

---

**THE ROLE OF PAKISTANI PRINT MEDIA IN COVERING  
THE IMPACT OF CLIMATE CHANGE AND THE 2022 SINDH FLOODS**

***Dr Erum Muzaffar***

*Director Incharge Pakistan Study Centre University of Karachi @ Karachi*

*Email: [erummuzaffarali@uok.edu.pk](mailto:erummuzaffarali@uok.edu.pk)*

***Marium Fatima***

*MPhil Scholar, Department of International Relations, University of Karachi*

*Email: [mariumfatima248@gmail.com](mailto:mariumfatima248@gmail.com)*

***Ali Ahmed Mahesar***

*MPhil Scholar, Pakistan Study Centre, University of Karachi @ Karachi*

*Email: [aliahmedmahesar75@gmail.com](mailto:aliahmedmahesar75@gmail.com)*

**ABSTRACT**

*Media coverage of climate change has intensified in recent years. Both English and Urdu newspapers regularly emphasize calamities associated with climate change. Pakistan confronts numerous substantial climate concerns that affect its ecology, economy, and society. For instance, some of the most significant environmental issues that the country is facing include droughts, floods, erratic rainfall, cyclones, and heat waves. This study aims to examine the frequency and nature of coverage pertaining to climate-related occurrences in two prominent newspapers in Pakistan, Dawn and Jang. The research is qualitative, employing content analysis to discover distinct themes. The study encompasses the daily Dawn and Jang periods from October to December 2022. The research evaluates content across various sections, including front, back, international, and opinion pages, to assess how the issue of climate change was framed in the context of the floods. Additionally, the research explores the responses and initiatives launched by the Sindh government, such as the formulation of the Sindh Climate Change Policy (SCCP), which aligns with the National Climate Change Policy 2021.*

---

**Keywords:** Dawn, Jang, Pakistani newspaper, Floods, Climate Change.

**INTRODUCTION**

In 2022, Pakistan's vulnerability to climate change was starkly revealed by devastating floods, despite contributing less than 1% to global greenhouse gas emissions. The floods submerged one-third of the country, affected 33 million people, and displaced nearly 8 million, marking a disaster unprecedented in its scale, surpassing even the 2010 floods. This study aims to address the problem statement by analyzing

the coverage of the 2022 floods in two major Pakistani newspapers, Dawn News and Jang, during October, November, and December 2022. The research investigates both the magnitude of media attention and the thematic content of the coverage, particularly in relation to climate change, through a mixed-method approach. In December 2022 alone, Dawn published 107 environment-related articles, while Jang featured 52, offering a comprehensive dataset for analysis. The study evaluates content across various sections, including front, back, international, and opinion pages, to assess how the issue of climate change was framed in the context of the floods. Additionally, the research explores the responses and initiatives launched by the Sindh government, such as the formulation of the Sindh Climate Change Policy (SCCP), which aligns with the National Climate Change Policy 2021. Under this policy the government aims to rejuvenate mangrove plantations to act as carbon neutralizers and flood barriers to protect the Indus Delta from increasing sea intrusion. This policy marks a significant step forward in Sindh's environmental and climate change strategy, contributing to the broader national goal of building resilience against climate-related threats. The Sindh's geographical diversity in areas Siro, Wicholo and Lar might witness increased rainfall during the monsoon that will pose significant challenges in implementing climate related policies in flood-induced areas.

This study also aims to addresses the economic consequences of the floods such as slower growth, expanding trade imbalance and declining revenues that heighten the market risk perceptions. By investigating the media's coverage and the government's response this study seeks to provide a comprehensive understanding of the climate change interplay, it's representation on media and policy action in Pakistan that ultimately contributes to better preparedness for climate-related disasters in future.

### **RESEARCH OBJECTIVES**

- This research will examine the purview and highlight the type of coverage of 2022 floods by Dawn News and Jang in relation to the climate change issue from their respective news articles published in October, November and December 2022.

- This research will identify the predominant themes and narratives that both newspapers produced about the 2022 floods in relation to the climate change issue.

#### **LITERATURE REVIEW**

The way the media represents climate change has a significant impact on how the general population perceives, comprehends and responds to the existing issue. The extensive research in this area has highlighted the media's role in enhancing public knowledge and encouraging active participation in climate-related initiatives. The media's capacity to influence public perceptions and behaviors underscores its critical function in supporting sustainable and resilient societies. Many studies have shown how public knowledge and participation are greatly influenced by how climate change is framed. Additionally, it has been determined that reaching a wider audience and encouraging active participation in climate discourse require the use of a variety of media channels and sources. The recent scholarly work focuses on differences in media portrayals of climate change globally and regionally as well as their implications for public understanding and participation in addressing climate change as a transnational challenge (Munim, Y., Arslan, M., Khan, S., Azhar, H., & Haider, A. 2023).

