

REVIEW

Cross-Cultural Media Representations of Climate Change: Implications for Global Environmental Cooperation and Earth System Protection

Ruihe Sun ^{1*} , Chaofeng Sun ² , Xindi Liu ³ 

¹ Innovation and Entrepreneurship College, Henan Open University, Zhengzhou 450046, China

² Zhengzhou Heating Group Co., Ltd., Zhengzhou 450000, China

³ Royal College of Art, London W12 7FN, UK

ABSTRACT

This article discusses how climate change is cross-culturally mediated in the media and what this entails in terms of maintaining environmental collaboration and guardianship of the Earth system globally. Although the science of climate change is not disputed, the media representations of the problem diffuse widely in various cultural settings depending on the historical, social, and political conditions. These variations may provide opportunities as well as challenges towards the creation of a coherent global response to the climate crisis. The article discusses how the media in North America, Europe, the Global South, and Indigenous communities are framing climate change, and it focuses on the aspects of justice, technological solutions, and collective responsibility. It emphasizes the possibility of the media to create cross-cultural communication, prompt social action, and impact policy that will create sustainability in the environment. Also, the article addresses the significance of media approaches with a cultural understanding within the development of behavior change and the promotion of international collaboration on climate change action. The article concludes that the media, when well utilized, can become a potent instrument in the protection of the Earth's systems and the climate crisis experienced by the global world, despite the difficulties of misinformation, political and unequal access to the media.

Keywords: Cross-Cultural Media; Climate Change Representation; Global Environmental Cooperation; Earth System Protection; Climate Justice

*CORRESPONDING AUTHOR:

Ruihe Sun, Innovation and Entrepreneurship College, Henan Open University, Zhengzhou 450046, China; Email: sunruihe@haou.edu.cn

ARTICLE INFO

Received: 20 March 2026 | Revised: 4 May 2026 | Accepted: 10 May 2026 | Published Online: 12 August 2026

DOI: <https://doi.org/10.30564/jees.v8i8.13370>

CITATION

Sun, R., Sun, C., Liu, X., 2026. Cross-Cultural Media Representations of Climate Change: Implications for Global Environmental Cooperation and Earth System Protection. *Journal of Environmental & Earth Sciences*. 8(8): 604–623. DOI: <https://doi.org/10.30564/jees.v8i8.13370>

COPYRIGHT

Copyright © 2026 by the author(s). Published by Bilingual Publishing Group. This is an open access article under the Creative Commons Attribution-NonCommercial 4.0 International (CC BY-NC 4.0) License (<https://creativecommons.org/licenses/by-nc/4.0/>).

1. Introduction

Climate change is one of the most significant international issues facing the human race nowadays, and the consequences can be observed both in areas and in ecosystems, as well as in economies ^[1]. The environmental, social, and economic impacts of climate change are extensive, as illustrated by the increasing temperatures, the increasing frequency and severity of weather events ^[2]. Of the many cases that have been difficult to solve in the world, this is one of them, and it needs to be solved through coordination at the global level, although this has, in most instances, been slow due to political disagreements, economic discrepancies, and cultural differences. Although a lot has been drawn towards the scientific and policy aspects of climate change, one aspect of the world's response to the crisis that is receiving a lot of importance, though which has been neglected, is the media. The media and especially its different manifestations have a significant role to play in the perception of the population about climate change, mobilization, and policy priorities ^[3,4]. Media representation of climate change, however, is not consistent worldwide; that is, various regions, cultures, and societies see and describe the given issue differently. The cross-cultural images of climate change by the media offer both the possibilities and the obstacles to international environmental collaboration and safeguarding the mechanisms of the Earth.

The purpose of this review is to discuss the various ways in which climate change is represented in different cultural contexts and to find out the implications of such representations in the global environmental collaboration and safety of the Earth's systems ^[5]. Despite the current knowledge on the role of the media in environmental communication, there is still a huge gap in the relationship between how media representations vary across cultures and how such variations affect international collaboration in response to climate action. This paper aims to fill this gap by exploring the role of cross-cultural media portrayals in shaping social perceptions of climate change and global action in environmental sustainability ^[6,7].

The central part of this review is the acknowledgment that the problem of climate change is not merely a scientific or technical concern but also a highly cultural

one. The vision of climate change and the discourses that the different societies develop around it are influenced by a host of factors, which are determined by factors such as historical experience with the environment, economic interests, political ideologies, and cultural beliefs ^[8,9]. The media has been critical in breaking down the complex scientific information into simple terms that can be understood by the masses, putting the issue in a way that will appeal to both the local and international communities ^[10]. Nevertheless, these representations are not neutral; they are imbued with cultural assumptions, values, and priorities that impact the understanding and response to climate change. To give an example, in the Western media, climate change is increasingly being conceptualized as a threat to human civilization and economic stability, whereas in certain regions of the Global South, some communities and ecosystems are considered to be under threat of extinction due to climate change, which is being viewed as an existential threat ^[11,12]. The perception of climate change in most of the indigenous cultures is based on the spiritual and ancestral wisdom and the oneness of all the living things and the Earth.

The review is new, as it focuses on the cross-cultural diversity of media representation of climate change as a dimension that is relatively underrepresented in the existing literature. Although a lot of the current studies have been based on Western-centricity, there is an ever-increasing trend that environmental problems brought about by globalization necessitate a bit of knowledge on how various cultural settings perceive and react to the climate crisis. This article will provide an in-depth discussion of the effects of media representations on local and global responses to the effects of climate change by analyzing media representations through the prism of different cultural viewpoints ^[13]. By doing this, it outlines the importance of the media in promoting or frustrating international cooperation in the face of a common international crisis ^[14–16].

What is more, this review is innovative in its attempt to connect the media representations to the worldwide environmental cooperation. The manner in which the media reports on climate change not only influences the minds of people, but also those of policymakers and international organizations. The confusion or differences in the representation of climate change in different cultures may result

in a disjointed response to addressing the problem, which will hinder the establishment of a global solution to addressing the issue. This article is going to investigate how such cross-cultural media representations either make or break international cooperation and provide information about how the media can be incorporated as an instrument of achieving more understanding and cooperation at a global level^[17,18].

Alongside consideration of the implication of global cooperation, this review will attempt to examine the effects on protection of Earth systems. Climate change is not an abstract political element; it is a very real menace to the biosphere, ecosystems and life support structures of the Earth^[19]. Media depiction of climate change affects the people, policy makers and eventually the effectiveness or failure of an initiative to safeguard the systems on Earth. This article will show what the media could do to encourage positive cultural changes towards greener practices and increased environmental responsibility by referring to the examples of successful media campaigns^[20].

To sum up, the article presents a valuable addition to the literature since it is one of the first studies that covers a neglected topic of cross-cultural media coverage of climate change^[21]. It highlights the necessity of a subtle approach to understanding the role of different cultural backgrounds in media representations of the climate crisis and how such representations generate world collaboration and environmental preservation measures. By doing this, it preconditions more inclusive and culturally sensitive media approaches that will be able to cut across divides and create a global response to the climate crisis. The role of cross-cultural dialogue in addressing climate change cannot be overemphasized, and this review is a very important step towards realizing how the media can be used to support or block the dialogue in the global arena^[22].

2. Theoretical Framework: Media Representation and Culture

To comprehend the complicated interplay between media, culture, and climate change, one needs a theoretical framework that is able to deconstruct the communication of climate change using different types of media used in different cultures. Media representation and cultural stud-

ies perspectives, and the environmental communication theoretical perspective, help a great deal in understanding how messages concerning climate change are constructed and digested^[23]. This section examines the theoretical frameworks that would inform the discussion of cross-cultural media manifestations of climate change, with a particular focus on how media influences as well as mirrors cultural conceptualization of environmental phenomena.

2.1. Understanding Media Representations of Climate Change

The representations of the media are formed discourses, which mirror the values, the cultural norms, and the political ideologies in the society, in addition to the technological and institutional procedures involved in the production and circulation of information^[24]. Media representations may be viewed as reflections and creators of popular thinking on the issue of climate change. They help to specify the problem, formulate solutions, and encourage action (or even inaction), hence being an important factor in the development of environmental discourse. Climate change is a complex international problem that is usually simplified into easy-to-understand stories that can be easily understood by more people. The representations are sometimes narrowly centered on either one of these aspects of the issue, such as the science of climate change, the possible economic cost of climate change, or the theatrical effect of rising temperatures^[25].

