

A CRITICAL DISCOURSE ANALYSIS OF BRITISH AND PAKISTANI NEWSPAPERS' REPORTAGE OF CLIMATE CHANGE UNDER UNITED NATIONS FRAMEWORK CONVENTIONS (2024)

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DOI: <https://doi.org/10.5281/zenodo.22332322>

Keywords

Critical Discourse Analysis (CDA); UNFCCC 2024; COP29; Van Dijk's Socio-Cognitive Model; Climate Finance; British and Pakistani Newspapers.

Article History

Received: 13 July 2026

Accepted: 21 August 2026

Published: 31 August 2026

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Abstract

This study critically analyzes the linguistic and socio-cognitive construction of the United Nations Framework Convention on Climate Change (UNFCCC) 2024 in Pakistani and British newspaper discourse. Using a qualitative Critical Discourse Analysis (CDA), the study examines selected articles from Dawn, The News International, The Guardian, and The Daily Telegraph through Teun A. van Dijk's Socio-Cognitive Model. The analysis focuses on macro-structures, superstructures, micro-structures, situation models, context models, and social cognition to examine how linguistic choices shape representations of climate issues. Drawing on previous research on environmental discourse and national media contexts. The findings reveal clear differences between Pakistani and British media. Pakistani newspapers predominantly frame the UNFCCC 2024 through climate justice, vulnerability, financial inequality, historical responsibility, and equitable financing, whereas British newspapers emphasize political leadership, diplomacy, institutional negotiations, and global governance. Despite these differences, both media contexts represent the conference as a significant global event requiring international cooperation. The study concludes that newspaper discourse not only reports climate negotiations but also shapes cognitive and ideological understandings of responsibility, vulnerability, power, and international collaboration.

Introduction

In today's interconnected world, Language serves as a tool for identity, power, and cultural expression in addition to being a medium of communication. In particular, English has evolved into a dominant language worldwide, both influencing and being influenced by social reality (Alakbarova, 2025). Whereas in media discourse, language serves as a setting where meaning is negotiated, power is exercised, and ideology is constructed rather than merely a neutral means of conveying information (Aslam & Shahzad, 2025). Moreover, in media discourse, language is crucial in

choosing and organizing meaning: "the choice of words and phrases depending on whether the real audience is a reader, listener, or viewer" influences the way events are portrayed (Monsumova, 2022). The discourse of media environments reflects the different linguistic, cultural, and sociopolitical traditions in which they function (Hassan, 2018). Therefore, this analysis is strengthened by comparing Pakistani and British newspapers. However, British newspapers might focus on political discussions, technological advancements, or economic impacts, whereas Pakistani publications might prioritize issues of justice, accountability, and vulnerability (Ejaz et al., 2023). However, these differences between Pakistani and British newspapers are not just due to content; rather, they are the result of particular linguistic decisions, such as contextual references, lexical selection, syntactic structures, and thematic emphasis (Dar et al., 2021). Climate change is emerging as one of the most compelling challenges of the 21st century raising a significant environmental, social and economic threat to humans and societies and attracting the global attention of policymakers, scientists and the media (Iqbal & Ghauri, 2011). Therefore, the role of international climate conferences and policymakers becomes pivotal in shaping the discourse around environmental issues (Rydin, 1999). However, it depends on the country, the journalistic tradition, what the viewer expects, and the editorial policies (Boykoff, 2011). In particular, newspapers hold an important role in society as both documenters and influencers of public discourse (Fowler, 2013). The theoretical and methodological basis for such a study is provided by Critical Discourse Analysis (CDA). Whereas CDA is an approach to discourse analysis that examines how language and texts are shaped by, and contribute to, relations of power, ideology, and wider social structures (Fairclough, 1995). Additionally, Teun A. van Dijk's socio-cognitive model (2008) is an important approach among CDA methods. Teun A. van Dijk's CDA model is used to examine the structure of discourse texts, language users' mental awareness, and the connection between discourse and its social structure. News media texts can be interpreted using the three-dimensional analysis of discourse (micro level), cognition (interface), and social (macro level) (Surya et al., 2023). Jamil et al. (2022) carried out a critical discourse analysis of newspaper headlines, primarily concentrating on linguistic choices and ideological implications in headline phrasing. Surya et al. (2023) also examined how 2024 presidential candidates' issues are represented in news employing Teun A. van Dijk's Critical Discourse Analysis model, which suggests that media texts repeat underlying ideological biases that impact public opinions of the candidates. Furthermore, Van Dijk's method analyses how newspapers create meanings and how readers connect with these meanings, because it not only focuses on textual features but also on cognitive processes and ideological positions. Consequently, this work advances linguistic research by analysing newspaper discourse using Van Dijk's (2008) socio-cognitive model. In this regard, this study aims to explore national viewpoints used to linguistically frame world events and the way language serves as a platform for the visibility of ideology and power. The research emphasizes the importance of linguistic analysis in comprehending the intricate interaction between media, cognition, and society by critically analyzing the discursive framework in Pakistani and British newspapers' coverage of the UNFCCC 2024.