In their paper "*Role of Media in Tackling Climate Change Issue – A Case Study of Pakistan*" Sanallah Khan and Dr. Raja Muhammad Khan examined how the media has historically played a crucial but undervalued role in tackling climate change in Pakistan. Since the beginning of Pakistani media sensationalism and a dearth of professional viewpoints on important topics like climate change have significantly influenced the type of reporting. From the earliest radio broadcasts to the proliferation of television channels and internet platforms, the media landscape has marginalized environmental issues in favor of political scheming, security concerns and lobbying. According to the authors this pattern which has persisted over time makes it more difficult to cover climate change in depth and neglects to communicate to the public the essential professional analysis or scientific viewpoints. In addition to the media's lack of informed discussion about climate change news organizations frequently focus on political dramas and governmental disputes rather than focusing on

the long-term environmental issues that have a direct impact on people living in Pakistan. The public's perception is usually distorted by this sensationalist approach that feeds a vicious cycle in which fleeting political storylines eclipse important issues like flood-induced climate change disasters. The authors also stressed how media sources frequently do not include climate specialists or researchers in their reporting which results in a lack of knowledge and a simplification of the causes and effects of climate change. Combined with the lack of knowledgeable voices in the media, policymakers and the general public both maintain a limited awareness of climate change as a result of the constant emphasis on politics. In light of this historical background, the writers contended that a paradigm change is necessary in Pakistani media reporting style and the media outlets must immediately prioritize covering climate change with emphasizing expert perspectives, scientific data and thorough examinations of the socioeconomic and environmental effects. Moving away from political themes and sensationalism, the media can play a crucial role in raising awareness, shaping public discourse and driving meaningful action to combat climate change (Khan, S., & Khan, R.M. 2022).

In line with our research study's primary goal a study by Hussain Khan and Iqbal titled "*Media Reporting of Climate Change Crisis in Pakistan: Identifying Corrective Strategies*" utilized interviews with 26 journalists who cover climate-related events. The study highlighted that the effective climate reporting in Pakistan is hampered by both professional and financial issues. In their professional lives, journalists stressed the importance of conventional news ideals which gave priority to events with drama, sensationalism or political ramifications and apart from sporadic catastrophic incidents the climate change stories frequently were not deemed fit for news selection standards and were not covered without the exception of sporadic damaging catastrophes. Economically, financial constraints within Pakistan's media industry further hindered the allocation of resources and personnel for specialized climate reporting. By contrast, political news was more accessible and attracted larger audiences, making it a preferred focus for media outlets. The study underscores the need for a shift in political discourse surrounding climate change and calls for a socially responsible role by the media to highlight its critical impacts,

including those seen during events like the 2022 Sindh floods (Hussain, S., Khan A., & Zubair Iqbal, M. 2024).

In her book, *“Pakistan: On the Front Line of Climate Change”* Rina Saeed Khan highlighted how the 2022 floods surpassed the 2010 disaster and affected over 33 million people and caused significant devastation, particularly in the southern Sindh province. The floods driven by extreme rainfall were linked to human-induced climate change that resulted in the loss of 1.7 million homes and more than 1,700 lives. The excessive rainfall, which was up to eight times higher than usual in some regions, led to the overflow of the Indus River and widespread flooding, along with urban flash floods and landslides. The effects of climate change extend beyond floods. Due to the depletion of freshwater in the Indus River, the rising sea levels have caused millions of people living along the shore to be displaced. In coastal areas, seawater intrusion has spread over one kilometer inland endangering the lives of almost 3.5 million people. Furthermore, public health issues including respiratory problems brought on by air pollution exacerbate the nation's climate predicament. Pakistan has responded by looking for international climate money with organizations such as the National Disaster Risk Management Fund (NDRMF) being crucial in flood relief and climate adaptation. These initiatives support the objectives of the Paris Agreement that seek to improve the nation's ability to handle climate threats and lessen their effects. This backdrop emphasizes how urgent it is becoming for Pakistan to confront the complex issues brought on by climate change and highlights the lack of media attention and government urgency in 2022 (Khan, R.S. (Auth.), & Zaidi, F. (Ed.) n.d.).

The available literature on Sindh's media coverage of climate change highlights the concerns indicating that the political, economic and governmental elites often hold greater influence on news discernment in Pakistan (Khan, S., Idrees, U., Shakoor, A., & Khan Z.U., 2024).

