

SHAPING ENVIRONMENTAL CONSCIOUSNESS THROUGH DIGITAL MEDIA: A THEMATIC ANALYSIS OF CLIMATE TV ON YOUTUBE

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DOI: <https://doi.org/10.5281/zenodo.18060868>

Keywords

Climate Communication; Thematic Analysis; Digital Media; YouTube; Climate TV

Article History

Received on 27 October 2025

Accepted on 13 November 2025

Published on 26 December 2025

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Abstract

This study investigates how Climate TV, a YouTube-based initiative in Pakistan, employs digital storytelling to raise climate awareness and foster environmental consciousness. The research focuses on analyzing how climate issues are framed in the channel's video content and how such framing contributes to public understanding of environmental challenges.

The study adopts a qualitative research design using thematic analysis of selected Climate TV videos. The videos were examined through open coding and thematic categorization to identify recurring patterns, narrative strategies, and framing techniques. Particular attention was given to the use of edutainment formats, cultural symbols, and localized storytelling devices that make climate content more relatable to Pakistani audiences.

The analysis reveals four dominant themes: (1) climate change as a local lived reality, (2) nature and culture as interconnected, (3) urgency and responsibility for sustainable action, and (4) hope and empowerment through collective efforts. The videos simplify complex climate science into engaging narratives while integrating educational and entertainment elements to sustain audience attention. The use of culturally embedded metaphors, visual symbolism, and storytelling strengthens message retention and promotes eco-conscious attitudes.

The findings suggest that Climate TV provides an effective model for climate communication in the Global South by translating abstract scientific discourse into context-driven, culturally relevant narratives. The study concludes that thematic framing through digital media can be a powerful tool for shaping environmental consciousness and fostering climate-sensitive behaviors at the community level.

INTRODUCTION

Climate communication has emerged as a critical field of study, particularly as societies worldwide grapple with the urgent need to translate scientific knowledge into public understanding and action. The rise of digital media platforms has fundamentally transformed how environmental messages reach and resonate with diverse audiences. YouTube, as one of the world's largest video-sharing platforms, has become a significant arena for climate communication, hosting content that ranges from scientific documentaries to grassroots activism (Segerberg & Magnani, 2025).

Research indicates that effective climate communication requires moving beyond traditional information-deficit models toward more nuanced approaches that consider cultural contexts, local experiences, and audience-specific framing strategies (Marshall et al., 2024). Studies have shown that narratives with dramatic arcs can elevate levels of cortisol and oxytocin in individuals, and storytelling is typically perceived as more accessible, persuasive, memorable, and engaging. This is particularly relevant in the Global South, where climate communication faces unique challenges related to linguistic diversity, cultural sensitivity, and localized environmental experiences.

Pakistan, as one of the countries most vulnerable to climate change impacts, presents a compelling case study for examining digital climate communication strategies. Climate TV, a YouTube-based initiative launched in Pakistan, represents an innovative approach to environmental awareness that combines educational content with cultural storytelling. The channel's content spans multiple languages, incorporates Islamic environmental perspectives, and addresses local climate realities while maintaining global environmental awareness.

This study aims to fill a critical gap in climate communication research by examining how a Global South initiative employs digital storytelling to foster environmental consciousness. Through thematic analysis of Climate TV's content,

we explore the channel's framing strategies, narrative techniques, and cultural integration methods that contribute to effective climate communication in the Pakistani context.

Digital Media and Climate Communication

The landscape of climate communication has been fundamentally transformed by digital media platforms. Recent studies have examined storytelling components in popular YouTube science videos and revealed significant relationships between video popularity and five storytelling components: dramatic question, insight, moments of change, emotional arousal, and status of story. This research demonstrates the importance of narrative structure in engaging audiences with complex scientific topics.

Social media platforms have reshaped the landscape of public discourse, facilitating unprecedented global connectivity and empowering individuals to participate in critical societal debates, such as those surrounding climate change. The shift from traditional media to digital platforms has enabled more diverse voices to contribute to climate discourse, though it has also introduced challenges related to misinformation and audience fragmentation.

Cultural Dimensions of Climate Communication

Understanding climate change as a cultural phenomenon has gained increasing recognition in recent scholarship. Recent work in the social sciences and humanities has sought to challenge the dominant scientific approach in favor of one that recognises the cultural, historical and politically contested settings in which knowledge about climate is produced. This cultural turn emphasizes how climate knowledge is created within specific cultural contexts and emerges from alternative ways of knowing.