Statement of the Problem

Newspaper discourse uses language not only to report events but also as an influential tool to create ideologies, shape opinions, and maintain social power relations (Richardson, 2017). In Pakistani discourse, the print media plays a vital role in communicating and illustrating climate change, which shapes public opinion and influences policymaking procedures to address environmental issues (Nazeer et al., 2024). Events such as the UNFCCC (2024) offer opportunities for linguistic research because media portrayals of these events demonstrate how national, cultural, and political contexts influence discourse (Aarya, 2024). Despite being a worldwide issue, the discursive construction of climate change differs considerably across media environments (Olausson & Berglez, 2014). Degaf et al. (2025) examined the Israel–Palestine conflict; however, their study does not apply the cognitive dimension, as it focuses primarily on textual structures and does not examine how audiences mentally interpret or represent news coverage. Although research on climate change communication is expanding, few studies have employed Van Dijk’s socio-cognitive model to compare how newspapers linguistically frame such events. Moreover, Van Dijk’s socio-cognitive model offers a comprehensive framework for examining newspaper discourse at three interrelated levels: text, cognition, and society. Existing research using Van Dijk’s approach has rarely conducted comparative investigations of the cognitive dimension, particularly mental and situational models, across different national media environments. Ultimately, this study aims to fill this gap by comparing how British and Pakistani media construct different cognitive models around the same topic.

Rationale of the study

The current study has its roots in linguistics, particularly in the area of CDA. Media texts use linguistic and structural techniques to create meanings, influence public perception, and reveal underlying ideologies; they are not objective information providers (Fowler, 2013). Despite the global nature of climate change discussions like the United Nations Framework Convention on Climate Change (2024), national newspapers reflect local ideologies and cultural assumptions, and ideologies moderate their coverage. Newspaper discourse is an excellent opportunity to examine how language frames leadership, accountability, and responsibility in the context of the UNFCCC (2024). This study employs Van Dijk’s socio-cognitive model to examine how macro-, super-, and micro-level textual elements connect to cognitive models to generate particular ideological stances. Van Dijk’s socio-cognitive model is chosen because it uniquely incorporates discourse structures and social cognition, enabling the study to investigate not only the way meanings are linguistically constructed, but also how mental and situational models are formed in media conversation. Alternative CDA models focus primarily on textual analysis and socio-historical context, but do not provide a systematic analytical framework for investigating cognitive processes. Furthermore, this research highlights the linguistic mechanisms via which newspapers in Pakistan and Britain generate different representations of the same global event, in contrast to studies that regard climate change as purely an environmental concern. Therefore, the justification is to further linguistic research into media discourse while reinforcing discourse studies’ comparative and cross-cultural viewpoints.

Research Questions

- How did British and Pakistani newspapers cover the United Nations Framework Convention on Climate Change (2024) using different macro-, super-, and micro-level discursive strategies?
- What cognitive models are developed in British and Pakistani media discourses?

Research Objectives

- To examine and contrast the linguistic, structural, and thematic elements of the United Nations Framework Convention on Climate Change (2024) coverage in Pakistani and British newspapers.
- To explore and compare cognitive models in Pakistani and British newspaper discourse on climate change.

Significance of the Study

This study is significant in the discipline of linguistics because it advances our understanding of the use of language to form and communicate ideologies in media discourse. The study uses Van Dijk's socio-cognitive model to identify the cognitive models and ideological orientations present in newspaper reporting, in addition to analyzing their textual structures (Ononiwu, 2024). Moreover, a comparison of British and Pakistani newspapers adds even more scholarly significance to the subject. By offering such insights into how international negotiations are framed through regional linguistic and ideological lenses, the findings will add to the literature of research on cross-cultural discourse studies. Ultimately, the study emphasizes how language shapes how the general public views world events (Mialkovska et al., 2024). Its contribution is to demonstrate how media discourse actively constructs narratives of leadership, accountability, and responsibility within international climate discussions, in addition to reflecting reality.