The influence of climate anomalies and notable variations in surface air temperature and precipitation patterns on regional and global weather events was investigated in the paper *“Global Climate Anomalies and Recent Floods in Pakistan”* by Dr. Shamshad Akhtar and Professor Muhammad Rafique Dhanani. The frequency of these anomalies has increased over the last three decades and includes

intense heat waves, severe winter snowstorms, protracted droughts, torrential rains and catastrophic flooding. The growing carbon dioxide levels from burning fossil fuels are the main source of global warming-driven climate change. One important element causing these climatic abnormalities is also found to be the ENSO (El Niño-Southern Oscillation) phenomena. The negative impacts of these abnormalities were felt in several areas in 2022. Many areas suffered from the negative consequences of these abnormalities in 2022. For example, severe droughts caused significant water shortages and decreased energy output in countries like China's Yangtze River basin, Europe's main rivers and the United States' dryland regions. Devastating floods struck southern China and Germany in the meanwhile and both Europe and the USA saw record-breaking summer heat waves and winter snowfall. One of the most devastating climate-related calamities in Pakistan's history are the floods of 2022 that had a particularly large impact on the country. The floods in 38 of the nation's 170 districts which were brought on by unusually high monsoon rains almost killed 1,739 people and badly damaged houses and crops affecting 33 million people. The province of Sindh suffered the most from the intense rains. In Balochistan, southern Punjab and sections of the Malakand area the flash floods caused significant destruction as did poor drainage infrastructure. According to the report the excessive rainfall and snowmelt as expressions of climatic anomalies were the key causes of the tragedy compounded by institutional failures in disaster management that exacerbated economic and human losses. Pakistan was unprepared for the calamity with officials waiting two months to assess the magnitude of the devastation and launch rescue and recovery efforts. Despite extensive media coverage of flood figures there were insufficient conversations about the country's lack of readiness for such a calamity. Given the country's vulnerability to disasters, the media's role is crucial in both sharing information about climate changes and raising public awareness. The media should act as a bridge between the public and emergency organizations, ensuring the dissemination of relevant information during and after disasters. This includes educating the public about the disaster, reporting hazard warnings, updating on the needs of affected areas, alerting government officials and promoting discussions on disaster preparedness. Although public administrators have occasionally criticized the media for

scrutinizing their every move, recognizing the value of a balanced media presence is essential in times of a natural catastrophe (Akhtar, S., & Dhanani, M. R., 2024).

A report published by South Asian Voices, titled “*Pakistan’s Floods and the Role of Media*” highlighted that media coverage of the situation in Sindh was disproportionately focused on the political rivalry between Pakistan Tehreek-e-Insaf (PTI) and the Sindh government, while significantly underreporting the environmental and humanitarian crisis at hand. The growing partisanship within the media, driven by political polarization, diminished its credibility as a trustworthy source of information in Pakistan. Throughout July, media attention was largely fixated on rallies by Former Prime Minister Imran Khan, aimed at opposing his political rivals after his removal via a vote of no confidence. Political factions also used the floods as a means to accuse one another. Given the lack of investment in natural disaster management and climate change sectors, the media should have focused on holding political leaders accountable for their actions in these critical areas. Instead, then reporting on the magnitude of the disaster, it promoted sensationalism, shifting blame, and focused on ratings. Furthermore, substantial coverage was dedicated to political leaders' visits to flood-affected regions, which often hindered, rather than facilitated, rescue and relief efforts. By emphasizing these high-profile visits and neglecting to cover the hardest-hit communities and relief operations, the media's role in disaster management was rendered irresponsible in this study (Batool, F., 2022).

The Research conducted by CSIS on “*Pakistan’s Deadly Floods Pose Urgent Questions on Preparedness and Response*” highlighted the humanitarian crisis resulting from the floods that demanded a coordinated national response from all institutions and levels of government. However, the floods intensified the existing political turmoil in the country. Media outlets, driven by ratings, prioritized sensationalism and political maneuvering over addressing real humanitarian issues (Kurtzer, J., & Abdullah, H.F., 2022).

#### **RESEARCH METHODOLOGY**

The research design involves content analysis of articles from two leading Pakistani newspapers, Dawn (English) and Jang (Urdu), over a three-month period (October, November, and December 2022).

The study seeks to determine how these media set the agenda for the impact of climate change and the Sindh floods.

Dawn and Jang were picked for their significance and representation in the English and Urdu media. Articles from these newspapers relating to climate change and the Sindh floods during the specified period will be analyzed. All relevant articles will be gathered, and a coding sheet was developed to categorize them based on the main topic, prominence (e.g., front page or middle pages), tone (positive, negative, or neutral), and whether they address causes, effects, or solutions. The quantitative analysis involved counting the number of articles their placement and the frequency of climate change topics to determine each newspaper's attention to the issues. The qualitative study looked at the tone and framing of the stories to see how the newspapers depicted the importance and urgency of the themes, as well as their relationship to climate change.

