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Role of Broadcasting Media to Promote Climate Change Awareness: A Survey from Shaheed Benazir Bhutto University Shaheed Benazirabad

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Abstract

Climate change is going to rapidly affect the environment with in Pakistan and across the globe also became treated as global issue, and the Broadcasting Media (Radio and TV) are the most crucial source of information and awareness at grassroots level. This survey conducted from Bachelor's degree program of Morning shift students at Shaheed Benazir Bhutto University, Shaheed Benazir Abad only, to analysis the importance of broadcasting media, particularly television and radio to promoting awareness about climate change perceptively. This study involves that how students are getting media content about environmental issues, their satisfaction with local Pakistani TV channel and FM Radio coverage, and the focus of this study is about the useful role of broadcasting Media in raising of climate change awareness. Research has collected 100 questionnaires randomly from the various departments of main campus of Shaheed Benazir Bhutto University Shaheed Benazirabad. The findings of this study reveals that broadcasting Media is basic source of information ad awareness about climate change for students. Furthermore, study highlight that there is only a moderate level of relationship between climate change content and students' awareness. This study recommended that programs should be increased more accurate, regular, and accessible climate change programming, particularly in news format, analysis, talk shows, short films and folk talk and documentary styles. Furthermore, also it is suggested that students' attitudes and actions can be influenced by further media coverage regards environmental issues, it promotes sustainability.

Keywords: *Climate Change, Broadcasting Media, Students Awareness.*

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1. Introduction

According to Akintunde et al. (2025), a long-term shift in the statistical distribution of weather changes over timescales from decades to millions of years is referred to as climate change. The distribution of happenings around the average (e.g., more or fewer extreme weather changes) or the average weather conditions themselves could be changing. Climate change can be occurred all around the planet or only in a particular area, specifically Pakistan. Due to the spread population of urbanization and industrialization, the expansion and massive destruction of agriculture lands and the deforestation, also the rapidly expanding population and economic development are causing a number of environmental problems in Pakistan.

According to Afroz, A., Khan and et al (2019), Climate change is going to rapidly affect the environment with in Pakistan and across the globe also became treated as global issue, and the Broadcasting Media (Radio and TV) are the most crucial source of information and awareness at grassroot level.

The broadcasting media is popular medium due to its visual and auditory content. It's put the positive impact on society because of huge range and visualization of programs in depth. Although broadcasting media is major source for disseminating information and awareness among masses, it can also present negativity too. In Pakistan television and radio industries were evolved significantly since the start of Pakistan Television (PTV) in 1964, and PBC since 1972, as resulting in a dynamic media landscape.

Students of universities were playing a crucial part in shaping their lives and future; thus, they must be aware of the effects of current happenings. Although climate change is less addressed and highlighted through broadcasting media about climate changes at the time of normalization but at the time flood and raining season it is raising knowledge and sensitization among masses are crucial and negatively affected. (Lee et al., 2015). Universities are prestigious educational institutions, therefore it's troubling if students are unaware of critical concerns like climate change. (Hingorjo, A. and et al, 2023).

Climate change is more significant world widely and promoting awareness about its causes, affects, and recommendations are highly beneficial for public opinion It also play vital role for increasing public participation at gross root level and encouraging for productive behavior among universities students. In Pakistan, where the effects of climate change are becoming more highlighted during raining season and flood affected areas, in this connection there is urgent need of effective communication strategy to aware the public through broadcasting media, It is a widely accessible and popular medium since long. However, it is notable question arose that less effective programs negatively impact as well. (Bibi, A. 2024).

At the Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU, SBA), students are playing an important role in determining future environmental by participating in various climate related activities and research projects. However,

their attitude towards the use of broadcasting media in seeking information and getting awareness about climate change have not been properly investigated before. This study is Understanding how students consume, format the opinion, and respond to climate-related questionnaire in the media is critical for identifying communication gaps and increasing media efficacy in promoting awareness.

