



Beyond Awareness: An Analysis of Behavioral Framing in Digital Media Climate Change Campaigns in Pakistan

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Abstract

In recent times, Climate change & environment concerns are high for both developing & developed states. Pakistan, as a developing state, ranked at 15th according to Climate Risk Index 2026. Pakistan is already struggling with many issues such as economic crisis, inflation, ethnic conflicts, political instability and security threats. In this scenario, environment & climate change is least discussed issue on mass media. There are few digital media campaigns in Pakistan which address the climate change issues, released by NGO's & government. Researcher chose two digital media campaigns & analyzed the video content of them. Under the lens of Framing Theory, researcher developed themes of Risk Framing, Responsibility Cues, Action Directives & Emotional Appeals. The main focus of thematic analysis was behavior changing indicators portrayed in content. These themes helped the researcher to critically evaluate the climate communication messages of digital media & their ability to influence audience's behavior. After the thematic analysis of content, researcher reveled insightful observations on digital media content which must be beneficial for future climate communication researches.

Key Terms: Climate change, Framing Theory, behavior change, Digital media

1. Introduction

The increasing effects of climate change present serious risk to the ecological processes, human health, and socioeconomic security of the global society. In Pakistan, which is one of the most climate-sensitive nations in the world, extreme weather has caused humanitarian and financial devastating effects like floods, glacial melting, droughts, and heatwaves, which makes proper communication on the topic of climate change a must and a need (Mirza et al., 2024). However, despite the fact that digital media are becoming central to environmental message delivery because of the vast reach and immediate response, it is becoming increasingly evident that awareness does not necessarily lead to long-term behavioral change (Asfandiyar, Masood, and Khan, 2025).

The main aim of this research work is to analyze the digital campaigns about climate change in Pakistan & its framing, in particular, in terms of behavioral cues and motivational factors, so we can find out why several campaign messages do not lead to action rather than merely awareness. Some important elements of an effective communication campaign are narration, presentation,

harmony & reliability of information to values of society which ultimately influence audience's response (N. U. Hashmi & Zulqarnain, 2025).

Framing does not just accentuate specific sides of an issue but influences the cognitive and emotional inclinations of the listeners, viewers, and readers towards actions, duties, remedies, and the views of risks (Asfandiyar et al., 2025). Algorithms logic also shapes the ways in which frames are shared, prioritized, and seen in digital contexts, including social media campaigning or video channels, and skews towards sensational influence at the expense of solution-oriented narratives that could inspire behavioral change (Zeng et al., 2025).

The importance of the communication of behavioral cues, and the focus of contextual or cultural features, is especially important in Pakistan, where digital climate messaging has to compete with misinformation, conflicting stories, and barriers posed by the structure (Asfandiyar et al., 2025). Although there has been an increase in the availability of climate information through the internet, the empirical research using content analysis and behavioral framing attitudes is still very limited with reference to Pakistan. Mostly, content analysis research work focused on prevailing disaster and socioeconomic issues & less attention provided to solution-focused or action-oriented messages (Malik et al., 2025).

In other parts of the Pakistani media, the examination of print media and official tweets shows that there is common responsibility, economic consequence, and conflict frame but hardly reaches behavioral rhetoric where audiences are urged to take mitigation or adaptation action (Shahid, and Zahra, 2025).

Indicatively, the literature on social media activism has shown that an emotional appeal with a visible action plan could boost collective efficacy and pro-environment identity (Arahman et al., 2025). Meanwhile, it has been demonstrated that prioritizing content on the algorithmically system, entertainment or crisis frames, in particular, may gloss over complicated problems and omit more sophisticated behavioral advice (Zeng et al., 2025). These observations indicate that digital climate campaigns can unintentionally support the process of awareness without agency in which audiences can be informed about environmental issues but they do not know enough about particular activities, their duties, or avenues to action.

