis, Alexander and Stibbe (2014) stated that it is not only restricted to the discourse that deals with environmental or ecological concerns rather it focuses on discourses that have an impact, either beneficial or destructive, on the behavioural responses of people towards the environment. This should not be confused with ‘discourse analysis’ because the ecological analysis of discourse is built upon a specific ecological framework working in the background as an ecosophy of the study (Alexander & Stibbe, 2014).

Ecolinguistics is not the only field of study using ecology as a basis of its concept. With the ecological crisis getting worse, major fields of studies have shifted towards the Eco perspectives. Some of the fields include anthropo-geography, cultural ecology, urban ecology, ecosemiotics, ecocriticism, eco-architecture, which are some to mention. Some of the important works in ecolinguistics include Fill and Mühlhäusler’s (2001) analyses of ecological discourses. This is significant as it identifies the role of language in constructing the perspective towards environmental issues. Schleppegrell (1996) analyses the role of lexical choices such as agency or nominalization in placing responsibility for ecological degradation. Heuberger (2007) studied English and German languages for their anthropocentric features and thus impacting the behavioural responses. Schultz (1992) work on privileged terms for nature exploitation and her suggestion for replacing these with the provided eco-friendly terminologies are some of the many important works to mention.

2.3 Language Use and Perceptual Abilities

Discourses are constructed using a variety of semiotic and linguistic features that come together to make a meaningful extract. These discourses along with the linguistic and semiotic features then construct the realities for the human reader through which they understand the world around them (Alexander & Stibbe, 2014). As stated by Lakoff (2008) “Language does not merely express identity: it can change identity” (p. 231). In ecolinguistics we analyse the discourses through their linguistic features to provide answers for the destructive behaviour leading to the current ecological crisis. According to Stibbe (2015), there are three main types of discourses that are analysed by ecolinguistics. These are (1) Destructive discourses: that encourage people towards ecologically harmful behaviour such as discourses of advertisement and unsustainable

development. (2) Beneficial discourse: they are constructed to mitigate ecologically destructive behaviour. They are critically analysed as these discourses at times carry the political views or over assumptions towards the destructive discourses. (3) Ambivalent discourses: are in the middle of the destructive and constructive discourses constructed to provide a new model towards ecological construction. The ambivalent discourses are analysed from a positive discourse analysis perspective that highlights the positive aspects of the discourse while resisting the negative one at the same time (Stibbe, 2005). Stibbe (2017) states that positive discourse analysis is the need of the current crisis. While CDA critical discourse analysis only analyses the discourses to highlight the negative aspects or the negativity towards the environment, positive discourse analysis provides a solution in the form of ‘the search for new stories to live by’ (Stibbe, 2017, p. 170). Stibbe (2012) provides a list of the destructive discourses which have been recognized for their negative impact on the ecological makeup. These include discourses of advertisement, masculinity, intensive agriculture, development, progress, neoclassical economics, and consumerism, etc. Thus ecolinguistics critiques the stories that lead to inspiring the unsustainable development and ecological devastation while working towards finding new stories that help in reversing these processes. The prosperity, progress and growth story have constructed a set of ideas that identifies the upward movement with optimistic terms and downward with detrimental terminologies. These directions are also plotted with certain elements i.e. forwards with economic growth and prosperity while backward with natural ways of life (Stibbe, 2015). Mühlhäusler (2003) also warns of the grammatical features that have stimulated the use of linguistic habits contributing towards ecologically destructive behaviour. The ‘linguistics’ part in ecolinguistics provides such an analysis of the grammatical features of the discourses that construct our worldviews either in a positive or negative manner (Alexander & Stibbe, 2014).

LeVasseur (2014) conducted a study to find an answer to the question of whether the focus should be on “language use” as any language can have its destructive/beneficial applications. He concluded that the focus should be on “language use” in identifying the interaction of humans and nature to an extent that it should be made an operative method for the field of ecolinguistics. Finke (2014) regards grammar as an “in-built steering-system of language” (p. 80). Grammar when regarded from an ecological viewpoint cannot only be considered as a ‘System of rules’ but a means for implementing human

behaviours either in constructive or destructive manner i.e. sustainable or unsustainable systems (Finke, 2014). This viewpoint is comparable to Chomsky's creativity thesis but with a single difference that Chomsky also includes the environment, the language is spoken in, towards building the perspective of the grammarian (Finke, 2014). Abram (1996) claims that our animate reconciliation to the earth is let down by our increasing contact with our own signs (language), which makes us so unaware of the presence of other life forms on the earth, that our present lifestyles and activities contribute to the regular destruction of the entire ecosystem. Halliday (2001) supports the view that the language used in our premises influences our belief system. According to him "language construes the world". Language carries the qualities of anthropocentrism (human-centred) to the extent that a language is not only constructed to represent the world from a human's viewpoint but also with a perspective of its usefulness to humans. This can be observed in the work of Mühlhäusler (1983) where he states that our language does not have words to represent the plants that are not useful for us but are still contributing to nature's balance for example a positive weed. To detect this anthropocentrism, Stibbe (2003) conducted a study on intensive farming to identify the use of linguistic distancing techniques in industry handbooks that enables the farmers to continue with their destructive behaviour towards the farm animals. For example representation of pigs as machines, cows as milk and meat producer i.e. the animals are regarded by the function they carry in the industry rather than representing them as distinct animal beings. Halliday (2001), in the conference where the field of ecolinguistics first emerged, set off the field not with the analysis of an environmental discourse but rather with the analysis of the characteristics of grammar. He stated four aspects that are to be minimized in our daily use to compress further ecological damage. These are (1) use of mass nouns such as air, water, etc. that represents entities as in unlimited supply thus leading to their overconsumption. (2) The construction of the ideology of 'bigger is better' in the antonymic pairs regards it as a positive structure. (3) The construction of language keeping in view the human benefits i.e. anthropocentric nature of language. (4) The difference in pronouns for humans, animals, and plants divide the beings into conscious (human) and non-conscious (plants and animals) (Halliday, 2001, p. 194).

2.4 Anthropocentrism in the English Language

We are facing a considerable hypocognition (lack of ideas) towards the environment as we lack frames to demonstrate the true reality of the situation (Lakoff,

2010). Lakoff (2010) in an attempt to define this hypocognition, give an example of the environment frame. The environment frame views humans as separate entities from itself i.e. environment as something around us not including the human in it (Lakoff, 2010). The environmental discourses developed towards the protection of nature are produced from the perspective of 'Human rights' rather than from 'Nature rights'. The reason being the unecological ideologies or viewpoints are embedded so deeply in the structure of the English language that we are unaware of its impact on our cultural and legal approaches to environmental protection discourses (Adami, 2013). The anthropocentrism in the English language can be viewed through its features of erasing the agency. This is done through nominalizations and passive or ergative constructions. For example, when we speak of 'air pollution' the term does not refer to the agent causing the action, it only focuses on the process i.e. representing it as a separate entity from the agent. Adami (2013) states that sentences representing the ecological issues are stated in passive or ergative constructions as the environment is being destroyed. This representation of sentences makes the problem appear to be self-caused without any human intervention thus deleting the agency and consequently erasing responsibility (Adami, 2013). The third category through which agency can be erased is generic and indeterminate actors. Such as 'we' or 'they' which identifies the agents as unspecific, anonymous individuals rather than a specific, recognisable agent to whom the responsibility can be awarded (Adami, 2013). Fill (2005) identifies four such types of inaccuracies in language use that leads to the unecological construction of language. These are (1) Utility naming: refers to the technique or act of naming from the perspective of its usefulness to humans. (2) Distancing: defined as using different words for defining the same thing in an attempt to distance humans from other beings linguistically (Adami, 2013). (3) Objectivization: Naming the parts of animals according to their function and the act of hunting with different technical terminologies to euphemise their killing and regarding them inanimate objects. (4) Euphemism: it is regarded as the use of language in a manner that downplays the destructive activities towards the environment. It is the use of terminologies with pleasant associations to identify the unpleasant activities so as the language does not promote critical ecological thinking (Adami, 2013, p. 350).

Stibbe (2015) suggests a solution to this vacuum of anthropocentrism in the English language with a change of paradigm. He states that instead of changing the language to make it more ecologically beneficial, we can use the same language with all

its flaws but with different stories to tell about the world. Thus shifting the question from “How can we change the language itself?” to “How can we use the linguistic features of the language to convey new stories to live by?” (Stibbe, 2015, p. 185). Alexander and Stibbe (2014) states that instead of changing the English language it is far easier to stop using the unecological terms and replace them with ecologically beneficial vocabulary. They give an example of the ‘growth’ frame being replaced by the ‘wellbeing’ frame (Alexander & Stibbe, 2014). The identification of the anthropocentric features in English language is important for the communities working towards environmental protection in order for them to construct their narratives keeping in view the implications of language use. This will help the international communities in building the movements from ‘nature rights’ perspectives rather than only from ‘human rights’ perspective.

Critical analysis of the ecologically beneficial discourses has been studied to provide a way towards building norms based on these constructive practices. Stibbe (2012) while analysing the writings in the industry handbooks towards fish farming states that the fish in these handbooks are represented in a manner that refuse to provide them their basic value/worth. This depiction is contrasted with Rachel Carson’s (1963) work that taps the inner motivation of people to stand up against inhumane activities towards animal beings. Stibbe (2012) gives an example of Carson’s (1963) writing as ‘Dead and dying fish, including many young salmon, were found along the banks of the stream...All the life of the stream was stilled’ (Carson, 1963, p. 122). Carson (1963) gives an agency and worth to the fish by using adjectives as ‘young’ and by not generalizing the fish into a group of inanimate beings. With the development of the economic industries and its impact on the ecological degradation, the language is observed to lag in terms of the linguistic resources to represent these developments and their impact (Harré, Brockmeier, & Mühlhäusler, 1999). Harré et al. (1999) defines this drop back in terms of referential adequacy (p. 31), systematic adequacy (p. 34), social adequacy (p. 35), semantic vagueness (p. 29), semantic underdifferentiation (p. 29), and misleading encoding (p. 29). The world a few years back was not aware of the term ‘population’ and its impact so the language too did not carry any influential terminologies to identify with it. This identification was observed for the first time in the 1960s mainly through the work of Carson (1963). Since then the identification has taken different meanings or representations, some beneficial while others are destructive, towards the ecological

makeup (Mühlhäusler, 1983). This lag behind in language development generates complications for narrative builders towards environmental issues.

2.5 Ecological Crisis and Sustainability

The concept of sustainable development was first introduced in 1987 at the Brundtland Report of the World Commission on Environment and Development (WCED), defining its main purpose as ‘the needs of the present without compromising the ability of future generations to meet their needs’ (WCED, 1987, p. 43). While development is defined as a structural change in the quality of lifestyle towards an improved form (Morris & Adelman, 1988), Sustainable development extends this definition to include the intra-generational and inter-generational equity towards the use of natural resources (Nambiar, 2014). It was developed as the basic need of the current civilization due to rising environmental problems (ecological devastations) and socio-economic issues (poverty, food shortage) (Hopwood, Mellor & O’Brien, 2005). Since then the notion has been adopted in various fields and economies to develop their mainstream decision-making according to it (IGRET, 2020). According to the Corpus of Contemporary American English (COCA) the terms Sustainability/Sustainable Development has observed a rapid growth in its usage during the 21st century. Sustainability and sustainable development, although distinct terms with different interpretations, can be used interchangeably. As sustainability is the final product or goal while sustainable development is a pathway towards reaching this goal (Janoušková, Hák, Nečas & Moldan, 2019). The concept of sustainability or sustainable development has been adopted by major world organizations, like the United Nations and World Trade Organization, but there is still a misperception that sustainability rather serves wishful thinking (Guerra & Schmidt, 2016). The model of sustainable development is assumed to deal specifically with environment but in actual terms, it studies three main dimensions, also called ‘triple bottom line’, these are environment, economy, and social aspects (Elkington, 1994). The International Centre for Local Environmental Initiatives (ICLEI, 1996) demonstrated this ‘triple bottom line’ with three overlapping circles which represented economy, society and environment respectively. Sustainable development lied in the three-fold centre covering areas from each of the three circles. This definition of sustainable development continues to be used till this day with minor changes in their demonstration (Connelly, 2007). Quental, Lourenço and da Silva (2011) conducted a study to identify the main principle of sustainability. They concluded with four main

principles as (1) the limits principle: human economy should be limited to ensure the limited use and construction of healthy natural resources. (2) The means and ends principle: Economic growth should not be regarded as the main purpose or ends towards a human life rather should be just seen as a mean to achieve human wellbeing and prosperity. (3) The needs principle: Each human and every system have their own specific needs which should be approached independently rather than in accumulated terms. (4) The complexity principle: Every system has its own complex functionalities such as multiple stable equilibria and non-linear behaviour which when pushed to their edge might even collapse (Quental et al., 2011, p. 262).

Researches are still looking to answer the frequently asked question of ‘what to sustain? or what to do to achieve this sustainability?’. Redclift (2006) states that the answer lies in restraining the rate of production/consumption. The world is divided into two major extremes of developing and developed countries based on the three stakes of sustainable development i.e. ecology, economy and society (Bukhari, Said & Nor, 2020). In the developed countries each stake is seen as an essential contributor and thus treated with equal emphasis while in the developing countries this balance is impaired due to lack of resources, awareness and poor governmental actions (Bukhari, Said & Nor, 2020). If the underdeveloped or developing countries continue to display increased rates of economic growth, as they have in the past decades, the wages of people will increase leading to higher demands and consumption rates (Redclift, 2006). ‘Sustainability Literacy’ is thus the need of the current crisis towards exploitation of natural resources. Sustainability literacy is defined in general and easy to understand terms at the Forum (2004) through three main points: (1) understand the current need and importance of acting in sustainable terms not just as a system but as an individual being. (2) Acquire knowledge that helps in determining the future circumstances of our daily actions and transform our activities towards sustainable development. (3) Be open in recognizing the actions of people towards sustainable development and gratifying them for it (Forum, 2004). Sustainability literacy provides a critical awareness of the ‘language of advertisement or economics’ and ‘language of environmentalism’ making us aware of their implication towards ecological means and understanding the hidden messages behind their ‘language use’ (Stibbe, 2008).