1.1 Significance of study

This research study more specific significant because it deals with the use of broadcasting media in shaping climate change awareness among students at Shaheed Benazir Bhutto University, Shaheed Benazir abad (SBBU, SBA). The student's passion about climate change awareness, will lead and beneficial in decision-making. This study will shed the light on the effectiveness of broadcasting media in creating environmental consciousness in Sindh, Pakistan by surveying that how SBBU, SBA students format opinion and interact with broadcasting media regarding climate change information and awareness.

In this study, the findings will lead to academic research by providing a more localized data about use of broadcasting media influence on climate change awareness in a developing national policy. Furthermore, this research will have practical recommendations for broadcasting media practitioners, researchers, and policy makers on how to improve the delivery of climate change information and awareness through broadcasting media, especially Radio and TV. By improving the efficiency of media methods may result in more informed individuals, improved public participation, and stronger collective action to address Pakistan's environmental concerns.

1.2 Research Objectives

1. To explore the use of broadcasting media (Radio & TV) to promote climate change awareness among SBBU, SBA students
2. To assess the effectiveness of broadcasting media (Radio & TV) in conveying climate change awareness to SBBU, SBA students
3. To trace out perception of SBBU, SBA Students about the credibility and accuracy of information on climate change is provided by broadcasting media
4. To determine the effects of broadcasting media on student of SBBU, SBA about climate change awareness.

1.3 Research Hypothesis

$H1_A$: There is significant role of broadcasting media in climate change awareness.

$H1_B$: There is insignificant role of broadcasting media in climate change awareness.

1.4 Research Question

Q1. IS there is significant role of broadcasting media in climate change a wareness?

Q2. IS there insignificant role of broadcasting media in climate change awareness?

2. LITERATURE REVIEW

Climate change emanates as one of the major global challenges of our times; in Pakistan, it attracts the media's attention only superficially and in a rather uneven manner. As noted by Ali et al. (2020), the media in Pakistan often deals with climate change issues in a maundering and shallow fashion, deeply failing to connect the global phenomena and local circumstances. This results in a rather widespread lack of perception with respect to consequences climate change may wield in one's day to day interactions.

Rehman et al (2023), in a more recent contribution, examined the role of media credibility on climate change awareness among Pakistani students. The authors noted that, even though students tend to use social media more and more to learn about climate change, they often tend to disbelieve what they are being told. This distrust arises because, in the words of Turner, the climate change narrative has, to a greater extent, been fragmented, and even more so on social media. In this case, students who, on the other hand, perceive the media's credibility to be low, tend to be apathetic, or disengaged altogether from climate change issues.

Iqbal and Shah (2024) claimed that the knowledge of climate change among university students in Pakistan is still low because of the lack of integrated media coverage on climate change. E Ahmad and Saeed (2022) found that the electronic media in Pakistan focuses mostly on climatic activities rather than providing comprehensive education on the subject. Out of the many studies conducted, Shafiq and Yousaf (2020) discovered the most profound gap in knowledge.

Ahmed and Akhtar's (2023) research study completed in Pakistan regarding the dominant sources of television and its social and cultural influence on youths' perception towards climate change revealed alongside the fact that television is an important source of knowledge for the majority of Pakistani adolescents, the adolescents residing in the rural geographic region suffer particularly due to the scarcity of in depth climate change content, and access to quality environmental programming is unbalanced. On the other hand, there is no television programming for the rural children in the in depth climate change content due to the unavailability of branches and language. Climate change television programming targeted and designed for children is unfeasible. There are strong concerns about the unavailability of resources, and structuring content about Climate change still needs to be in place. (Ahmad and Akhtar, 2023).

3. METHODOLOGY

The current study quantitatively analyzes the closed-ended questionnaires distributed among the SBBU SBA students of main campus enrolled in morning shift. The justification behind the adopted for this study is positivism.