In climate change research, understanding how this phenomenon is lived and

understood by non-Western societies remains challenging due to cultural and linguistic translations. This challenge is particularly acute in Global South contexts, where climate communication must navigate complex linguistic landscapes and diverse cultural frameworks for understanding environmental change.

Climate Communication in the Global South

Research on climate communication in Global South contexts has expanded significantly since 2010, with increased focus on marginalized communities and indigenous perspectives (Moser, 2020). While public attitudes regarding climate change have been widely explored in the global north, survey work is still limited in the global south countries. This research gap highlights the importance of understanding how climate communication strategies function in diverse cultural and economic contexts.

Indigenous and traditional knowledge offers valuable insights into climate resilience and strategies, helping communities adapt to changing environments and maintain their cultural identities in the face of adversity. This recognition has led to calls for more inclusive approaches to climate communication that integrate local knowledge systems with scientific discourse.

Thematic Framing in Environmental Media

The concept of framing has become central to understanding how climate issues are presented and interpreted in media contexts. Framing refers to "the process by which people develop a particular conceptualization of an issue or reorient their thinking about an issue," involving two key ingredients: selection and salience. Effective framing involves selecting key aspects of perceived reality and making them more salient in communication processes. Recent studies have examined framing strategies utilized by television broadcasters to shape public perceptions of climate change, finding that channels adopt different approaches ranging from problem-oriented to solutions-focused narratives.

These variations highlight divergent institutional strategies and their implications for audience engagement.

Methodology

This study employs a qualitative research design using thematic analysis to examine Climate TV's digital content. Thematic analysis was chosen for its flexibility in identifying, analyzing, and reporting patterns within data while providing rich, detailed accounts of complex phenomena (Braun & Clarke, 2021).

Data Collection

The study analyzed Climate TV's YouTube channel content spanning from August 2025 to September 2025. A total of 47 videos were identified and cataloged based on their titles, descriptions, view counts, and engagement metrics. The videos represent diverse content types, including educational animations, cultural narratives, religious perspectives on environmental stewardship, and localized climate awareness campaigns.

Thematic Analysis Process

The analysis followed Braun and Clarke's six-phase approach to thematic analysis:

1. **Familiarization with data:** Initial viewing of all videos and review of metadata
2. **Generating initial codes:** Systematic coding of video content, titles, and descriptions
3. **Searching for themes:** Collating codes into potential themes
4. **Reviewing themes:** Refining and validating identified themes
5. **Defining themes:** Developing clear definitions and names for themes
6. **Producing the report:** Final analysis and interpretation
- 7.

Cultural and Linguistic Considerations

Given the multilingual nature of Climate TV's content (Urdu, English, Punjabi, and Pashto), special attention was paid to cultural and linguistic nuances in the analysis. Video descriptions and titles were analyzed in their original languages to

preserve cultural meanings and avoid translation-related distortions.

Results and Analysis

The analysis revealed four dominant themes that characterize Climate TV's approach to environmental communication. Each theme represents a distinct strategic approach to climate messaging, employing different narrative techniques, cultural integration methods, and audience engagement strategies. The following tables provide detailed breakdowns of how each theme manifests across the channel's content, demonstrating the sophistication and cultural sensitivity of Climate TV's communication approach.

Theme 1: Climate Change as Local Lived Reality

This theme encompasses Climate TV's strategic approach to making global climate issues tangible and relevant to Pakistani audiences. The channel consistently grounds abstract climate science in local contexts, using familiar geographical references, regional weather patterns, and community-specific challenges. This localization strategy serves to overcome the psychological distance often associated with climate change by presenting it as an immediate, observable phenomenon affecting Pakistani communities directly. The videos within this theme employ various narrative strategies including nationalist appeals, scientific education adapted for local contexts, and emotional imagery that resonates with regional experiences.