How can ecolinguistics contribute to bringing about this sustainability through language use? This is a question faced by several linguists in the applied linguistics field (LeVasseur, 2014). However, as of yet, there are no prominent contributions of the field of linguistics towards sustainable development (Sundsbo et al., 2015). Despite several studies conducted in ecolinguistics towards sustainable development (e.g. Alexander, 2002), there is a need for a shift of focus for linguistics dealing with ‘Language sustainability’ towards a more holistic ‘Language for sustainability’ approach (Goshlyk, 2017). One such study that deals with both these perspectives is that of Fill and Penz (2007) ‘Sustaining Language’. The study is conducted with two main approaches (1) ‘Sustaining language’ i.e. maintaining the linguistic diversity on a global scale (2) ‘Language which is life sustaining’ i.e. analysing the role played by language in diverting people towards ecologically constructive practices (Fill & Penz, 2007). The question of the role of language in bringing about sustainable development can only be answered if we know of the role it plays in the destruction of the ecology. Studies conducted in the field of ecolinguistics have come up with these language related factors towards ecological destruction: abstraction, the role of grammar in simplifying the causal agents, reification in grammar, discourses such as those dealing with neoliberalism, consumerism, development, progress, and ecological discourses that represent partial reality (Stibbe, 2012).

The UN Decade of Education for Sustainable Development (DESD) calls for the education community to take an action and develop their system in such a way that every part of the education systems help in developing consensus towards making the earth liveable for future generations. Sterling (2010) states that three levels of responses i.e. personal, organisational, and social are required towards sustainable development at three distinct areas of awareness and knowledge. These are “(1) perception (or the affective dimension), (2) conception (or the cognitive dimension) and (3) practice (or the intentional dimension)” (Sterling, 2010, p. 217). Communication and language use plays an important role in dispensing sustainable development policies (Guttman, 2000). As Gallagher (2019) asserts that we consider accomplishing sustainability in developing countries to be an easy task. However, this is not the case, due to the wrong communication of the term Sustainable development as “an abstraction, hard to believe, telling an unconvincing and poorly credible story” (IGRET, 2020, p. 5). This can only be changed by communicating the real meaning and identification of sustainability through

sustainable knowledge and the use of a newly developed education system towards ecological restoration.

2.6 Controversies around Sustainability

The concept of sustainable development has evolved to represent rather different perspectives from its original conceptualisation. Herman Daly identified the term sustainable development as an ‘oxymoron’. This is because sustainable development had been analysed and studied by several disciplines, each giving their own interpretation of both development and sustainability. Now as sustainable development has come of age in the new technologically, materialistically, and consciously developed age, there is a need of change of paradigm from the adolescence conceptualisation towards a new environmentally focused perspective (Redclift, 2006).

When analysing discourses about sustainable development it is observed that economic growth, i.e. the bigger the better, is the main focus instead of the real focus of sustainability agenda, i.e. limit the growth (Stibbe, 2015). Sustainability and its usage should be restricted towards ecological means, disseminating the concept to include economy and society complicates the original noble cause of the concept (Károlyi, 2011). Many corporations use the concept of sustainability towards masking their unsustainable practices. The corporations publish their activities in the form of annual reports or annual sustainability reports which identifies the policies implemented and action taken towards building a corporate identity (Gong, 2019). Greenwashing represents the policies implemented by the corporation rather than their achievement towards environmental performance. Houghton and Hunter (1994) put forward the case of weak and strong sustainability. Weak sustainability interprets the exploitation and lack of resources as normal, something that can be replaced with human intervention through technological use (Daly & Cobb, 1989). Strong sustainability, on the other hand, criticises this viewpoint by advocating for the non-human species, natural resources, and biodiversity as they have the rights and values in themselves (Naess, 1989). This debate, however, is only restricted towards the environmental aspects of sustainable development without including the economic and social consequences (Hopwood et al., 2005). Lewis (2000) identifies the critiques on sustainable development based on the north and south perspective or first and the third world perspective. He states that the concept is adopted by international organizations to increase the present inequality among the societies,

communities, and nations (Lewis, 2000, p. 247). This idea is backed by Edwards (1998) who argues that environmentalists and their ideas, no matter how precise, are strained by institutionalized hindrances in communicating to the public due to the threat they might cause to the economic or business interests.

2.7 United Nations Policy towards Sustainable Development

The UN Conference on Environment and Development, also known as the Earth Summit, was held in 1992 and was chaired by leaders from 154 nations ([Acquafredda, 2009](#)). The international community held hands to come with a treaty that addressed the pressing problems of global warming, climate change, and development, etc. The policy or framework devised as a result was known as Agenda 21. The responsibility was awarded to the developed nations for pursuing sustainable development holistically (Rio Declaration on Environment and Development, 2006, Principle 7). Agenda 21 was built with two prior main postulations; these were (1) the present ecological crisis was considered to be due to the incongruities of the governmental and scientific policies towards dealing with the circumstances of their actions. (2) The developed and the developing countries both need to agree on not making their future economic development detrimental to the environment (Redclift, 2006). The World Summit on Sustainable Development held in 2002 was conducted as a follow-up on the assurances of Agenda 21.

The United Nations although has released several documents and held various important conferences on sustainable development, none the less the approach behind these conferences and documents have been human-centred rather than environmental perspective (Adami, 2013, p. 337). This anthropocentric perspective can be clearly observed in the Stockholm Declaration on the Human Environment proposed in 1972. The first principle of the declaration stated that “Man has the fundamental right to freedom, equality, and adequate conditions of life, in an environment of a quality that permits a life of dignity and well-being, and he bears a solemn responsibility to protect and improve the environment for present and future generations.” (United Nations, 1973, p. 4, Principle 1.). The same approach of human rights can be observed in the conference’s proceeding after it such as in the Brundtland Report published in 1987, also in the Earth Summit of 1992 which stated that “Human beings are at the centre of concerns for sustainable development” (Doyle, 1998, p. 771). The global prominence of

the Rio Earth Summit was due to the establishment of an action plan called Agenda 21 for endorsing sustainable development locally and globally. The report was again approached from the same human rights perspective in comparing the environmental issues with economic concerns and the language used for presenting these was again an economic language (Adami, 2013). This conference was preceded by the World Summit held in 2002 also called Rio+20. Thus a common observation towards the language used and approach designated by the United Nations is that of an anthropocentric, human-centred, stating environment as an inanimate, passive entity. However, the linguistic community addressing this anthropocentrism in the UN conferences still believes that the two distinct entities, development and environment, which are brought together at the World Summit is an effective strategy. As both these entities belong to the same global trends and work towards the same obligation. According to them, without treating these two entities together, advancement in one field might destabilize the other (Melamed, Scott, & Mitchell, 2012).

2.8 Framing Analysis of Eco-sensitivities

Frames are the mental constructions that help people in understanding the meaning of a word used (Lakoff, 2006). It is initiated by some trigger words that help in bending people's perspectives in a certain direction (Stibbe, 2015, p. 47). Words are not frames but the reaction or images that these words evoke in the minds of listeners are termed as frames. If a listener is hearing the word for the first time, then it is the responsibility of the speaker to present it in a manner that builds the right frames in their perception (Lakoff, 2010). Daniel Kahneman and Amos Tversky's (2013) Nobel Prize-winning research states that "perception is reference dependant" or in other words framing dependent. A message will have a different effect depending on the framing terminology or the visual context of the message. Frames can be identified when they are compared with narratives from the same category. Without comparing, the word choices might appear 'natural' and without any intrinsic motive behind their use (Entman, 1991).

A narrative can be constructed from different viewpoints based on the frames used. Thus, the technique of framing is adopted by politicians in their campaigns to incline the voters' towards them by highlighting only those points in their policies that can implement a change in voters' beliefs (Jacoby, 2000, p. 751). Framing analysis is important as it helps the critics to identify the hidden messages and motives behind the

structure of the discourse and its impact concerning “agency, public opinion, policy, and democracy” (Foust & O’Shannon Murphy, 2009, p. 153). A frame does not evoke a single role in cognition rather it involves the relationship among the agents and their relations to other relevant frames (Lakoff, 2010, p. 71). For example, a teacher frame would evoke an image of a teacher standing in a classroom in relation to the students’ frame and playing his/her role of teaching. Frames focus on some aspects of information i.e. making them salient while reducing the agency of others (Entman, 1993). Salience is defined as elaborating or highlighting the part of information so that it is perceived by the audience and deposited in their memories (Stibbe, 2015). Thus frames make a part of an information salient so that the audience adjusts their perceptions towards it. The question most often asked is then whose frame or which frame is dominant and therefore activated in cognition. The present research provides an answer to this question by analysing the techniques of framing by the newspapers towards the UN conferences on sustainable development.

The process of framing is regarded as a fractured paradigm due to its interdisciplinary nature and affinities with disciplines such as artificial intelligence, sociology, linguistics, cognitive science, etc. (Entman, 1993). Regardless of its presence as an interdisciplinary idea in the field of social sciences and humanities, there is no general statement on a framing theory stating how frames become part of a text and in turn influence our thinking (Entman, 1993). In ecolinguistics, framing has been studied by analysing biodiversity issues, conservation, climate change, development, etc. (Stibbe, 2015). In communication, frames are defined in terms of the actions they carry in a communication activity (Entman, 1993, p. 52). According to Entman (1993), frames could be found on four main locations in a communication process. These are (1) Communicators: they decide what to say through frames based on their own framing judgments. (2) Text: these are a cluster of frames including images, metaphors, stereotypes, and stock phrases, etc. that might construct a new or reinforce an old frame. (3) Receiver: the frame observed or constructed by the receiver might not always be similar to the one presented to him/her in the text or through a communicator. (4) Culture: a culture is usually understood as a group of commonly induced frames or rather the thinking of the group constitutes a similar set of frames (Entman, 1993, p. 52). The frames in communication (or speakers’ language) and frames in cognition (or thought or mind) are similar as they both are based on the emphasis an entity is given in the process

of framing with the distinction that the frames in thought are impacted by the frames in communication (Druckman, 2001). These two categories of frames are studied by Kinder and Sanders (1990) as ‘frames embedded in political discourse’ and ‘frames as internal structures of the mind’ respectively (Kinder & Sanders, 1990, p. 74).

2.9 Frames in News Discourse

Frames in communication are important to analyze as they affect the behavior and further implementation of attitudes towards the matter. Frames in news discourse can be found in the use of “keywords, metaphors, concepts, symbols and visual images emphasized in a news narrative” (Entman, 1991, p. 7). The process by which the effect of the elite communicator (e.g., politicians, media outlets, and interest groups) frames are analyzed on the local communities of people is known as framing effect (Chong & Druckman, 2007). This can be observed in the study conducted by Nelson and Oxley (1999) where participants were presented with a situation of building a hotel and convention complex in an area. One group of participants were presented with the idea from an economic perspective i.e. the impact of the construction on the development and wellbeing of the community. The other group was presented with the idea from an environmental perspective i.e. the impact it will have on the surrounding natural beings and atmosphere. The result was that the participants presented with the economic frame favored the idea and were likely to vote for its construction than the participants presented with the environmental frame. Thus frames were the major contributors towards changing the voter’s perspective and affecting their final decisions (Nelson & Oxley, 1999). This is also observed in the famous noble-prize winning experiment of Kahneman and Tversky (2013) called the Asian disease experiment. The participants while presented with the same situation but with different interpretations tended towards risk-averse in the case of survival format and risk-seeking in the case of morality format (Druckman, 2001). The framing effect is perceived from two different approaches, each arguing for its precision. One approach towards the mechanism of framing is the accessibility-driven process (Cappella & Jamieson, 1997; Iyengar, 1991). This model states that framing influences the cognitive associations of the frames with the present information thus helping in the accessibility of the frames. The second approach by Nelson, Clawson and Oxley (1997), which disregards this and states that framing works by guiding people towards the associations that are important and those that carry less value (Brewer, Graf & Willnat, 2003, p. 496). The news reports are framed in a manner to provoke the necessary

reactions from the readers and help in constructing the policies of political and economic sectors, who are the primary benefactors of the news frame in the first place (Entman, 1991). This makes the process of news frame a cyclic process of news reports affecting the political/economic sector and vice versa.

The studies conducted on the process and implications of framing are divided into two broad categories, (1) Media frames: which investigates the process and language by which the issues are presented to the audience. (2) Audience frame: which studies the attitude of people, their perception, and the implication towards the media frames (De Vreese, Peter & Semetko, 2001, p. 107). De Vreese et al. (2001) provide a further categorisation of news frames into two groups i.e. issue-specific news frames and generic news frames. Issue-specific news frame as the name suggests is concerned with a single problem and analyses it in great detail from all perspectives. The only problem with this technique is that due to its specificity the outcomes become difficult to generalize towards a single theory or hypothesis. Generic news frames, on the other hand, have a general perspective towards the news covering in it all the issues from a periodic manner or a global angle towards the issues (De Vreese et al., 2001). The approach of generic news frames is important in climate change and environmental issues as it provides a global perspective towards the analyses of the eco-sensitive discourse. The global perspective helps in highlighting the differences in these discourses that provide an answer for the diverse interpretation and behavioural responses towards these issues (Dirikx & Gelders, 2010). Semetko and Valkenburg (2000) while using the generic news frames for the analyses of news coverage concluded with five recurring frames: the responsibility, conflict, (economic) consequences, human interest, and morality frames.

Frames in news are important as it not only selects the important issues that need to be brought to the focus of readers i.e. sets the agenda, but also helps the readers in constructing their own frames for defining the problems, and assessing the right solutions for it (Entman, 1993). It cannot be established from Entman's conclusion that frames will be interpreted the way they are constructed by the discourse but frames rather help in constructing a number of decoding (Greenberg & Knight, 2004, p. 157). Media theory provides a solution to the distinction between construction and interpretation of frames. According to the media theory, the message or frame has an impact on the viewer/readers only if the story resonates with the reader's or viewer's cognitions. This process is known

as an applicability effect (Janoušková, Hák, Nečas, & Moldan, 2019, p. 4). The applicability effect has been analysed in the present research by studying the news narratives from the two different contexts (Pakistan & US) constructing the same story or issue (UN sustainable development) in different manners according to the socio-cultural context of the newspaper.