So, keeping in mind all above mentioned notions, researcher chose media framing theory for the theoretical justification of this research for the analysis of environmental communication. The framing theory theorizes that the messages of the media focus on specific attributes of an issue that influence what audiences think, as well as how they think (Entman, 1993; applied in recent climate research). In digital climate communication, behavioral framing can be used to not only present facts about climate change but also incorporate explicit or implicit action cues e.g. actionable steps, responsibility attribution, role modeling or community engagement prompts. As, climate vulnerability in Pakistan cuts across social, cultural, and political processes that influence the audience interpretation of messages.

The current situation thus demands a systematic mapping and critical analysis of the behavioral framing patterns that are used in the digital climate communication ecosystem in Pakistan. To fill this gap, one should have a methodologically sound structure that can unravel narrative components, thematic focus, and framing approaches, which are present in digital campaign content. The content analysis and especially the qualitative content analysis is quite suitable in this task as it enables the researcher to interpret the latent and manifest features of messages, follow

up on recurring characteristics as well as their relationship to behavioral cues or the lack of those cues.

This research work acted as a pilot study to understand the digital climate change campaign constructs behavior, agency and action in Pakistan. It is beneficial to find out the prevailing ways of framing that either spell out or hide the paths to behavior change and examine how these ways of framing (or do not) fit according to theoretical predictions on environmental communication and behavior change literature. By this way, the study has facilitated more insightful experience of the qualitative outlines of digital climatic communicating in conditions characterized by vulnerability, media change, and political richness.

1.1 Research Objectives

The research objectives of the study are following

- To determine the dominating behavioral frames applied in the Pakistani digital campaigns on climate change.
- To examine the representation, emphasis or lack thereof of behavioral cues and action signals in digital campaign content.
- To understand the implications of the prevailing framing strategies on the engagements of the population, motivation and change in behavior.
- To study the patterns of framing on various platforms of the Internet and in different types of organizations (e.g., NGOs, government agencies, activist groups).

1.2 Research Questions

These are the main research questions of the study

- Which are the main behavioral framing strategies that are visible in digital climate change campaigns in Pakistan?
- In what ways are campaign messages framed to convey responsibility, agency, and action cues that may have impact on the audience behavior?
- How do digital platforms and organizational settings influence climatic communication representation of behavioral frames?
- What are the possible effects of these framing patterns on the engagement and activity of people and climate action among the Pakistani?

2. Literature Review

2.1 Climate communication & Behavior change

Communication of climate change has also become a crucial interdisciplinary research field between the study of media, environmental studies, and behavior science. Researchers on a global level admit that simply raising awareness about climate problems is not enough to promote meaningful action or behavioral change, but messaging strategies should focus on behavioral framing that encourages the audience to engage in mitigation and adaptation practices (Frontiers in Communication, 2024; Sudhoff et al., 2026).

Similarly, literature suggested that this trend is consistent that climate discourse on the internet tends to follow affective or attention-seeking stories and not rational arguments of actionable behavior change (Sudhoff et al., 2026). The literature on platform-specific dynamics identifies that

climate messaging is affected by design features and algorithmic logics. An example that can be given is a study of Tik Tok that reports that emotional and urgent posts are likely to generate great engagement, but the transfer of this engagement to real-life action is not obvious (Basch et al., in ScienceDirect, 2025).

On the same note, cross-platform comparisons disclose structural variations with paid climate messaging and organic public discourse each form different thematic emphases with certain implications on how audiences process and react to climate messages (Sudhoff et al., 2026).

Contrary, researchers indicate that many climate related campaigns lack solution based messages, in which audiences recognize the seriousness of climate change but are not given clear information regarding what they can themselves do in response to effectively handle the issue. In the context of Pakistan, recent works have offered some helpful insights into communication patterns of climate issues in Pakistani media settings. A content analysis on a qualitative level shows that localized narratives and culturally grounded stories have the potential to boost environmental awareness, yet do not seem to be effective in providing specific behavioral cues (Hashmi and Zulqarnain, 2025).

Also, another issue highlighted by researchers is climate misinformation in order to influence audience behavior. Climatic misinformation studies indicate that misleading or low-credibility climate messages can outperform credible messages and this further complicates informational issues and undermines the ability to change behavior (Scientific Reports, 2025).