Literature Review

Language functions not only as a means of communication but also as a social practice through which meanings, ideologies, identities, and power relations are constructed. In media discourse, newspapers contribute to the construction of reality through lexical choices, framing, thematic organization, and the representation of social actors and events (Ononiwu, 2024). Recent studies further show that evaluative and rhetorical strategies in headlines and news reports can influence readers' interpretations of events (Aslam & Shahzad, 2025; Mialkovska et al., 2024).

Critical Discourse Analysis (CDA) provides a suitable framework for examining the relationship between language, ideology, and power. While Fairclough's three-dimensional model emphasizes textual, discursive, and social practices and Wodak's discourse-historical approach focuses on historical context, Van Dijk's socio-cognitive approach connects discourse with cognition and society. It explains how mental models, shared knowledge, beliefs, attitudes, and ideologies mediate

discourse production and interpretation (van Dijk, 2008, 2014). The model examines macrostructures, superstructures, and microstructures, including themes, headlines, lexical choices, syntax, coherence, and rhetorical devices (van Dijk, 1998, 2008). Recent studies demonstrate the usefulness of this approach in identifying ideological assumptions and cognitive dimensions in media and political discourse (Pham, 2024). Climate change communication has become an important area of media discourse research because newspapers influence how environmental risks, responsibility, urgency, and policy responses are represented. Research on Pakistani media indicates that climate reporting frequently emphasizes urgency, mitigation, institutional accountability, and the immediate consequences of climate-related disasters (Nazeer et al., 2024; Umber et al., 2023; Sarwar et al., 2025). Topic-based research also identifies climate politics and governance as prominent themes in Pakistani English-language newspapers (Ejaz et al., 2023). In contrast, studies of British newspapers indicate that ideological orientations influence the representation of climate policies, risks, and responsibilities, with differences between left- and right-leaning publications in their emphasis on environmental urgency, economic consequences, and policy intervention (Ruiu & Ragnedda, 2021; Wang & Downey, 2024). Likewise, comparative research suggests that national and sociopolitical contexts influence the linguistic construction of climate change. Pakistani media tend to emphasize local consequences and governmental accountability, whereas British media may give greater attention to international and policy-oriented perspectives (Javed & Nayab, 2025; Asif & Gill, 2025). UNFCCC conferences provide an important context for examining these differences because they are major international events involving climate responsibility, negotiation, policy, and cooperation. Previous studies show that such events influence the volume and framing of climate coverage, while international reporting may privilege developed-country perspectives over those of vulnerable nations (Gurwitt et al., 2017; Shea et al., 2022). Pakistani newspapers have also been found to reflect the influence of major UNFCCC events on the visibility and framing of climate issues (Khuhro & Adnan, 2023). Overall, existing literature demonstrates that climate change is constructed in newspapers through linguistic, ideological, and contextual choices. However, limited research has comparatively examined the linguistic and socio-cognitive construction of UNFCCC 2024 in British and Pakistani newspapers. In particular, insufficient attention has been given to the interaction between textual choices, cognitive representations, and national sociopolitical contexts in constructing climate responsibility, urgency, and policy responses. The present study addresses this gap by applying Van Dijk's socio-cognitive model to comparatively analyze British and Pakistani newspaper discourse surrounding UNFCCC 2024.

Methodology

Research Method

This study uses qualitative research method. Using CDA framework, the study examine linguistics and cognitive construction of the UNFCCC (2024) in Pakistani and British newspapers. This framework combines textual analysis with the study of cognition to enable a systematic examination of the interactions between language, society, and thought in media discourse (Othman, 2023).

Sampling

The study adopts purposive sampling to choose the articles, with an emphasis on those that discuss the UNFCCC 2024 prior to, during, and following the meeting. The sample selected includes prominent Pakistani and British publications, such as Dawn and The News International in Pakistan and The Guardian and The Daily Telegraph in Britain. These newspapers are chosen because of their widespread readership, ideological influence, and ability to establish societal objectives. Whereas to maintain comparability and contextual consistency across national contexts the time span is limited to one week period covering UNFCCC 2024 meeting, that includes newspaper articles immediately prior to, during, and following the meeting. These articles will help as the primary source for the critical discourse analysis.