2.10 From Development to Sustainable Development

Identifying the framing of sustainable development, over the years, is significant as it has changed from being a regional northern perspective towards a global model (Barkemeyer, Figge & Holt, 2013). The Development frame is traced back to the 1940s by Manji and O’Coill (2002). This frame was first used by the NGOs when the African countries were accepting their independence from colonialism. The concept of underdeveloped was used for these countries in place of ‘uncivilized’ as of its pejorative nature (Stibbe, 2015). Thus the development frame came about as a Destructive frame to the environment, placing a goal for the African countries to develop by increasing their economy and consumption rates without any change in the consumption of developed countries (Stibbe, 2015). Thus the development frame was criticised for carrying the values of economic growth and leading to the destruction of ecological entities. The development frame was then modified to an ‘Equitable Development’ frame (Stibbe, 2015). The modification in a frame occurs when the frame does not cope with the present circumstances of the situation it represents. This frame modification of ‘Development’ to ‘Equitable Development’ did not last for a long time as the term still carried its original meaning and led to resource depletion (Stibbe, 2015, p. 58). Thus Sustainable Development frame was introduced by the Brundtland report (1987) after years of modification to the original Development frame. Brundtland report defined the frame as “Sustainable Development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987). The sustainable development frame was also criticised for its bias towards the northern ideas that are not familiar to the southern communities (Barkemeyer et al., 2013). The World Bank introduced the concept of ‘inclusive green growth’ as the process by which one can attain ‘sustainable development’ (Stibbe, 2015, p. 58). The World Bank’s definition states ‘inclusive green growth’ to be ‘the only way’ thus ruling out the ‘sustainable development’ frame in the process. Stibbe (2015) regards this technique as ‘frame displacement’ where a new frame occupies the position of the original frame

without displacing it completely (p. 59). Another change in the framing of sustainable development can be observed in the document ‘UK government’s mainstreaming sustainable development’ (UK Govt, 2011). In this document, the sustainable development frame is later modified to a ‘sustainable growth’ frame. This brings a major modification in the semantic structure of the term sustainable development. As ‘sustainable development’ deals with bringing out the poor nation from poverty keeping in view its influence on the environmental aspects. Sustainable growth highlighted the importance of economic growth of the already developed nations without focusing on its impact on the natural resources (Stibbe, 2015, p. 59).

The ‘sustainable development’ frame thus shifted from an ecologically beneficial frame to ‘sustainable growth’ which carries ecologically destructive undertones. This process of change is considered as frame changing (Stibbe, 2015). Although the frame received frequent criticism for misinterpretation and providing false hope but Stibbe (2015) states that the Sustainable Development frame still “prioritises the altruistic goal of helping the poor, and brings in the concepts of environmental limits” (Stibbe, 2015, p. 58). There has been attempts to change the sustainable development frame altogether as the word ‘development’ still carries economic growth associations. One such attempt is by David Selby (2008) who gives an alternative of a ‘sustainable contraction’ omitting the economic development aspect by contracting the growth, still protecting the livelihood and consumption of natural resources. Frame changing, thus, helps in critically analysing the frames and observing the change, if any, towards an extrinsic direction (Stibbe, 2015).

2.11 Sustainability and Media Coverage

Media plays an important role in setting agenda for the public through its two major functionalities (1) the most general function is the transmission of information and knowledge to the public (2) as a result shaping public opinion towards an issue (Barkemeyer, Figge, Holt & Hahn, 2009). The media’s role is substantial in the coverage of issues that are not provoked by the general public daily such as climate change issue or sustainability issues. The framing of important local issues in the news is influenced by various factors including some as the force of hegemonic ideologies, the values of a profit-driven media, and the professional practices and codes of journalism, etc. (Iyengar, 1991). The role of media as an influencer of public opinion is also affected by a number

of variables including some as the founders/owners political beliefs, the target audience of the newspaper/media, the role of newspaper in the societal context (Barkemeyer et al., 2009). Media coverage has always been influenced by the forces supporting them financially through bringing forward their agendas towards political and economic systems. They speak in terms of the rules and regulations appointed by the government and financial supporters thus making a biased coverage towards the issues (Cottle, 2000; Allan, 2004). This influence of the economic system, fuel lobby, and other business interests on the media houses result in lowering the coverage of climate change and sustainability as it harms their ecologically destructive activities (Boykoff and Boykoff, 2004; Boykoff and Boykoff, 2007). These ecologically related issues of climate change and sustainability only becomes a part of the news when it is event-oriented or can be covered as a major news event (Hansen, 2010). Media coverage of issues are also depended on the social, political, and ideological context of the journalist's beliefs that are transmitted to the readers through the news coverage. As stated by Hilgartner and Bosk (1988), media holds all the "cultural preoccupations" of its societal context. The ecological issues that are close to the social and cultural norms or that influence societal context get more attention over the issues that are important on a global level (Gamson & Modigliani, 1989). The media coverage of climate change or sustainability gets more attention in a socio-cultural context that views "nature as something to be protected" rather than in a socio-cultural context that views "nature as an object of control and exploitation" (Anderson, 2009, p. 10). Sharif and Medvecky (2018) states that these eco-related issues only become prominent in news coverage "when it has all or some of the news-values that determine the selection criteria of journalists and news editors working for different news media organizations" (p. 3).

Sustainability related media coverage has not been a consistent subject rather it has displayed a great variety of ups and downs in its coverage over time. These ups and downs are considered to be the result of new political policies, business interest or change in regulatory functions (Global Reporting Initiative, 2002). This could be explained through Downs's issue-attention cycle and its five main steps: (1) the pre-problem stage (2) alarmed discovery and euphoric enthusiasm (3) realizing the cost of significant progress (4) gradual decline of intense public interest (5) the post-problem stage (Downs, 1972). The coverage of sustainability had been of an incremental level since the 1990s due to a number of major ecological conferences/seminars but the coverage again

dropped to its original state soon after the events ended (Barkemeyer et al., 2009). Moreover, the sustainability-related issues had been prioritised differently in different countries depending on the socio-economic development of the country (Barkemeyer et al., 2013). The developing countries with low HDI and GDP per capita rates will focus on issues of child labour and food scarcity relating to sustainability while the developed countries with high rates of HDI and GDP per capital will focus on the depletion of natural resources or air pollution etc. as a major sustainability threat (Inglehart & Baker, 2000; Barkemeyer et al., 2013).

The ‘importance judgement’ in the framework of Entman (1991) provides an answer through the agenda setting hypothesis. The basis functionality of agenda setting hypothesis is that the newspapers “may not be successful much of the time in telling people what to think, but [they are] stunningly successful in telling its readers what to think about” (Cohen, 1963, p. 13). Agenda setting research deals with the prominence or volume of coverage an issue is rewarded thus making the issue salient for the readers due to its frequency (Barkemeyer & Holt, 2012). Importance judgement also analyses the issue through its sizing or word count that depicts the relative salience of the story in the newspaper context (Entman, 1991). Boykoff (2007) critiques the simplicity of the agenda setting hypotheses and states that it ignores the contribution of certain factors towards controlling the end result.

2.12 Relevant Studies on Newspaper Coverage in Pakistan

Newspapers or print-media in Pakistan is composed of 279 publications on a monthly scale or monthlies, 252 daily, and 139 on a weekly basis or weeklies (Ricchiardi, 2012). Print media is considered to provide quality information that penetrates well and impacts behavioural responses. However, this impact is reduced in Pakistan due to a low literacy rate of about 44% (Mezzera & Sial, 2010). Thus accounting for the change in television viewership of about 83 million and newspaper circulations of around 3 million (Mezzera & Sial, 2010). This change between the two media houses can also be attributed to the low circulation rate of the newspapers in the country. As indicated by the centre of Media and Communication studies, the rate of newspaper circulation has reduced to about 40 percent from 2000 to 2009 with no definite response or effort from the government to combat it (Mezzera & Sial, 2010).

Print media coverage of environmental issues in Pakistan is conducted on an everyday basis and the newspapers have a fixed portion attributed to these issues. The journalists covering these environmental issues have no specific background or education towards environmental studies (Yousaf, Huma & Ali, 2013). This is regarded to be as a result of trivial interest in environmental concerns, low budget for journalists working on these issues, shortage of reliable sources to collect data on environmental issues and low space for coverage mostly at the end of the newspaper (Yousaf et al., 2013).

2.13 Focus of the Present Study

These are some of the works done on sustainability discourse or eco-sensitive discourse. The present study differs from earlier studies in a way that this study focuses on the UN Earth Summit and the respective World Summit Rio+10 and the UN conference Rio+20 as eco-sensitive discourses in comparative coverage analysis. The comparison is conducted between the US and Pakistan as the US being the first world or expert in the field of making ecological policies and a norm provider for developing nations, while Pakistan is a developing country with the least media attention to the issues of ecological importance. This specific aspect of the analysis of eco-sensitivities in sustainability discourse has not been analysed yet. The study thus adds to the literature on sustainable development as a comparative coverage analysis of two distinct media houses (Pakistani and the US) impacted by the socio-cultural background of the journalists.

CHAPTER 3

RESEARCH METHODOLOGY

The chapter introduces the approaches used towards the critical analyses of the data including the various techniques used and the methods adopted. The chapter also provides a brief introduction to the data sample and the framework applied for its analysis.

3.1 Type of Research

This research will follow a qualitative analysis technique for determining the different framing strategies used by media discourses. A qualitative analysis strategy is employed for developing a deeper understanding of the narrative. Qualitative analysis is determined by the subjective insights and interpretation of the available data. Thus, it is dependent on the researcher's understanding and subjective positionality.

3.2 Research Design

The research design for the study is based on descriptive and comparative approaches. As the type of study is qualitative, the descriptive approach used will best define the framing strategies adopted by the newspapers. As it is already constituted that newspapers often follow unsustainable framing categories towards the representation of sustainability-related topics, the descriptive approach is best suitable as it answers the 'how' and 'what' parts of the problem rather than the 'why'. It will also help analyse the ideologies behind developing those frames in detail through the descriptive design. The research studies the framing approach of two different contexts (Pakistan, America); thus, the comparative paradigm is adopted to highlight the differences between the two contexts. The salience and framing strategies have been mainly studied through rigorous textual analysis following the framework employed for the purpose. The study involves only a single aspect of quantitative study, i.e., the frequency or the number of time an aspect has been framed. Thus the study is mainly a descriptive and comparative study.

3.3 Sampling and Sampling Techniques

The sampling technique adopted for the study is known as purposive sampling or purposeful sampling. The data for the study includes the coverage of three UN conferences by the Pakistani and American newspapers. The purposive sampling technique is used to select the newspapers that include the maximum coverage on the UN

conferences, i.e. two months of newspapers in a period around the UN conference's holding. The two months of newspaper coverage around each conference's holding is selected as the newspapers often provide maximum coverage of events around the event's holding dates. The coverage decreases as time passes, with the newspapers provided with new events and stories to be covered.

3.4 Data Collection and Analysis

This research analyses the media coverage of the United Nations summit/conferences held for Sustainable Development on a global scale. The study deals with the framing analyses and journalistic norms in the coverage of the three UN summit/conferences. The data for the study is adopted from the Pakistani (The News & Dawn) and the US (The New York Times) newspapers on the coverage of UN summits/conferences. Initially, the data for American newspapers also included the Washington Post, but due to a lack of material available and limited resources, the Washington post was removed from the data sample. The news articles and editorials published in the selected newspapers on the UN summit/conferences will be analyzed for their linguistic manifestation of eco-sensitivities. The data is collected from *The News and Dawn* newspaper for the Pakistani context and *The New York Times* for the US context.

3.4.1 Newspapers from the Pakistani context. The newspapers analyzed for obtaining the journalistic norms of the Pakistani community are The News and Dawn. The rationale for selecting these newspapers is their positionality as the leading, elite-centric, liberal, and professional newspapers (Hayat & Juliana, 2016). The News is founded by the Jang group of newspapers established in 1942 by Mir Khalil-ur-Rahman. Jang group is currently the largest media group in the country associated with four TV channels and up to ten newspaper editions in Urdu and English languages (Mezzera & Sial, 2010). The Dawn newspaper is founded by the Pakistan Herald Publications also known as the Dawn Group. The Dawn group was founded by Muhammad Ali Jinnah in 1941. "The Dawn publications are probably those that have tried to interpret and follow more consistently the original vision of the man who is considered the founding father of the nation" (Mezzera & Sial, 2010, p. 16).

3.4.2 Newspaper from the American context. The newspapers for analysing American journalistic norms are The New York Times and The Washington Post. The rationale for selecting the New York Times is its position as presenting factual news without distortion, as described by the Forbes website (“10 JOURNALISM BRANDS,” n.d.). The New York Times was established in 1851 with a mission “to seek the truth and help people understand the world” (“HISTORY,” n.d.). The newspaper has 1700 journalists with 150 million monthly global readers and about 6.5 million total subscriptions (“COMPANY,” n.d.). According to Forbes, the New York Times is “arguably, the agenda-setting news organisation in America. It is a leader in business, politics and culture coverage” (“10 JOURNALISM BRANDS,” n.d., para. 9). The Washington Post was established in 1877 by the Democratic Party. Amazon.com currently holds the Post under the founder Jeff Bezos. According to Forbes, “the post is arguably the most forward-thinking right now in trying new digital strategies that have boosted readership” (“10 JOURNALISM BRANDS,” n.d., para. 10).

3.4.3 The UN Summit and Conferences. The UN summit/conferences selected for the coverage by the US and Pakistani newspapers are as follows.

- i. United Nations Conference on Environment and Development (UNCED), Earth summit, 1992.
- ii. World Summit on Sustainable Development (WSSD), Johannesburg Summit, 2002.
- iii. United Nations Conference on Sustainable Development, Rio+20, 2012.

(i) ***United Nations Conference on Environment and Development (UNCED), Earth summit, 1992.*** The Earth summit was held in Rio de Janeiro, Brazil from 3-4 June 1992. The Summit was attended by representatives from 179 countries including their politicians, diplomats, scientists, representatives of media, and non-governmental organizations (NGOs). The major purpose of the conference was to focus the attention of the world on the global issues of the environment, developed as a result of human ignorance and false socio-economic policies. It was stated by the UN website as “The primary objective of the Rio ‘Earth Summit’ was to produce a board agenda and a new blueprint for international action on environment and development issues that would help guide international cooperation and development policy in the twenty-first century” (“United Nations Conference”, para. 2). The earth summit concluded with a new program

‘Agenda 21’ calling for a change in our methods of Education to a change in policies for preserving resources and developing a sustainable economy. It was stated that these tasks could be easily attained by following the examples provided in the form of Agenda 21.

(ii) *World Summit on Sustainable Development (WSSD), Johannesburg Summit, 2002.* The world summit was held in Johannesburg, South Africa from 26 August till 4 September 2002. It was also called Rio+10, as it was conducted after ten years of the first summit in Rio 1992. It was attended by thousands of participants which included heads of states, politicians, national delegates, leaders from non-governmental organizations (NGOs), and businesses. Rio+10 was held to reaffirm and check on the implementation of Agenda 21 developed in 1992. The purpose of the summit was stated, as to present an overview of the actions taken on the first Rio summit. In this summit health was the area most prominently presented for the government to take action along with water, energy, agriculture, and, biodiversity.

(iii) *United Nations Conference on Sustainable Development, Rio+20, 2012.* UN Conference on Sustainable Development was held in Rio de Janeiro, Brazil on 20-22 June 2012. It is also called Rio+20 after the first summit on Sustainable Development in Rio de Janeiro in 1992, conducted as its 20th anniversary. The purpose of this summit was “to launch a process to develop a set of sustainable development goals (SDGs), building on the Millennium Development Goals and converge with the post-2015 development agenda” (“United Nation Conference”, para. 2).