2.2 Climate communication & Mass media

Digital media have been found to be effective in creating awareness but the behavioral aspect of framing that plays an important role in encouraging the behavior has not been examined extensively. In the same way, the content analysis of the Pakistani YouTube videos on climate change in chosen channels reveals that climate change is not framed consistently, yet little evaluative effort in terms of behavioral signals or action instructions is undertaken in this media (Malik et al., 2025).

Another study using paper to examines print media and governmental climate tweets in Pakistan also shows that print media messages can be characterized by the presence of responsibility and economic implications, but the messages do not include the consistent moral or ethical frames that could potentially induce behavior change on the individual level (Shahid and Zahra, 2025). Also, literature reviews on electronic media discover that climate reporting is event driven and superficial and it buttresses awareness without necessarily producing behavioral actions (Shah, Shahid, and Mahmood, 2025).

The use of social media among university students in Pakistan predicts the perceptions of climate change but not directly impacts behavioral outcomes (Khan and Ahmed, 2024). These results are consistent with the general literature on climate communication that indicates that the perception, alone, is insufficient to result in action, rather specific behavioral framing must be integrated within communication strategies. In addition to the studies conducted nationally, the study of youth-led digital campaigns and activist communication shows that content approaches that combine emotional appeal and precise calls to action can create a feeling of collective efficacy and mobilization (Arahman, Rianita, Suroso & Khan, 2025).

Similarly, a social media post analysis of climate NGOs on the Australian Black Summer bushfires revealed that despite the high use of the term climate change, they rarely directly linked it to action or solutions (Oxford Open Climate Change, 2023).

Such results highlight the importance of narrative strategies and explicit behavioral instructions in terms of increasing the possibility of translating awareness into action. Regarding methodological implications, the systematic review of climate change and social media identifies the lack of studies addressing the crucial research questions of polarization of audiences, misinformation, and the necessity of multidisciplinary research that would join communication and behavioral science (Frontiers in Communication, 2024).

3. Framing Theory

Theoretical basis of this research is the Framing Theory, which provides a compelling interpretive approach on the study of how digital climate change movement campaigns in Pakistan create meaning, focus on narratives, and incorporate or exclude behavioral signals in their communication policies. The framing theory is specifically applicable in qualitative research since the scope of qualitative research has to do with how an issue is framed, which components are brought to the forefront or the backburner and how meanings are constructed socially using discourse as opposed to quantifying the direct media effects. Framing is defined as the way through which communicators choose some features of perceived reality and highlight them in a communicating text and in the process advance specific problem definitions, causal interpretations, moral judgments and treatment suggestions, (Entman, 1993).

Framing theory has been extensively applied to the problem of climate change presentation in media discourses and the influence that these interpretations have on various levels of understanding, concern, and action in current climate change communication studies (O'Neill et al., 2018; Wibeck et al., 2021). Frames may also implicitly convey the question of responsibility of climate change, who ought to take action, what can be done and the meaning of individual or collective agency (Stecula & Merkley, 2019).

As an example, awareness-based frames tend to contain scientific facts, risks, or global effects, whereas behavioral frames bring solutions to the fore, efficacy, and actionable ways (Wibeck et al., 2021). This difference lies at the heart of the current research, which aims to go beyond awareness and qualitatively discusses whether digital climate campaigns in Pakistan consider frames that have a meaningful impact on behavioral action. Platform affordances that include visual storytelling, brevity, emotive, and algorithmic amplification further influence framing processes in digital spaces. Studies have found that climate-related material on the internet is commonly filled with dramatic pictures, stories of crisis, and emotional calls to attention, yet often lacks a long-lasting initiation of practical measures or behavioral viability (Hjarvard, 2021; Zeng et al., 2025).

The framing theory enables the researcher to critically review such trends through the lens of how digital campaign messages symbolically create the problem of climate change and whether they convey clear behavioral reaction. Qualitatively speaking, the framing theory is especially useful, since it allows one to study latent frames, which are the implicit assumptions and stories that are hidden in the texts, visuals, or symbols (Entman, 1993).