Figure 1 depicts the climate change media representation structure, where there is an interaction between scientific facts, cultural contexts, and political forces in constructing media storylines. There are various ways of framing climate change depending on past experiences, socio-economic status, and political landscape in various cultural settings.

Western media, e.g., is well known to show climate change through economic and technological solutions with the emphasis on individual and corporate responsibility^[26]. The powerful discourses in these surroundings tend to highlight the tragic outcomes of the lack of action, calling for the concentration on the mitigation and adaptation strategies. Conversely, in the Global South, the representations of climate change are more likely to emphasize that vulnerable groups will be affected more than others, which preempts the social justice concerns

and moral aspects of climate action ^[27]. Although climate science is always a central part of such narratives, the lo-

cal culture, politics, and environment influence how climate change is interpreted in the media.



Figure 1. Global climate change media representation framework illustrating the interrelationship between science, culture, and politics in media portrayals.

2.2. The Role of Culture in Shaping Media Representations

The role of culture in the representation and understanding of climate change is quite basic. Cultural and communication studies theories accentuate the fact that the media does not reflect reality, but it constructs it. The cultural constructs of media representations are influenced by the way information flows through specific cultural structures and manipulates the reception of the message ^[28]. The cultural prism regarding climate change has a tremendous influence on the content and the tone of the media narratives. Histories, values, and social structures of different societies are different, and each of them

influences the way in which they perceive environmental problems ^[29]. As an illustration, in communities where the value of collective action and community is strong, climate change can be presented as a collective problem that should be addressed with solidarity and mutual sacrifices. However, in individualistic societies, it can be replaced with individual accountability and technological fixes.

The emotional appeals in the media accounts of climate change also reflect the cultural disparity in the way climate change is perceived. As an example, the fear-based narratives might be actively employed by the Western media to convey a sense of urgency, with the focus on the catastrophic outcomes and extreme weather patterns

or rising sea levels^[30]. Such representations frequently promote immediate response so as to prevent catastrophic results. Conversely, in more holistic cultures, such as most Indigenous cultures, climate change can be represented as a loss of the natural equilibrium, which necessitates further spiritual or philosophical reconsideration of the connection between humans and the environment^[31]. In this approach, the focus is commonly on stewardship, environmental respect, and preserving traditional knowledge.

2.3. Global vs. Local Narratives: Bridging the Divide

One of the most serious problems of cross-cultural media coverage of climate change is the conflict between the global and local discourses^[32]. The global discourses usually present climate change as an issue common to all people of any geographical location and cultural origin^[33]. This is a strategy that usually places emphasis on the scientific agreement, international policy framework such as the Paris Agreement, and the collective duty of countries in order to reduce the effects of climate change. Nonetheless, global stories are vital in creating a sense of an urgent global challenge, but tend to ignore regional differences in climate change effects and remedies.

In contrast, local stories are based on definite cultural, social, and environmental settings. These illustrations are inclined to concentrate on the specific effects of climate change on local populations, industries, and ecosystems^[34]. The local media tend to raise awareness of the struggles of the marginalized groups, including Indigenous communities, small farmers, or communities with low incomes, who are the most affected by climate change but the least able to solve it. These local narratives play a critical role in comprehending the interplay between climate change and other problems such as poverty, inequality, and social justice. However, local stories tend to be disjointed and not in touch with the world discourse, which restricts their influence on the environmental policy-making process on a larger scale and the global collaboration.

The difficulty, then, is to fill the gap between global and local stories. In order to create productive international collaboration on climate change, the media should balance between global demands that can be relevant to the problem of shared responsibility and local stories that can help to understand the needs and views of various

communities^[10,35]. It is only through the combination of the two outlooks that the media can contribute to a more all-inclusive and holistic approach to the communication of climate change that cuts across cultures.

2.4. The Political Economy of Climate Change Media

The media production is also a political economy that is very critical in determining the representation of climate change^[36]. The media is controlled by political views, economic gains, and corporate investments, which can impact reporting on climate change. In most Western nations, media conglomerates affiliated with the fossil fuel business have a long tradition of understating the seriousness of climate change or casting doubt on the science^[37]. Such media bias can be a great barrier to the public comprehending and taking action regarding climate change.

On the other hand, media in nations with a robust environmental movement or political system where sustainability is more emphasized can be more alarmist or activist, demanding immediate action on climate^[38]. Such contrasted political-economic situations make it difficult to establish a common world response to climate change. Additionally, the emergence of online media and social networks has only made the situation more complicated, as it is now possible to distribute both scientific truth and fake news on an unparalleled scale^[39]. The fact that some media understand how to shape the story on climate change, especially by selective coverage of the issue or using sensationalism, highlights why critical media literacy and a deeper comprehension of the forces that influence the coverage of climate change are necessary.

2.5. Implications for Climate Change Communication and Global Cooperation

The effects of the media on climate change representations are not only cultural products but also instruments of shaping the opinion of people, political agenda, and international collaboration^[40]. Climate change being a global problem, proper communication strategies should be based on the variety of how climate change is perceived in different cultures. In order to establish a unified worldwide response to climate change, the media needs to advance common discourses that cut across cultural boundaries, but cannot ignore local settings. The media can become a

facilitator between the different cultural viewpoints and bring more understanding and collaboration. This potential, however, can be achieved only in the event that media houses accept the intricacies of cross-cultural communication and implement the strategies that consider the needs of the global and the realities of local environments.

To sum up, the theoretical background of the media depiction of climate change is heavily embedded in cultural and political meanings that influence the way the problem is perceived and discussed^[41]. Through the analysis of how media create and deliver climate change messages in various cultures, this section points to the difficulties and possibilities of developing global communication patterns that will lead to collaboration and result in significant environmental change.

3. Cross-Cultural Variations in Climate Change Representation

Being a multifaceted and complicated problem, climate change manifests itself differently in various cultures based on historical context, economic reality, political, and social value systems^[5]. Although scientific facts about climate change do not differ across borders, the stories created around them differ greatly depending on the cultural orientation. This part explores these cross-cultural differences with an inquiry into the differences in how climate change is conceptualized across different areas, like North America, Europe, the Global South, and among indigenous people. It shows the significance of learning about such differences to enable more successful international collaboration in addressing the climate crisis.

3.1. North America and Europe: The Dominant Narratives

Climate change representations in North America and Europe are frequently put in terms of both scientific urgency and economic consequences^[42,43]. The stories told by the media in these parts of the world highlight how disastrous climate change is, how it has increased sea levels, caused severe weather conditions, and resulted in general mayhem with economies and infrastructures. Such depictions are normally backed by climate science, employing statistics and forecasts to state how serious the problem is.

This has been the case in the United States, where the media has been polarized, then depolarized based on political interests, and on the other hand, based on scientific consensus^[44]. Although certain sections of the media have under-reported or even denied climate change, especially those with connections to the fossil fuel industry, an ever-expanding number of environmental media houses and personalities have endeavored to place the topic at the center of political debate. Climate change in these situations is usually framed as a moral and existential issue of future generations, and much emphasis is placed on the role that governments and corporations should play in mitigating climate change. European media, in their turn, are of a more collective nature, as climate change is presented as a European issue that needs a collective response from the member states^[45]. Such framing is consistent with the attempts of the EU to be seen as a leader in the area of mitigating climate change, such as the high-target objectives of the European Green Deal.

These images are intensely shaped by the prevailing political and economic models of the West that revolve around technological fixes, market-based processes, and measures such as carbon pricing. However, this is usually criticized by environmental justice movements, which claim that such policies might unfairly endanger the wealthiest individuals and that their positive effects would be less systematic than the inequalities are usually claimed to be^[46]. Green technologies, renewable energy, and economic transformation are also presented as solutions to the problem by the media in North America and Europe, but the solutions are not always introduced with the full consideration of the social, cultural, and ethical aspects of climate action.

3.2. Global South: Unique Depictions and Challenges

Unlike the North American and European discourses on climate change, media coverage of climate change in the Global South is more likely to focus on the issue in terms of its direct and disproportionate effect on vulnerable groups^[46]. In certain parts of the world, like sub-Saharan Africa, South Asia, and some parts of Latin America, climate change is being framed as a matter of life or death among populations that already face challenges of poverty, food insecurity, and political instability^[47]. The media

portrayals of the Global South pay much attention to the social justice facets of climate change and present it as a moral crisis that must be repaired by the historically industrialized nations.

