Discourse on Sustainability and Environmentalism in the Arab News Media: Challenges for Uncontested Agenda

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Abstract

The study aimed to investigate how Egyptian and Emirati newspapers address sustainability issues and to identify the key topics covered by the newspapers regarding the environment, climate, and quality of life. By analyzing the discourse of two Egyptian newspapers and two Emirati newspapers, a total of 223 news articles related to sustainability issues were analyzed. The study revealed the impact of hosting the COP27 conference in Egypt in 2022 on increasing interest in Egyptian newspapers in sustainability issues after the conference ended. Furthermore, the UAE's preparation to host COP28 and declaring 2023 as the Year of Sustainability in the country influenced the coverage of sustainability issues by the newspapers. While Egyptian newspapers focused on finance, water, and agriculture issues within the frame of international cooperation and local integration, Emirati newspapers focused on clean energy and transferring international expertise within the frame of international partnerships and regional leadership. While Egypt faced economic and population-related challenges, the challenges faced by the UAE as an oil-producing country with a diverse population required addressing them in a manner aligned with its culture. The solutions discussed in the newspapers were similar, highlighting the important role of art and media in raising awareness of sustainability. They also emphasized the importance of having laws and regulations governing the work of institutions and individuals live to ensure the sustainability of the two countries resources.

Introduction

In recent years, sustainability and environmentalism have become increasingly prominent topics of global concern (Sharp, 1992). As the urgency to address environmental challenges grows, it is crucial to examine how these issues are portrayed and discussed in the media. This study aims to undertake a discourse analysis of the media discourse on sustainability and environmentalism in the mainstream media of two Arab countries, Egypt and the United Arab Emirates (UAE), in order to achieve a comprehensive understanding of the prevailing narratives and themes.

The objectives of this study are threefold. Firstly, we seek to analyze and understand the current discourse on sustainability and environmentalism in Arab news media. This analysis entails examining the key themes and messages that are frequently portrayed, the frequency of such content, and the contexts in which they appear. By doing so, we aim to shed light on the dominant issues that shape the sustainable and environmental debate within these two countries.

Secondly, we aim to explore the social, political, economic, and cultural factors that influence the discourse on sustainability and environmentalism in the Arab news media. This objective involves investigating the role of government policies, cultural attitudes toward the environment, economic

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interests, and other relevant factors. By understanding these underlying influences, we can gain insights into how they shape and frame the media discourse on sustainability and environmentalism.

Lastly, based on the findings of our analysis, we aim to develop recommendations for improving the discourse on sustainability and environmentalism in the Arab news media. These recommendations may involve strategies to enhance the accuracy and comprehensiveness of coverage, improve the framing of issues, and promote more effective communication about sustainability and environmental concerns.

To guide our research, we have formulated four research questions (RQs). Firstly, RQ1 seeks to identify the main issues represented in the sustainable and environmental debate in the mainstream national newspapers of Egypt and the UAE. RQ2 delves into the portrayal of key issues in sustainability and environmentalism, examining dominant narratives, themes, and terminologies employed in the media discourse. RQ3 aims to identify the main actors participating in the sustainable debate, shedding light on the various stakeholders involved. Finally, RQ4 explores potential differences between Egypt and the UAE in their media discourse related to sustainability and environmentalism, recognizing the unique socio-cultural contexts within which these countries operate.

By addressing these research questions, this study aims to contribute to a better understanding of the media discourse on sustainability and environmentalism in the Arab region. The findings and recommendations generated from this research can inform efforts to promote more informed and effective communication on sustainable development and environmental issues within Arab societies.

Theoretical framework

As theoretical framework for this paper on the discourse analysis of sustainability and environmentalism in the Arab media we have selected the theory of media framing and agenda-setting. These theories provide a lens through which we will analyze the construction of media narratives, the selection of issues, and the portrayal of key actors and themes.