The research used *McCombs* and *Shaw's* Agenda-Setting Theory, which states that the media shape's public opinion by highlighting certain concerns. The analysis examined how Dawn and Jang prioritized or marginalized critical topics. Within the context of environmental communication, the Agenda-Setting Theory provides a framework to assess the media's capacity to shape public priorities by emphasizing specific issues. In Pakistan, this perspective highlights the media's potential to elevate awareness about climate change. However, climate reporting in the country faces considerable challenges, including limited expertise among journalists, sensationalized reporting, resource constraints, restricted access to reliable information, and safety risks in conflict-affected regions.

Given that the study involved analyzing published articles, ethical concerns are minimal. However, efforts will be made to ensure the analysis are unbiased and accurately reflects the content of the newspapers. The study is limited to three months and two newspapers, which may not fully represent the entire Pakistani media landscape or broader public discourse.

## **RESULTS**

The following presents a visual representation of data collected from two prominent newspapers in Pakistan, Dawn (English) and Jang

(Urdu), over a three-month period (October, November, and December 2022), focusing on climate and flood-related news coverage.

**TABLE-1**

S. No	Themes	Dawn Newspaper
1	Flood/Disasters	74
2	Climate Change	49
3	Funds/Donations	40
4	Legislation	30
5	Food Insecurity	20
6	Rehabilitation	20
7	Environmental Rights/Policies	20
8	Temperature Rise	10

**GRAPH-1**

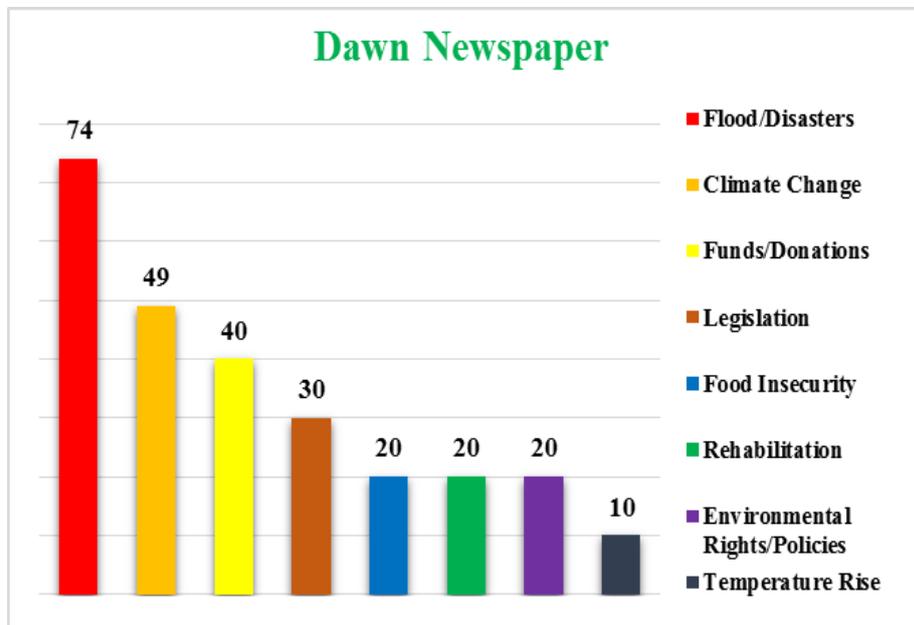
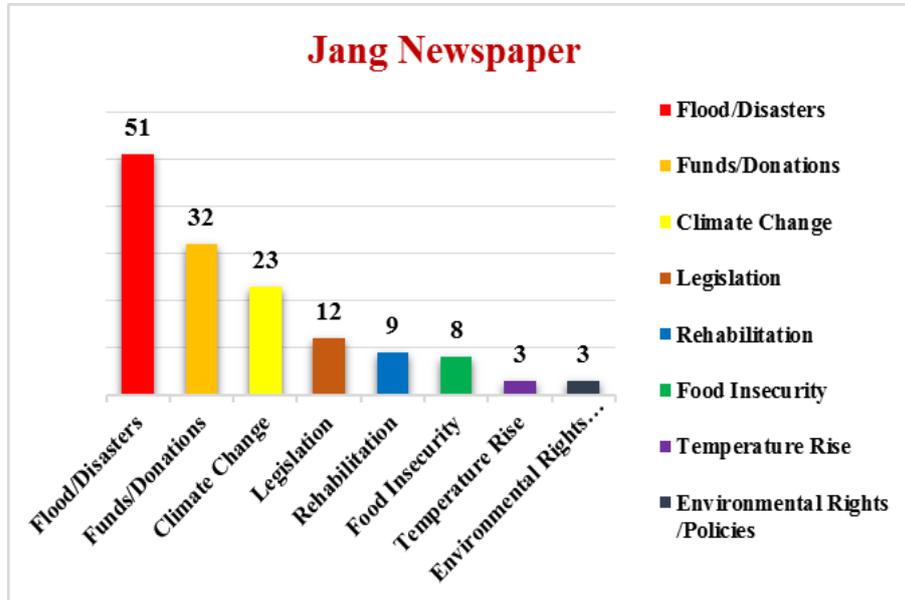