3.5 Declaration of Positionality

As a researcher, I conduct this study on the US culture from a subjective positionality of my experience with diverse cultural societies. I belong to the upper KPK region of Malakand, Pakistan. I was brought up in an Arabian society in Saudi Arabia. For my early education, I was admitted to a Pakistani national school in Saudi Arabia with students from different regions of Pakistan. I got my Bachelor’s degree from a Britishaffiliated university in Saudi Arabia with teachers from around the globe. I did two years of teaching and training jobs in an American school under American training supervisors and colleagues. My affiliation with the diverse cultural societies in Saudi Arabia has profoundly impacted my views, making me hospitable toward the diversity of cultures. My linguistic exposure has been vast to several languages, including Pakistani

languages (Pushto, Urdu, Punjabi, Saraiki), different dialects of Arabic (Egyptian, Syrian, Sudani, Arabian), and English (British and American). My exposure to the English language has been since childhood, first using it as a means of communication, later studying it at school as a second language. Furthermore, adopting it as a Major subject for my Bachelor's degree and having experience with native speakers on the professional level. Considering the limitation of my direct inexperience with the American culture, I conduct a qualitative descriptive study from my subjective position as a Pakistani MPhil researcher with affable conduct to the diverse cultural societies.

3.6 Theoretical Framework

The framework for this study is based on the underpinnings of Arran Stibbe's (2015) work on framing as a story-we-live-by (from nine stories), as a conceptual framework of the study. The study adopts Robert M. Entman's (1991) work on framing in communication as an analytical framework. Arran Stibbe's conceptual framework will help in the analysis of categorization adopted by newspaper journalists in their framing strategies. This will add to the analytical framework of Entman (1991) in defining the framing techniques used.

3.6.1 Conceptual Framework. As defined by Stibbe (2015), framing is a form of a story (one of the nine stories he discussed) adopted by researchers working toward bringing social change. A text/discourse contains several frames with different perspectives on representing events. The concepts of the frame, framing, and reframing are interdisciplinary ideas that have been dealt with in various fields such as psychology, cognitive science, artificial intelligence, and linguistics (Stibbe, 2015). This study deals with the framing analysis of sustainability or Sustainable Development. According to Stibbe (2015), "Development is an important area for Ecolinguistics due to the powerful impact it has on cultures around the world, and the ecological consequences of this impact" (p. 54). Stibbe provides a framework for a sustainable development frame by analysing the different framing strategies used by ecolinguists (2015). Stibbe (2015) gives an example of some of the frames used for sustainability as Negative and Positive frames (Darnton & Kirk, 2011), Beneficial and Destructive frames (Crampton, 2010), Problem and Solution frames, Predicament and Response frames and a Tragic apocalyptic frame (Foust & O'Shannon Murphy, 2009). The present study will analyse the framing

strategies used by the journalists in light of Stibbe's (2015) distinctions of frames to represent the sustainability narratives.

3.6.2 Analytical/Operational Framework. This comparative study makes use of the analytical framework developed by Entman (1991) for identification of the five distinct functions that are carried out by framing. These functions are the importance judgment, agency, identification, categorization, and generalization. Entman adopted a framework for analysing the framing techniques used by the journalists in the representation of politically charged contents. The stories adopted for the study were the incidence of the KAL (Korean Air Lines) shooting by the Soviet government and the Iran air shooting by the US government. According to Entman, the two case studies are not sufficient for making a generalization on the nature of the framing devices used by media text. Thus the present study adopts the framework for analysing the traits of framing devices used in the media texts on United Nations Sustainable Development summit/conferences in two different contexts. The study thus answers the question proposed by Entman as to the generalization of the framing traits in different contexts and the representation of different events in the media discourse. Entman's (1991) framework is adopted for the present study as it answers the questions of linguistic strategies used in the newspapers along with recognizing the differences in the choice of linguistic patterns. Entman's (1991) framework is operationalized as follows.

(i) **Importance Judgement.** The first trait of framing is importance judgement. "The essence of framing is sizing-magnifying or shrinking elements of the depicted reality to make them more or less salient" (Entman, 1991, p. 9). The visual frame of the event in the news text may be enlarged to depict the importance of the event from the surrounding stories in the context. It can be narrowed down or shrunk to minimize its importance by making it less visible to the viewers. The size or word count of the news story also depicts the salience of the event.

(ii) **Agency.** The second framing trait is the Agency. "Agency answers the question of exactly who did it-what casual forces created the newsworthy act" (Entman, 1991, p. 11). Framing can be studied to depict the actors responsible for the reported action. This depiction can be in an active or explicit manner or the depiction can be of a passive or implicit manner.

(iii) **Identification.** The third framing trait is Identification. “The contrasting ways that victims were identified encodes and exemplifies the difference in discursive domains” (Entman, 1991, p. 15). In this analysis, the framing strategies are studied to identify the manner of affiliation with the actors or agents affected by the events. The victims of the event can be presented in a humanized manner encouraging identification with them. The victims can also be presented in a neutral manner reducing the salience of the victims’ suffering.

(iv) **Categorization.** The fourth frame analysis trait is Categorization. “The discursive domain also inherent in the choice of labels for the incidents which tended to place them in categories that conventionally either elicit or omit moral evaluation” (Entman, 1991, p. 18). This framing trait analyses the category of the frame the event or incident is placed in. It can either be a beneficial frame or a destructive frame (Crampton, 2010) or negative frames and positive frames (Darnton & Kirk, 2011), etc. This framing trait also analyses the assertions in the portrayal of the event i.e. either the incidents are a result of ignorance or deliberate actions of the agents’ involved.

(v) **Generalization.** The fifth framing trait is Generalization. “The moralization frame in the KAL reports but not in the Iran Air coverage was also reinforced by the degree of generalization from the attacks to the nature of the two political systems” (Entman, 1991, p. 20). This framing trait analyses the news event representation concerning the degree of generalization. The responsibility for the action can be generalized to a single society or it can be generalized to mankind and stated as an attribution of the human psyche. Thus the trait studies whether the event representation stimulates generalization or suppresses it.

CHAPTER 4

DATA ANALYSIS

The chapter presents the analysis of the newspaper coverage in light of the selected frameworks adopted for the study. The coverage of the three newspapers (Dawn, The News & The New York Times) on the UN summits/ conference were studied using the conceptual framework of ‘Framing’ provided by Stibbe (2015) and, in order to operationalize its propositions, the analytical framework proposed by Entman (1991). The data was analysed using Entman’s (1991) five functions of framing i.e. importance judgment, agency, identification, categorization, and generalization. Stibbe’s (2015) story of framing was used as a conceptual tool for understanding the framing strategies used by the journalists.

4.1 Importance Judgment

Importance judgment identifies the overall framing salience of the event in the flow of the news coverage. Entman’s (1992) framework was adopted to study the importance of the UN conferences for the environment and sustainability. An event in a newspaper can be enlarged to enforce its salience from the surrounding stories so that the readers can identify its importance. The stories shrunk in size are less visible to the readers at first sight and thus least in prominence. The coverage given to a news event identifies the political importance of the event in the newspaper’s society. The following table presents the coverage given to each of the three summits.

Table 1

Coverage of the three UN summits in the Newspapers

Newspapers	UNCED 1992	WSSD 2002	Rio+20 2012	Total
Dawn	49	50	12	111
The News	55	50	15	120
New York Times	104	78	27	209

Note. The digits present the total articles covered on the UN conference.

4.1.1 ‘Dawn’ Importance Judgment. The United Nations conference on environment and development UNCED 1992 was the first summit in the series of the respective three summits that played an introductory role to the society unaware of the concept of sustainable development. Dawn newspapers gave similar coverage to this summit and the leading World summit on sustainable development WSSD 2002. Both the summits were given equal coverage of about 50 stories each in two months’ time before and after the summits. The third conference United Nations Conference on Sustainable Development Rio+20 2012 was given the least importance with coverage of only 12 stories in the two months span. This indicates that UNCED and WSSD were more important to the newspaper’s society depicted in their coverage material. The heightened media attention to the two summits lead to more readers’ contact with the message of the summits while the final conference would have been ignored by many due to its least coverage stories. The stories were portrayed in different sections of the newspaper based on the perspective and aspect of the summit’s coverage. The table below presents the different categorizations of the event by the newspaper.

Table 2

Dawn coverage of the three Conferences though Newspaper Sections

Newspaper Sections	UNCED 1992	WSSD 2002	Rio+20 2012
World in Focus	4	17	-
Dawn	13	6	4
International	8	5	5
Front Page	7	1	-
Economic & Business Review	4	4	-
Metropolitan	-	5	1
National	4	1	-
Letter to the Editor	2	3	-

Newspaper Sections	UNCED 1992	WSSD 2002	Rio+20 2012
The City	2	-	-
Advertisement Supplement	1	2	-
Health & Environment	-	2	-
Opinion	-	2	-
Business	-	2	-
Briefs	2	-	-
Science & Technology	1	-	-
Herald	1	-	-
Review	-	-	2

Note. The data presents the total number of articles covered in the specified sections.

Dawn covered the three summits in different sections of the newspaper. By analysing the number of stories in the respective sections we can find the viewpoint of the newspaper towards the events of the three summits. The UNCED 1992 was portrayed on the front page of the newspaper for 7 days in the two months span while WSSD 2002 was only portrayed once and Rio+20 was given no front-page coverage by the newspaper. This indicates that although the three summits presented the same environmental objective, UNCED 1992 was configured as more important for the newspaper's community to be aware of. The UNCED was mostly covered in the Dawn and International section of the newspaper with 13 and 8 stories respectively. The WSSD 2002 was covered more in the World in Focus and Dawn sections of the newspaper with 17 and 6 stories respectively. The Rio+20 2012 was only presented in four sections of the newspapers with maximum coverage in the International section with 5 stories. The framing size also plays an important role in depicting the importance of the news story from the surrounding event. The frame size when enlarged can be viewed easily and thus

most prominent to the readers. Based on the prominence of the news stories in the flow of newspaper coverage, the three summits were equally given prominence as compared to the surrounding stories. The UNCED 1992 was given special full-page coverage under the section Advertisement supplement headed as Earth Summit. The story took four full pages of coverage of the summit's events and outcomes and its importance for the world environment. The UNCED 1992 was in visual prominence 31 times of the total 49 stories, the WSSD 2002 was prominently presented 34 times of the total 50 stories while the Rio+20 was presented in an enlarged frame 8 times of the total 12 stories.

Dawn newspaper thus portrayed the UNCED 1992 and WSSD 2002 as most important among the three respective summits on environment and development giving maximum coverage and prominence to its events. This depicts the political importance of the two summits to the community by the newspaper. The Rio+20 2012 is given least importance for the community of the newspaper as compared to the other events unfolding in the respective two months span.

4.1.2 'The News' Importance Judgment. The News covered the three summits similar to the Dawn newspaper as shown in table 1. The UNCED 1992 was covered in 55 stories during the two months span, before and after the summit's holding. The WSSD 2002 was covered in 50 stories while Rio+20 2012 was given the least coverage of only 15 stories. This pattern is portraying identical importance given to the three summits by the leading Pakistani newspapers. The News adopted different sections of the newspapers for the coverage of stories. Table 3 shows these sections for the three summits as follows.

Table 3

The News coverage of the three summits through Newspaper Sections

Newspaper Sections	UNCED 1992	WSSD 2002	Rio+20 2012
World	10	21	1
Metropolitan	10	4	-
Opinion	11	7	3

Newspaper Sections	UNCED 1992	WSSD 2002	Rio+20 2012
World Vision	6	-	-
National	8	5	-
Business	4	1	4
Front Page	3	2	-
Dialogue	-	3	-
Political Economy	-	2	-
Policy III	-	2	1
Asia/ Pacific	-	1	-
World Environment Day	1	-	-
Supplement	1	-	-
ICN	1	-	-
Encore	-	1	-
Europe/ Americas/ Africa	-	1	-
Money Matters	-	-	1
Special Report	-	-	1
People	-	-	2
City News	-	-	1

Note. The data presents the total number of articles covered in the specified sections.

The News covered the stories in different sections based on the perspective adopted for the summits analysis. As compared to Dawn, the News gave a minimum coverage to the summits on the front page with UNCED 1992 only 3 stories and WSSD 2002 only 2 stories while Rio+20 2012 did not receive any front-page coverage during the

two months span. The News on the other hand gave special coverage to the summits with full-page stories. The UNCED 1992 was given full-page coverage in the section World Environment Day, ICN. The Rio+20 2012 was given full-page coverage under the section Special Report. The maximum coverage to the UNCED 1992 was in sections Opinion, World, and Metropolitan with 11, 10, and 10 stories respectively. The WSSD 2002 was given maximum coverage in World and Opinion section with 21 and 7 stories respectively. The Rio+20 2012 was given the maximum coverage in the Business and Opinion section with 4 and 3 stories respectively. The frame size for the stories in the News also depicts similar importance based on the prominence given as compared to the surrounding stories. The UNCED 1992 was prominently presented in 31 stories as compared to the portrayal of the surrounding events. The WSSD 2002 was prominently presented in 31 stories while the Rio+20 2012 was in prominence in the 13 stories.

The News and Dawn presented similar importance to the summits through their newspaper coverage with the UNCED 1992 and WSSD 2002 receiving a maximum coverage as compared to Rio+20 2012 with the least coverage and importance level.

4.1.3 ‘The New York Times’ Importance Judgment. The New York Times gave double the amount of coverage to the three summits as compared to the Pakistani newspapers. The UNCED 1992 was covered in 104 stories during the two months span, the WSSD 2002 was covered in 78 stories while the Rio+20 was covered in just 27 stories. The Pakistani newspapers gave equal prominence to the UNCED 1992 and WSSD 2002 with almost equal stories while in the New York Times there is a stark difference between the coverage of the initial two summits. This indicates the importance of the UNCED 1992 in view of the newspaper as an agenda developer towards the notion of sustainable development. The decrease in the coverage of the summits moving from the first to the third summit could be stated as the decrease in the importance assigned to the summits. This decrease is also evident in the Pakistani newspapers with the UNCED 1992 receiving the most attention while Rio+20 the least attention depending on the number of stories portrayed. The stories in the New York Times were also portrayed in different sections of the newspaper based on the perspective and aspect of the summit’s coverage.

Table 4*The New York Times coverage of the three summits through Newspaper Sections*

Newspaper Sections	UNCED 1992	WSSD 2002	Rio+20 2012
Business	11	2	1
News	3	21	-
US	6	1	-
World	56	20	2
Opinion	14	21	12
Washington	2	-	-
Travel	2	-	-
Week in Review	4	5	-
Archives	1	-	-
Arts	1	-	-
Letter to the Editor	2	-	-
NY Region	1	2	-
Green	1	-	-
Americas	-	-	2
Environment	-	-	7
Sunday Review	-	-	1
Style	-	-	1
Science	-	6	-

Note. The data presents the total number of articles covered in the specified sections.