Latent framing is especially important in the Pakistani context, where climate vulnerability is compounded by socioeconomic inequality, governance issues, and cultural diversity, and in which the creation of a public sense of the climate responsibility and action. As an example, state responsibility and no individual agency frame can strengthen passivity, whereas moral responsibility or collective responsibility frame can strengthen engagement but not provide a specific direction of behavior (Shahid & Zahra, 2025).

In Pakistan, the concept of framing digital and traditional media implies, according to the analysis, that there are no conclusions on climate narratives that highlight aspects like disaster, vulnerability, and economic loss as they are reinforced, and somehow create a feeling of inevitability over empowerment (Malik et al., 2025).

Even though these frames can create awareness, they can also lead to fatalism or withdrawal unless accompanied by practical solutions. The theory of framing can therefore offer a critical conceptual basis to explore why digital climate campaigns have the potential not to translate awareness into behavior change. Notably, the framing theory is compatible with the content analysis approach of research which is the methodological tool used in this study. Qualitative content analysis is capable of providing the systematic interpretation of the meanings implicated in the communication texts, which allows discernment of the dominant frames, sub-frames, and narrative patterns (Krippendorff, 2018).

This research also examined how digital climate campaign messages create behavioral meanings with the use of language, images, metaphors, and symbols rather than trying to quantify the actual effects of the messages on the audience by using the framing theory. In general, the framing theory provides a cohesive and context-responsive perspective on how communicative processes can work out and by which means digital climate campaigns in Pakistan can be effective or not in influencing behavioral responses. This research serves to improve climate communication literature by shedding light on the opportunities provided by attention-oriented narratives to shift more actively to find communication strategies that are behaviorally significant.

4. Methodological Approach

This research follows the thematic analysis under the light of framing theory of mass media in order to interpret, latent and thematic aspects of communication content. Qualitative thematic analysis enables the systematic interpretation of the text, image, and symbolic data, which helps the researchers to establish common trends, narrative methods, and frame-related devices that often provide behavioral hints or drives in digital climate movements. The studies will entail the following major steps:

4.1 Sampling To gather information on climate change campaign materials in digital media, a purposive sample of the information sources will be obtained in digital media utilized in Pakistan (e.g., Facebook, YouTube, Instagram, Twitter/X, Tik Tok)

List of content to analyzed:

NO	Campaign Name & Cause	Platform & URL	Short Description
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1	Climate Change Heroes	YouTube https://www.youtube.com/watch?v=q1ymoZ3xmk8&list=PLB7lGfJlxekhs0rE-A6lweoB4mGpHLyUy&index=2	In the first episode of series, Safdar Hussain, the co-director of the University of Community Development, tells us of an ‘eco-friendly campus’ that has been set up to show people how indigenous practices, such as mud housing and water management systems, are the best way to tackle the climate crisis in the region.
2	Allied bank Climate Change	https://www.youtube.com/watch?v=IkTQImWoKX0&list=PLtu23estP-PGqqlOze_HFaKawvWA6mxMa&index=12	Allied Bank Limited (ABL) is actively driving environmental sustainability in Pakistan by investing Rs. 11.6 billion in renewable projects, powering 147+ locations with solar energy, and planting over 100,000 trees. Key initiatives include, but are not limited to, massive waste collection drives at high-altitude locations like K2 basecamp, adopting green banking policies to reduce paper waste by 78%, and offering specialized financing for solar systems.

4.2 Framework

The framework has been developed to analyze the above mentioned content using the theory of framing and the literature on environmental communication. These codes are indicative of the risk framing, responsibility cues, action Action Directives, Emotional Appeals and Solution Narratives.

4.3 Categories for Thematic Analysis

Study Context: Digital climate change campaigns in Pakistan

Theoretical Lens: Framing Theory (Entman, 1993)

Qualitative Focus: How messages construct behavioral meaning and promote action.