TABLE-2

S. No	Themes	Jang Newspaper
1	Flood/Disasters	51
2	Funds/Donations	32
3	Climate Change	23
4	Legislation	12
5	Rehabilitation	9
6	Food Insecurity	8
7	Temperature Rise	3
8	Environmental Rights /Policies	3

GRAPH-2



In Table 1, the data reveals that Dawn Newspaper’s climate and flood-related coverage during October to December 2022 predominantly focused on flood/disasters mentioned 74 times in different news pieces followed by climate change covered 49 times, funds/donations highlighted 40 times and legislation reported 30 times while topics like food insecurity, rehabilitation and environmental rights/policies each were addressed 20 times and temperature rise was mentioned 10 times as the least emphasized theme throughout the study period.

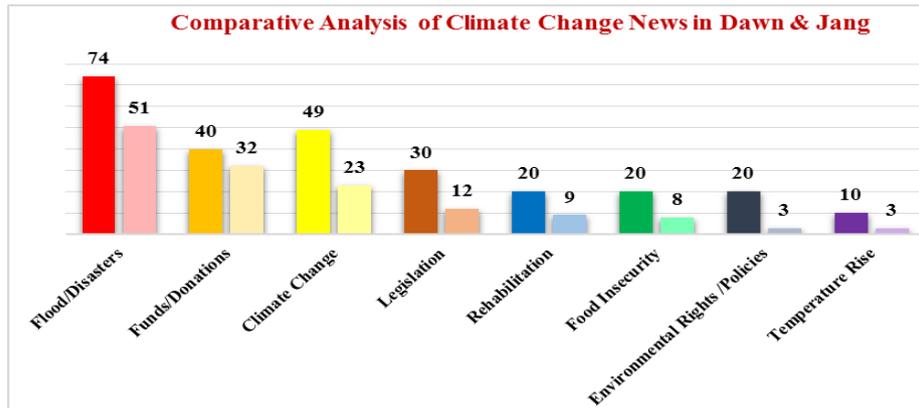
In Table 2, the data highlights that Jang Newspaper’s climate and flood-related coverage during October to December 2022 substantially focused on flood/disasters mentioned 51 times in different news pieces followed by funds/donations that were highlighted 32 times and climate change addressed 23 times. Topics such as legislation was reported 12 times, rehabilitation was covered 9 times and food insecurity was mentioned 8 times that received moderate attention. While temperature rise and environmental rights/policies each were the least emphasized themes and both mentioned 3 times throughout the study period.

**COMPARATIVE ANALYSIS OF CLIMATE CHANGE NEWS IN DAWN & JANG NEWSPAPER**

**TABLE-3**

S. No	Themes	Telemarks from Dawn Newspaper	Telemarks from Jang Newspaper
1	Flood/Disasters	74	51
2	Funds/Donations	40	32
3	Climate Change	49	23
4	Legislation	30	12
5	Rehabilitation	20	9
6	Food Insecurity	20	8
7	Environmental Rights /Policies	20	3
8	Temperature Rise	10	3

GRAPH-3



In Table 3, the data presents a Comparative Analysis of climate and flood-related news coverage from Dawn (English) and Jang (Urdu) over a three-month study period from October, November and December 2022. The data underscores significant differences in coverage between the two leading newspapers. Dawn exhibited a marked emphasis on flood/disasters with 74 mentions which far exceeded Jang's 51 reports on the same theme. Dawn covered the theme Funds/Donations having 40 mentions, compared to Jang's 32. Dawn topped again with 49 references of climate change, while Jang only produced 23 news pieces on the subject. Dawn reported 30 instances of legislation, which was considerably more than Jang's 12. Dawn and Jang both covered rehabilitation and food insecurity similarly, with Dawn publishing 20 items on each, though Jang only mentioned 9 and 8 times, respectively. Dawn gave a broader review of environmental rights/policies and temperature increase, with 20 and 10 mentions, respectively, than Jang, who covered these issues only three times each. Overall, the data demonstrates Dawn's stronger attention on flood and disaster-related concerns, climate change, and legislative affairs, whereas Jang demonstrated a more moderate attitude to these themes, including in areas such as rehabilitation, food insecurity, and environmental concerns.

## DISCUSSION

The following discussion is an in-depth exploration of the main themes addressed within both newspapers throughout this study period of October, November, and December 2022.