The New York Times covered the stories in different sections of the newspapers with some relating specifically to the summit's events while others with only slight mention of the summit's reviews. The UNCED 1992 was covered mostly in the World section with 56 stories about the summits reviews and outcomes. The WSSD 2002 was covered mostly in News, Opinion, and world section with 21, 21, and 20 stories respectively while the Rio+20 2012 conference was given maximum coverage in the opinion and environment section with 12 and 7 stories respectively. Although the three summits were identical in their objectives, the UNCED 1992 was given the maximum coverage as compared to the leading summits on sustainable development. Another difference identified in the coverage of the New York Times was that the UNCED 1992 was given more coverage in the Business section while none in the environment section of the newspaper. The Rio+20 on the other hand was the only conference covered in the environment section with 7 stories portrayed on its events and outcomes. The UNCED 1992 received coverage in the Green section of the newspapers while WSSD 2002 was the only summit to receive coverage in the Science section with 6 stories.

Although the three consecutive UN conferences were conducted as international events with representatives and media houses from around the globe, the difference in the coverage rate of the Pakistani and the American newspapers determines the socio-political importance of the event. The New York Times has allotted double the amount of coverage to the UN summits and conferences as compared to Dawn and the News. The difference in the coverage and prominence level of the Pakistani and American newspapers reinforces the difference in the audience's contact with the event and their understanding of the summit's outcomes. The difference in the coverage rate also determines the importance given to the UN conference and summit by the political system of the respective countries and their determination towards the implementation of the summit's and conference's agendas. A difference in the New York Times coverage was that the newspaper adopted much more importance to the initial conference, UNCED 1992, as compared to the other two summits. The salience level descended steadily through the three conferences for the New York Times with Rio+20 2012 having the least number of stories covered on the event. The UNCED 1992 would have reached more readers contact due to the high coverage level while the RIO+20 2012 would have least reader impact due to low coverage and reader contact.

Dawn newspaper covered the three conferences more in the Dawn, International, and World in Focus sections of the newspaper. This shows that the newspaper viewed the event more from an international perspective than a national agenda setter. The News covered the UNCED 1992 and WSSD 2002 more in the World and Opinion section while the Rio+20 2012 was covered more in the Business section of the newspaper adopting a similar to Dawn newspaper. The coverage in the Business section of Rio+20 2012 portrays the event using a destructive or negative framing strategy (Crampton, 2010). By covering the environmental conference in a business section, the newspaper is presenting the conference to be held for the business development rather than environmental protection as the two frames are starkly opposite to each other. The New York Times also covered the UNCED 1992 and WSSD 2002 more in the World and Opinion sections of the newspaper similar to The News coverage. The third conference Rio+20 2012, contrastingly, was covered more in the opinion and environment sections of the newspaper. Thus adopting a constructive or positive framing trait (Crampton, 2010) towards the coverage of the event. This difference in the framing traits of the American and Pakistani newspapers represents the agenda of the newspaper for the environmental protection and sustainable development.

4.2 Agency

Agency identifies the agents behind the newsworthy act. It provides an answer to the “who” of the story incident creator. Newspapers identify agents in different ways. In some stories, the agents are clearly characterised with direct indication towards their role in the event. This type of characterisation is known as active characterisation. While some news stories only provide an overall description of the event, answering the “what” part of the story without indicating any agents responsible. This type of language used in a news story is known as passive characterization with no agency. American and Pakistani newspapers used diverse agency placement in their newspaper coverage towards the UN conferences as follows.

4.2.1 ‘Dawn’ Agency

Dawn coverage of the three UN conferences during two months span for each of the selected conference were analysed for their agency placement.

Table 5*Dawn Agency placement for the three UN Summits*

Agency	UNCED 1992	WSSD 2002	Rio+20 2012
Business & Industrial Policies	2	2	-
US	9	7	-
Population Growth	2	-	-
UN Summit	7	7	-
Nations of the World	5	3	1
Developed Nations	2	3	-
Oil Producing Nations	1	-	-
Socio-economic & Political conditions	1	-	-
Pakistan	1	-	-
Third World Countries	2	-	-
Governments	-	3	2
Abject Poverty	-	1	-
Brazil Dam	-	-	1
Passive	19	24	7

Note. Table presents the total no. of times an agent was characterized by the newspaper.

In the coverage of UNCED 1992, Dawn placed the agency for the unsustainable behaviour mostly on two main attributes, i.e. the US and the UN conference itself. The newspaper depicted President Bush as “a villain” and “an enemy” and was once quoted as

“uncle filthy” (June 3, 1992). It stated that the US president thought “more about his re-election than saving the earth” (June 18, 1992), thus placing the agency for the unsustainability on the US. One article depicted President Bush as favouring its industrial development over the environment as the President “refused to join a second major treaty designed to save the world’s wide range of plants and animals, saying it would hurt the industry and its financing was unrealistic.” (June 15, 1992). The US was also depicted as the “greatest polluter in the world.” (June 9, 1992). Dawn placed the agency on UNCED 1992 stating that it processed a “vague rhetoric and incomplete concepts” (June 3, 1992), it was identified as just a “talking shop or a series of photo opportunities” (June 7, 1992).

Dawn continued this moral assessment towards the agents in the coverage of WSSD 2002. The agency was again placed on the US and the UN summit itself. President Bush was regarded as an “environmental laggard” (Aug 21, 2002), and the US was stated as “easily the most profligate polluter of the atmosphere” (Aug 26, 2002). The articles in the Dawn newspaper on the coverage of WSSD 2002 were headed as “Earth summit will make things worse” (Aug 23, 2002), “Development summit is about national interests” (Aug 25, 2002), “Yawns, hope, rage, despair as the monstrous meeting goes on” (Sep 1, 2002) and “Johannesburg summit Bubble of high hopes bursts” (Sep 23, 2002). The articles placed the agency on WSSD 2002 and depicted them with significant responsibility for restoring the environmental destruction people caused. Dawn transformed this agency in the coverage of Rio+20 2012 towards the main agents being the governments of the nations. A headline stated, “Governments have given up on Earth” (June 27, 2012), while another article covered the “desperate last-minute plea to world leaders before the meeting” not to waste the opportunity and come up with a solution toward environmental destruction (June 18, 2012).

Dawn placed the least agency on Pakistan with only one article in the coverage on UNCED 1992, placing it as the agent, while no articles in the leading two summits. Dawn placed moral assessment and guilty knowledge on the US and the UN conferences using active agency characterization in their coverage. The number of articles with passive characterization was least in the initial two summits. The UNCED 1992 had 19 passive articles out of 49, and WSSD 2002 had 24 passive articles out of 50 stories. The Rio+20 2012 had more passive articles than active characterization, i.e., 7 out of 12 stories.

4.2.2 'The News' Agency

Dawn coverage of the three UN conferences during two months span for each of the selected conference were analysed for their agency placement

Table 6

The News Agency placement for the three UN Summits

Agency	UNCED 1992	WSSD 2002	Rio+20 2012
Business & Industrial Policies	1	1	1
US	1	7	-
Population Growth	-	-	1
UN Summit	2	19	2
Nations of the World	6	4	3
Developed Nations	10	-	2
Pakistan	-	1	-
Governments	3	6	-
Abject Poverty	1	-	-
Brazil Government Policies	2	-	-
Corruption Charges & Capitalism	3	-	-
North-South Dispute	1	-	-
Pakistan & Indian Officials	-	1	-
Passive	25	15	6

Note. Table presents the total no. of times an agent was characterized by the newspaper.

The News in their coverage of the UNCED 1992 placed a major responsibility or agency on the Developed nations and then on the overall nations of the world. The newspapers presented a critical view of the north as “The developed world is responsible for the major depletion of the Ozone layer and the Green house effects as they are the big polluters.” (May 29, 1992). This agency was observed throughout the coverage of the UNCED 1992 with statements as “the rich, polluting, industrialised countries of the north and the poor, developing nations of the south.” (May 1, 1992) “Having plundered and looted the earth and its beauty for five hundred years, the rich countries have learned the art of looting.” and “Knowing humans, the north will go on with its loot and plunder of the earth’s resources in the name of maintaining the living standard it has got used to.” (June 21, 1992). The north was stated to be the main agent that had the leading role to play in environmental destruction and also has the responsibility for its restoration “Industrial countries needed to keep their own houses clean but had a crucial role to play in protecting the environment of the developing world.” (May 18, 1992). This can also be observed in the headlines “We cannot save environment if rich refuse to provide greater aid to poor” (June 5, 1992).

The News changed its agency in the coverage of WSSD 2002 from the developed nations towards the UN summit itself and the US. The articles in the coverage were headed as “the best venue to achieve nothing” (Sep 1, 2002), “The summit that couldn't save itself” (Sep 5, 2002), “Disappointing success” (Sep 8, 2002), and “The earth summit is doomed before it starts” (Aug 27, 2002). The stories represented the summit as a failure and a major hindrance in a path towards restoration. The stories had statements about the UN summit as “booby-trapped from the start.” (Sep 5, 2002), “the UN should stop convening summits. It should simply convey what “Her masters” want the world to look like.” (Sep 15, 2002), “There seems to be a crisis of implementation in the UN system.” (Aug 18, 2002) and “Strangely for a conference billed as the fourth Earth summit, green issues hardly seem to feature.” (Aug 26, 2002). The News adopted a moralising perspective towards its coverage of the WSSD 2002.

The News covered the Rio+20 2012 in a similar manner to Dawn with identifying the agents as the UN conference and the nations of the world. The conference was provided a minimum coverage and thus minimum agents identified. Pakistan was again

characterized as an agent only once in the WSSD 2002 coverage. The passive articles with no agent identification were least for all three conferences. The UNCED 1992 had 25 passive stories out of the total 55, the WSSD 2002 had 15 passive stories out of 50 while Rio+20 2012 had only 6 passive stories out of the total 15 stories.

4.2.3 ‘The New York Times’ Agency. The New York Times coverage of the three UN conferences during two months span for each of the selected conference were analysed for their agency placement

Table 7

The New York Times Agency placement for the three UN Summits

Agency	UNCED 1992	WSSD 2002	Rio+20 2012
US	23	9	2
People	2	3	-
Industrial Countries	3	1	-
Business/ Consumers	3	-	2
EC	1	-	1
Brazil	3	2	1
The World Bank	1	-	-
Developing Nations	4	1	-
China	1	-	-
Spain	1	-	-
Vatican	2	-	-
Nations of the World	5	-	-
UN Summit	3	5	5

Agency	UNCED 1992	WSSD 2002	Rio+20 2012
Population	1	-	-
Communist	2	-	-
False Environment Reports	1	1	-
Saudi Arabia	1	-	-
North-South Dispute	1	-	-
Asia Pollution	-	1	-
Fossil Fuels	-	1	-
Army	-	1	-
Urbanization	-	1	-
Environmentalists	-	1	-
Governments	-	2	-
Oil Producing Countries	-	1	-
Banks	-	-	1
Capitalism	-	-	1
Passive	32	37	12

Note. Table presents the total no. of times an agent was characterized by the newspaper.

The New York Times in their coverage of the UNCED 1992 placed a major responsibility or agency on the US and its government for the restoration of the environment. The language used was less moralizing and more tolerant as compared to the Pakistani newspapers. Some of the headlines depicting the US as an agency are as follow. “America -- Environmental Dictator?” (May 3, 1992), “An Environmentalist? Bush? Forget It.” (May 8, 1992), “U.S. to Reject Pact on Protection Of Wildlife and

Global Resources” (May 30, 1992). The articles also presented the US agency in a tolerant manner similar to the headlines as “Once he arrived at the summit, a lot of what Mr. Bush said and did was focused on the domestic American economy for domestic political reasons.” (June 14, 1992). The US was stated to not sign a treaty on environmental restoration and keep it bending because “the Administration feared it would damage one of the economy's fastest growing sectors: the biotechnology industry.” (June 14, 1992), “With the environmental security of America and the world at risk, President Bush is playing a cynical political game.” (May 8, 1992) Thus favouring economy over ecology. The articles also adopt a moralising perspective in some aspects as “Someone should tell Mr. Bush that the issue of jobs, in a world where people cannot even go outside for fear of skin cancer, is a cynical irrelevance.” (June 16, 1992). In another article, President Bush is stated to be an “environmental pariah doing his best to scuttle important treaties at the Earth Summit” (June 12, 1992). The failure of the Earth Summit is stated to be due to “the Bush Administration's refusal to sign a convention protecting the diversity of nature” (June 3, 1992).

The New York Times coverage of the WSSD 2002 remains similar to the UNCED 1992 in placing agency over the US. This coverage mostly criticises the US’s role in rejecting a treaty that was to act as a source of reorienting environmental destruction. The newspaper adopts a tolerant and passive language towards the agency placement of the US. This is evident from the language used in the stories as “Friends of the Earth accused the United States of wrecking the summit by refusing timetables or targets for introducing renewable energy sources such as solar, wind and wave power.” (Sept. 5, 2002). It is stated to be an accusation rather than a truthful statement. Another article states “Alas, this summer President Bush is putting the U.S. on the wrong side of the battle lines.” (Aug. 16, 2002). The articles also presented some active and moralising stance towards the agency “Yet at this very moment the most powerful country in the world stands to forfeit much political capital, moral authority and international good will by dragging its feet on the next great global issue: the environment.” (Aug. 28, 2002).

The New York Times changes its agency in the Rio+20 2012 towards the UN conference itself. The newspaper depicts the agency in active characterization through directly identifying the agents. This can be observed in the lines as follow “It seems that the U.N. has given up on the role it can play in shaping a global community along the

lines of ideas, identity, and identification” (June 25, 2012) “so few specifics, so few targets, so few tangible decisions came out of the gathering that some participants were derisively calling it “Rio Minus 20,” or “Rio Plus 20 Minus 40.” (June 24, 2012). The headlines also depicted the moralising stance towards the UN indicated in the headlines as following “U.N. Report from Rio on Environment a ‘Suicide Note’” (June 24, 2012), “Progress on the Sidelines as Rio Conference Ends” (June 23, 2012), and “Global Economy Limits Expectations at Earth Summit in Brazil” (June 18, 2012).