3.1 Data Source

The study employed primary data as the source of information. The primary data for the study were collected through online google form through Whatsapp link. The total number of respondents were 100 male and female students of various departments of the Shaheed Benazir Bhutt University, SBA. This study is of utmost importance in order to possess information about how youth envision the role of broadcasting media in their acquaintance with climate change issues.

3.2 Data Collection Techniques

The primary and secondary data collection technique has been used in this study. For primary data online structured survey questionnaire has been used. The questionnaire was designed based on the study's objectives and included closed-ended questions. The questionnaire was online that can reach diversity of maximum students. Furthermore, for secondary date use google scholar has been used.

3.3 Sample Size

One hundred SBBU students made up the sample size for this study. Despite efforts to assure proper representation, this study sample may not fully represent the SBBU population. Random sampling was used to select the participants, guaranteeing that students from various departments and faculties were represented. Information acquired via a link to a questionnaire provided to the students via WhatsApp.

3.4 Research Design

The study described and examined the relationship between factors pertaining to students' broadcasting media consumption habits and their views on climate change using a descriptive methodology. To gather numerical data that could be statistically analyzed to test the hypothesis and provide answers to the research questions, a survey-based quantitative design was employed.

3.5 Data Analysis Teechique

Statistical package for the social sciences (SPSS) software techniques, including chi-square test descriptive and inferential statistics, were used to analyze the data collected through the structured questionnaire. The findings displayed in charts and tables, allowing for an easy understandings of correlations and patterns in the data.

3.6 Limitations

There are serious limitations to the study. First, because the study only included Shaheed Benazir Bhutto University (SBBU) students, the findings might not have as much of an impact on students at other campuses who might have different media consumption habits or viewpoints. Second, the survey only includes undergraduate students, excluding postgraduate viewpoints that might offer more insights into how the media affects climate consciousness. Third, the study ignores other important environmental topics that may be covered on television in favor of

focusing solely on climate change issues. Lastly, the study ignores other media, like social media platforms, which are growing in popularity among youth and could be crucial in bringing attention to climate change, in favor of television as the primary medium.

4. FINDINGS

Table 1: Gender Statistics

Gender of Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	21	21.0	21.0	21.0
	Male	79	79.0	79.0	100.0
	Total	100	100.0	100.0	

As Figure 1 above shows, there are 21 respondents are females and 79 respondents are males.

Table 3: Age Statistics

Age of Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 22	73	73.0	73.0	73.0
	23 - 26	27	27.0	27.0	27.0
	27 and above	0	0.0	0.0	0.0
	Total	100	100.0	100.0	

Figure 2 above shows, thereare 73 respondents are 18 to 22, 27 respondents are 23 to 26.

Table 3: Year of Study of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	18.0	18.0	18.0
	2	19	19.0	19.0	37.0
	3	22	22.0	22.0	59.0
	4	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Figure 3 above shows, 18 respondents are from 1st year of university, 19 respondents are from 2nd year of university, and 22 respondents are from 4th year university which shows the diversity of experience.

4.1 Questions Analysis

Table 4

Q1. Do you use Broadcasting media?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	79	79.0	79.0	79.0
	No	8	8.0	8.0	87.0
	Sometimes	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Table 4 displays that 79% of respondents say they use electronic media, while 13% respondents say they use electronic media sometimes and 8% respondents say they don't use electronic media.

Table 5

Q2. Do you watch TV and Listen Radio?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	60	60.0	65.2	65.2
	No	3	3.0	3.3	68.5
	Sometimes	29	29.0	31.5	100.0
	Total	92	92.0	100.0	
Missing	System	8	8.0		
Total		100	100.0		

Table 5 displays that 60% of respondents watch television and 29% of respondents watch television sometimes, while other don't watch television

Table 6

Q3. How many hours do you spend watching TV and listening Radio per day?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 hour	63	63.0	68.5	68.5
	2 hours	21	21.0	22.8	91.3
	3 hours	6	6.0	6.5	97.8
	4 hours	2	2.0	2.2	100.0

	Total	92	92.0	100.0	
Missing	System	8	8.0		
Total		100	100.0		

Table 6 displays that 63% respondents are 1hour users of television, 21% are 2 hours users, 6% are 3hours users and 2% are 4 hours heavy users of television.