**Flood/Disasters:** Pakistan's recent monsoon season produced severe thunderstorms along with heavy rains, causing catastrophic floods and landslides. In accordance to the National Disaster Management Authority (NDMA), over 33 million people have been affected since mid-June 2022, and the government has designated 85 districts as 'calamity-hit' by mid-October. Sindh province has faced the most severe consequences, with 24 districts designated as disaster zones and an estimated 14,563,770 people impacted.

Furthermore, around 1.9 million buildings in Sindh alone have been reported ruined however the actual number of temporary displaced citizens (TDPs) stands unidentified. In response, the *International Organization for Migration (IOM)* rolled out its *Displacement Tracking Matrix (DTM) Baseline Assessment* in coordination with the *Provincial Disaster Management Authority (PDMA)* Sindh. This assessment covered 289 union councils across the five most affected districts in Sindh mainly in Khairpur, Larkana, Dadu, Umer Kot and Mirpur Khas. In these districts, 2,909 villages host TDPs, with a total of 231,630 displaced households comprising 1,502,045 individuals. The assessment underscored urgent needs among TDPs, with shelter being the top requirement across 271 union councils (94%), followed by Water, Sanitation and Hygiene (WASH) services, prioritized in 235 councils (81%), and agricultural support in 234 councils (81%). Additionally, an estimated 653,738 individuals have begun returning to their villages, though most councils indicated that further support is essential for sustainable resettlement (DTM Pakistan, 2022).

A recent UN report indicates that around 8 million people in Pakistan remain at risk from floodwaters, particularly in 11 districts in Sindh and two in Balochistan where floodwaters persist. Although water levels are gradually receding, severe health risks are emerging, especially for children. Poor sanitation, contaminated water, and crowded living conditions are contributing to a rise in diseases like measles, rubella, and other waterborne illnesses. Routine immunization programs, already limited, have been further disrupted,

worsening health vulnerabilities, with food insecurity projected to escalate for 1.1 million people by early 2023. While malaria, cholera, and similar diseases show an overall decline, certain areas in Sindh and Balochistan continue to report high case numbers, primarily due to stagnant water, underscoring the ongoing challenges in flood-affected regions (Ahmed, A., 2022).

**Funds/Donations:** The *Benazir Income Support Programme* has provided cash assistance of Rs.25,000 per household to over 2.3 million flood-affected households, while the *Pakistan Floods Response Plan*, launched with an appeal for \$160.3 million to address urgent needs, is currently being revised to accommodate the worsening humanitarian crisis as floodwaters recede by 34% in 18 out of 22 districts of Sindh, with some areas seeing reductions of up to 78% (Ahmed, A., 2022).

The World Bank provided over \$2 billion annually to Pakistan for five years under its *Country Partnership Strategy (CPS)*, while only 104 bank accounts have been opened in Balochistan for an estimated 250,000-280,000 potential beneficiaries of the \$213 million *Integrated Flood Resilience and Adaptation Project*, following the devastating floods of 2022. The current financing includes about \$12 billion under the ongoing five-year CPS, with key priorities for the new strategy focusing on child stunting, education, climate resilience, decarbonization, fiscal reforms and improving the business environment (Kiani, K., 2024).

The Government of Pakistan relied on post-event donor funds for humanitarian aid but there were financial gaps after disasters, leading to calls for a comprehensive catastrophe risk financing strategy. The *UN Office for the Coordination of Humanitarian Affairs* reported that the *Flood Response Plan* secured \$583 million, covering 83% of the \$816 million needed, yet 10.5 million people still require assistance.

The *Sindh People's Housing for Flood-Affected* initiative aimed to build 2.1 million housing units, while the *Pakistan Resilience Partnership* enhances local disaster preparedness and response efforts (APP, 2022).

The Sindh cabinet approved a compensation package for flood-affected families, providing Rs.300,000 for each completely destroyed house and Rs.50,000 for partially damaged ones. The cabinet

discussed constructing 1.8 million houses with climate-adaptive designs.

The farmers were decided to receive Rs.5,000 per acre for wheat seeds, with the provincial government procuring 30% of their crops with floods inundated approximately 2.2 million acres on the right bank of the Indus with 14 million acre-feet (MAF) of water and 1.4 million acres on the left bank with 8 MAF. Relief efforts included distributing over 673,867 tents, 545,012 tarpaulins, 3.4 million mosquito nets and 1.995 million ration bags (The Newspapers Staff Reporter, 2022).

In Jang newspaper, it was reported that to improve and preserve the environment, the government requires \$20 billion annually. The 2022 floods affected approximately 33 million people, leading to significant financial needs. The *World Bank* has announced five projects worth \$1.96 billion to assist flood victims, while the *International Monetary Fund (IMF)* has committed to funding a \$16 billion project for relief efforts.