These areas tend to point to the overlapping of climate change with other world problems, including poverty, health inequalities, and insufficient access to clean drinking water ^[48]. As an example, in some of the African regions, the narrative about climate change revolves around droughts, harvests, and displacement, which only contribute to the already vulnerable socio-economic conditions. The expression of climate change in this context is closely connected with the concerns of justice, fairness, and compensation, whereby richer countries are called to bear the responsibility for all the past emissions that caused present-day environmental disasters. The media in these areas often demand more equitable allocation of resources and more international assistance in the adaptation and resilience-building processes ^[49,50].

Also, the concept of climate change representation in the Global South frequently incorporates the focus on indigenous knowledge and practices as possible solutions ^[51]. This is seen mostly in the media discourse about sustainable agriculture, community-based resources, and local environmental management. These images are in opposition to the technological, top-down solutions that are fostered by the Western media. Although these local solutions are sometimes promoted as relevant and highly grounded in traditional knowledge, the problem is how to make these media images reach a global community and be acknowledged by the international policy.

3.3. Indigenous Media and Alternative Narratives

The indigenous cultures hold their own and most of the time very different ideas about climate change, where it is not just a problem concerning the environment, but also a spiritual and cultural crisis ^[52]. Although indigenous media are usually sidelined in the mainstream media system, they are vital in offering these voices and in promoting a holistic approach to the protection of the environment. The way humans interact with nature is perceived as sacred in most indigenous cultures, and interdependence and stewardship are highly valued. This worldview is the opposite of the anthropocentric, exploitative accounts common in

the Western media, where people are usually concerned with surviving and technological solutions ^[53].

Climate change representations in indigenous media usually focus on interfering with the way of life of indigenous people and the depletion of sacred lands, animals, and plants ^[53]. Such images lie more entrenched within the contexts of the environment, culture, and history of Indigenous people, showing the particular susceptibility of these groups to climate change. As an example, Arctic indigenous communities prioritize the melting ice in the sea, and its catastrophic impact on their subsistence systems, and the Pacific Island states emphasize the growth in the sea levels and the threat they pose to the islands and cultures. Such depictions not only increase the awareness of the environmental consequences but also demand the protection of Indigenous rights and cultural heritage against climate change.

Moreover, Indigenous media tends to propagate alternative discourses compared to those in the mainstream discourse. These stories highlight the importance of Indigenous knowledge systems, which provide sustainable solutions in terms of ecological balance and long-term custody. In these regards, climate change is not simply an environmental crisis but a cultural and ethical dilemma that pushes the principles of modernity to the extreme ^[54]. The representation of Native voices in the global climate discourse is essential because it provides insight into sustainable living and gives an alternative to the highly practiced ideologies of industrial growth and technological advancement.

3.4. Bridging the Cultural Divide: The Role of Media in Fostering Understanding

This cultural gap between these various manifestations of climate change is a great challenge to international collaboration ^[55]. Since media accounts about climate change are culturally, economically, and politically constructed, it is common to find them as an indication of the existing disparities of power and resources in the various parts of the world. Such dissimilarities may cause misunderstanding or even a direct clash during international climate negotiations when the interests and needs of the Global South or the Indigenous population may be pushed to the backseat in favor of the technology offered by Western civilization.

To seal this gap, media approaches that consider both

global and local views should be in place. Whereas international media campaigns may give people a feeling of individual accountability and seriousness, local media may embody localized, context-driven images that portray the most urgent issues to specific communities ^[56]. It can be achieved by encouraging more cross-cultural communication via the media so that a more inclusive story of climate change could be created, one that takes into account the variety of experiences and solutions, but also encourages collaboration on a global scale.

3.5. Implications for Global Climate Policy

The climate change representation differences between both countries, as discussed here, have important implications for climate policy in the world. This variety of stories denotes the complexity of the issue as such and thus implicates the idea that a single action concerning climate will not apply to everyone. Sound global climate policy should acknowledge the dissimilarity in the ways climate change is experienced, comprehended, and expressed within cultures. It needs to consider the moral aspect of climate action, including the fact that industrialized countries are held to account for the historical guilt, but vulnerable groups must be provided with the necessary help to thrive and live ^[57].

To sum up, cross-cultural differences in media representations of climate change demonstrate that culture has an immense power over the perception and response to climate change ^[58]. Through these varying representations, we will be in a better position to comprehend the challenges and opportunities that they offer in relation to global cooperation and climate action.

4. Implications for Global Environmental Cooperation

The international scope of climate change requires an international approach, but the cross-cultural differences in the media coverage of the problem may adversely affect the cooperation attempts. Although climate change is a science that is universal, the manner in which it is perceived and implemented varies across cultures, according to the historical, political, and social contexts of different cultures ^[59]. This part discusses the impact of these varying media depictions

on international environmental cooperation and how different depictions of climate change may either promote or prevent global cooperation between countries. It will also take into account how the media could be utilized to facilitate the culture gap and facilitate a more collective answer to the climate catastrophe.

4.1. Cultural Misunderstandings and Divides in Global Climate Discourse

The possibility of miscommunication and misunderstanding due to the difference in the cultural perception of climate change is one of the main issues of global environmental cooperation ^[55]. The scientific consensus concerning climate change is also evident, but its cultural interpretation is very diverse in various countries and regions. The climate change problem in the Western media is usually presented as a scary menace to the stability of economies, technological advancements, and human civilization. It is a representation that sometimes focuses on individual accountability and technological invention as the answer to the crisis. Conversely, the media in most developing countries of the Global South are keener on the socio-economic injustices and the disproportionate effects the impact of climate change has on the vulnerable populations. These images commonly focus on the moral aspects of climate change, including how industrialized countries have a historical role to play and why they should give it back.

These conflicting accounts have the potential to divide on an international level particularly in climate negotiations. Historically, these developed countries are the biggest sources of greenhouse gases, and so, they may be interested in technological remedies or market-based interventions, including carbon trading or green technology innovation ^[60]. Meanwhile, Global South countries, the ones that have contributed the least to climate change but are the most impacted by its effects, tend to support more funding towards adaptation and loss and damage funding ^[61]. Such variations in priorities and values, which are formed under the influence of the media coverage of climate change, may result in strains in the international negotiation process, and it becomes hard to agree upon important questions such as the reduction of emissions, financial aid, and climate justice.

These cultural differences have a particular risk of

escalating in international organizations such as the United Nations Framework Convention on Climate Change (UNFCCC) and the annual Conference of the Parties (COP) meetings. In this case, it is not just about reconciling the scientific perception of climate change but maneuvering among the complicated social, economic, and political environments influenced by the various media represen-

tations^[62]. Misinformation about what other cultures are concerned with and prioritize may prevent any good dialogue and, eventually, slow down or water down the global response to climate change. The effects of various media representations on the global climate policy are summarized in **Table 1**, especially when it comes to the Paris Agreement and international cooperation.

Table 1. Summary of the policy implications of climate change media influence, showing how different media narratives impact global environmental cooperation.

Media Representation	Policy Impact	Global Cooperation Outcome	Challenges
Urgency and Catastrophe	Push for immediate action, stricter emission targets	Mobilizes nations for urgent policy frameworks (e.g., Paris Agreement)	Potential for polarization, ignoring long-term adaptation needs
Climate Justice and Equity	Calls for reparations and financial support for developing nations	Strengthens focus on loss and damage funding, adaptation support	Tensions between developed and developing nations
Technological Optimism	Promotion of market-based solutions (e.g., carbon trading, green tech)	Encourages investments in renewable energy, innovation-driven solutions	Potential neglect of social justice concerns, unequal access to technologies
Collective Responsibility	Greater international collaboration and shared targets	Promotes multilateral environmental agreements	Risk of unequal burdens on poorer countries

4.2. Media as a Tool for Bridging Cultural Gaps

Nevertheless, even with the hurdles associated with cultural differences, the media can also be extensively used to mend the gaps that exist between the various regions and create more cooperation in climate action globally^[55]. Through the development of stories that address both the urgency in the world and locality, the media can contribute to the development of a sense of collective responsibility without overlooking cultural diversity. The most relevant aspect of global climate communication is to strike a balance between the universal messages of the necessity of immediate action and local representations, which should appeal to local people^[63].