Table 7

Q4. Why do you watch TV and listen Radio?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Information	20	20.0	21.7	21.7
	Knowledge	11	11.0	12.0	33.7
	Entertainment	35	35.0	38.0	71.7
	News	26	26.0	28.3	100.0
	Total	92	92.0	100.0	
Missing	System	8	8.0		
Total		100	100.0		

Table 7 shows that 20% respondents watch TV for information seeking, 11% respondents watch TV for knowledge, 35% watch TV for Entertainment purpose and 26% watch TV for News purpose.

Table 8

Q5. Do you use TV and Radio for climate change information?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	41.0	44.6	44.6
	No	13	13.0	14.1	58.7
	Sometimes	38	38.0	41.3	100.0
	Total	92	92.0	100.0	
Missing	System	8	8.0		
Total		100	100.0		

Table 8 displays that 41% of respondents watch TV for climate change information and 38% of respondents are sometimes, while 38% of respondents don't use TV for climate change information

Table 9

Q6. How you receive the climate change information on TV and Radio?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	News	53	53.0	57.6	57.6

	Talk shows	10	10.0	10.9	68.5
	Dramas	13	13.0	14.1	82.6
	Documentaries	16	16.0	17.4	100.0
	Total	92	92.0	100.0	
Missing	System	8	8.0		
Total		100	100.0		

Table 9 displays that 53% of respondents received climate change information on TV from news, 10% from talk shows, 13% from dramas and 16% from documentaries.

Table 10

Q7. How often do you consume news through broadcasting media about climate change in Pakistan?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	31	31.0	33.7	33.7
	Weekly	29	29.0	31.5	65.2
	Monthly	5	5.0	5.4	70.7
	Rarely	27	27.0	29.3	100.0
	Total	92	92.0	100.0	
Missing	System	8	8.0		
Total		100	100.0		

Table 10 displays that 31% of respondents consume news from media relation to climate change in Pakistan daily, 29% of respondents are weekly, 5% are monthly and 27% rarely.

Table 11

Q8. We believe Pakistani broadcasting media focuses enough for climate change awareness in Pakistan?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	44	44.0	47.8	47.8
	No	16	16.0	17.4	65.2
	Sometimes	32	32.0	34.8	100.0
	Total	92	92.0	100.0	
Missing	System	8	8.0		
Total		100	100.0		

Table 11 displays that 44% of respondents believe Pakistani electronic media focuses enough for climate change awareness in Pakistan.

Table 12

Q9. Do you believe broadcasting provide appropriate and credible information about climate change issues?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	44	44.0	47.8	47.8
	No	13	13.0	14.1	62.0
	Sometimes	35	35.0	38.0	100.0
	Total	92	92.0	100.0	
Missing	System	8	8.0		
Total		100	100.0		

Table 12 displays that 44% of respondents believe television channels provide appropriate and credible information about climate change issues while 13% don't agree.

Table 13

Q10. What types of TV and Radio programs are most effective in raising climate change awareness?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Talk shows	24	24.0	26.4	26.4
	General Programs	17	17.0	18.7	45.1
	Dramas	10	10.0	11.0	56.0
	News/ Documentaries	40	40.0	44.0	100.0
	Total	91	91.0	100.0	
Missing	System	9	9.0		
Total		100	100.0		

Table 13 displays that 40% of respondents believes news/documentaries are most effective in raising climate change awareness.

Table 14

Q11. Do you think broadcasting media playing his role on climate change awareness is effective?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	58	58.0	63.0	63.0
	No	11	11.0	12.0	75.0
	Sometimes	23	23.0	25.0	100.0
	Total	92	92.0	100.0	

Missing	System	8	8.0		
Total		100	100.0		

Table 14 shows that 58% of respondents thinks electronic media playing his role on climate change awareness is effective.