Data Collection

This study's Corpus includes 8 newspaper articles: four from two British newspapers (The Daily Telegraph and The Guardian), and four from two prominent Pakistani newspapers (Dawn and The News International). Data will be gathered from the chosen newspapers' official web archives. In order to provide comprehensive coverage of pre-event expectations, live coverage, and post-event evaluations, articles will be selected from the days prior to the convention, during and the days following. A structured corpus is created by compiling and classifying only complete and original articles by newspaper, date, and national context (Pakistan vs UK) for discourse and cognitive analysis

Data Analysis

The gathered newspaper articles will be examined through the lens of Van Dijk's socio-cognitive model, which combines the cognitive and ideological aspects of speech with textual structures. Finding the macro-structures will be the first step in the analysis, which will concentrate on the broad topics that uncover the UNFCCC 2024 coverage. The texts' super-structures will next be analyzed, paying particular attention to the narrative development, leads, and headlines' schematic arrangement. After then, the micro-structures will be closely examined in terms of evaluative language, metaphors, syntactic patterns, and lexical choices. After the textual analysis, the results will be evaluated using the socio-cognitive dimension in order to identify the cognitive models that are present in the discourse by examining context models, situation models, and social cognition. In cognitive dimension phase, firstly context models will be analyzed in order to determine how the journalists define the communicative event, relevant actors and power relations. Secondly, situation models will be analyzed that focuses on the mental representation of the event's causes, consequences, and responsibility. Then social cognition will be explored by identifying knowledge structures, shared beliefs and ideologies. Finally, a comparison analysis will be carried out between Pakistani and British publications to identify cross-national variations based on these cognitive

components in order to investigate how various national and ideological settings influence diverse cognitive representations of the same global event.

Analysis and Findings

The analysis examined eight newspaper articles published by Dawn, The News International, The Daily Telegraph, and The Guardian concerning COP29 and the United Nations Framework Convention on Climate Change (UNFCCC) 2024. The data were analyzed through Van Dijk's socio-cognitive approach to Critical Discourse Analysis, focusing on macro-structures, superstructures, micro-structures, situation models, context models, and social cognition. The analysis demonstrates that although both Pakistani and British newspapers represented climate change as an urgent global issue, they differed considerably in their emphasis, representation of actors, and construction of responsibility.

Macro-Structural Analysis

At the macro-structural level, climate finance emerged as the dominant theme across the corpus. However, the Pakistani newspapers gave considerably greater prominence to climate justice, Pakistan's vulnerability, inadequate international financing, historical responsibility, and the demand for non-debt-based financial mechanisms. Dawn framed climate finance as an issue of fairness and global responsibility, portraying Pakistan and other developing countries as disproportionately vulnerable to climate change. Similarly, The News International emphasized equitable climate finance, international cooperation, and Pakistan's active diplomatic role at COP29. The British newspapers also concentrated strongly on climate finance but approached the issue through broader political and institutional frames. The Daily Telegraph emphasized geopolitical tensions, political leadership, disagreement between developed and developing countries, and the contested nature of COP29 negotiations. One article represented COP29 primarily through the attendance and absence of major political leaders, while another emphasized the conflict surrounding the final climate-finance agreement. The Guardian adopted a more explanatory and institutionally oriented approach. Its coverage addressed the changing distinction between developed and developing countries, climate-finance responsibilities, historical emissions, loss and damage, and the technical terminology associated with COP29. Thus, while Pakistani newspapers primarily constructed climate change through vulnerability and climate justice, British newspapers more frequently constructed it through international negotiation, institutional complexity, political conflict, and changing global responsibilities.

Super structural Analysis

The organization of headlines, leads, and narratives further reinforced these differences. Pakistani headlines generally foregrounded the urgency of climate financing and Pakistan's demands for equitable treatment. Headlines such as "Debt Cannot Become Acceptable New Normal in Climate Financing" and "Need of the hour" immediately establish climate finance as an urgent issue

requiring action. The narratives generally moved from the problem of inadequate financing to Pakistan's vulnerability and then toward international solutions and cooperation. British newspapers displayed greater variation in their narrative organization. The Daily Telegraph frequently employed conflict-oriented and political news structures. Its coverage foregrounded political attendance, diplomatic disagreement, walk-outs, negotiations, and compromise. In contrast, The Guardian employed explanatory and contextual structures. Its "jargon buster" article, for example, organized the discussion around key climate-policy concepts and gradually connected COP29 with the historical and institutional development of global climate governance. Consequently, the Superstructural analysis indicates that Pakistani newspapers primarily used advocacy-oriented narratives, whereas the British newspapers showed a stronger tendency toward political-conflict and explanatory-contextual narratives.