NO	Themes	Description	Detailed Meaning
1	Risk Framing	How campaigns represent the severity, urgency, and scope of climate threats.	•Extreme weather disasters (floods, heat waves, storms) •Public health and environmental risks •Economic and livelihood risks •Future-oriented vs. present-focused risk
2	Responsibility Cues	How campaigns assign accountability or blame for climate issues.	•Individual responsibility (citizens, households) •Government/institutional responsibility •Industrial/corporate responsibility •Global or external actors (e.g., international emissions) •Diffused or unclear responsibility

3	Action Directives	Explicit or implicit guidance provided to audiences about what actions to take.	•Clear behavioral instructions (e.g., reduce waste, plant trees) •Symbolic actions (hashtags, pledges, digital campaigns) •Community or collective actions •Absence of action directives
4	Emotional Appeals	Use of affective or emotional messaging to influence engagement.	•Fear or urgency •Hope and empowerment •Guilt or moral obligation •Pride in local/environmental stewardship

5. Discussion & Analysis:

5.1 Campaign NO 1: Heroes of Climate Change:

5.1.1 Risk Framing:

This digital video is the episode 1 of series named “Climate change heroes in Pakistan” by SOC films. The story revolves around a Person Dr.Safdar Hussain who works as co-director at university of community development Baluchistan which is a non-formal & non-degree awarding, open learning institute offering theory and practice based courses for the under developed communities. This Project falls under the INSTITUTE FOR STUDY AND PRACTICE OF DEVELOPMENT founded in 1998 which works for potential activists who can build their skills for development and channel their energies. The video message framed the risk of drought & water crisis in Baluchistan & efforts made by Director to build a university there which offer courses to students who can engage their local community members to solve the issues of water storage for agricultural needs.

If, we critically analyze the content, there are some important aspects which need to be appreciated. Firstly, content creators depict the risk of drought with detailed research work via authentic sources at the very start of video content which identify its public concern & environment risk. This approach aligns with recent findings in environmental communication research, which highlight that audiences demonstrate higher trust and engagement when risk information is introduced early and supported by credible evidence. This careful integration of real-life evidence is a kind of risk-framing tool, which can be called successful in locating drought not as a theoretical environmental phenomenon but as a real and socially topical danger to the audience. (Sari, 2025).

Moreover, in this way, creators can increase the credibility of the message, anchor the interpretation of the audience in the empirically verifiable data and provoke the cognitive reflection on the problems of environmental risks. Environmental risk communication studies point out that the credibility of sources and the order of evidence presentation are paramount in influencing the social perceptions, trust, and behavioral intentions of the audiences, especially when people are presented with mediated messages over digital platforms (Massa & Comunello, 2024; Sari, 2025).

5.1.2 Responsibility Cues:

As this theme suggested that, in any kind of visual content must highlight the responsible stakeholders for the actual problem such as government, individuals, international actors, industrial zones or it can be an unclear or diffusible stakeholder as while narrating the content. In

this video content, no stake holders were blamed for the drought or water crisis rather highlighted the efforts of main character to enhance the positive image of content.

As, (K. A. O. et al., 2025) concluded that This would be consistent with new findings in the research of environmental communication literature that solution-focused and positive framing can translate into better audience engagement and may lead to a sense of self-efficacy in viewers instead of making them feel defensive or adversarial (e.g., positive framing increases environmental engagement more effectively than negative, conflict-infused framing).

In accordance with it (Turney and Lee, 2024) stated that This narrative decision is on par with the literature that views the effectiveness of constructive and solution-oriented communication plans in environmental and social campaigns that focus on agency of the protagonist and progress without attributing responsibility adversarial Those strategies can be used to maintain the interest of the viewer, increase perceived credibility, and a pro-environmental cognition, emphasizing concrete actor-focused behavior instead of the diffuse or conflicting responsibility.

5.1.3 Action Directives:

This theme of framing suggested that content should clearly describe the behavioral instructions for target audience to overcome the problem with available resources. As this video content encourage the local community to engage with available resources to overcome the drought & water crisis. The whole theme is community driven initiatives which is led by local lead character of “Safder Hussein”, & he is calling for collective actions to the community. As, This kind of community-focus and participative problem-solving is consistent with empirical findings that solution-focused information and inclusive communication approaches that emphasize the action steps and community resources are effective in increasing engagement levels, self-efficacy, and behavioral change among the audience when crafting environmental campaigns (e.g., Rahman et al., 2025).