Media Framing Theory: This theory suggests that media outlets play an active role in shaping public perceptions and understanding of social issues by selecting and emphasizing certain aspects of a story while downplaying others (Entman, 1993). Framing is a dynamic process where an issue is framed and reframed multiple (Hubner and Dixon,2023). In the context of our study, we will analyze how sustainability and environmental issues are framed in the Arab media. This includes examining the dominant frames used to portray these issues, such as the economic frame (emphasizing the costs and benefits), the environmental justice frame (highlighting social equity and environmental impacts), or the technological frame (emphasizing solutions and innovations). By applying media framing theory, we will explore how these frames influence the overall discourse on sustainability and environmentalism (Ghosh and Boykoff, 2018) and how it helps in the creation of new meanings around sustainability and the environment (Nambiar,2014).

Agenda-Setting Theory: This theory posits that media outlets have the power to influence public opinion and shape public agendas by determining which issues receive attention and how they are prioritized. In our study, we will analyze how sustainability and environmental issues are featured in the mainstream media of Egypt and the UAE. This involves examining the frequency and prominence of coverage, identifying the key issues that are highlighted or neglected, and understanding the factors that influence media agenda-setting in relation to sustainability and environmentalism. By applying agenda-setting theory (Mccombs & Shaw, 2017) we will explore how the media's selection and emphasis of certain issues impact public awareness and policy discussions (Lockie, 2006).

By utilizing these theoretical frameworks, we will provide a comprehensive analysis of the media discourse on sustainability and environmentalism in Egypt and the UAE, and gain insights into the

underlying factors and dynamics that shape this discourse.

Literature Review

The literature review serves as a critical component of this study, providing a comprehensive analysis of existing research on the media discourse surrounding sustainability and environmentalism in the Arab region. Through a systematic review of relevant studies, this analysis aims to identify key themes, theoretical frameworks, and gaps in the current understanding of the topic. The literature review also informs the research design and methodology employed in this study, ensuring its contribution to the existing body of knowledge.

Numerous studies have examined how sustainability and environmental issues are represented in the media. On the contrary, few studies were conducted related to this topic in the Arab world. Almaghlouth (Almaghlouth, 2022) in his study conducted in Saudi Arabia investigated the online discourses on "sustainability" and explored how environmental sustainability has been constructed within the Saudi online discourse. The study focused on the potential of the Saudi Green Initiative (SGI), along with Green Riyadh and King Salman Park, to promote sustainability awareness in the kingdom. The corpus of the study comprised news articles and Twitter hashtags. The results of the study conveyed a contextualized national identity while communicating internationally within discursive circles. It was also identified that interdiscursivity is central in the corpus, although the discourse of action especially dominated other smaller discourses, such as consequences/risks, economy, and tourism. The results also indicated the prominent construction of officials, which could be linked to the dynamics of change in the Saudi scene. Another study conducted in UK by Atanasona (Atanasona, 2019), was the first to examine how sustainability is reported in a constructive media outlet and found that articles consistently elaborated solutions, described them in optimistic ways, quoted various sources, and developed a frame that challenged consumerism and critiqued society's preoccupation with growth while helping to imagine a desirable sustainable future. In this article it's argued that this novel, constructive approach to journalism can help move society to a sustainable future by expanding the repertoire of culturally resonant stories to live by. Another study conducted in Bhutanese society of Botd (Botd, 2007), explored the role that the media can play in contributing to a sustainable society. Considering that a considerable part of the Bhutanese population is not enrolled in the formal education system, the study focused on an increased role of the media in disseminating Education for Sustainable Development. In Germany, Fischer, Haucke and Sundermann (Fischer, Hauzke & Sunderman, 2017) analyzed the semantic evolution of the terms sustainable and sustainability in German (choosing the key term nachhaltig in six German newspapers between 1995 and 2015. Results showed an increasing number of mentions of the key terms across newspapers, as well as a progressive semantic technification of the sustainability field as articles approached contemporary times.

Thus, this literature suggests there is a gap in the literature that needs to investigate the dominant frames employed by the Arab media in their coverage of sustainability and environmentalism.