Micro-Structural Analysis

The micro-structural analysis revealed several recurring linguistic strategies across the newspapers. Declarative sentences were extensively used to present claims as factual and authoritative. Modal verbs such as must, should, need, and will were employed to express obligation, necessity, and future action. In Pakistani newspapers, these structures frequently assigned responsibility to developed countries while presenting Pakistan as an active advocate for climate justice. Lexical choices were particularly important in constructing ideological representations. Pakistani newspapers repeatedly employed terms such as vulnerable, equitable, historical responsibility, debt traps, and death traps. Such vocabulary constructed developing countries as vulnerable groups and developed countries as financially powerful actors with greater responsibility. British newspapers also used evaluative and emotive vocabulary, but their lexical fields differed. The Daily Telegraph relied heavily on conflict-related expressions such as last-minute compromise, walked out, stormed out, tensions, and emergency meeting, constructing COP29 as a site of diplomatic conflict and negotiation. The Guardian, by comparison, combined evaluative vocabulary with technical terminology. Terms such as NCQG, loss and damage, mitigation, adaptation, resilience, and climate finance positioned the newspaper as an explanatory intermediary between specialized climate negotiations and its readership. At the same time, expressions such as catastrophic, irreversible, and climate catastrophe reinforced the urgency of climate change. Metaphor and statistical evidence were also prominent across the corpus. Pakistani newspapers used metaphors such as "debt traps" and "death traps" to portray loan-based climate finance as harmful to developing countries, whereas The Daily Telegraph used metaphors such as "tensions boiling over" and "hung in the balance" to dramatize diplomatic conflict. The Guardian employed explanatory metaphors such as "ratchet mechanism", "gap", and "fig leaf" to simplify complex policy and financial issues.

Situation Models

The socio-cognitive analysis demonstrates that the newspapers constructed different mental representations of COP29. Pakistani newspapers largely encouraged readers to conceptualize climate

change as an issue of inequality, vulnerability, historical responsibility, and climate justice. Pakistan was repeatedly represented as a climate-vulnerable country that had suffered severe consequences while possessing comparatively limited financial capacity. Climate finance was consequently constructed as a necessary mechanism for adaptation, resilience, and sustainable development rather than simply as international assistance. The British newspapers constructed a broader and more complex situation model. The Daily Telegraph represented COP29 as a politically contested process shaped by diplomatic tensions, unequal economic power, competing national interests, and negotiation. The final climate-finance agreement was therefore presented as a compromise rather than an uncomplicated success. The Guardian constructed COP29 as a complex institutional negotiation involving climate finance, historical responsibility, economic capacity, vulnerability, and changing classifications of countries. Its coverage particularly complicated the conventional developed/developing-country binary by examining the positions of China and India and their growing economic and geopolitical significance.

Context Models and Social Cognition

The context models demonstrate that the newspapers selected different actors and relationships as particularly relevant. Pakistani newspapers gave substantial prominence to Pakistan, Prime Minister Shehbaz Sharif, developing countries, donor countries, and international climate institutions. Pakistan was generally constructed not merely as a victim but also as an active diplomatic actor demanding equitable financing and institutional reform. British newspapers gave greater attention to powerful states, international negotiators, political leaders, international organizations, and competing national interests. The Daily Telegraph particularly emphasized the political importance of major Western leaders and the unequal distribution of diplomatic power, while The Guardian included a wider range of negotiators, experts, developing countries, and international institutions. At the level of social cognition, climate justice constituted a major shared ideological framework across both national contexts. Both Pakistani and British newspapers recognized the relationship between economic capacity, historical emissions, vulnerability, and climate-finance responsibility. However, Pakistani newspapers presented this framework more directly from the perspective of the Global South, whereas British newspapers more frequently presented competing positions and the institutional complexity surrounding responsibility.