Table 1: Theme 1 - Climate Change as Local Lived Reality

Sub-theme	Video Title	Language	Duration	View Count	Content Description	Narrative Strategy
Personal Impact Narratives	"Pakistan is in Danger A Wake-Up Call"	English/ Urdu	2:22	186	Direct address of climate threats to Pakistan's agriculture, water resources, and vulnerable communities	Uses nationalist appeal and immediate threat framing
Community-Level Effects	"Shocking Water Crisis Awareness"	Urdu	1:50	32	Depicts community queues for water, silent taps as symbols of scarcity	Emotional imagery of everyday struggles
Community-Level Effects	"Is Lahore's WATER CRISIS WORSE Than You Think"	English/ Urdu	3:01	-	Focuses on Lahore's water challenges	Urban-specific climate impact messaging
Localized Environmental Changes	"Cloud Burst! What it is?"	English	4:06	60	Scientific explanation of cloud burst phenomena with local examples	Educational approach with regional relevance
Weather Pattern Changes	"Effect of Lunar Eclipse How Animals, Birds and Nature React"	English	1:34	23	How lunar eclipses affect animals, birds, and human behavior	Connects celestial events to environmental awareness
Regional Climate Variations	"Cloud Burst in Pashto دوریخی چاودنه"	Pashto	3:54	49	Regional language explanation of extreme weather events	Linguistic localization for specific communities
Weather Education	"What Does Rain in Millimeters Really Mean?"	English	1:50	22	Practical explanation of rainfall measurements for agriculture	Scientific literacy with local application
Weather Phenomena	"Clouds and Storms: Amazing"	English	6:08	34	Educational content about cloud types	Scientific education

Facts You
Didn't
Know"

and weather with practical
prediction applications

The analysis of Theme 1 reveals Climate TV's sophisticated approach to localizing global climate discourse, which aligns strongly with recent climate communication research. The channel demonstrates understanding that effective climate communication requires moving beyond abstract scientific concepts to present climate change as a lived reality affecting Pakistani communities. This approach directly supports findings from Agyeman et al. (2025), who emphasize that climate communication should meet people where they are by "linking it to shared values like family, nature, community, and religion" and that "limiting global warming to 1.5°C can be hard for people to relate to" without local contextualization.

The linguistic diversity within this theme is particularly noteworthy, with content produced in English, Urdu, and Pashto. Recent research by Okello et al. (2025) demonstrates that "current communication strategies are ineffective and misaligned with the local context, traditional knowledge systems, and specific community concerns" when complex English dominates climate messaging in multilingual contexts. The Pashto-language cloud burst explanation represents a direct response to this challenge, addressing research gaps identified by the same study, which found that "the use of the global language, particularly when it is complex, can hinder the effective dissemination of climate change information in multicultural and multilingual settings." This multilingual approach also reflects broader recognition that "language translation is pivotal in making climate change communication inclusive and effective" (Climate Translation Initiative, 2025).

The view count variations (ranging from 22 to 186) suggest different levels of audience engagement, with Pakistan-focused content receiving higher engagement than technical

weather education. This pattern supports the effectiveness of nationalist framing in climate communication, aligning with recent findings from a four-pillar framework study by Henderson et al. (2025) that identified "simplicity and local relevance" as key to climate communication effectiveness. The study confirms "the significance of audience segmentation, localized, and solution-focused messaging" as crucial elements for successful climate engagement. The narrative strategies employed consistently emphasize immediate relevance and emotional connection. The "shocking" framing of water crisis content and the direct "Pakistan is in Danger" messaging demonstrate attempts to overcome psychological distance through urgent, emotionally resonant language. However, the relatively modest view counts across all videos indicate challenges in reaching broader audiences through organic social media distribution, supporting research by Moser & Pearce (2024) on the need for "tailored, and precise communication for climate change" that moves beyond traditional broadcasting approaches.

Theme 2: Nature and Culture as Interconnected

This theme represents Climate TV's most distinctive contribution to climate communication literature - the sophisticated integration of Islamic environmental teachings with contemporary environmental science. The channel demonstrates that religious and cultural frameworks can serve as effective vehicles for environmental messaging rather than obstacles to scientific understanding. This theme includes content that spans from prophetic traditions about environmental stewardship to cultural narratives about trees and natural phenomena. The integration strategy moves beyond simple alignment to create synergistic content where spiritual and scientific perspectives reinforce each other,

potentially reaching audiences who might resist secular environmental messaging.