By comparing the three newspapers it can be concluded that The Pakistani newspapers placed a minimum agency with one article each on Pakistan or the national entities while the American newspaper has placed the major responsibility on its national governmental and people of the US. The New York Times, thus, asks its readers to play their role in making their society better and their actions environmentally friendly as it effects the overall environment of the globe. The Pakistani newspapers, contrastingly places minimum agency on the national entities and thus places no responsibility on the readers to improve their surrounding environmental through their activities. The language used by the New York Times also depicted less moralizing and more tolerant perspective towards the agents as compared to the Pakistani newspapers. The language used for the identification of the agents did not use any direct moral or ethical assessment of the agents as compared to the Pakistani newspapers. The New York Times had least passive stories than active agency placements. The UNCED 1992 had only 32 passive articles out of the total 104, the WSSD 2002 had 37 passive articles out of 78 while Rio+20 2012 had 12 passive articles out of 27.

4.3 Identification

Identification relates to the victim’s representation or the manner of affiliation with the victims of the event. The victims can be identified in a mode encouraging the reader’s empathy or the victims can be reduced in salience and consequently reduced empathy. The mode of victim identification plays an important role in placing the news story’s importance towards the reader. A news story only inflicts the reader’s response when the reader finds it crucial to be taken action against, at the respective time. This is only done through active identification and salience towards the victims of the event.

4.3.1 ‘Dawn’ Identification. Dawn newspapers were analysed to identify the affiliation strategies towards the victims. The newspaper coverage towards the three UN conferences were analysed as in table below.

Table 8

Use of Humanizing and Neutral terms in the coverage of three UN conferences by Dawn

Identification	UNCED 1992	WSSD 2002	Rio+20 2012	Total
Humanizing	16	20	3	39
Neutral	32	30	8	70

Note. The contents of the table present the total no. of the humanizing and neutral perspective was adopted toward the coverage by Dawn.

Dawn newspaper covered the UNCED 1992 with a copious description of the environmental catastrophes caused due to environmental damage. From the total 49 stories on the UNCED 1992, 16 stories humanized the victims (Earth and its inhabitants). The Earth is believed to be under “an often-invisible chemical assault and has become a global dump for humanity's smoke and gases” (June 3, 1992). The article presents the planet Earth as a living breathing entity that is undergoing an assault by humans. In another article the Earth is believed to be facing “the danger of self-destruction” (June 4, 1992), humanizing the planet Earth by evoking empathy towards it. The humanization continues with descriptions about Earth to be “alone in space alone in its life-supposing systems. Powered by inconceivable energies, wayward, unlikely, unpredictable, but nourishing, enlivening and enriching in the large degree — is this not a precious home for all us earthlings?” (June 4, 1992). Earth is described as capable of feelings and thus it is our duty to protect it. The description continues with humanizing messages as “the world is hungering for real leadership” (June 8, 1992), “save the earth from choking up” (June 9, 1992), “ruthless exploitation of world resources” (June 27, 1992). These descriptions

help evoke a moral empathy towards the Earth and thus make people take actions towards its restoration.

The coverage to the WSSD 2002 by the Dawn newspapers also includes similar humanization of the planet Earth. From the total 50 stories covered on the summit, 20 stories include humanizing terms. These include descriptions like “compromise long-term security of the earth and its people” (Aug 17, 2002), “Humans stretching Earth's capacity to its limits” (Aug 18, 2002), “man is still destroying these valuable ecosystems” (Aug 18, 2002), “to save an ailing planet” (Sep 4, 2002). Here the terms compromise, stretching, destroying, and ailing denotes the human impact on the vulnerable Earth that asks for our intuition and empathy. Planet Earth is again humanized with a living breathing capability as in the description “It is arguable whether the planet we live on is dying, but it is clearly not in sound health” (Aug 28, 2002), “The Earth and humankind are in danger and we are all responsible.” (Sep 4, 2002). By giving humanly attributes to the planet Earth, the writer is evoking a sense of familiarity as the planet and humans have similar characteristics of living breathing entities. Thus making people take action towards saving the earth. The descriptions are not only restricted to a whole entity (Earth) but also include a further detailed account of the units contained by it. For example “Scientists and economists calculate that forests, wetlands and other natural ecosystems are worth far more to human economies than the farm or building land that could replace them” (Aug 11, 2002), “The earth's fresh water is finite and small, representing less than one-half of one percent of the world's total water stock” (Aug 25, 2002), “Humanity is suffering, it is suffering from poor development, in both the North and the South, and we stand indifferent.” (Sep 3, 2002).

Dawn gave coverage to the Rio+20 2012 conference in both humanizing and neutral terms. Of the total 12 stories covered, 3 stories include humanizing perspectives towards the planet Earth and its entities. The articles include a detailed description of the environmental catastrophes as “A feared mass extinction of wildlife also endangers billions of humans who depend on them for food and livelihood” (June 20, 2012), “Out of 63,837 species assessed, 19,817 run the risk of following the dodo” (June 20, 2012), “Earth’s living systems are collapsing” (June 27, 2012), “defending the living Earth” (June 27, 2012). These descriptions provide a humanizing aspect to arouse a sense of understanding and responsibility in the readers towards their environment.

4.3.2 ‘The News’ Identification. The News coverage was analysed to identify the affiliation strategies towards the victims. The newspaper coverage towards the three UN conferences were analysed as in table below.

Table 9

Use of Humanizing and Neutral terms in the coverage of three UN conferences by The News

Identification	UNCED 1992	WSSD 2002	Rio+20 2012	Total
Humanizing	24	21	5	50
Neutral	27	28	10	65

Note. The contents of the table present the total no. of the humanizing and neutral perspective was adopted toward the coverage by The News.

The News covered the UNCED 1992 with humanizing perspective towards the Earth and the humanly impact on its entities leading to the destruction of our environment. Of the total 55 articles covered on UNCED 1992, 24 articles included humanizing perspective towards the Earth and its entities. The descriptions included “‘Last chance’ to save earth” (May 27, 1992), “the apocalyptic collapse of our planet” (June 5, 1992), “catastrophic environmental disaster” (June 5, 1992), “the numerous scars polluting the environment of the earth” (June 15, 1992), “virtually raped the mother earth” (June 21, 1992). By using high-intensity adjectives to define the environmental destruction, the newspaper is embracing its readers towards the intensity of damage done and the necessity of the actions required to reconcile the damage. The newspaper also gives a detailed description of human impact such as “Such forest, which used to cover the whole of the Philippines, is now reduced to three per cent of this area” (June 1, 1992), “Humanity has always progressed by increasingly harnessing nature to its needs and the reverse” (June 2, 1992), “it is estimated that the world’s poverty-stricken people will number 1.5 billion by 2025” (June 11, 1992). The News compares the destruction of the environment with other contagious actions of humans to make people aware of the

urgency of action required. These descriptions include some as “while one man had to consciously press the trigger to unleash the nuclear holocaust, the environment is being destroyed by all of us” (June 17, 1992), “if killing a person is a cognisable offense, why should cutting of a tree be a non-cognisable one?” (June 17, 1992).

The News also provided coverage to the WSSD 2002 summit with a humanizing stance towards the earth and its entities. Of the total 50 articles covered on the summit, 21 articles presented a humanizing standpoint. These descriptions included stances as “come back to haunt the world” (Aug 6, 2002), “a wake-up call to the planet” (Aug 9, 2002), “bankrupt planet” (Aug 26, 2002). The words used such as haunt, wake-up call and bankrupt describes the world in a humanly manner giving it features of a living breathing entity. The writers also used similes to make the condition of the world clearer to its readers as “help people to see that a poisoned Inuk child, a poisoned arctic and a poisoned planet are one and the same” (Aug 9, 2002), “Our house is burning down and we are blind to it,” (Sep 8, 2002). The writers also provide their readers a window to the consequences of their actions on the planet earth as “will breathe some new life into an old word, though sadly into the cracking planet” (Aug 26, 2002), “the world’s oceans and fisheries are in serious trouble and need urgent attention” (Sep 2, 2002), “human beings are already making more demands on the Earth than it can cope with” (Aug 26, 2002), “we must refuge in the contradiction of a world where livelihood is at war with life” (Aug 6, 2002), etc. Thus the writer portrays the planet and its entities in a humanizing perspective to make the readers evoke a sense of moral empathy towards it.

The News provided coverage to the Rio+20 2012 conference in both humanizing and neutral terms. Of the total 15 stories covered, 5 stories include humanizing perspectives towards the planet Earth and its entities. These descriptions were mostly based on the importance of action required by the governments and the international community along with the people to help in the rehabilitation of the planet Earth. The articles provided a detailed account of the consequences that humans and the environment had to face due to the catastrophic changes in the Earth’s atmosphere.

4.3.3 ‘The New York Times’ Identification. The New York Times coverage was analysed to identify the affiliation strategies towards the victims. The newspaper coverage towards the three UN conferences were analysed as in table below.

Table 10

Use of Humanizing and Neutral terms in the coverage of three UN conferences by The New York Times

Identification	UNCED 1992	WSSD 2002	Rio+20 2012	Total
Humanizing	35	27	11	73
Neutral	69	47	15	131

Note. The contents of the table present the total no. of the humanizing and neutral perspective was adopted toward the coverage by The New York Times.

The New York Times covered the UNCED 1992 in both humanizing and neutral terms. Of the total 104 articles covered on the conference, 35 articles presented the news from a humanizing aspect. This is evident from the use of language towards the environmental destruction caused by humans. Examples include “A Cry of Concern for the Earth” (May 5, 1992), “a mass extinction of epic proportions” (May 19, 1992), “the biosphere has been Balkanized into a landscape of disaster areas” (June 9, 1992), “the squandering of natural resources” (June 12, 1992). The words used provide a sense of moral empathy towards the entities and thus evoke the reader’s responsibility towards their environmental rights. The newspaper also used detailed descriptions for making the picture clear for the reader to imagine, for example, “We fell trees for our houses, work in factories that produce effluents, buy products that pile up in landfills, burn fuels that foul the air, produce wastes that taint the oceans” (June 10, 1992), “a catastrophe in the making that, unless checked, will raise sea levels, drown coastal areas and change agricultural production before the end of the 21st century” (June 5, 1992), “Nearly 2 billion people live without clean water or sewers, and cholera, typhus and other diseases kill two million children a year” (May 31, 1992).

The New York Times provided coverage to the WSSD 2002 in a similar humanizing and descriptive manner that places a definitive impact on their readers. Of the total 78 stories covered on the summit, 47 stories used humanizing aspects of language. Some of the adjectives used for denoting the destruction of the environment are “the

assault on its resources continues, with Brazil in the lead” (Aug 23, 2002), “How can developing nations grow economically without overburdening Earth's environment and creating an uninhabitable planet for future generations” (Aug 13, 2002), “without robbing the resources” (Aug 8, 2002), “literally rape fish stocks” (Aug 8, 2002), “the plants don't have horns” (Sep 8, 2002), “depleting resources or sullyng the environment” (Aug 25, 2002), “Indonesian smoke is choking Asia” (Aug 30, 2002), etc. the adjective used in the above examples draw a sense of living being or a living breathing entity towards the earth and its resources. This helps in evoking the sympathy of the readers. The New York Times also provides a detailed description of the surrounding environments to draw a sketch in the mind of readers that help them imagine the environment that is being talked about. As in the example “The smoke settles over the rickety shacks and shabby houses as soon as this city wakes. Thousands of poor people without electricity burn scraps of wood in rusty tin cans to keep warm.” (Aug 26, 2002), “Every night some 2 billion humans go to bed with chronic pangs of hunger and the despair of knowing they will face yet another day with little or no hope” (Aug 26, 2002), “If any reminder were needed of what happens when we fail to plan for and protect the long-term future of our planet, it can be heard in the cries for help from those 13 million people” (Sep 3, 2002).

The New York Times covered the Rio+20 2012 conference in a total of 26 stories. 11 stories presented the perspective of environmental destruction from a humanized manner provoking a moral empathy towards the Earth and its entities by the readers. The coverage portrays the current environmental condition in detailed descriptive measures of the current circumstances and its impact on the future generations as “those who will be affected in the future by the way we live right now, by both what we are doing and what we are not doing yet.” (June 25, 2012), “a world increasingly resembling a toxic waste dump.” (June 17, 2012). The language of the articles also presents a humanized imagery of the environment making the reader feel connected with the agents as “The trees were being stripped bare where they stood, leaving no cover for the pandas, which ironically are a major lure for the tourists.” (June 22, 2012). This language is also observed in another article as “We needed commitments that the indicators we use to measure progress, such as “gross domestic product,” take account of the health of our natural capital — the forests, rivers and oceans on which we depend — as well as our cash.” (June 24, 2012).

Comparing the three newspapers it is concluded that Dawn newspaper presented the victims (Earth and its inhabitants) more in neutral terms than in humanizing perspective. However the articles presenting the humanizing aspects used frames for the representation of Earth as assaulted, living breathing entity, alone in space, having feelings, choking up, ailing and dying etc. by using the humanizing terms towards the Earth, the newspaper adopt a stance by comparing the similarities of the humans and the Earth and thus making the readers understand the environment as something that is us rather than something that includes us. The News adopts more humanizing perspective as compared to Dawn newspaper. Total number of articles covering the victims from humanizing aspect is 50 while those covering it from a neutral perspective are 65. The language used by The News in humanizing the Earth and its inhabitants is similar to that of Dawn newspaper. The Earth is portrayed as having scars, raped, haunt the earth, bankrupt and poisoned etc. The readers will thus view the planet earth as one's self and act towards saving it from the destruction that it is being faced with. The New York Times also presents the similar circumstances with Dawn newspaper in the representation of the victims. There are more articles presenting the neutral aspects than the humanizing perspective. The language used by the New York Times also portrays the Earth as having humanly attributes and tortured in humanly manner with the use of adjectives as balkanized, squandering, assault on resources, rape the fishes, sully and stripped bare etc. These frames present the situation of our environment as a tortured human under adverse conditions that need urgent actions by the readers. The New York Times also used descriptive language with detailed descriptions of the impact of the environmental catastrophes on the inhabiting human that makes the reader view the situation from an identical and visually recognizing manner.

4.4 Categorization

Categorization identifies the labels denoted to the event by the newspaper that places it in a specific category. The frame of an event identifies the agents responsible for taking action against the calamity (Stibbe, 2015). The news of climate change and environmental destruction when covered from the perspective of economic and business failure, identifies the economy to be the agent and thus responsible for handling the problem. Similarly when the environmental news is covered from the perspective of the individual morality asks the people as a whole to be responsible for taking a lead towards the problem.

4.4.1 ‘Dawn’ Characterization. Dawn adopted a number of labels towards the categorization of the UN conferences through both the environmental and economic frames.

Table 11

Dawn use of Environmental Frames towards the Categorization of the three UN Conferences/Summit

Categorization	UNCED 1992	WSSD 2002	Rio+20 2012	Total
Ecology	5	-	-	5
Endangered	3	4	3	10
Disaster	3	12	1	16
Greenhouse gases	14	12	-	26
Acid Rain	3	3	-	6
Global Warming	22	19	2	43
Environmentalists	8	14	2	24
Climate	27	38	11	76
Natural Resources	11	9	4	24
Ozone Layer	19	1	1	21
Emissions	22	26	-	48
Species	10	9	19	38
Pollution	39	39	7	85
Extinct	6	5	5	16

Note. The table presents the no. of times a label was used in the coverage of the UN conference.