In addition, the literature on solution-oriented environmental communication highlights the significance of messages that empower local actors by offering precisely contextually based behavioral guidelines that are established based on community resources that are available, leading to the maintenance of the community engagement and community resilience (Gultian, 2025).

5.1.4 Emotional Appeals:

This whole video content is mixture of emotional & rational appeal, as the narration of journey of main character Safder Hussain is emotional but ending comes with practical solutions which are also applicable for local communities. The main emotion which can feel in whole content is the feeling of hope & empowerment. Also, content exhibit the pride & honor in local/environmental stewardship.

As, Affective engagement, achieved by the journey of the protagonist, is used to appeal to the viewer in terms of motivation, creating the feeling of connection and personal relevance to the environmental problem, and the cognitive processing of actionable solutions, as well as intention to act, is supported. It has been demonstrated that affective resonance in conjunction with objective, solution-focused messaging can be used to more effectively affect affective engagement and increase the probability of taking pro-environmental action since emotional appeal reinforces motivational reactions and rational information has clear behavioral direction (Springer et al., 2024). In addition, it has been discovered that dual-appeal messages that integrate emotional

stories and rational teaching are specifically effective in facilitating pro-environmental intentions by involving various psychological processes, which facilitates emotional identification and cognitive adherence to sustainable behaviours (Choi and Choi, 2025).

5.2 Campaign No2: Allied Bank Climate Change initiative:

5.2.1 Risk Framing:

This video content is the part of Allied Bank digital campaign for a cleaner Pakistan. Allied bank is actively driving environmental sustainability campaigns & most important initiative of this

2	Allied bank Climate Change	https://www.youtube.com/watch?v=IkTQImWoKX0&list=PLtu23estP-PGqqlOze_HFaKawvWA6mxMa&index=12	Allied Bank Limited (ABL) is actively driving environmental sustainability in Pakistan by investing Rs. 11.6 billion in renewable projects, powering 147+ locations with solar energy, and planting over 100,000 trees. Key initiatives include, but are not limited to, massive waste collection drives at high-altitude locations like K2 basecamp, adopting green banking policies to reduce paper waste by 78%, and offering specialized financing for solar systems.
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campaign is to clean the altitude locations like K2 basecamp. This particular video is the official video launched by Allied Bank on YouTube which has the opening shot of earth. After that, video gives a brief description about the location of track which is remote but part of Pakistan. As, K2 is the 2nd largest mountain in world & has importance globally. But this track is also effected by climate change, pollution & garbage was collected in kilograms. The largest garbage quantity shows that how Pakistan is badly affected by climate change & pollution.

Here are some themes to be discussed under risk framing them after critical analysis of video content. First of all, video content depicts serious concerns for world's highest landscape & trek of K2 which is an environment risk. Additionally, content is based upon present-focused risk as the trek is ranked as world's 2nd highest altitude, and considers as landmark for Pakistan globally. This kind of initiative is unique in its nature which can work as game changer of climate change awareness campaigns.

Likewise, By foregrounding the climatic and scenic issues that accompany the world second-highest peak, K2, the video material being analyzed presents a grave threat to the environment and thus places the story in a present-oriented risk discourse, which emphasizes the urgency and the importance of environmental dangers in the iconic mountain areas. The perceived salience of the present-oriented risk communication, particularly, with the connection to globally known natural landmarks, can be used to promote additional awareness and interest to a larger audience (Bodegom, 2022). Furthermore, the analysis of documentary and visual media shows that the combination of an image of risk and a narrative background makes audiences perceive a greater sense of urgency and can be prompted to take action over the urgent environmental concerns, especially when the stories are framed in particular and high-profile geographic locations that represent larger climate risks (Nisbet and Fahy, 2019). Such storytelling techniques in the environment of K2 and other high-altitude places can become effective triggers of the further

spread of climate change awareness and the balancing of the discourse on the worldwide scientific risk with the experience of a local community.