Table 2: Theme 2 - Nature and Culture as Interconnected

Sub-theme	Video Title	Language	Duration	View Count	Content Description	Cultural Integration Method
Religious Environmental Teachings	"Prophetic Teachings and the Preservation of Water"	Urdu	5:58	90	Islamic teachings on water conservation during Rabi-ul-Awwal	Religious calendar integration with environmental message
Religious Celebrations	"Eid Milad un Nabi Naat Prophet Muhammad"	Urdu	5:20	195	Religious celebration with environmental consciousness	Spiritual devotion integrated with nature care
Sacred Trees and Plants	"The blessed Olive Tree Mentioned in All Divine Books"	English/Urdu	2:50	152	Olive tree's mention in divine scriptures and health benefits	Multi-religious approach to environmental reverence
Mystical Nature Narratives	"Darakht Raat ke Pur Asrar Pahrdaar Mysterious Tree Guardians of the Night"	Urdu	5:16	74	Poetic portrayal of trees as mysterious nighttime guardians	Folklore and poetry integration
Spiritual Tree Stories	"Ishq-e-Rasool aur Tarpta Darakht"	Urdu	4:56	105	Historical account of tree crying for Prophet Muhammad	Emotional religious storytelling
Cultural Symbolism	"Darakht Bhooton ka Maskan Haunted Trees and Mysterious Legends"	Urdu	2:48	33	Exploration of trees in folklore and supernatural beliefs	Cultural mythology preservation
Prophetic Botany	"Gharqad Tree Hidden Secrets of gharqad tree"	English	2:44	138	Religious, historical, and scientific aspects of specific tree species	Multi-disciplinary cultural approach



Prophetic Botany	"Ghargad Tree: From Israel to Afghanistan? (Ep. 3)"	English	2:54	4,959	Geographic and religious significance of Ghargad tree	Historical and religious contextualization
Prophetic Botany	"Ghargad Tree: History, Science & Faith"	English	2:06	1,863	Comprehensive analysis of Ghargad tree significance	Multi-dimensional religious-scientific approach
Ancient Wisdom	"Anjeer: Qur'an's Secret Fruit"	English/Urdu	2:45	704	Fig fruit's Quranic significance and health benefits	Religious text integration with modern science
Magical Nature	"Secrets of Magical Trees Discover Hidden Wonders!"	English	3:58	106	Various trees with cultural and mystical significance	Wonder and curiosity about natural world
Historical Trees	"World's Oldest Living Tree (Methuselah Tree)"	English	2:18	40	Story of ancient bristlecone pine tree	Natural history and resilience themes
Tree Symbolism	"The Majestic Date Palm"	English	2:18	88	Cultural and spiritual significance of date palm trees	Natural beauty and cultural significance
Resilient Trees	"Ginkgo: The Tree That Gives Hope"	English	1:58	67	Story of Ginkgo tree surviving Hiroshima atomic bomb	Resilience and hope through nature

Theme 2 demonstrates Climate TV's most innovative approach to climate communication, successfully bridging religious devotion and environmental consciousness in ways that recent scholarship identifies as critically important. The channel's treatment of trees as cultural and spiritual symbols represents a sophisticated understanding of how environmental messaging can be embedded within existing belief systems, directly supporting research by Koehrsen (2021) who emphasizes that "there is no unified perception of climate change among Muslims" and that effective Islamic environmental communication must integrate local interpretations of religious

teachings with contemporary environmental concerns.

The remarkable success of Ghargad tree content (with 4,959 and 1,863 views respectively) indicates strong audience interest in religiously-contextualized environmental content, confirming findings from Al-Jayyousi's research (2024) that Islamic environmental frameworks provide "a powerful part of the solution if humans embed" sustainability principles within religious practice. This aligns with evidence from Indonesia showing that "including environmentalist messages in Islamic sermons led to increased public awareness and concern for the environment" (Mangunjaya, 2025), and that communities respond more positively to environmental

messaging when it comes from religious rather than secular sources.

The integration of prophetic traditions with contemporary environmental science represents a notable contribution to climate communication scholarship. Content like "Prophetic Teachings and the Preservation of Water" demonstrates how Islamic environmental ethics can provide compelling frameworks for modern conservation practices, supporting research by Ozdemir (2024) who argues that "Muslims believe that humans should act as guardians, or khalifah, of the planet, and that they will be held accountable by God for their actions." This approach potentially addresses resistance to environmental messaging by framing conservation as religious obligation rather than secular advocacy, as evidenced by success stories in Tanzania where fishermen "resisted bans from the government, but were persuaded once they were told that they were acting un-Islamically" (Al Jazeera, 2020).

The multilingual presentation within this theme shows cultural adaptation sensitivity that recent research identifies as crucial for effective Global South climate

communication. While English-language content focuses on scientific and historical aspects, Urdu content emphasizes spiritual and poetic dimensions. This linguistic differentiation suggests sophisticated audience targeting based on cultural and educational backgrounds, supporting research by Khan & Shahzad (2024) demonstrating that "faith groups are often left out of important conversations around climate policy" but can provide crucial perspectives because they "are driven by something Divine" in their environmental stewardship.