The table presents the framing of the three UN conferences from an environmental perspective. The UNCED 1992 was commonly framed from a pollution and climate viewpoint. Frames like endangered, disaster, and extinct were the least used to indicate the events. This characterizes the ratio of significance and urgency provided to the environmental damage by the newspaper. The coverage of the WSSD 2002 used pollution, climate, and emission as the common frames for the depiction of news events while frames like endangered, extinct, and ozone layer were some of the frames least used to denote the event. Similarly, the commonly used frame in the coverage of Rio+20 2012 was Species and Climate indicates it to be the important aspect for the newspaper's coverage. While endangered, disaster, global warming, and extinct were some of the least used frames for the event. The most evident frames used to depict the three UN conferences/ summit were the pollution and climate frames depicting them to be a major problem for the newspaper's society and that requires absolute action by the reader's community.

Table 12

Dawn use of Economic/Business Frames towards the Categorization of the three UN Conferences/Summit

Categorization	UNCED 1992	WSSD 2002	Rio+20 2012	Total
Economy	69	65	39	173
Capital	9	4	7	20
Market	14	19	4	37
Profit	6	7	-	13
Income	13	6	8	27
Infrastructure	3	1	-	4
Growth	18	15	9	42
Exchange	3	-	1	4

Categorization	UNCED 1992	WSSD 2002	Rio+20 2012	Total
Investment	12	13	1	26

Note. The table presents the no. of times a label was used in the coverage of the UN conference.

The Dawn newspaper also used some economic/ business frames for the characterization of the UN conferences. The commonly used economic frame for the UNCED 1992 was Economy while frames like growth, market, income and investment were also evident. The WSSD 2002 coverage contained again contained Economy as the most evident frame with market, growth and investment frames also present in the coverage. The coverage of Rio+20 2012 was presented from the perspective of the Economic frame with income and growth also evident. Analyzing the coverage of the three UN conferences through the business and economic perspective it can be viewed that the Economy frame was evident throughout the coverage of Dawn with 173 results and the Growth frame with 42 results.

Comparing the Environmental and Economic framing approach of the Dawn newspaper it is concluded that the Economy frame with 173 results is still more evident than the pollution and climate frame with 85 and 76 results respectively. Also, the growth frame with 42 results is also more apparent than the disaster, extinct and endangered frames with 16, 16 and 10 results respectively. The analyses thus demonstrate that Dawn newspapers covered the event from the perspective of the economy as an important implication of the UN conferences held on environment and sustainability. This framing is in complete contrast with the actual message of the UN conferences held for the environment and sustainable development that provides solutions to environmental degradation by limiting the growth and use of natural resources.

4.4.2 ‘The News’ Characterization. The News adopted a number of labels towards the categorization of the UN conferences through both the environmental and economic frames.

Table 13

The News use of Environmental Frames towards the Categorization of the three UN Conferences/Summit

Categorization	UNCED 1992	WSSD 2002	Rio+20 2012	Total
Ecology	11	11	11	33
Endangered	2	2	-	4
Disaster	6	-	1	7
Greenhouse gases	8	7	2	17
Acid Rain	3	-	-	3
Global Warming	11	9	5	25
Environmentalists	6	115	25	146
Climate	14	28	20	62
Natural Resources	12	7	4	23
Ozone Layer	8	3	1	12
Emissions	24	12	6	42
Species	14	12	6	32
Pollution	35	9	8	52
Extinct	2	8	1	11

Note. The table presents the no. of times a label was used in the coverage of the UN conference.

The table presents the environmental frames used to depict the three UN conferences. The UNCED 1992 was frequently covered using the pollution and emission frames with 35 and 24 results respectively. This indicates that the important issue relating to the newspaper was that of the pollution caused and its consequences for the readers'

community. The least used frame for this conference was the endangered and extinct frame both with only 2 results. The WSSD 2002 was similarly covered using the frames of environmentalists and climate with 115 and 28 results respectively. This time the newspaper placed the agency on the environmentalists and the climate as an important characteristic of the summit. The least used frames for this summit were extinct, ozone layer and disaster frames, all with only 1 result. The final conference Rio+20 2012 was frequently characterized using the frames of environmentalists and climate with 25 and 20 results respectively. This framing is similar to the previous WSSD 2002 conference, thus the news repeated its categorization towards the two consecutive conferences.

Table 14

The News use of Economic/Business Frames towards the Categorization of the three UN Conferences/Summit

Categorization	UNCED 1992	WSSD 2002	Rio+20 2012	Total
Economy	59	59	72	190
Capital	12	11	4	27
Market	3	18	14	35
Profit	4	12	1	17
Income	10	3	2	15
Infrastructure	-	1	-	1
Growth	23	13	18	54
Exchange	2	1	25	28
Investment	13	5	13	31

Note. The table presents the no. of times a label was used in the coverage of the UN conference.

The News also covered the three UN conferences using the economic and business frames. The most evident frames used to depict the UNCED 1992 were the economy and the growth frame with 59 and 23 results respectively. The least number of frames used for the coverage of this conference were infrastructure and exchange frames. The most frequently used frame for the depiction of the WSSD 2002 was the economy and market frames with 59 and 18 results respectively. The least frames used for its coverage were again the infrastructure and the exchange frames. Rio+20 was covered using the same pattern of framing with economy and exchange having the highest results of 72 and 25 respectively. This conference also had the least coverage with the frames of infrastructure, profit and income with 0, 1 and 2 results respectively. Analysing the three UN conferences with the total number of economic and business frames used, it is concluded that the economy frame and the growth frame are again the most frequently used with 190 and 54 results respectively.

Comparing the results of the Environmental and economic frames used for the coverage of the UN conferences it is concluded that the economy frame with the total results of 190 is still higher than the environmentalists frame of 146 results. The News thus covered the UN conferences with the perspective of Business and economic impact making the economy as an important element of the UN-held conferences. The growth frame with 54 results was also more evident than the endangered and disaster frames with 4 and 7 results respectively. Although the conferences were held to limit the use of natural resources to conserve the environment and lead the world to a sustainable development path, the coverage of the newspaper focusing on the growth frame contrast with the ideology of the conferences.

4.4.3 ‘The New York Times’ Characterization. The New York Times adopted a number of labels towards the categorization of the UN conferences through both the environmental and economic frames.

Table 15

The New York Times use of Environmental Frames towards the Categorization of the three UN Conferences/Summit

Categorization	UNCED 1992	WSSD 2002	Rio+20 2012	Total
Ecology	19	3	9	31
Endangered	23	8	1	32
Disaster	4	11	-	15
Greenhouse gases	53	26	7	86
Acid Rain	3	1	-	4
Global Warming	83	38	2	123
Environmentalists	93	25	3	121
Climate	81	62	24	167
Natural Resources	20	23	4	47
Ozone Layer	10	6	-	16
Emissions	122	32	14	168
Species	110	22	6	138
Pollution	47	39	5	91
Extinct	15	9	-	24

Note. The table presents the no. of times a label was used in the coverage of the UN conference.

The table presents the framing analysis of the three UN conferences from an environmental perspective. The UNCED 1992 was covered mostly using the frames of emission and species, thus indicating the stance of the newspaper towards the conference. The least used frames for the conference were the disaster, acid rain, ozone layer and

extinct frames. The WSSD 2002 coverage included mostly the climate, pollution and global warming frames. Thus giving more attention to the environmental disaster aspect of the UN summit. The least used frames for the UN summit WSSD 2002 were the acid rain, ecology and the ozone layer frames. The final conference Rio+20 2012 was covered from the framing perspective of climate and emissions, thus indicating the importance of these elements towards the conference outcomes. Analyzing the three UN conference/summits as a whole it is observed that the New York Times identified with the conferences using the frames of emission, climate and species with results 168, 167 and 138 respectively. The least used frames in the overall three conferences by the New York Times were the acid rain, disaster and ozone layer with 4, 15 and 16 results respectively.

Table 16

The New York Times use of Economic/Business Frames towards the Categorization of the three UN Conferences/Summit

Categorization	UNCED 1992	WSSD 2002	Rio+20 2012	Total
Economy	202	124	55	381
Capital	16	16	17	49
Market	36	59	19	114
Profit	17	14	7	38
Income	13	19	3	35
Infrastructure	-	8	3	11
Growth	23	50	16	89
Exchange	5	4	1	10
Investment	12	19	11	42

Note. The table presents the no. of times a label was used in the coverage of the UN conference.

The Business and economic frames mostly used to depict the UNCED 1992 were Economy with 202 results and market 36 results. Thus giving the conference an economic perspective and asking the Business community for the necessary actions required. The WSSD 2002 was covered using the business frames of Economy at top with 124 results, the frames of market and growth were also used with 59 and 50 results respectively. The Rio+20 2012 was mostly covered with business frames of Economy, market, capital and growth with 55, 19, 17 and 16 results respectively.

Comparing both the environmental and economic framing perspective of the New York Times we can analyse the agents that are being targeted for necessary actions by the newspaper. The Economy frame with 381 results is twice more than the frequently used environmental frame of emission with 168 results. The market and growth frames with 114 and 89 results are greater in number than the disaster, extinct and endangered frames with 15, 24, and 32 results respectively. Thus it is concluded that the New York Times adopted a viewpoint of economy and business towards the coverage of the UN conferences by highlighting the business side more than the environmental aspect. The readers thus view the conferences that were held for environmental restoration purposes, from an economic and business aspects. The readers thus will also place the business people responsible for major actions towards the agenda of the UN conferences.

4.5 Generalization

Generalization measures the degree of generality rendered to the event by the newspaper coverage. The generalization can be in a level of a specific responsible agent or it can be generalized to the community as a whole. The following passage presents the degree of generalization rendered to the three UN summits/ conference by the newspapers.

4.5.1 ‘Dawn’ Generalization. Dawn identified different labels for the representation of the UN conferences as follows.

Table 17*Dawn judgmental generalization of the three UN Summits*

Generalization	UNCED 1992	WSSD 2002	Rio+20 2012	Total
Developed Nations	11	3	-	14
Developing Nations	8	-	-	8
UN Summit/ Conferences	6	9	2	17
US	10	6	-	16
Governments/ Officials	1	7	2	10
Government Agencies	-	1	-	1
Business	1	-	-	1
Governmental & Non-gov. Organizations	1	-	-	1
People of the World	2	3	-	5
Bush	1	-	-	1
Pakistan	1	-	-	1
UK	1	-	-	1
Multinational Corporations	-	3	-	3
Divide between Rich & Poor Nations	-	1	-	1
Judges	-	1	-	1
British PM Tony Blair	-	1	-	1
Brazil	-	-	1	1

Generalization	UNCED 1992	WSSD 2002	Rio+20 2012	Total
No Generalization	10	17	6	33

Note. The table presents the no. of times an agent was generalized in the coverage of the UN conference.

Dawn newspaper covered the UNCED 1992 adopting generalization of the circumstances of the event towards the developed nations and specifically to the US. The developed nations were generalized the most 11 times while the US was generalized 10 times during the coverage. The generalization towards Pakistan was the least with only 1 article stating it to be the agent of the event. The articles with no generalization towards the event were only 10 of the total 49 articles on the UNCED 1992 covered. The leading WSSD 2002 summit was covered with a different judgment towards the event's generalization. This time the generalization was adopted mostly towards the World Summit itself and the Governments/ officials attending the event. The WSSD was generalized 9 times while the governments of the nations were generalized 7 times during coverage in the two month's-span. Pakistan, this time, was not mentioned or was not rendered a responsibility towards the outcomes of the event. The articles adopting no generalization towards the agents were 17 of the total 50 articles covered on the summit. The third conferred Rio+20 2012 was covered with generalization towards three agents by the newspaper. The agents generalized were the UN conference itself with 2 articles, the governments and officials attending the summit were also generalized 2 times while the host of the event, Brazil, was generalized once during the two months coverage by the newspaper.

The summits/conferences when analysed collectively for the judgmental generalized, it can be concluded that for the Dawn newspaper the United Nations with 17 results and the United States with 16 results were the leading agents and cause for the outcomes of the UN summits/ conferences. Pakistan still was the least mentioned agent generalized for the outcomes of the UN summits/ conference.

4.5.2 ‘The News’ Generalization. The News also generalized the UN conferences to a number of agents as portrayed in the table below.

Table 18

The News judgmental generalization of the three UN Summits

Generalization	UNCED 1992	WSSD 2002	Rio+20 2012	Total
Developed Nations	14	2	2	18
Developing Nations	1	-	-	1
UN Summit/ Conferences	11	29	3	43
US	1	5	-	6
UK	-	1	-	1
Brazil	4	-	-	4
NGO's	1	-	-	1
EC	1	2	-	3
People of the World	3	8	2	13
Military	1	-	-	1
Scientific Ecology	1	-	-	1
Government of Pakistan	2	5	-	7
Industries	1	-	-	1
Pak-India Relations	1	-	-	1
Kashmir Issues	1	-	-	1
Pakistani PM Nawaz Sharif	1	-	-	1
Government/Officials	2	4	-	6

Generalization	UNCED 1992	WSSD 2002	Rio+20 2012	Total
Media	1	-	-	1
Absence of Laws & Ignorance	1	-	-	1
Abject Poverty	1	-	-	1
International Agencies	-	1	-	1
Sovereign States	-	1	-	1
Climate Change	-	-	1	1
Green Economy	-	-	1	1
No Generalization	8	5	5	18

Note. The table presents the no. of times an agent was generalized in the coverage of the UN conference.

The News covered the UNCED 1992 adopting judgmental generalization towards a number of agents. The most evident agents characterized were the developed nations and the UN conference itself. Developed nations were generalized 14 times while the UN conference was generalized 11 times as the agent responsible for the outcomes of the events. The Pakistani Prime Minister Nawaz Sharif was also generalized in an article as the agent responsible for the event's outcomes. The articles adopting no generalization towards the event were 8 out of the 55 stories covered on the event. The leading UN summit WSSD 2002 was generalized with a different perspective towards the agents. The UN summit itself was generalized the most with 29 results while generalization towards the community of people as a whole was done 8 times during the two months coverage of the summit. The developing or the developed nations had the least number of generalizations reported thus rendering no specific territory as the agent. The stories with no generalization were only 5 of the total 50 stories covered on the event. The third summit Rio+20 2012 was covered with a judgmental generalization adopted towards three main agents. These agents are the UN conference itself with 3 results, the developed

nations with 2 results and the people around the world with 2 results. The developing nations including Pakistan had no mention as the agent rendered the generalization of the outcomes of the event.