5.2.2 Responsibility Cues:

As like “Climate change heroes” campaign, this video also doesn’t blame any individual or government institution for this chaos. It falls under the category of “Diffused or unclear responsible”. While, only positive role of organizations is highlighted in content.

Rather, it prefigures the positive contribution of the organizations and collective actors and makes responsibility diffuse or unspecified instead of fault-specific agents. This diffused responsibility framing is in line with the current environmental communication studies that emphasize the importance of using messaging strategy to avoid polarizing blame attributions by emphasizing collaborative or solution-focused messages, thus limiting defensive reactions and promoting constructive interactions (Comella Romeu, 2025).

These strategies are based on the research that has shown that responsibility framing in climate communication can have a significant impact on how viewers and readers interpret and respond to the message, and diffuse or collective processes are commonly used to address complex socio-environmental issues without agitating attributional conflict (O’Callaghan et al., 2025). By reinforcing the idea of organization contribution and agency that is defined by collective actions instead of individual responsibility, the campaign puts environmental stewardship within the framework of mass moral responsibility and buy-in instead of resistance through blame.

5.2.3 Action Directives:

This video content centrally focused on behavioral instructions such as reduce waste & make Pakistan clean & green. Also, the element of community or collective actions is clearly visible in content. This is because the explicit behavioral instructions that the video content mainly focuses on (e.g., the necessity to minimize the amount of waste and to make Pakistan a clean and green place) can be seen as a strategic application of pro-environmental messages aimed at creating community engagement and behavioral change. The campaign emphasizes the normative and participatory aspects of environmental stewardship by incorporating the directives that are consistent with local capacity and collaborative social objectives and the individual behavioral change is placed in the context of the broader societal practices.

According to environmental communication research, pro-environmental behavioral promotion using community-based social marketing, and participatory-based interventions might be effective because it is not only through raising awareness but also through making sustainable practices more socially acceptable and collectively adopted (Sierra Puentes et al., 2025).

On the same note, participatory action research that is integrated into the community has been found to increase the level of understanding of environmental challenges among residents as well as the ability to change behavior sustainably in waste management situations, which characterizes the possibility of localized collective actions to influence the pro-environmental outcome (Armalid et al., 2025). In this way, the combination of the straightforward behavior change guidance and visible group action in the campaign is consistent with empirical data regarding the strategies that

are found to work best in terms of transforming environmental concern into the collective behavioral results.

5.2.3 Emotional Appeals:

Likewise, the earlier discussed campaign, this video content is also a mixture of emotional & rational appeal. But the emotional appeal of patriotism has the ability to overcome the rational angle of content. The feeling of nationalism can engage audience at a larger scale and it can also enhance the progressive image of organization as well. The text used in the video balances the informational data of a rational nature with the strong emotional appeal to the sense of patriotism, in which the latter group of appeals can be more effective in influencing the audience than the former one, based on the purely logical message. Emotional appeals could be connected with national pride and group identity with greater resonance and motivational effectiveness in the communication of the masses, especially when the appeals are based on collective values such as making Pakistan clean and green.

Likewise, A study of environmental and social psychology suggests that patriotism may have a positive relationship with pro environmental attitudes and behaviors, whereby, people who have a strong emotional attachment to their country tend to be more responsive to collective action which is beneficial to the welfare of the country, even when they are also given rational content (Aydin et al., 2022).

Moreover, it was demonstrated that strategic application of patriotic and emotional appeals in the context of campaign messages contribute to better audience involvement, social identification, and support of shared agenda, which tends to surpass the impact of the communicative message itself (Milfont et al., 2020). These results indicate that patriotism should be included in environmental campaigns because it enhances emotional appeal and reinforces normative responses that conform to organizational and social goals.

6. Conclusion:

Climate change is a serious threat for Pakistan as it ranked at no 6th for largely effected by climate change. But surprisingly, researcher concluded that there is no national level thought provoking visual content is available by governmental organizations. Both campaigns which are analyzed in this research work is launched by private organizations. Although many claims & policies are announced by government but the absence of national climate change awareness campaigns which are proactive in nature shows the seriousness of government institutions. So, there is major content & research gap which need to be fulfilled on war footings.

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