However, the variation in view counts (from 33 to 4,959) indicates uneven audience engagement with different cultural integration approaches. Religious historical content performs significantly better than folklore-based material, suggesting audiences prefer authoritative spiritual content over mythological narratives, supporting findings by the Islamic Foundation for Ecology and Environmental Sciences (2025) that emphasize the importance of grounding environmental messaging in recognized Islamic scholarship rather than cultural folklore alone.

Theme 3: Urgency and Responsibility for Sustainable Action

This theme encompasses Climate TV's direct action-oriented messaging, characterized by explicit calls for behavioral change and responsibility attribution. The content within this theme employs various urgency framing techniques ranging from temporal deadlines to apocalyptic imagery, while consistently providing specific behavioral guidance. The channel's

approach to urgency messaging demonstrates understanding that effective climate communication must balance emotional motivation with practical action steps. This theme includes both individual responsibility frameworks and collective accountability messaging, addressing criticism of climate communication that overly individualizes environmental responsibility while neglecting systemic factors.

Table 3: Theme 3 - Urgency and Responsibility for Sustainable Action

Sub-theme	Video Title	Language	Duration	View Count	Content Description	Urgency Framing Technique
Temporal Urgency	"Yeh Waqt Jaagnay Ka Hai" (This is the Time to Wake Up)	Urdu	2:55	210	Climate awareness anthem emphasizing immediate	Direct temporal calls to consciousness

						action needed	
Deadline Messaging	"Mohlat Khatam Ho Gai" (Time is Up)	Urdu	1:53	63	"Time is up"	Apocalyptic urgency framing	
Climate Crisis	"Baraf ke Ansu" (Tears of Ice)	Urdu	2:10	43	Melting glaciers as symbol of climate crisis	Emotional metaphor for climate urgency	
Behavioral Change	"Say No to Plastic Bags Kids Awareness Song"	Urdu	3:27	312	Children's voices calling for plastic bag elimination	Emotional child advocacy approach	
Individual Responsibility	"Climate Counting 1,2,3 Climate Song for Kids"	Urdu	2:01	146	Educational counting song with eco-friendly tips	Learning integration with action steps	
Collective Accountability	"Punjabi Climate Awareness News"	Punjabi	2:36	112	Regional language climate news format	Community- specific responsibility messaging	
Action-Oriented Education	"ABC for Climate Care"	English	1:52	100	Alphabet- based climate action guide	Systematic approach to behavioral guidance	
Action-Oriented Education	"ABC for Climate Mitigation"	English	1:44	100	Another alphabet- based approach to climate action	Systematic educational methodology	
Crisis Communication	"Natural Disasters & Their Hidden Warnings"	English/Ur du	5:14	63	Religious interpretatio n of natural disasters as divine warnings	Spiritual urgency framework	

Knowledge Testing	"Rapid Round Test Your Knowledge in 5 Seconds!"	English	4:12	7	Quick climate facts and knowledge testing	Interactive engagement with urgency
Knowledge Testing	"Rapid Round on Climate Change"	English	8:12	27	Extended climate knowledge quiz format	Educational urgency through testing

Theme 3 reveals Climate TV's multifaceted approach to motivating environmental action through urgency messaging combined with practical guidance. The channel's use of temporal urgency frames ("This is the Time to Wake Up," "Time is Up") demonstrates understanding of how deadline messaging can overcome procrastination and inaction. However, the moderate view counts for these urgent messages (63-210 views) suggest that urgency framing alone may not guarantee audience engagement.

The most successful content within this theme is the child-focused "Say No to Plastic Bags" video (312 views), indicating that concrete behavioral guidance delivered through emotionally resonant messengers (children) may be more effective than abstract urgency appeals. This pattern supports research suggesting that specific, actionable recommendations are more effective than general calls for environmental awareness.

The channel's systematic approach to environmental education through alphabet-based content ("ABC for Climate Care" and "ABC for Climate Mitigation") represents innovative pedagogical methodology. This approach demonstrates recognition that lasting behavioral change requires systematic knowledge building rather than isolated awareness messaging. However, the modest view counts (100 each) suggest that educational content may face engagement challenges compared to more emotionally charged material.

The integration of religious interpretation in crisis communication ("Natural Disasters & Their Hidden Warnings") shows

continued commitment to cultural contextualization even within action-oriented messaging. This approach potentially addresses audiences who might interpret environmental challenges through spiritual rather than purely scientific frameworks.