The three UN conferences when analyzed collectively for their judgmental generalization, we can find the viewpoint of the newspaper community towards the Summits. The agent most evident in the generalization of the three UN conferences was the conference/summits itself with a maximum of 43 results. The other agents rendered with judgmental generalization were the developed nations with 18 results in total and the people around the world with 13 results for the three conferences. The News also rendered generalizations to some new agents that were not present in the coverage of the Dawn newspaper. These agents include the NGOs, European Commission, military, scientific ecology, Pak-India relations, Kashmir issue, media, absence of laws and ignorance and abject poverty.

4.5.3 ‘The New York Times’ Generalization. The New York Times also portrayed generalizations towards the agents of the events. The generalizations adopted were analyzed as follows.

Table 19

The New York Times judgmental generalization of the three UN Summits

Generalization	UNCED 1992	WSSD 2002	Rio+20 2012	Total
US	17	5	-	22
People of the World	4	5	1	10
Developed Nations	6	3	-	9
Developing Nations	5	3	-	8
Business Executives	1	-	-	1
US President	10	2	1	13
World Bank	1	-	1	2

Generalization	UNCED 1992	WSSD 2002	Rio+20 2012	Total
Japan	1	-	-	1
China	1	-	-	1
Spain	1	-	-	1
Vatican	2	-	-	2
Fight between Rich & Poor Nations	2	-	-	2
Officials/ Government	2	5	2	9
Brazil	1	2	4	7
UN Summit/ Conferences	3	5	5	13
Oil Producing Nations	1	2	-	3
Environmentalists	2	-	-	2
Urbanization	-	2	-	2
Multinational Corporations	-	3	-	3
World Military	-	1	-	1
American Grain Farmer	-	1	-	1
Multinational Fruit Companies	-	1	-	1
Indonesia	-	1	-	1
EU	-	1	-	1
Transport in Developing Nations	-	-	1	1
Green Companies	-	-	1	1

Generalization	UNCED 1992	WSSD 2002	Rio+20 2012	Total
No Generalization	46	28	10	84

Note. The table presents the no. of times an agent was generalized in the coverage of the UN conference.

The New York Times covered the UNCED 1992 rendering judgmental generalization towards different agents as responsible for the event's outcomes. The generalization was adopted towards the US as a major agent while the US president Mr. Bush was also generalized as an agent during the two months coverage. The US was generalized with 17 results while the US president was generalized with 10 results. The UN conference was only adopted as an agent in 3 articles. The leading WSSD 2002 was covered by the newspaper rendering generalization towards different agents including the US, people around the world, the governments and the official bodies of the nation's attending the event, and the UN summit itself. All these agents were treated similarly with 5 results. The newspaper did not specifically target the US president during this coverage of the WSSD 2002 only mentioned twice during the two months span. The third Rio+20 2012 conference was covered with three main agents characterized as the generalized entity responsible for the outcomes of the event. These are the UN conference itself with 5 results, the host nation Brazil with 4 results and the official and governments attending the UN conference with 2 results. US was not generalized during this coverage while the US president Mr. Obama was only generalized once during the coverage.

The three UN summits/ conference when analyzed collectively for the judgmental generalization it can be concluded that the New York Times adopted the US as the major agent with 22 results. The US president, at that time, and the UN conference/ summits were rendered a similar generalization of 13 results each. The people around the world were also generalized 10 times during the overall coverage of the three UN conference/ summits. The New agents during the New York Times coverage that were assumed generalizations different to the Pakistani newspapers include the World Bank, Japan, China, Spain, Vatican, oil-producing nations, environmentalists and urbanization.

4.6 Findings

Findings of the research are discussed as follow:

- The three UN conferences held stark differences in their coverage by the American and Pakistani newspapers. The Pakistani newspapers provided the least coverage of the UN conferences compared to the American newspapers.
- The change in the level of salience among the three UN conferences by the newspaper coverage was also studied for the two different contexts. It was observed that the Pakistani newspapers provided similar importance to the initial two summits (UNCED 1992, WSSD 2002) by covering around the same number of articles on the events. The New York Times provided more importance to the first conference UNCED 1992, compared to the leading two conferences.
- The third conference, Rio+20 2012, was provided with the least coverage by the three newspapers suppressing its salience for the readers.
- Dawn newspaper placed the agency on the US and the UN conferences, during the UNCED 1992 and WSSD 2002 coverage, for the environmental deterioration. In contrast, the agency shifted to the nations' governments for the Rio+20 2012 coverage. Only a single article depicts Pakistan as the agent for the environmental deterioration of the respective years.
- The News identified different agents for the respective three summits. The agency for the UNCED 1992 was placed on the developed nations; for the WSSD 2002, the agency was placed on the UN summit itself was the agency for Rio+20 2102 was placed on the overall Nations.
- The agency for the New York Times remained the same for the UNCED 1992 and WSSD 2002, identifying the US as the primary agent for the environmental deterioration. While the agency for the Rio+20 2012 shifted towards the UN conference itself.
- Dawn identified the victims more in neutral terms than humanizing terms, while The News was analysed for adopting both strategies with similar perspectives. The New York Times adopted a similar stance to the Dawn newspaper as the humanizing identification strategies were half the number of the neutral identification.
- The most common environmental frames in the coverage of the three conferences by Dawn were the pollution and climate frames. The News used the environmental

frames of environmentalists and climate as the most common frame for representing the three UN conferences. The New York Times used the environmental frames of emission of gases and climate as the most standard frames.

- The common economic frame adopted by Pakistani and American newspapers was identical. The selected newspapers portrayed the three UN conferences from the perspective of the Economy frame as the most frequently used frame during the coverage.
- When analysed collectively, the ecological and economic frames found that the economic frame of Economy was still more evident than the commonly used environmental frame of Climate for the coverage of the three UN conferences.
- In their coverage of the three UN conferences, Dawn generalised the outcomes to the UN and the US. The News also generalised the event's outcomes to the UN conferences and the developed nations. The New York Times generalised the event's outcomes to the US and the US president (of that time) along with the UN conferences. The Pakistani and American newspapers thus targeted a similar agent, the US and the UN, to be responsible for the degradation and outcomes of the summit/conferences.
- The US was also generalised by the New York Times coverage, while Pakistan had no generalisation framed by the Pakistani newspapers.

CHAPTER 5

CONCLUSION

The study aimed to critically investigate the representation and coverage of the three UN conferences through framing and language use on ecological and sustainability issues. A comparative ecolinguistic analysis of the Pakistani and American newspapers was conducted with an assumption that the different cultural contexts of the newspapers will have different perspectives on the coverage of the environmental summit/conferences. The comparison was conducted on the coverage and the language use of three newspapers (Dawn, The News, and The New York Times) held on three UN conferences (UNCED 1992, WSSD 2002, Rio+20 2012) to examine the framing strategies adopted by the newspaper coverage. For this purpose, Stibbe's (2015) story of Framing was adopted as a conceptual framework for understanding the different framing traits and strategies in the coverage. Entman's (1991) framework was adopted as the analytical framework for analysing the distinct function of framing.

The research was conducted using a qualitative analysis technique with descriptive, comparative approaches and purposive sampling for analysing the data. It was concluded that the American newspaper (New York Times) gave more importance to the sustainability issues through increased coverage of stories than the Pakistani newspapers (Dawn and The News). The amplified coverage had more reader contact with news stories and thus more people's awareness of the issues highlighted by the UN conferences. The agents identified through framing by the three newspapers were identical as Dawn and the New York Times placed significant responsibility on the US and UN. At the same time, The News stated the developed nations and the UN to be the primary agents. The identification strategies adopted by the three newspapers through their language also remained similar with plain language used for the identification of victims, i.e., the victims were given no (or often less) humanizing aspects to develop a sense of association and responsibility in the readers. Dawn and The New York Times had double the amount of neutral than the humanizing identifications, while The News had slightly more stories neutrally identified than the humanizing identification. The labels adopted by the three newspapers for categorizing the UN conferences were identical in using the business frame of Economy, identified by Stibbe (2015), as the most evident frame for the coverage of the events. Thus the newspapers adopted frames for the

representation of sustainability conferences that are incriminated to be responsible for the destruction of the environment in the first place. The generalizations adopted from the event's outcomes through framing remained similar for the three newspapers. Dawn used generalization towards the US and the UN conferences itself; The News adopted generalization towards the UN and the developed nations, while the New York Times generalized their coverage towards the US and the UN conferences. It is thus concluded that the Pakistani and American newspapers only differ in the coverage and the number of stories on the selected UN conferences. At the same time, the framing strategies through language use remained identical for the three newspapers, with only minor differences in the choices of labels and agents identified.

The study is thus crucial for highlighting the perspectives adopted towards important ecological issues by the newspapers from different contexts. The UN conferences' outcomes will have a different impact on the different communities of readers from America and Pakistan. This perception depends on the journalists' framing strategies and language use in the coverage of the events. The language used by the newspapers to represent eco-sensitivity issues needs to be critically modified according to the sustainability principles. This study also answers Entman's (1991) proposal for further research on the five framing devices in media texts informed by theories from different disciplines. The present study adopts the five framing devices of Entman (1991), supported by the ecolinguistic aspect of Framing presented by Stibbe (2015).

5.1 Answers to the Questions

1. What type of salience strategies have been used by the selected newspapers in the coverage of the three UN conferences?

The New York Times delivered double the amount of coverage to the UN conferences than the Pakistani newspapers (Dawn, The News), thus giving more salience to the eco-sensitivity issues and engaging more readers on the outcomes of the conferences. The salience level also changed among the three UN conferences for the newspapers. The UNCED 1992 was covered with the highest number of stories for the three newspapers; the WSSD 2002 was given medium coverage, while the Rio+20 2012 had the least number of stories covered by the three newspapers. The coverage indicates that the newspapers decreased the importance of the environment and sustainability

conferences over time. The decreased salience will directly impact the response of the community of readers as they continue with their unsustainable practices, oblivious of their long-term impacts on the environment.

2. What type of agential role is projected through the use of framing strategies employed by the selected newspapers in the coverage of the three UN conferences?

The agents identified as responsible through the newspapers' coverage remained identical for the New York Times and Dawn, i.e., the US and the UN conferences. The News adopted a different agent, Developed nations, along with the UN conferences. Thus the readers of the different communities of newspapers were given three main agents responsible for the present conditions of environmental destruction. However, the Pakistani newspapers restricted from placing responsibility on their governmental laws and measures, thus probing no actions from their community of readers towards changing their ways of life. The American and Pakistani newspapers adopted neutral and humanizing perspectives toward identifying the victims with a more neutral identification than the humanizing perspective. Dawn and The New York Times again adopted a similar perspective towards identifying the victims through the amount of neutral and humanizing stances. The News, however, differed in its perspective by adopting slightly less humanizing terms than the neutral identification of the victim of the events. The three major newspapers could have constructed their language in a more humanizing approach towards the sustainability issues, thus engaging more readers' responses and impacting their unsustainable lifestyles.

3. How do the framing strategies employed by the selected newspapers in coverage of the UN conferences differ from each other?

The three newspapers adopted different labels for the categorization of the UN conferences. The chief environmental label adopted by Dawn was the pollution frame; The News adopted the environmentalist frame, while The New York Times adopted the Emission of Gase's frame as the highly used environmental label. The ecological/business frame of Economy was the most evident and identical for the three UN conferences in the newspapers' coverage. Both the different communities of newspapers thus did not restrict from adopting frames (Economic/Business) for the representation of the sustainability

conferences that are incriminated to be responsible for the destruction of the environment in the first place. Generalization measures the degree of generality rendered by the newspapers towards the agents responsible. The generalization strategies differed for the three newspapers among the three UN conferences. However, when the UN conferences were analysed collectively, it was concluded that Dawn and The News generalized the events' outcomes to the UN conferences. However, The New York Times generalized it towards the US as the primary agent. The Pakistani newspapers again restricted from generalizing the government or the nation for the region's unsustainable practices and environmental destruction.

5.2 Limitations of the Study

The study was conducted with certain limitations regarding collecting data samples for the analysis. The study, initially, was based on two newspapers from each of the two contexts. However, due to limited access to the Washington Post newspapers, the study was conducted on two Pakistani and one American newspaper. However, the balance of the study was not distorted with this selection as the data collected from the New York Times was more than the data from the Pakistani newspapers combined. The second limitation of the study was the extensive data sample of the UN conferences' coverage. The study, if conducted on the overall coverage throughout the 30 years, would have provided a deeper understanding of the framing strategies adopted by the newspapers. However, due to limited time and resources, the data sample was limited to newspapers for two months each for the three UN conferences. The third limitation was the analysis of the Pakistani newspapers in hard copies, which made it challenging to study due to immense data (12 months of newspapers) for detailed examination. The regular visitation to the national archives for accessing the data was a time-consuming process that delayed the thesis submission. The final limitation was the technical issues with the New York Times website accessing the newspaper archives. The Time Machine was used to collect the data for the newspapers from 1992-2012 in the New York Times. However, due to its soft form, it was difficult to access the visual structure in the original hard copies required by the first framing trait (Importance Judgement) in the analytical framework.

5.3 Recommendations

Based on the findings generated through the present study, it is recommended that

1. The newspaper journalists should adopt uniform guidelines to be followed worldwide to cover important issues such as environmental and sustainability-related events.
2. The newspapers should provide an increased coverage time towards these important ecological events to increase readers' contact. Thus developing an understanding and implementing a change in the actions towards the environment.
3. The agents should be clearly stated through active agency placement that would make the readers aware of the position the agents hold in the event's outcomes.
4. The journalists should adopt humanizing stances toward the representation of the victims of ecological issues. This would make the readers relate to the victims and develop responsibility toward environmental degradation.
5. The labels adopted towards the framing of ecological issues by the journalists should be based on environmental aspects rather than presenting it from business and economic perspectives.

5.4 Suggestions for Future Research

In light of the limitation of the present study, it is suggested that further research should be carried out as follows:

1. It is suggested that future research be conducted on the framing analysis of the UNCED agenda published as a blueprint for the nations to follow. By analysing the framing strategies adopted in the agenda report, the impact on the governments adopting policies towards its implementation can be understood.
2. In future, research on the impact of the framing techniques adopted by the newspaper coverage of eco-sensitive contents can be studied through direct interviews, surveys or questionnaires with the readers of the newspapers.
3. The present study can be continued in future research by adopting an equal number of newspapers from different contexts. The data thus will present a complete perspective of the presence of Entman's (1991) five framing traits.
4. A future multimodal study can also be conducted on the coverage of the three UN conferences in the digital media houses of different contexts. The study will thus help in extending the findings of the present research.

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