The media can also be the venue of cross-cultural communication and exchange of ideas, solutions, and ex-

periences of people in diverse regions of the world^[21,64]. As an example, media partnerships between countries whose views on climate change are different can point to the interdependence of the global climate crisis and help them understand each other. The documentaries, foreign news, and social media campaigns can be dedicated to demonstrating the effects of climate change in various areas, be it the rising sea levels that are threatening small island states, or the disastrous droughts that are afflicting the rural populations in Africa or Asia. By bringing these issues together and emphasizing them, the media can contribute to the establishment of the premise that climate change is an international problem and that it needs to be addressed by all. As **Table 2** reveals, media coverage of climate change differs depending on the regions, with different attention paid to urgency, technological solutions, and social justice issues.

Table 2. Comparative analysis of climate change media narratives across regions, highlighting important thematic differences and cultural influences.

Region	Narrative Themes	Primary Focus	Cultural Influences
North America	Urgency, Technological Solutions, Economic Stability	Economic and technological impacts of climate change	Capitalism, Individualism, Technological optimism
Europe	Collective Responsibility, Green Technology	Regional cooperative action, renewable energy	European Union policies, Environmental sustainability
Global South	Climate Justice, Vulnerability, Reparations	Disproportionate impacts on vulnerable groups	Colonial history, Global inequality, Development goals
Indigenous Communities	Stewardship, Interconnectedness, Spiritual Crisis	Traditional ecological knowledge, community-based solutions	Connection to nature, Spirituality, Cultural preservation

Moreover, the media may be instrumental in redirecting the political debate on climate change to less technocratic and market-oriented solutions and more comprehensive solutions that would take social justice, equity, and human rights into consideration^[65]. The media can enhance the voices of the Global South and indigenous communities by raising the voices that highlight the ethical and cultural aspects of climate change. As an example, the media campaigns on the strength of the Indigenous knowledge systems or the new solutions that are being implemented locally can help to prompt the international audiences and policymakers to consider more comprehensive approaches to climate action^[66].

4.3. The Role of Global Climate Agreements and Media Influence

International climate negotiations, like the Paris Agreement, require the necessary cooperation at the global level; however, in order to achieve it, it is necessary to overcome the barrier of cultural differences and find the grounds that could unite different countries. The media has the potential to influence the political will and shape the opinion of people just before international negotiations. Since global climate negotiations tend to be conceptualized within the frameworks of global responsibility, equity, and justice, reporting on such events would have the power to influence the discourse on such matters^[67].

To illustrate, the media's perception of the objectives of the Paris Agreement, especially the introduction of the so-called common yet differentiated responsibilities, has helped to establish the manner in which countries perceive their contributions to the global climate initiative^[68]. The media representations emphasizing the unfair effect of climate change in the developing countries, and the historical role of developed countries, assist in developing the moral and political pressure to hold nations to their obligations. On the other hand, media messages that undermine or misrepresent the ethical aspect of climate change may undermine the advocacy towards fair climate action, especially in matters relating to financial assistance and technological transfer.

The media plays a critical role, particularly in monitoring and implementing agreements after they have been agreed on^[69,70]. With the countries trying to achieve their emission reduction goals, the media coverage can serve as

a tool to hold governments to their word. Moreover, mass media campaigns that highlight the common good of global climate action, that is, creating new jobs in the green energy sector or improving people's health due to cleaner air, can also generate popular approval of climate policies and hence governments would easily achieve enactment of bold climate laws.

4.4. Challenges in Aligning Media Messages for Global Action

Although the role of the media in encouraging action worldwide on climate change has the potential to bring more collaboration, the role has not been achieved without difficulties^[11,71]. Diversity of the media landscapes is one of the main problems, as they differ greatly across nations in terms of media ownership, political influence, and editorial independence. In other nations, the media content reporting on climate change is greatly distorted by political or economic concerns with the strong fossil fuel companies or government agencies defining the discourse to dilute the seriousness of the crisis. In this regard, the media can play a role in misinformation or the denial of climate change, which negatively affects the process of achieving a global agreement on climate action.

The other issue is the limited coverage of the media in certain regions of the world. Although the digital media and social media sites have facilitated the dissemination of information around the world, there is unequal access to credible coverage on climate change^[72]. In most developing nations, the traditional media houses might lack the resources to report on climate change widely, and social media can either be censored or misused by the government. Such a gap in access to correct information may impede attempts to establish solidarity and collaboration in the world on climate change.

Furthermore, although the media messages may be harmonized with regard to the objectives and values that are applied globally, cultural and linguistic differences may complicate the process of relaying those messages to the international audience. To make the intricate language of climate science and policy accessible to the culture and language of particular groups of people and enhance their ability to understand how to interpret the message, it takes tact and skills in cross-cultural communication^[64]. In the absence of this, media messages will be misconstrued or

overlooked.

4.5. Opportunities for the Media to Foster Global Environmental Cooperation

Nevertheless, the media have great prospects of having the world collaborate on environmental issues in spite of these difficulties. International media initiatives, such as joint documentaries or cross-border social media campaigns, can be used to assist in overcoming cultural blind spots and give a voice to those communities that are most vulnerable to climate change^[69]. Such initiatives can transform the story of separation into an action of unification by highlighting the fact that climate change is never an issue that can be addressed by a single nation, but a collective action of the world.

Also, the media can be used as an activist for the policies that support international collaboration, including climate financing, technology transfer, and capacity-building in risky areas^[73]. The media can motivate people to take action by identifying the issue of climate change as a global problem and drawing the masses to agree to policies that focus more on populations that are the most impacted.

To sum up, the media is an important factor in achieving environmental collaboration in the global sphere as it not only shapes the ways in which people view climate change but also shapes the discourse according to which international negotiations take place^[35]. Although cultural differences are a very difficult problem to solve, the media may also serve as a means of communication and cultivate a more inclusive attitude towards climate intervention. The media can facilitate international unity to tackle the climate crisis by making the world responsible together through cross-cultural cooperation and emphasizing the common global responsibility.

5. Impacts on Earth System Protection

With climate change gaining momentum, securing the systems of the earth, including the atmosphere, oceans, and even ecosystems, has been an acute concern of the global society^[74]. Climate change poses a danger of interfering with the complex and interlocking systems that support life on Earth, such as biodiversity loss, variations in

weather patterns, and ocean currents. The media depictions of climate change not only affect the level of knowledge of society about these systems but also define how society reacts to protecting these systems. This part discusses the effects of cross-cultural media depiction on Earth system protection, and how the manner in which climate change is represented affects the people, behavioural modifications, and policy-making that would promote or weaken the safeguarding of global ecosystems. The section also talks about how media can become an initiator of cultural change towards sustainability, creating a better feeling of responsibility to protect the systems on Earth.

5.1. Media's Role in Driving Public Engagement with Earth System Protection

The media is also a key determinant in involving the masses in the action against climate change, especially in spreading the message about the great significance of safeguarding the Earth's systems^[75]. The media can create a sense of urgency and mobilize people to take action by presenting climate change as an existential threat to human and planetary well-being. As an illustration, representations of environmental catastrophes in the media, e.g., extreme heatwaves, floods, and wildfires bring the concept of climate change closer to everyday life and make it more relatable and familiar, taking it out of the field of abstract science.

Nevertheless, there are serious consequences of how the media present climate change concerning the way the masses react to the issue^[76]. There is a possibility that fear-based stories that dwell on disastrous consequences may cause anxiety and a sense of powerlessness, which can result in apathy or lack of involvement in the matter. Conversely, media depictions where hope, resilience, and solutions of action are highlighted are more likely to promote a more active response in the general population. The positive news of communities finding their ways to handle climate change or the developments of renewable energy should enable individuals and communities to take meaningful action in safeguarding systems on Earth.

The tone of media coverage on climate change and its framing across different cultures may affect the degree of public involvement^[77]. As an example, in societies where prioritizing collective action and communal responsibility are important, any media campaigns that talk

about the importance of communities in safeguarding the environment can have a strong appeal. **Table 3** provides a summary of the emotional appeals applied in the media concerning climate change in various regions and how they impact cultural values and the engagement of the population. On the other hand, media messages in a more indi-

vidualistic society, like cutting down on carbon footprints or living a sustainable lifestyle, can prove more effective in creating engagement. Whatever the cultural context may be, nevertheless, the function of the media in triggering the public consciousness and action is an acute part of the battle to save the systems of the planet.

Table 3. Summary of emotional appeals in climate change media representations across regions, showing how cultural alignment impacts public engagement.