The linguistic diversity within this theme (Urdu, English, Punjabi) demonstrates continued attention to multilingual audience reach. The inclusion of Punjabi-language content specifically addresses regional linguistic communities, supporting inclusive communication approaches advocated in Global South climate communication literature.

The knowledge testing format represents an attempt to create interactive engagement with climate information. However, the very low view counts for these videos (7 and 27 views) suggest that quiz formats may not be effective for social media audiences, possibly due to the passive consumption preferences of YouTube viewers.

Theme 4: Hope and Empowerment through Collective Efforts

This theme represents Climate TV's solutions-oriented approach to climate communication, emphasizing human agency, community empowerment, and collective efficacy. The content within this theme consistently presents empowering narratives that demonstrate successful environmental action while avoiding the despair and helplessness that can result from crisis-focused messaging. The theme includes diverse empowerment strategies ranging from patriotic environmental identity construction to nature-based learning and innovative problem-solving.

This approach aligns with communication research indicating that hope-based messaging is more effective than fear-based

approaches for motivating sustained environmental engagement.



Table 4: Theme 4 - Hope and Empowerment through Collective Efforts

Sub-theme	Video Title	Language	Duration	View Count	Content Description	Empowerment Strategy
Community Empowerment	"Sabzwaar: The Green Mission"	Urdu	2:50	170	Children's drama about fighting environmental destruction	Hero narrative with child protagonists
Collective Prayer	"SPECIAL PRAYER FOR ALL"	English/Urdu	2:06	178	Children's prayer for planetary protection	Spiritual collective action
Collective Prayer	"Aik Dua Sab ke Liye" (A Prayer for Everyone)	Urdu	2:37	836	Heartwarming prayer by children for environmental protection	Spiritual unity and hope
National Unity	"Qadam Barhao, Bachao Jahan"	Urdu	3:53	793	Patriotic climate action anthem	Nationalist environmental identity
Youth Engagement	"Chamkay Ga Chaand Sitara (National Song 2025)"	Urdu	3:03	166	Independence Day song with environmental message	Patriotic youth empowerment
Youth Engagement	"Chamke Ga Chaand Sitara PK (National Song)"	Urdu	2:59	462	Another version of patriotic environmental song	National pride with environmental consciousness
Solutions Focus	"Trash to Talent Hero - Pilot Episode"	English	3:46	228	Creative waste transformation for kids	Innovation and creativity emphasis
Community Resilience	"Hum Hain Sailab We Are the Flood of Courage"	Urdu	4:13	8	Resilience and unity message using flood metaphor	Collective strength narrative
Educational Empowerment	"Alif Se Asman"	Urdu	3:01	842	Urdu alphabet climate education	Knowledge as empowerment tool
Educational Empowerment	"Alif Bay Pay Se Mahool Bachayen"	Urdu	1:41	1,049	Urdu alphabet with environmental protection	Learning integrated with environmental care
Educational Empowerment	"Urdu Alphabets for Kids Learn Urdu to 3"	Urdu	4:04	142	Urdu language learning with environmental themes	Educational foundation with environmental awareness
Nature Education	"How Ducks Stay Dry Fun Animal"	English	5:13	73	Educational content about natural	Learning from nature's solutions

Nature Education	Facts for Kids" "Small Bee, Big Impact – Nature's Real Superhero"	English	4:38	119	adaptation mechanisms Educational content about bees' environmental importance	Nature appreciation and protection
Nature Education	"The Mighty Earthworm Hidden Hero for Healthy Climate"	English	3:31	151	Educational content about earthworms' environmental role	Understanding nature's systems
Nature Education	"Elephant – The Gentle Giant"	English	2:50	39	Educational content about elephants' environmental role	Wildlife conservation and ecosystem health
Wildlife Education	"Sher ki Duniya Khatam" (The Lion's World is Ending)	Urdu	4:40	229	Story about lions facing environmental challenges	Wildlife conservation through storytelling
Weather Wisdom	"Ustad Ullu ke Mausami Raaz" (Teacher Owl's Weather Secrets)	Urdu	2:34	76	Educational content about weather patterns	Learning through character-based narrative
Animal Behavior	"Birds and Animal Self-Healing How Ants Help Birds and Animals Stay Healthy"	English	2:14	653	Educational content about natural healing processes	Understanding natural ecosystems
Animal Education	"Hummingbird Its Amazing Flight Explained"	English	2:13	41	Educational content about hummingbird adaptations	Wonder and appreciation for nature
Community Action	"Parindon Ka Ehtijaj" (Birds' Protest)	Urdu	2:59	161	Imaginative story of birds protesting environmental destruction	Creative advocacy through animal perspective
Storm Preparedness	"Toofan Se Muqabla Storm Safety Tricks for Kids"	Urdu	3:31	154	Educational content about storm safety and preparedness	Empowerment through knowledge and preparation