Cross-National Comparison

The comparative analysis reveals both shared patterns and significant differences between Pakistani and British newspaper discourse. Both groups represented climate change as urgent and emphasized the importance of international cooperation, climate finance, and collective action. Both also constructed a distinction between financially powerful developed countries and climate-vulnerable developing countries and repeatedly associated climate finance with questions of responsibility and justice. The principal difference lies in framing and ideological emphasis. Pakistani newspapers adopted a predominantly Global South perspective. Their discourse emphasized Pakistan's

vulnerability, the historical responsibility of developed countries, inadequate financial commitments, debt-related risks, and the need for equitable and non-debt-based climate finance. Pakistan was simultaneously represented as vulnerable and as an active diplomatic advocate for developing countries. British newspapers, in contrast, provided a more diversified representation of the negotiations. The Daily Telegraph emphasized political leadership, geopolitical tensions, disagreement, negotiation, and compromise, while The Guardian concentrated more on institutional complexity, competing interpretations of responsibility, technical climate governance, and the changing position of emerging economies such as China and India. Overall, the findings show that the same international event was cognitively constructed through different national perspectives. Pakistani newspapers primarily framed COP29 through climate vulnerability, justice, financial inequality, and Global South advocacy, whereas British newspapers more strongly emphasized geopolitical power, institutional negotiation, political conflict, and competing interpretations of responsibility. These differences demonstrate how media discourse can construct distinct cognitive representations of a shared global event through selective thematic emphasis, lexical choices, agency, narrative organization, and representation of social actors.

Conclusion

This study examined the linguistic and socio-cognitive construction of the UNFCCC 2024/COP29 in Pakistani and British newspaper discourse through Van Dijk's socio-cognitive model of Critical Discourse Analysis. The analysis of eight articles from Dawn, The News International, The Guardian, and The Daily Telegraph demonstrates that newspapers do not simply report international climate negotiations but actively construct particular representations of climate change, responsibility, vulnerability, and international cooperation. The findings reveal both similarities and significant differences between the two national media contexts. At the macro-structural level, climate finance emerged as the dominant concern across the corpus. However, Pakistani newspapers primarily framed climate finance through climate justice, Pakistan's vulnerability, historical responsibility, financial inequality, and the need for equitable and non-debt-based financing. British newspapers, particularly The Daily Telegraph and The Guardian, placed greater emphasis on political leadership, diplomatic tensions, institutional negotiations, geopolitical interests, and the complexity of international climate governance. The super-structural and micro-structural analyses further demonstrate that these ideological orientations were realized through headlines, narrative organization, lexical choices, modality, evaluative language, metaphors, and representation of social actors. Pakistani newspapers adopted comparatively advocacy-oriented narratives, whereas British newspapers employed either conflict-oriented or explanatory-contextual structures. These linguistic choices contributed to different representations of responsibility and agency. The socio-cognitive analysis provides an additional dimension to these findings. Pakistani newspapers constructed situation models in which climate change was understood primarily through vulnerability, inequality, historical responsibility, and climate justice. British newspapers developed more complex situation models centred on negotiation, competing interests, political power,

economic capacity, and institutional processes. Nevertheless, both media contexts recognized the importance of international cooperation and the relationship between financial capacity, historical emissions, vulnerability, and climate responsibility. Overall, the study demonstrates that the same global climate event can be cognitively and ideologically constructed in different ways within different national media environments. Pakistani newspapers predominantly articulated a Global South perspective that emphasized justice, vulnerability, and equitable financing, whereas British newspapers more strongly emphasized international negotiation, political conflict, institutional complexity, and competing interpretations of responsibility. The study therefore confirms the value of Van Dijk's socio-cognitive model for examining the relationship between textual structures, cognitive representations, ideology, and broader social contexts in environmental media discourse.

Recommendations for Future Research

Based on the findings and limitations of the present study, several directions are recommended for future research.

- Future studies should examine a substantially larger corpus of Pakistani and British newspapers to determine whether the patterns identified in the present eight-article sample remain consistent across a broader dataset.
- Future research could examine climate-change discourse across several COP conferences, such as COP26, COP27, COP28, COP29 and subsequent conferences, to identify changes and continuities in media framing over time.
- Future studies should include television news, online news platforms, social media, editorials, opinion articles and digital-native news outlets. This would provide a more comprehensive understanding of contemporary climate discourse.
- Since the present study investigates cognitive models through discourse analysis rather than directly measuring readers' cognition, future research should employ interviews, focus groups, questionnaires or experimental methods to investigate how audiences actually interpret climate-related representations.
- Future researchers could combine Van Dijk's socio-cognitive model with corpus linguistic techniques to examine the frequency and distribution of lexical items, metaphors, modality, evaluative expressions and representations of social actors across larger datasets.
- Future research should compare additional Global South and Global North media contexts. Comparisons involving countries such as India, Bangladesh, China, Australia, the United States or African countries could provide a broader understanding of how geopolitical position influences climate discourse.
- Future studies could compare newspapers with different political orientations within Pakistan and Britain. This would help distinguish national influences from newspaper-specific ideological positions.

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