Region	Primary Emotional Appeals	Cultural Alignment	Effect on Public Engagement
North America	Fear, Urgency, Hope	Individual responsibility, technological optimism	Encourages action through urgency, may cause anxiety
Europe	Hope, Collective Responsibility	Social solidarity, political unity	Promotes cooperation, collective action
Global South	Moral Responsibility, Injustice, Hope	Social justice, equity, reparations	Motivates activism and international solidarity
Indigenous Communities	Interconnectedness, Stewardship, Resilience	Deep connection to nature, respect for traditions	Fosters cultural pride and resilience

5.2. Behavioral Change: Shaping Sustainable Practices through Media

Individual and collective behavior can be improved by media representations as well and has a direct effect on the Earth system protection^[78]. The media can influence the relationship people have with the environment and promote more sustainable practices and lifestyles. An illustrative case in point, energy conservation, waste disposal, and the utilization of renewable resources campaigns might be especially effective in the case of strong media images and the representations of the positive outcomes of the behavior, not only to the planet but to a person or a community.

The difference in culture in terms of portraying sustainable practices can affect the use of such practices in other regions. In Western media, sustainability is usually discussed in the context of consumer choice, where people are offered to purchase green products or use energy-saving technologies^[79]. This individualistic practice, however, might not be palatable to collectivist cultures, where community-based solutions might prove to be more relevant. On the contrary, Indigenous cultures in several instances may encourage environmental stewardship practices with a focus on communal accountability, respect for nature, and prolonged sustainability using media^[80].

The media may also contribute to changing the societal standards concerning consumption and environmental

influence^[81]. The necessity to change the system can be created with the help of documentaries, advertisements, and social media campaigns, which demonstrate the harmful impact of excessive consumption, deforestation, and fossil fuels. Media depictions of the beauty of natural ecosystems and biodiversity may also be the means of a better emotional attachment to the surrounding world, encouraging individuals to do their personal part to protect it.

The media can normalize the behaviors that are sustainable and induce a cultural change that will treat environmental protection as a part of the daily routine through the influence of the narrative^[82]. This may be as minor as lifestyle changes like the use of less plastic or plant-based foods, or as monumental as the restructuring of the economy, transportation, energy grid, etc., in a society.

5.3. Institutional and Policy Impacts: The Media's Influence on Environmental Decision-Making

Besides affecting the behavior of the population, media portrayals of climate change are important in institutional and policy-level decisions impacting the protection of the Earth system^[83]. The media has a pivotal role in determining the agenda of governments, international organizations, and even environmental movements, as climate change starts to assume a central place in the political agenda. However, the manner in which the media discusses the issue as an acute crisis to be addressed immediately

or a problem that can be overcome with time can affect how policymakers respond to climate solutions.

Indicatively, media messages that emphasize the world's interrelatedness of climate change and its impact on the most vulnerable communities can influence governments to implement fairer climate policies ^[11]. By emphasizing the necessity of climate justice and unfair effects on developing countries, the media can put pressure on the rich countries to keep their pledges to finance climate change and reduce carbon emissions to the atmosphere. Likewise, the media can give a voice to communities at the front line of climate change, calling on the policy makers to take into account their needs and experiences during environmental decision-making.

The reporting of media can also, in most situations, have an impact on the formulation of the international climate agreements, as well as the implementation of the regulations that are supposed to safeguard the systems on earth ^[10]. The media can also contribute to the development of a political will to make bold global agreements, like the Paris Agreement, by portraying climate change as a global crisis and emphasizing the opportunity to use cross-border cooperation. On the other hand, media campaigns that reduce the seriousness of climate change or push false information can prevent progress and prevent the support of policy action among the population.

In addition, the growing importance of social media in the development of the discourse allows people to provide the environmental movements with an influential instrument in policy-making ^[84]. Social media platforms are used by activists and organizations to create awareness, hold protests, and pressure governments on the issue of climate change to act stronger. The agendas of climate change have moved to the top of the political agenda at the

global level thanks to visible movements such as Fridays for Future or Extinction Rebellion, which are usually driven by media attention.

5.4. Case Studies of Successful Media Campaigns for Earth System Protection

Media campaigns have proven the capacity of the media to create a positive change in safeguarding systems of the earth ^[85]. A good case in point is the campaign of the so-called Earth Hour, when people and companies are asked to switch off the lights for one hour to increase the level of awareness of the issues of climate change and energy consumption. Earth Hour has become a representation of the masses taking action to protect the environment and has attracted the attention of millions of people in the world through global media exposure and social mobilization.

Likewise, awareness campaigns that suggest the need to protect biodiversity, such as the efforts that have been made to examine the preservation of coral reefs or the conservation of endangered species have resulted in mass public attention and policy changes ^[86]. The images of beauty and vulnerability of the ecosystems in the media can be a strong call to action, as they highlight the necessity to take care of not only the climate but also the ecosystems, supporting life on our planet. Such campaigns show the media's strength in creating a change in behavior, mobilizing the masses behind environmental policies, and promoting a sense of collective responsibility to the planet. As indicated in **Table 4**, there are several media campaigns that have been used in the mobilization of public opinion in taking action against climate change, leading to significant changes in environmental behavior and policy.

Table 4. Case studies of successful media campaigns in climate action, summarizing their goals, strategies, and outcomes.

Campaign Name	Region	Goals	Media Strategy	Outcomes
Earth Hour	Global	Raise awareness of energy conservation	Global social media push, participation events	Over 180 countries involved, significant energy savings during event
Fridays for Future	Global	Mobilize youth for climate action	Social media campaigns, school strikes	Millions of youths globally demanding climate action
350.org	Global	Raise awareness of CO ₂ levels and need for reduction	Online petitions, documentaries, social media	Global mobilization, policy impact on emissions reductions
The Ocean Cleanup	Global	Reduce ocean plastic waste	High-profile media coverage, crowdfunding campaigns	Successful launch of ocean cleanup technologies, raised significant awareness

5.5. Challenges in Leveraging Media for Earth System Protection

Although the media have the potential to change the world, there are still some constraints to utilizing media to save the systems of the earth ^[87]. Among other things, this has to be done in such a way that the media portrayals of climate change are accurate, inclusive, and culturally sensitive. Misinformation or climate change denial may derail the game of reaching the people and policymaking in most areas. Moreover, media reporting on climate change is not always integrated and it may concentrate on flashy incidents or more immediate emergencies without talking about the long-term, systemic transformation that is necessary to safeguard the systems of the planet.

The other issue is making sure that media messages are received by all the members of the society especially those who are marginalized and might be the most affected by the climate change but have little access to the media ^[88]. It is important to ensure that the voices of the diverse are incorporated in the narratives of climate change in order to have a more inclusive, equitable approach to environmental protection.

5.6. Media as a Catalyst for Earth System Protection

The media has become an indispensable part in forming the general perception of climate change and its effects on the systems of the Earth. Using powerful stories, the media can be able to change behavior, policy, and global action that will save the ecosystems of the planet. Promoting a more profound sense of environmental responsibility will trigger cultural changes in favor of sustainability and long-term ecological responsibility, which is to be achieved by the media. Nevertheless, the success of media in securing the systems of the earth is based on how the media delivers true, inclusive and culturally pertinent images of climate change that appeal to different audiences. With the climate crisis in its continuing development, it is time that the media should meet the challenge, not only of raising awareness but also of taking action to protect fragile ecosystems on our planet ^[89].

5.7. Limitations of the Study

Several limitations should be acknowledged. First, while this review examines cross-cultural media represen-

tations across North America, Europe, the Global South, and Indigenous communities, geographic coverage remains incomplete, with limited analysis of media landscapes in Eastern Europe, Central Asia, and the Middle East. Second, the rapid evolution of digital technologies and algorithmic content curation—particularly on social media platforms—is discussed only superficially; the role of recommendation algorithms in shaping climate change perceptions across cultures warrants deeper investigation. Third, this review is qualitative and interpretive rather than quantitative; it does not employ systematic content analysis or cross-national comparative metrics that could strengthen generalizability. Fourth, despite efforts to center non-Western perspectives, the theoretical framework draws heavily from Western media and communication studies, which may inadvertently privilege certain epistemological assumptions. Finally, the dynamic nature of climate change media coverage means that findings may require continuous updating as political landscapes, media ownership structures, and public discourses evolve. Future research should address these gaps through mixed-methods, cross-national designs with explicit attention to understudied regions and digital platforms.

6. Conclusion

To summarize, cross-cultural representations of climate change in the media have a very significant role in determining response and understanding of the climate crisis among societies. This paper has delved into the role of different cultural backgrounds in shaping the coverage of climate change and its future impact on the global environmental accord and sustaining the systems on the Earth. Although climate change has a universal scientific foundation, how it is manifested in various regions due to historical, social, economic, and political influences may either bring unity or divide the world's reaction to this urgent problem.