Innovation	"How Japan Outsmarted the Crows"	English	2:24	52	Story about innovative environmental problem-solving	Creative solutions and human ingenuity
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Theme 4 demonstrates Climate TV's most comprehensive and successful approach to environmental communication, with several videos achieving significantly higher view counts than content in other themes. The most successful content includes educational alphabet videos (1,049 and 842 views respectively) and patriotic environmental anthems (793 views), indicating strong audience preference for empowering, positive messaging combined with practical knowledge.

The integration of educational content with environmental messaging represents a particularly effective strategy. The success of Urdu alphabet videos demonstrates how environmental consciousness can be embedded within fundamental educational processes, potentially reaching children during critical developmental periods. This approach addresses the challenge of creating sustainable environmental awareness by integrating it with essential learning rather than treating it as additional content competing for attention.

The patriotic framing of environmental action ("Qadam Barhao, Bachao Jahan," "Chamke Ga Chaand Sitara") successfully constructs environmental protection as national duty rather than external obligation. This nationalist environmental identity approach may be particularly effective in Pakistani contexts where national pride provides strong motivational frameworks. The success of these videos (462-793 views) supports research indicating that environmental messaging is more effective when aligned with existing identity frameworks.

The nature education content within this theme serves multiple empowerment

functions. By presenting animals as environmental heroes (bees, earthworms, elephants), the channel creates positive role models while educating about ecosystem functions. The varied success of these videos (39-653 views) suggests that content focusing on smaller, more relatable creatures (bees, ants) may be more engaging than content about larger, more distant animals (elephants).

The spiritual empowerment approach through collective prayer represents a unique contribution to climate communication strategies. The success of "Aik Dua Sab ke Liye" (836 views) indicates that spiritual frameworks can provide effective vehicles for environmental messaging, particularly when delivered through emotionally resonant messengers like children.

The solutions-focused content ("Trash to Talent Hero," "How Japan Outsmarted the Crows") demonstrates the channel's commitment to presenting environmental challenges as solvable problems rather than insurmountable crises. This approach supports research indicating that solution-oriented messaging is more effective than problem-focused communication for motivating sustained engagement.

The character-based narrative approach ("Ustad Ullu ke Mausami Raaz," "Sher ki Duniya Khatam") represents creative adaptation of traditional storytelling formats for environmental education. The moderate success of these videos suggests that character-based approaches can enhance engagement while delivering educational content, though they may not achieve the same reach as more direct educational or patriotic content.

Discussion:

Narrative Strategies and Cultural Adaptation

Climate TV employs narrative strategies that blend education with entertainment,

demonstrating the power of edutainment formats in sustaining attention and enhancing comprehension. Animated series such as *Trash to Talent Hero* and *Shahbaz and the Climate Monster* illustrate how

environmental issues can be communicated through engaging storylines designed for children and families. These cartoon-based narratives represent audience segmentation, ensuring age-appropriate messaging and aligning content with the cognitive and emotional levels of younger audiences. This aligns with research suggesting that framing environmental issues in entertaining yet informative ways enhances retention and shapes pro-environmental attitudes (Anderson, 2022).

The channel's multilingual approach producing content in Urdu, English, Punjabi, and Pashto reflects an acute

awareness of Pakistan's linguistic diversity. Such localization ensures that climate communication resonates across regional, cultural, and social groups, enhancing inclusivity and accessibility (Shaikh et al., 2023). Importantly, Climate TV integrates Islamic terminology and religious concepts into its messaging, moving beyond linguistic adaptation to embed climate narratives within Pakistan's cultural and spiritual value systems. This supports Moser's (2020) argument that effective climate communication must align with audiences' worldviews and belief structures to foster deeper engagement.

Visual Symbolism and Framing

The videos consistently use rich visual symbolism—trees, water, storms, and animals are not merely ecological elements but culturally significant metaphors. For instance, videos such as *The Blessed Olive Tree* and *Anjeer: Qur'an's Secret Fruit* depict nature as sacred, embedding ecological responsibility in spiritual and moral discourse. Such symbolic storytelling reflects a shift away from abstract, distant framings of climate change toward culturally embedded representations that strengthen message relatability (O'Neill & Nicholson-Cole, 2021).