**Climate Change:** The *Government of Sindh* has introduced a *Climate Change Policy*, aligned with the *Final Updated National Climate Change Policy 2021*, to establish an effective response mechanism for the province. The initiatives included restoring mangrove plantations that act as natural carbon neutralizers and flood barriers, and to protect the Indus Delta having rich biodiversity and coastal regions from increasing sea intrusion and other livelihood threats. The UN report, however, notes with satisfaction that in November the UN Climate Conference in Egypt established a funding mechanism to compensate vulnerable nations for the loss and damage caused by climate-induced disasters. The report noted that since vulnerable nations have spent decades arguing for such a provision, the inclusion was hailed as a major advance. However, it also noted that little headway was made on other key issues, particularly on the phasing out of fossil fuels and tightened language on the need to limit global warming to 1.5 degrees Celsius (Iqbal, A., 2022).

The Jang newspaper reported that in Pakistan, climate change has made unpredictable rainfall, floods and natural disasters a regular occurrence. The primary causes of these changes included the construction of illegal buildings, deforestation and the lack of tree planting. To address this, the Government introduced a climate change

policy aimed at mitigating environmental damage. The policy includes measures such as planting mangrove trees, reducing carbon emissions, promoting tree plantation, and minimizing the burning of fossil fuels. These efforts are designed to prevent further disruption in the climate. Additionally, the Sindh government has adopted the policy outlined in the *United Nations' COP 27 Conference* in Egypt, focusing on how to deal with the core damages caused by climate change.

**Legislation:** The NDMA Chairman Lieutenant General Inam Haider Malik advocated for legislative support to establish '*Climate Millennium Goals*' aligned with SDGs to ensure a secure, sustainable future in discussions with US Ambassador Donald Blome, he highlighted the need for laws fostering a proactive, tech-driven disaster response framework, cooperative initiatives with FEMA, and coordinated support for flood victims. In a separate meeting, WHH's Country Director Ms. Ayesha Jamshed and the Chairman explored legislative frameworks for food security, flood recovery, and drought resilience, including educational programs for farmers on sustainable agricultural practices (The Newspapers Staff Reporter, 2022).

At a panel discussion organized by SCSW, UNFPA, and Pathfinder International, Women Development Minister Shehla Raza emphasized the need for strengthened legislation and climate-resilient infrastructure to protect women from gender-based violence during crises, highlighting recent Sindh legislation and advocating for societal support for abuse victims (The Newspapers Staff Reporter, 2022).

**Rehabilitation:** The damage caused by floods, rainfall and natural disasters due to climate change has significantly affected the common people forcing them to migrate from one place to another. These people have the right to expect compensation and support from the government. The Sindh government later announced the provision of new housing for those displaced by floods ensuring they're given sheltered and sustainable housing. Furthermore, the government has implemented a program to repair schools and other infrastructure devastated by the floods ensuring that impacted people have the means to rebuild their life.

**Food Insecurity:** According to Jang newspaper, torrential rains and flooding in Sindh have displaced many people from villages and cities forcing them to flee especially children and the elderly. The province is experiencing acute food insecurity as a result of this

relocation. People have been forced to live in overcrowded conditions, with hundreds of people packed into small places frequently without adequate food. Even baby milk was in short supply. As a result, the government collaborated with the World Food Programme, UNICEF and other organizations to regulate and relieve the food security situation.

**Environmental Rights /Policies:** According to Jang newspaper, floods and natural calamities have caused many people to be displaced, forcing them to relocate. As a result, these individuals have the right to seek compensation from the government for their losses. The Sindh government has responded by announcing plans to build new dwellings for flood victims that would be secure and sustainable. In order to provide impacted communities, the resources they need to start anew the government has also pledged to repair schools and other public infrastructure that was harmed by the floods.

**Temperature Rise:** According to Jang newspaper, temperatures are rising annually throughout the area, including in Sindh as a result of climate change. The rise is ascribed to sources such as crude oil combustion, deforestation and other types of pollution. According to the Meteorological Department the greatest temperatures were reported in Jacobabad, Sindh ranging from 53 to 55 degrees Celsius. Every year, the province has a considerable temperature increase aggravating the consequences of climate change.

#### CONCLUSION

In conclusion, the media in Pakistan was essential in influencing the general public's knowledge and comprehension of climate change and the devastating floods that struck Sindh in 2022. Despite contributing little to global greenhouse gas emissions, Pakistan's susceptibility to climate change was emphasized in 2022, with one-third of the country inundated and millions evacuated. The media coverage, particularly from Dawn News and Jang showed both the magnitude of the tragedy and the political factors that hindered recovery operations. Even though the media contributed to increasing public knowledge of the extent of the floods the emphasis on high-profile visits and political squabbling sometimes overshadowed the humanitarian situation and diverted attention from critical relief and recovery operations.