Aim, Objectives, and Questions

This study undertakes a discourse analysis to achieve a comprehensive understanding of the media discourse on sustainability and environmentalism in the mainstream media in two Arab countries, Egypt and the United Arab Emirates (UAE). the study's objectives could be summarized on:

1-To analyze and understand the current discourse on sustainability and environmentalism in Arab news media. This would include studying the key themes and messages that are often portrayed, the frequency of such content, and the contexts in which they appear.

2-To understand the social, political, economic, and cultural factors influencing the discourse on sustainability and environmentalism in the Arab news media. This could involve studying the role of

government policy, cultural attitudes toward the environment, economic interests, and more.

3-To develop recommendations for improving the discourse on sustainability and environmentalism in the Arab news media. This could include suggesting strategies for increasing the accuracy and comprehensiveness of coverage, improving the framing of issues, and promoting more effective communication about sustainability and environmental issues.

The study attempts to answer the following research questions (RQs):

RQ1: *What are the main issues represented in the sustainable and environmental debate in the mainstream national newspapers in Egypt and the United Arab Emirates?*

RQ2: *How have the key issues in sustainability and environmentalism been portrayed and what are the dominant narratives, themes, and terminologies?*

RQ3: *Who are the main actors participating in the sustainable debate?*

RQ4: *Are there any differences between Egypt and the UAE in the media discourse related to sustainability and environmentalism?*

Method, Materials, and Analytical Approach

Selected countries

Governments across MENA are looking to promote green technologies and good practices. For example, sustainability is a key part of Saudi Vision 2030, the U.A.E. has launched a Ministry of Climate Change and Environment, and Egypt has announced a sustainable development strategy. The sustainability scene in the region is very diverse. Companies in MENA can boost their competitiveness by futureproofing against other sustainability challenges, including water scarcity and household waste management. Large local and multinational companies with their core business in traditional industries are executing billion-dollar sustainability projects or spending millions on making their operations better for the environment. There are also many established companies whose core activities are already in environmental industries like renewable energy and waste management (Wasim K. and Saulius A., 2022) and (Hammad, N.,2022)

To achieve a comprehensive understanding of the media discourse on sustainability and environmentalism, the authors selected two Arab countries that represent different economic and sustainability concerns.

Egypt, which hosted COP 27, is the most populated Arab country, and the United Arab Emirates which will host COP 28 and has one of the strongest economies among the Arab countries.

According to Forbes Middle East lists for the year 2021, there are five Egyptian and three Emirati companies among the top 10 companies in the Middle East and North Africa region working in the field of sustainability and environment. According to the lists, the UAE also includes five of the 10 most startup companies in this field, and Egypt includes two companies. Forbs (2021)

These countries provide an interesting study context for a longitudinal cross-country comparison. Specifically, they differ in their level of economic development, which might contribute to a different framing of the media discourse on sustainability and environmentalism. For example, the real gross domestic product (GDP) per capita in 2022 was as follows: Egypt, 4,585.3 USD, and UAE, 38,661 USD. World Bank (2021)

Egypt: Sustainability and environmentalism are key topics in Egypt's current discourse, driven by the country's unique set of environmental challenges and opportunities. As one of the most populous countries in the Arab world and with a significant part of its population living in the fertile, but densely populated Nile Delta, Egypt is grappling with a variety of environmental issues.

Egypt's Vision 2030 development strategy includes a strong focus on transitioning to a green economy, with investments in renewable energy, sustainable agriculture, and eco-tourism.

UAE: Sustainability and environmentalism have become increasingly prominent topics in the United Arab Emirates (UAE) over recent years. As one of the world's leading oil producers, the UAE faces a unique set of challenges and opportunities in its path toward sustainability. The government, along with various other stakeholders, has begun to prioritize these issues, reflecting a growing understanding of their importance. (Bryde, D,2015) and (El Battouty, S. ,2020)

Selected Media

To analyze the media discourse on sustainability and environmentalism, two mainstream newspapers from each country were identified based on the official number of readers and the availability of an online article archive. The authors also attempted to include the newspapers reflecting different ownerships (national and private) to secure the representation of various opinions.