Table 15

Q12. Do you agree that broadcasting media coverage on environmental issues leads to positive environmental change?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	56	56.0	60.9	60.9
	No	7	7.0	7.6	68.5
	Sometimes	29	29.0	31.5	100.0
	Total	92	92.0	100.0	
Missing	System	8	8.0		
Total		100	100.0		

Table 15 shows that 56% of respondents agree that media coverage on environmental issues leads to positive environmental change

Table 16

Q13. Do you think broadcasting media encourages you to engage in sustainable practices (e.g. using less plastic, conserving water)?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	49	49.0	53.3	53.3
	No	14	14.0	15.2	68.5
	Sometimes	29	29.0	31.5	100.0
	Total	92	92.0	100.0	
Missing	System	8	8.0		
Total		100	100.0		

Table 16 displays that 49% of respondent's thinks electronic media encourages you to engage in sustainable practices (e.g using less plastic, conserving water).

Table 17

Q14. Do you think that Pakistani broadcasting media playing his role for the awareness of climate change is effective?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	46	46.0	50.0	50.0
	No	17	17.0	18.5	68.5

	Sometimes	29	29.0	31.5	100.0
	Total	92	92.0	100.0	
Missing	System	8	8.0		
Total		100	100.0		

Table 17 displays that 46% of respondents thinks that Pakistani media playing his role for the awareness of climate change is effective.

4.2 Hypothesis Testing

Hypothesis 1A

Table 18: Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
There is significant role of broadcasting media in climate change awareness?	92	92.0%	8	8.0%	100	100.0%

Hence, the hypothesis 1A of the study is proved.

Do you think broadcasting media playing his role on climate change awareness is effective?

Table 19: Chi-Square Test

	Value	df	Sig. (2-sided)
Pearson Chi-Square	5.721[a]	1	0.017
Likelihood Ratio	5.862	1	0.016
N of Valid Cases	92		
No expected is less than 5. All cells have adequate expected counts.			

Here, 5.721 is the chi-square test statistic. This test Statistic's associated P-Value 0.017, less than 0.05. Hence there is significant relationship between the cells that have been counted.

Do you agree that media coverage on environmental issues leads to positive environmental change?

Table 20: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.421[a]	2	.040
Likelihood Ratio	6.520	2	.038
N of Valid Cases	92		
No cells has an expected less than 5			

Here, 6.421 is the chi-square test statistic. This test Statistic's associated P-Value 0.04, less than 0.05. Hence there is significant relationship between the cells that have been counted.

6. DISCUSSIONS & CONCLUSIONS

6.1 Discussions

The study's conclusions provided insight into how SBBU students view the role that radio and television play in spreading awareness of climate change. The findings offer a more comprehensive view of how students use electronic media to address environmental issues by demonstrating shifts in media use, content preferences, and perceived efficacy.

Table 4 shows that 79% of respondents actively use broadcast media, compared to 13% who use it occasionally and 8% who avoid it completely. This high level of media participation suggests that broadcast media is a crucial channel for educating SBBU students about climate change.

Additionally, Table 5 demonstrates the continued relevance of television among students by revealing that 60% of respondents regularly watch television and radio.

According to Table 6, the majority of respondents (63%) watch television and listen to the radio for approximately an hour each day, with a smaller percentage devoting longer periods of time. These usage patterns suggest regular but restricted exposure, which could change the breadth of knowledge gained. According to Table 7, students have different reasons for watching television and listening to the radio. The most common reason is entertainment (35%), followed by news (26%), and information seeking (20%). This pattern emphasizes how challenging it is to include information about climate change in formats that students might prefer for leisure or non-educational reasons.

This pattern highlights the difficulty of incorporating climate change knowledge into formats that students may prefer for enjoyment or non-informative purposes.
In terms of climate change material, 41% of respondents actively seek information on the matter through television and radio while 38% do so occasionally.