Significant gaps in disaster readiness were also shown by the coverage, which also showed underinvestment in the disaster management and climate change mitigation sectors. The Sindh Government's Climate Change Policy which harmonized with the National Climate Change Policy was a promising start toward solving climate-related concerns such as rebuilding mangrove plantings and protecting the Indus Delta.

The people must be kept informed and involved in sustainable climate action across Pakistan though and the media's role must change from sensationalism to a more responsible and balanced reporting style that gives equal weight to environmental and humanitarian concerns.

#### REFERENCES

- Ahmed, A. (2022, December 7). *Floodwaters still inundate 13 districts of Sindh, Balochistan: UN*. Daily Dawn. <https://www.dawn.com/news/1725091>
- Ahmed, A. (2022, October 3). *Floodwaters in Sindh recede, food insecurity on the rise*. Daily Dawn. <https://www.dawn.com/news/1713210>
- Akhtar, S., & Dhanani, M. R. (2024, August 21). *Global climate anomalies and recent floods in Pakistan*, Pakistan Study Centre, University of Sindh Jamshoro *Biannual Research Journal Grassroots*. Available at <https://sujo.usindh.edu.pk/index.php/Grassroots/article/view/7289/4633>
- Asian Preparedness Partnership (APP). (2022). *Case Study: Pakistan Floods 2022*. <https://resourcecenter.nhnpakistan.org/phocadownload/NNGOs/CaseStudies/Case%20%20Study%20-%20Lesson%20Learned%20from%20Pakistan%20Floods%202022.pdf>
- Batool, F. (2022, September 23). *Pakistan's floods and the role of media*. South Asian Voices. <https://southasianvoices.org/pakistans-floods-and-the-role-of-media/>
- DTM Pakistan. (2022, October). *Pakistan – Pakistan flood response baseline assessment - Sindh province*. International Organization for Migration. <https://dtm.iom.int/reports/pakistan-pakistan-flood-response-baseline-assessment-sindh-province-october-2022>
- Hussain, S., Khan, A., & Zubair Iqbal, M. (2024). *Media reporting of climate change crisis in Pakistan: Identifying corrective strategies*. *Information Development* 40(1), 158-169. <https://doi.org/10.1177/02666669221104612>
- Iqbal, A. (2022, December 29). *UN report uses Pakistan floods to warn of more disasters*. Daily Dawn. <https://www.dawn.com/news/1728797>
- Khan, R. S. (Auth.), & Zaidi, F. (Ed.). (n.d.). *Pakistan: On The Front Line of Climate Change*. Resource Journal for Journalists. [https://www.giz.de/en/downloads\\_els/Pakistan\\_On%20the%20Frontline%20of%20Climate%20Change.pdf](https://www.giz.de/en/downloads_els/Pakistan_On%20the%20Frontline%20of%20Climate%20Change.pdf)

- Khan, S., & Khan, R. M. (2022). *Role of media in tackling climate change issue – A case study of Pakistan*. Margalla Papers, 11, 153–169. National Defence University, Islamabad. Retrieved from <https://margallapapers.ndu.edu.pk/site/issue/download/11/153>
- Khan, S., Idrees, U., Shakoor, A., & Khan, Z. U. (2024). *Climate displacement in Pakistan: (Under) reported frame in media discourse on climate change in Pakistan*. *Pakistan Journal of Humanities and Social Sciences*, 12(2), 1593–1605. <https://journals.internationalrasd.org/index.php/pjhss/article/view/2243/1514>
- Kiani, K. (2024, October 9). *New funding partnership with World Bank by Dec*. Daily Dawn. <https://www.dawn.com/news/1863978>
- Kurtzer, J., & Abdullah, H. F. (2022, September 13). *Pakistan's deadly floods pose urgent questions on preparedness and response: Critical questions*. Center for Strategic and International Studies. <https://www.csis.org/analysis/pakistans-deadly-floods-pose-urgent-questions-preparedness-and-response>
- Munim, Y., Arslan, M., Khan, S., Azhar, H., & Haider, A. (2023). *Media coverage and natural disasters: Analyzing electronic media's coverage of Pakistan floods 2022*. Media Matters for Democracy. <https://mediamatters.pk/wp-content/uploads/2023/04/Media-coverage-and-natural-disasters.pdf> Published under Creative Commons Attribution 4.0 International (CC BY 4.0).
- The Newspaper's Staff Reporter. (2022, December 1). *Call to build climate-resilient infrastructure to protect women from gender-based violence*. Daily Dawn. <https://www.dawn.com/news/1723995>
- The Newspaper's Staff Reporter. (2022, December 1). *NDMA chief for global commitment to climate millennium goals*. Daily Dawn. <https://www.dawn.com/news/1724076>
- The Newspaper's Staff Reporter. (2022, November 1). *Govt grants Rs0.3m for each house totally destroyed in floods*. Daily Dawn. <https://www.dawn.com/news/1718008>
-