Al-Ahram: is one of the most influential national newspapers in Egypt and the Arab world. It was first published in 1875 Al-Ahram is published in Arabic, but there are also English and French online versions available. Al-Ahram publishes a number of newspapers and magazines and has a website, YouTube channels, and accounts on social media platforms. (https://gate.ahram.org.eg)

Youm7: is an Egyptian privately owned daily newspaper. It was first published as a weekly paper in October 2008 and has been published daily since May 2011. It is published in Arabic. The paper was twice selected by Forbes Middle East as having the most effective news website in the Middle East. Youm7 reportedly has the most-visited website of any Egyptian newspaper. On 6 October 2013, it launched an English news website called The Cairo Post. (https://www.youm7.com)

Al-Bayan: is a daily Arabic language newspaper in the United Arab Emirates, based in Dubai, owned by Dubai media institution. It was founded on 10 May 1980. Three daily supplements are issued on a daily basis "Al-Bayan Sports", "Al-Bayan Economy" and "Five Senses". Each Saturday a cultural supplement under "Masarat" is issued, and another for "Books" is published on Friday in addition to several other supplements. (https://www.albayan.ae)

Al-Khaleej: it was established in the year 1970 at the hands of Tarim Imran Tarim and his brother Abdullah Imran Tarim. The first issue of the newspaper was published on Monday, October 19, 1970, thus embodying the Gulf as a distinguished start in the journalistic work, which enabled it to put its press imprint and circulate its media message on a large scale. (https://www.alkhaleej.ae)

The authors conducted a longitudinal study, extracting the articles published from December 2022 *(After Cope27 in Egypt and the declaration of 2023 is the year of sustainability in UAE)* to May 2023. As a starting point, the authors used the key phrases "sustainability" and "environmentalism" in Arabic to search for related articles in the newspapers' online archives. By following this procedure, the number of extracted articles is 273 from the online archives of the selected newspapers.

Table 1: Selected Newspapers and the Number of Valid Articles on the Sustainability and Environmentalism Topic in Each Analyzed Country.

Country	Newspaper	Valid articles extracted
Egypt	Al-Ahram and Youm7	122
UAE	Al-Bayan and Al-Khaleej	100
Total		223

Analytical approach (Discourse Analysis)

A qualitative interpretive approach was used to explore the discursive construction of sustainability and environmentalism issues. Discourse Analysis (DA*)* consists of studies analyzing 'language in use' as written or spoken text concerning a specific topic in which the discussion is the object of analysis. A focus on policy or power is widespread; actors are considered as exercising power in discourse coalitions and by mobilizing particular discourses A specific approach worth mentioning here is critical discourse analysis (CDA). Rooted in Critical Theory, this approach analyzes how discourses produce and reproduce power structures (Ramanathan, R., & Hoon, T. B. ,2015). Media discourse refers to the way in which media outlets, such as newspapers, television, and the internet, present and construct meaning about particular topics or issues (Rita, António & Afonso, 2023). It encompasses the language, images, and other forms of representation used in these media, as well as the ways in which these representations are organized and presented (Barkemeyer, Givry, and Figge, 2018). Media discourse can include news articles, television news broadcasts, talk shows, documentaries, and other forms of mediated communication (Ramanathan and Hoon, 2015). According to Van Dijk (1988), to determine the sources of dominance, power, and inequality with special reference to the social, political, and historical context in the media, it is compulsory to single out the type of language used and analyze it within the framework of discourse (Blommaert and Bulcaen,2000). The discourse approach recognizes the importance of language in shaping our understanding of the world and our interactions within it. Each discourse is thus embedded within its own language, whilst also resting on shared assumptions and contentions about the world (Dryzek, 2005). Fairclough (2003) proposes two general forms of discourse analysis: 'Foucauldian', which pays little attention to linguistic features of the text and engages instead with social theoretical issues; and 'Critical Discourse Analysis', which advances a close linguistic analysis of texts. Discourse analysis is based on social scientific approaches, as textual data are studied via qualitative research methods within their social, historical, and geographical context.