Although there is interest, it is not always high, as evidenced by this moderate level of involvement. Table 9 shows that news programs account for the majority of respondents' (53%), followed by documentaries (16%), talk shows (10%), and dramas (13%). Since thenews and documentary formats typically have the biggest

effects, more frequent climate-related articles in these media could increase public awareness.

Table 10 shows varying degrees of media engagement with climate change information. A total of 60% of viewers are daily and weekly viewers, suggesting moderate to regular exposure. Nonetheless, it appears that engagement can be enhanced given that 27% of respondents said they hardly ever watch such content. According to Table 11, 44% of respondents think Pakistani electronic media adequately covers climate change; however, there is a noticeable discrepancy because a comparable percentage might still feel left behind.

Table 12 shows that nearly half of the students (44%) believe that the accuracy and relevance of climate change information offered by Pakistani media networks. Additionally, according to Table 13, 40% of respondents concur that news and documentary formats are the most effective in increasing public awareness of climate change, suggesting that information adaptation for these platforms could enhance outreach. This is in line with Table 14's data, which indicates that 58% of respondents think electronic media can help spread awareness of climate change.

While Table 15 indicates that 56% of students think that environmental media coverage leads to positive environmental change, Table 16 shows that more than half of the students (49%) are encouraged to engage in sustainable behaviors by the media. This suggests that effective media strategies can encourage environmental responsibility since it shows a strong influence on behavior and attitudes toward sustainability.

Nearly half of respondents are happy with Pakistani television's role in increasing awareness of climate change, believing it to be effective (46% in Table 17). This is corroborated by Table 20, which shows that more than half of the students (53%) think that Pakistani media coverage has improved the environment. This study backs up a generally favorable evaluation of radio and television's potential to raise awareness of climate change.

6.2 Conclusions

This study examined how SBBU students perceived the contribution of broadcast media, especially radio and television, to raising awareness of climate change. The results provide helpful information about media consumption patterns, confidence in information sources, and the perceived efficacy of radio and television in delivering climate-related programming. According to the results of the study, students continue to use radio and television as a source of the news and information in addition to for entertainment. Nonetheless, there is a moderate

level of interaction with climate change content.

A significant finding suggests that news and documentary formats are the most reliable and efficient ways to disseminate information about climate change, suggesting that Pakistani broadcasting media may employ these formats more deliberately. More frequent and comprehensive information is required, even though a sizable portion of students are content with Pakistani radio and television's current role in combating climate change. This requirement is made even more pressing by the fact that a sizable percentage of students express skepticism regarding the reliability and caliber of current coverage, suggesting that radio and television networks have the ability to enhance the relevance and credibility of information about climate change.

Additionally, the study reveals that students' environmental habits are positively impacted by broadcast media content related to climate change. Many respondents claimed that watching television inspired them to engage in sustainable practices like reducing their use of plastic and conserving water. This highlights the media's role in bringing about meaningful change by suggesting that television may not only inform but also influence sustainable behaviors.

6.3 Suggestions & Future Path

1. This study suggests that in order to increase the dissemination of climate change information, especially among viewers who watch for entertainment, media outlets should integrate the topic into popular formats like news, documentaries, dramas, and talk shows. By integrating environmental themes into current media channels, radio and television can both inform listeners about critical climate issues and maintain viewer interest.

2. This study suggests that in order to guarantee that the information they present is reliable and accurate from a scientific standpoint, broadcasters should collaborate with scientists, climate experts, and environmental organizations.

3. According to this study, the media should Programs on climate change must be held more frequently in order to sustain steady awareness. To keep viewers, especially young people, aware of climate change, broadcasters could include environmental issues in their regular news segments or set aside specific time slots for climate-focused programming.

4. According to this study, in order to preserve the general credibility and dependability of climate change reporting, radio and television should be given priority. To effectively educate viewers, broadcasts should prioritize information that is accurate, consistent, and supported by science.

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