The variety of media representations, such as urgency in the Western discourse and justice-focused models of the Global South and the Indigenous populations, makes the relationship between culture and climate communication a multifaceted phenomenon. Although these differences are the issue of particular regions and their particular

issues and values, they may also lead to misunderstandings in the international negotiations and make it harder to come up with a common, efficient global approach to climate action. Nonetheless, as this review shows, media can also have massive potential to act in bridging these cultural differences by enforcing cross-cultural communication, by encouraging a sense of global accountability, and by propagating solutions that are both scientifically valid and culturally aware.

The power of media is not only restricted to what the people think of it; it has a direct influence on policy making, institutional behavior, and adoption of environmental practices that can save the ecosystems of the earth. Media may be an effective tool in promoting global environmental cooperation and guaranteeing the sustainable nature of the planet over time by moving the masses, influencing behavior change, and holding governments and corporations accountable. Moreover, media can help to protect the Earth system not only by creating awareness—it can also motivate people to take action, encourage social change, and hasten the process of policy formulation and adoption that will help to protect ecosystems and reduce the effects of climate change.

Nevertheless, the dilemmas are not low. False stories, bad news, and unequal access to media in various regions and communities remain major setbacks to the achievement of a unanimous response to climate change in the world. In order to do this effectively, the media has to do its best to offer more accurate, inclusive, and culturally sensitive depictions of climate change that would appeal to diverse audiences and create a sense of solidarity on a global scale.

With the ever-growing challenge of climate change in the world, it is apparent that the global environmental cooperation will rely on the capacity to negotiate and capitalize on the complex cultural aspects of climate communication. In the future, the media should be central in ensuring that the world becomes more connected, informed, and motivated, a world that is united to ensure that the delicate systems of the earth are preserved for use by future generations. Through a combination of both global and localized thinking, the media can also serve to create a culturally-scientifically accurate narrative about the issue of climate action, which will be culturally sensitive as well,

and will allow us to build the kind of global collaboration response necessary to solve the problem of the climate crisis.

Funding

This work received no external funding.

Institutional Review Board Statement

Not applicable.

Informed Consent Statement

Not applicable.

Data Availability Statement

No new data were created or generated in this study. As this is a review, it is based on data and information from previously published sources, which are cited in the reference list.

Conflicts of Interest

The authors declare no conflict of interest.

AI Use Statement

The authors declare that no artificial intelligence (AI) tools were used in the preparation of this manuscript.

References

- [1] Loucks, D.P., 2021. Impacts of climate change on economies, ecosystems, energy, environments, and human equity: A systems perspective. In: Letcher, T.M. (Ed.). *The Impacts of Climate Change: A Comprehensive Study of Physical, Biophysical, Social, and Political Issues*. Elsevier: Amsterdam, The Netherlands. pp. 19–50. DOI: <https://doi.org/10.1016/B978-0-12-822373-4.00016-1>
- [2] Carleton, T.A., Hsiang, S.M., 2016. Social and economic impacts of climate. *Science*. 353(6304), aad9837. DOI: <https://doi.org/10.1126/science.aad9837>

aad9837

- [3] Tavares, A.O., Areia, N.P., Mellett, S., et al., 2020. The European media portrayal of climate change: Implications for the social mobilization towards climate action. *Sustainability*. 12(20), 8300. DOI: <https://doi.org/10.3390/su12208300>
- [4] Happer, C., Philo, G., 2016. New approaches to understanding the role of the news media in the formation of public attitudes and behaviours on climate change. *European Journal of Communication*. 31(2), 136–151. DOI: <https://doi.org/10.1177/0267323115612213>
- [5] Adger, W.N., Barnett, J., Brown, K., et al., 2013. Cultural dimensions of climate change impacts and adaptation. *Nature Climate Change*. 3(2), 112–117. DOI: <https://doi.org/10.1038/nclimate1666>
- [6] Shtessel, Y.B., 2023. Climate change perception and sustainable behavior: A cross-cultural analysis. *Global International Journal of Innovative Research*. 1(1), 31–38.
- [7] Van de Ven, D.-J., Rodés-Bachs, C., Rouhette, T., et al., 2026. From least-cost to SDG-optimal sectoral allocation of Paris Agreement-compatible mitigation efforts. *Nature Climate Change*. 16, 540–549. DOI: <https://doi.org/10.1038/s41558-026-02602-3>
- [8] Carey, M., 2012. Climate and history: A critical review of historical climatology and climate change historiography. *Wiley Interdisciplinary Reviews: Climate Change*. 3(3), 233–249. DOI: <https://doi.org/10.1002/wcc.171>
- [9] Granderson, A.A., 2014. Making sense of climate change risks and responses at the community level: A cultural-political lens. *Climate Risk Management*. 3, 55–64. DOI: <https://doi.org/10.1016/j.crm.2014.05.003>
- [10] Boykoff, M.T., 2011. *Who Speaks for the Climate? Making Sense of Media Reporting on Climate Change*. Cambridge University Press: Cambridge, UK. DOI: <https://doi.org/10.1017/CBO9780511978586>
- [11] Boykoff, M.T., Roberts, J.T., 2007. *Media Coverage of Climate Change: Current Trends, Strengths, Weaknesses*. United Nations Development Programme: New York, NY, USA.
- [12] Huggel, C., Bouwer, L.M., Juhola, S., et al., 2022. The existential risk space of climate change. *Climatic Change*. 174(1), 8. DOI: <https://doi.org/10.1007/s10584-022-03430-y>
- [13] Schäfer, M.S., Schlichting, I., 2018. Media representations of climate change: A meta-analysis of the research field. In: Olausson, U., Berglez, P. (Eds.). *Media Research on Climate Change: Where Have We Been and Where Are We Heading?* Routledge: London, UK. pp. 14–32. DOI: <https://doi.org/10.4324/9781315415178-5>
- [14] Bloch-Elkon, Y., 2007. Studying the media, public opinion, and foreign policy in international crises: The United States and the Bosnian crisis, 1992–1995. *Harvard International Journal of Press/Politics*. 12(4), 20–51. DOI: <https://doi.org/10.1177/1081180X07307184>
- [15] Raman, R., Manalil, S., Dénes, D.L., et al., 2024. The role of forestry sciences in combating climate change and advancing sustainable development goals. *Frontiers in Forests and Global Change*. 7, 1409667. DOI: <https://doi.org/10.3389/ffgc.2024.1409667>
- [16] Li, F., Zhu, Q., Yuan, K., et al., 2026. The underappreciated importance of small wetlands in global methane emissions. *Nature Climate Change*. 16, 535–539. DOI: <https://doi.org/10.1038/s41558-026-02609-w>
- [17] Liu, N., Imran Yasin, M.A., Alsagoff, S.A., et al., 2023. A community of shared future for mankind: A study on the news discourse of environmental cooperation in countries along the Belt and Road Initiative. *PLOS One*. 18(10), e0293296. DOI: <https://doi.org/10.1371/journal.pone.0293296>
- [18] Castrechini, A., Pol, E., Guàrdia-Olmos, J., 2014. Media representations of environmental issues: From scientific to political discourse. *European Review of Applied Psychology*. 64(5), 213–220. DOI: <https://doi.org/10.1016/j.erap.2014.08.003>
- [19] Yadav, M., Gosai, H.G., Singh, G., et al., 2023. Major impact of global climate change in atmospheric, hydrospheric and lithospheric context. In: Singh, P., Ao, B., Yadav, A. (Eds.). *Global Climate Change and Environmental Refugees: Nature, Framework and Legality*. Springer: Cham, Switzerland. pp. 35–55. DOI: https://doi.org/10.1007/978-3-031-24833-7_3
- [20] Başev, S.E., 2022. Public relations and advertising campaigns for environmental awareness in digital marketing: Examples of environmentalist/green advertising. In: Sinan, S. (Ed.). *New Trends in Social, Humanities and Administrative Sciences*. Duvar Yayınları: Ankara, Turkey. pp. 509–529.
- [21] Jensen, K.B., 2017. Speaking of the weather: Cross-media communication and climate change. *Convergence*. 23(4), 439–454. DOI: <https://doi.org/10.1177/1354856517700379>
- [22] Olausson, U., 2011. “We’re the ones to blame”:

- Citizens' representations of climate change and the role of the media. *Environmental Communication*. 5(3), 281–299. DOI: <https://doi.org/10.1080/17524032.2011.585026>
- [23] Hansen, A., 2018. *Environment, Media and Communication*, 2nd ed. Routledge: London, UK. DOI: <https://doi.org/10.4324/9781315625317>
- [24] Hall, S., 2024. Culture, the media and the 'ideological effect'. In: Scott, A. (Ed.). *New Critical Writings in Political Sociology, Volume Two: Conventional and Contentious Politics*. Routledge: London, UK. pp. 341–374. DOI: <https://doi.org/10.4324/9781003572923-19>
- [25] Tol, R.S.J., 2009. The economic effects of climate change. *Journal of Economic Perspectives*. 23(2), 29–51. DOI: <https://doi.org/10.1257/jep.23.2.29>
- [26] Allen, M.W., Craig, C.A., 2016. Rethinking corporate social responsibility in the age of climate change: A communication perspective. *International Journal of Corporate Social Responsibility*. 1, 1. DOI: <https://doi.org/10.1186/s40991-016-0002-8>
- [27] Ngcamu, B.S., 2023. Climate change effects on vulnerable populations in the Global South: A systematic review. *Natural Hazards*. 118(2), 977–991. DOI: <https://doi.org/10.1007/s11069-023-06070-2>
- [28] Wheatley, M.C., 2024. Media representation and cultural identity. *Premier Journal of Social Science*. 1, 100004. DOI: <https://doi.org/10.70389/PJSS.100004>
- [29] Harper, C., Snowden, M., 2017. *Environment and Society: Human Perspectives on Environmental Issues*, 6th ed. Routledge: New York, NY, USA. DOI: <https://doi.org/10.4324/9781315463254>
- [30] Berglez, P., Al-Saqaf, W., 2021. Extreme weather and climate change: Social media results, 2008–2017. *Environmental Hazards*. 20(4), 382–399. DOI: <https://doi.org/10.1080/17477891.2020.1829532>
- [31] Williams, J., 2012. The impact of climate change on indigenous people—The implications for the cultural, spiritual, economic and legal rights of indigenous people. *The International Journal of Human Rights*. 16(4), 648–688. DOI: <https://doi.org/10.1080/13642987.2011.632135>
- [32] Plastina, A.F., 2022. Changing discourses of climate change: Building social-ecological resilience cross-culturally. *Text & Talk*. 42(4), 591–612. DOI: <https://doi.org/10.1515/text-2020-0078>
- [33] Broadbent, J., Sonnett, J., Botetzagias, I., et al., 2016. Conflicting climate change frames in a global field of media discourse. *Socius: Sociological Research for a Dynamic World*. 2. DOI: <https://doi.org/10.1177/2378023116670660>
- [34] Arnold, A., 2018. *Climate Change and Storytelling: Narratives and Cultural Meaning in Environmental Communication*. Palgrave Macmillan: Cham, Switzerland.
- [35] Boyce, T., Lewis, J., 2009. *Climate Change and the Media, Volume 1*. Peter Lang: New York, NY, USA.
- [36] Boykoff, M.T., Yulsman, T., 2013. Political economy, media, and climate change: Sinews of modern life. *Wiley Interdisciplinary Reviews: Climate Change*. 4(5), 359–371. DOI: <https://doi.org/10.1002/wcc.233>
- [37] Megura, M., Gunderson, R., 2022. Better poison is the cure? Critically examining fossil fuel companies, climate change framing, and corporate sustainability reports. *Energy Research & Social Science*. 85, 102388. DOI: <https://doi.org/10.1016/j.erss.2021.102388>
- [38] Newlands, M., 2018. *Environmental Activism and the Media: The Politics of Protest*. Peter Lang: New York, NY, USA. DOI: <https://doi.org/10.3726/b13241>
- [39] Vosoughi, S., Roy, D., Aral, S., 2018. The spread of true and false news online. *Science*. 359(6380), 1146–1151. DOI: <https://doi.org/10.1126/science.aap9559>
- [40] Anderson, A., 2009. Media, politics and climate change: Towards a new research agenda. *Sociology Compass*. 3(2), 166–182. DOI: <https://doi.org/10.1111/j.1751-9020.2008.00188.x>
- [41] Boykoff, M.T., 2008. The cultural politics of climate change discourse in UK tabloids. *Political Geography*. 27(5), 549–569. DOI: <https://doi.org/10.1016/j.polgeo.2008.05.002>
- [42] Ciscar, J.-C., Iglesias, A., Feyen, L., et al., 2011. Physical and economic consequences of climate change in Europe. *Proceedings of the National Academy of Sciences*. 108(7), 2678–2683. DOI: <https://doi.org/10.1073/pnas.1011612108>
- [43] Young, N., Dugas, E., 2011. Representations of climate change in Canadian national print media: The banalization of global warming. *Canadian Review of Sociology/Revue canadienne de sociologie*. 48(1), 1–22. DOI: <https://doi.org/10.1111/j.1755-618X.2011.01247.x>
- [44] Boykoff, M.T., 2007. From convergence to contention: United States mass media representations of anthropogenic climate change science. *Transactions of the Institute of British Geographers*. 32(4),

- 477–489. DOI: <https://doi.org/10.1111/j.1475-5661.2007.00270.x>
- [45] Olausson, U., 2010. Towards a European identity? The news media and the case of climate change. *European Journal of Communication*. 25(2), 138–152. DOI: <https://doi.org/10.1177/0267323110363652>
- [46] Pellow, D.N., Weinberg, A., Schnaiberg, A., 2001. The environmental justice movement: Equitable allocation of the costs and benefits of environmental management outcomes. *Social Justice Research*. 14(4), 423–439. DOI: <https://doi.org/10.1023/A:1014654813111>
- [47] Nilsson, M., Sie, A., Muindi, K., et al., 2021. Weather, climate, and climate change research to protect human health in sub-Saharan Africa and South Asia. *Global Health Action*. 14(sup1), 1984014. DOI: <https://doi.org/10.1080/16549716.2021.1984014>
- [48] Ramin, B.M., McMichael, A.J., 2009. Climate change and health in sub-Saharan Africa: A case-based perspective. *EcoHealth*. 6(1), 52–57. DOI: <https://doi.org/10.1007/s10393-009-0222-4>
- [49] Pondi, E.M., Choi, S.M., Mitra, P., 2022. Sub-Saharan Africa: Building Resilience to Climate-Related Disasters. *IMF Working Papers*. 2022(039). DOI: <https://doi.org/10.5089/9798400202025.001>
- [50] Katanda, E.D., 2025. Climate change adaptation and resilience capacity building in sub-Saharan Africa: A policy framework approach. *The Fountain: Journal of Interdisciplinary Studies*. 9(1), 68–95.
- [51] Mbah, M., Ajaps, S., Molthan-Hill, P., 2021. A systematic review of the deployment of indigenous knowledge systems towards climate change adaptation in developing world contexts: Implications for climate change education. *Sustainability*. 13(9), 4811. DOI: <https://doi.org/10.3390/su13094811>
- [52] Redvers, N., Aubrey, P., Celidwen, Y., et al., 2023. Indigenous Peoples: Traditional knowledges, climate change, and health. *PLOS Global Public Health*. 3(10), e0002474. DOI: <https://doi.org/10.1371/journal.pgph.0002474>
- [53] Belfer, E., Ford, J.D., Maillet, M., 2017. Representation of Indigenous peoples in climate change reporting. *Climatic Change*. 145(1), 57–70. DOI: <https://doi.org/10.1007/s10584-017-2076-z>
- [54] Smart, B., 2019. An unsustainable modernity: Democracy, the global climate emergency and environmental ethics. *The Journal of Law, Social Justice and Global Development*. 24, 24–42. DOI: <https://doi.org/10.31273/LGD.2019.2402>
- [55] Desai, A., 2024. Cross-cultural communication and global environmental cooperation: Challenges and strategies. *Journal of Jurivox*. 1(2), 10–16.
- [56] León, B., Negredo, S., Erviti, M.C., 2022. Social engagement with climate change: Principles for effective visual representation on social media. *Climate Policy*. 22(8), 976–992. DOI: <https://doi.org/10.1080/14693062.2022.2077292>
- [57] Schlosberg, D., 2012. Climate justice and capabilities: A framework for adaptation policy. *Ethics & International Affairs*. 26(4), 445–461. DOI: <https://doi.org/10.1017/S0892679412000615>
- [58] Crona, B., Wutich, A., Brewis, A., et al., 2013. Perceptions of climate change: Linking local and global perceptions through a cultural knowledge approach. *Climatic Change*. 119(2), 519–531. DOI: <https://doi.org/10.1007/s10584-013-0708-5>
- [59] McNeeley, S.M., Lazrus, H., 2014. The cultural theory of risk for climate change adaptation. *Weather, Climate, and Society*. 6(4), 506–519. DOI: <https://doi.org/10.1175/WCAS-D-13-00027.1>
- [60] McAfee, K., 2016. Green economy and carbon markets for conservation and development: A critical view. *International Environmental Agreements: Politics, Law and Economics*. 16(3), 333–353. DOI: <https://doi.org/10.1007/s10784-015-9295-4>
- [61] Pill, M., 2022. Towards a funding mechanism for loss and damage from climate change impacts. *Climate Risk Management*. 35, 100391. DOI: <https://doi.org/10.1016/j.crm.2021.100391>
- [62] Boykoff, M.T., 2013. Public enemy no. 1? Understanding media representations of outlier views on climate change. *American Behavioral Scientist*. 57(6), 796–817. DOI: <https://doi.org/10.1177/0002764213476846>
- [63] Sheppard, S.R., 2012. *Visualizing Climate Change: A Guide to Visual Communication of Climate Change and Developing Local Solutions*. Routledge: London, UK. DOI: <https://doi.org/10.4324/9781849776882>
- [64] Tarawneh, A., 2025. Communicating climate change risks across cultures and languages. In: Al-Sartawi, A., Ghura, H. (Eds.). *Artificial Intelligence, Sustainable Technologies, and Business Innovation: Opportunities and Challenges of Digital Transformation*. Springer: Cham, Switzerland. pp. 175–185. DOI: https://doi.org/10.1007/978-3-031-77925-1_16
- [65] Swain, K.A., 2014. Mass media roles in climate change mitigation. In: Chen, W.-Y., Suzuki, T., Lackner, M. (Eds.). *Handbook of Climate Change Mitigation and Adaptation*. Springer:

- New York, NY, USA. pp. 1–45. DOI: https://doi.org/10.1007/978-1-4614-6431-0_6-2
- [66] Chanza, N., de Wit, A., 2016. Enhancing climate governance through indigenous knowledge: Case in sustainability science. *South African Journal of Science*. 112(3–4), 1–7. DOI: <https://doi.org/10.17159/sajs.2016/20140286>
- [67] Shea, M.M., Painter, J., Osaka, S., 2022. Power, the Pacific Islands, and the prestige press: A case study of how climate reporting is influenced by UN Framework Convention on Climate Change summits. *The International Journal of Press/Politics*. 27(2), 518–540. DOI: <https://doi.org/10.1177/19401612211018067>
- [68] Jeong, D., Kim, J., Choi, D., et al., 2022. Social networking services as new venue for public perceptions of energy issues: The case of Paris Agreement. *Energy Strategy Reviews*. 39, 100758. DOI: <https://doi.org/10.1016/j.esr.2021.100758>
- [69] Mavrodieva, A.V., Rachman, O.K., Harahap, V.B., et al., 2019. Role of social media as a soft power tool in raising public awareness and engagement in addressing climate change. *Climate*. 7(10), 122. DOI: <https://doi.org/10.3390/cli7100122>
- [70] Carpenter, C., 2001. Businesses, green groups and the media: The role of non-governmental organizations in the climate change debate. *International Affairs*. 77(2), 313–328. DOI: <https://doi.org/10.1111/1468-2346.00194>
- [71] Schäfer, M.S., Painter, J., 2021. Climate journalism in a changing media ecosystem: Assessing the production of climate change-related news around the world. *Wiley Interdisciplinary Reviews: Climate Change*. 12(1), e675. DOI: <https://doi.org/10.1002/wcc.675>
- [72] O'Neill, S., Boykoff, M., 2012. The role of new media in engaging the public with climate change. In: Whitmarsh, L., Lorenzoni, I., O'Neill, S. (Eds.). *Engaging the Public with Climate Change: Behaviour Change and Communication*. Routledge: London, UK. pp. 233–251.
- [73] Quiñones, L., 2022. Five ways media and journalists can support climate action while tackling misinformation. Available from: <https://news.un.org/en/story/2022/10/1129162> (cited 10 March 2026).
- [74] Muhammad, M., Batool, S., Batool, M., et al., 2025. The current situation and future of international relations in environmental issues and climate change. In: Abdel Latef, A.A.H., Zayed, E.M., Omar, A.A. (Eds.). *Bioremediation and Nanotechnology for Climate Change Mitigation*. Springer: Singapore. pp. 1–25. DOI: https://doi.org/10.1007/978-981-96-3069-1_1
- [75] Shah, S.S., 2024. The role of social media in shaping public opinion on environmental issues. *Premier Journal of Environmental Science*. 1, 100002. DOI: <https://doi.org/10.70389/PJES.100002>
- [76] Maran, D.A., Begotti, T., 2021. Media exposure to climate change, anxiety, and efficacy beliefs in a sample of Italian university students. *International Journal of Environmental Research and Public Health*. 18(17), 9358. DOI: <https://doi.org/10.3390/ijerph18179358>
- [77] Nisbet, M.C., 2009. Communicating climate change: Why frames matter for public engagement. *Environment: Science and Policy for Sustainable Development*. 51(2), 12–23. DOI: <https://doi.org/10.3200/ENV.51.2.12-23>
- [78] Olausson, U., 2009. Global warming—global responsibility? Media frames of collective action and scientific certainty. *Public Understanding of Science*. 18(4), 421–436. DOI: <https://doi.org/10.1177/0963662507081242>
- [79] Thøgersen, J., 2006. Media attention and the market for 'green' consumer products. *Business Strategy and the Environment*. 15(3), 145–156. DOI: <https://doi.org/10.1002/bse.521>
- [80] Reo, N.J., Whyte, K.P., McGregor, D., et al., 2017. Factors that support Indigenous involvement in multi-actor environmental stewardship. *AlterNative: An International Journal of Indigenous Peoples*. 13(2), 58–68. DOI: <https://doi.org/10.1177/1177180117701028>
- [81] Hansen, A., 2011. Communication, media and environment: Towards reconnecting research on the production, content and social implications of environmental communication. *International Communication Gazette*. 73(1–2), 7–25. DOI: <https://doi.org/10.1177/1748048510386739>
- [82] Hynes, N., Wilson, J., 2016. I do it, but don't tell anyone! Personal values, personal and social norms: Can social media play a role in changing pro-environmental behaviours? *Technological Forecasting and Social Change*. 111, 349–359. DOI: <https://doi.org/10.1016/j.techfore.2016.06.034>
- [83] Gavin, N.T., 2009. Addressing climate change: A media perspective. *Environmental Politics*. 18(5), 765–780. DOI: <https://doi.org/10.1080/09644010903157081>
- [84] Peiró-Signes, Á., Biondo, A., Sakka, G., et al., 2025. Exposure to social media pro-environmental campaigns and its impact on Generation Z's com-

- mitment to environmental sustainability actions. *Sustainable Futures*. 10, 101320. DOI: <https://doi.org/10.1016/j.sfsr.2025.101320>
- [85] Rijal, N.K., 2020. The role of global civil society at the local level in climate change mitigation: A case study of Earth Hour's activities in Malang. *Global: Jurnal Politik Internasional*. 22(2), 191–220. DOI: <https://doi.org/10.7454/global.v22i2.422>
- [86] Mohd Nazri, N.A., Jamri, M.H., Ridzuan, A.R., et al., 2024. Strategic communications of coral reef campaign. *e-Journal of Media and Society*. 7(3), 147–155.
- [87] Maliki-Sadiq, T.O., 2025. Leveraging information and communication technologies to foster sustainable development through mass media. In *Proceedings of the 2nd FPI/SMS International Conference*, Ilaro, Nigeria, 10–13 March 2025. Available from: <https://sms2interconf.federalpolyilaro.edu.ng/conference-papers/9e94156e-9a35-45e7-be37-4b163be32a14>
- [88] Lestari, R., Nurmandi, A., Younus, M., et al., 2025. Optimizing social media platforms to foster active public engagement in tackling climate change and environmental conservation. *Society*. 13(1), 18–34. DOI: <https://doi.org/10.33019/society.v13i1.742>
- [89] Jakovljević, M., 2021. Ecology and media. In *Medias Res: Časopis Filozofije Medija*. 10(18), 2883–2893. DOI: <https://doi.org/10.46640/imr.10.18.8>