The channel also employs culturally specific framing strategies that emphasize urgency (*Yeh Waqt Jaagnay Ka Hai*), collective efficacy (*Qadam Barhao, Bachao Jahan*), and religious environmental ethics (*Prophetic Teachings and the Preservation of Water*). These framings reinforce both individual and communal responsibility, illustrating how climate change communication in the Global South benefits from culturally adapted narratives rather than universalized Western models (Boykoff, 2019).

Contributions to Climate Communication Theory

This study contributes to climate communication theory by showing how cultural integration enhances message effectiveness in contexts where climate change is often perceived as remote or abstract. Climate TV demonstrates that

digital storytelling is not just a communication strategy but a cultural practice that reflects and shapes environmental consciousness. By situating climate issues within familiar religious, cultural, and linguistic frameworks, the channel challenges Western-centric approaches and underscores the need for context-specific climate narratives in the Global South (Nisbet, 2009; Moser, 2020). Furthermore, Climate TV illustrates how YouTube functions as a space for cultural negotiation, where global environmental concerns are localized and reinterpreted. This extends the work of everyday climate culture scholars by showing how repeated exposure to culturally resonant narratives fosters eco-consciousness as an ongoing social process rather than a one-time awareness outcome (Carvalho & Burgess, 2005).

Implications for Digital Media and Environmental Consciousness

The findings suggest that digital platforms such as YouTube play a vital role in cultivating environmental consciousness in the Global South. Climate TV's sustained use of culturally embedded, entertaining, and educational formats illustrates how environmental awareness is actively constructed through interaction with localized digital content, rather than passively received. This reinforces the argument that environmental consciousness must be understood as both a cultural and

communicative phenomenon (Anderson, 2022).

Limitations and Future Research

This study is limited by its reliance on content analysis without examining audience reception. While the thematic analysis reveals how Climate TV frames environmental narratives, it does not capture how viewers interpret or act upon these messages. Future research should incorporate audience-centered methods such as surveys, interviews, and focus groups to evaluate behavioral outcomes.

Additionally, the study covers a short time frame (July–September 2025), which may not reflect longer-term strategies or shifts in

the channel's communication style. Longitudinal studies could provide deeper insights into how climate narratives evolve over time.

Finally, while the findings are rooted in Pakistan's cultural context, generalizability to other Global South regions is limited. Comparative studies across diverse contexts could help develop a more nuanced framework for cross-cultural climate communication. Further research should also examine the production processes and motivations of Climate TV creators to better understand how cultural integration strategies are designed and implemented.

Conclusion

This study demonstrates that Climate TV provides an effective model for climate communication in Global South contexts through its sophisticated integration of cultural, religious, and scientific frameworks. The channel's approach challenges dominant Western-centric models of environmental communication by showing how local cultural contexts can enhance rather than impede scientific message transmission.

The four identified themes—climate change as local lived reality, nature and culture as interconnected, urgency and responsibility for sustainable action, and hope and empowerment through collective efforts—represent a coherent framework for culturally embedded climate communication. These themes demonstrate how global environmental concerns can be successfully translated into local cultural contexts without sacrificing scientific accuracy or message urgency.

Climate TV's success in reaching diverse audiences across multiple languages and cultural contexts provides valuable insights for other Global South climate communication initiatives. The channel's approach suggests that effective climate communication requires deep understanding of local cultural contexts, sophisticated narrative strategies, and commitment to audience-appropriate messaging.

The study's findings have implications for both academic research and practical climate communication efforts. For researchers, the study demonstrates the value of examining climate communication as a cultural practice rather than simply a form of information transmission. For practitioners, the study provides insights into how cultural integration can enhance message effectiveness and audience engagement.

As climate change continues to pose urgent challenges for Global South countries, initiatives like Climate TV represent important innovations in environmental communication. The channel's approach demonstrates that cultural sensitivity and scientific accuracy are not competing priorities but complementary elements of effective climate communication strategy.

The study concludes that thematic framing through digital media can serve as a powerful tool for shaping environmental consciousness when it successfully integrates global environmental concerns with local cultural contexts, religious frameworks, and community-specific experiences. Climate TV's model provides a roadmap for other Global South climate communication initiatives seeking to foster environmental consciousness through culturally resonant digital storytelling.

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