Coding Process and Data Analysis

An investigator-centered approach to the construction of meaning from the selected 223 articles was applied, and the coding process was conducted via the following protocol: After an initial scan to determine the relevant articles covered sustainability and environmentalism issues, the authors developed a conceptual framework based on discourse theory and analysis.

Table2: Conceptual Framework.

Conceptual framework	Definition
Themes and Topics	The discourse on sustainability and environmentalism may cover a range of topics, including climate change, renewable energy, water conservation, and waste management.
Framing of Issues	Articles might frame sustainability and environmental issues in terms of their economic implications, national security concerns, or moral and ethical obligations.
Representation of Stakeholders	Different stakeholders - such as government agencies, private sector companies, non-governmental organizations, and local communities - may be portrayed in different ways and have varying levels of voice in the discourse.
Solutions and Initiatives	The discourse might highlight specific sustainable initiatives such as the development of solar energy projects, green buildings, or sustainable city designs.
Challenges and Barriers	The media discourse might also discuss challenges and barriers to achieving sustainability and environmental goals, such as economic constraints, lack of public awareness, or policy issues

Data analysis occurred in two main steps to gain a more detailed understanding: Tracing the articles, analyzing the topics, and interpreting.

Findings

Egypt

The analysis period came after the hosting of the United Nations Climate Change Conference (COP27), in the city of Sharm El Sheikh. This event pushed the media to give more interest in addressing sustainability issues and discussing the conference's outcomes, recommendations, and implementation in line with Egypt's Vision 2030. Government institutions were also keen to participate in international meetings and events related to sustainability and climate change.

Themes and Topics

The newspapers covered various topics during the analysis period. Water-related issues topped the list, including water scarcity, the importance of preserving water resources, and groundwater. The newspapers also addressed water quality issues. The Ethiopian Renaissance Dam crisis and its impact on Egypt's water supply and potential environmental consequences, and the disaster of its collapse were also discussed.

Another topic had been covered, the sustainability issues in education, such as leveraging technology in the learning process, promoting scientific research on sustainability and climate change issues, and the importance of training technical workforce in line with sustainable practices, were covered. The topics also included climate issues, rising temperatures, and ways to address them.

The Egyptian newspapers focused on agriculture as Egypt is an agricultural country relying on the waters of the Nile. They discussed achieving sustainable agricultural practices, water conservation, implementing modern irrigation systems, horizontal and vertical expansion, improving agricultural practices, and ensuring food security. The newspapers also tackled environmental preservation by emphasizing biodiversity, waste management, illegal fishing, and the protection of migratory birds. Energy consumption reduction, seeking green energy sources, and supporting green industries were also covered. In the societal sphere, the newspapers highlighted the importance of improving quality of life as one of the sustainability goals through healthcare, social care, justice among social groups, and women and family empowerment. Additionally, they emphasized the role of civil society organizations, political parties, and corporate social responsibility.

Framing of Issues

The newspapers presented various frames for discussing sustainability topics. The cooperation frame was very clear, including regional cooperation in the Arab and African contexts, and international cooperation with other countries and international organizations. Emphasis was placed on the importance of cooperation in financing, achieving peace and understanding, particularly at the local and African levels.

Quality and life improvement frames were also presented, addressing sustainability issues in multiple areas, including education, women's empowerment, healthcare, energy, food, improving government performance, and developing infrastructure, such as establishing green factories, water purification plants, and clean power stations.

The national frame was also evident, with sustainability issues being discussed in Egyptian national dialogues between the government, political parties, and civil society organizations. Youth engagement in sustainability issues was also emphasized. Integration was another important frame, focusing on collaboration between different societal groups, government entities, and the private sector, and the necessity to pay attention to all regions and cities rather than focusing on the capital or major cities.

Representation of Stakeholders

The Egyptian newspapers addressed various stakeholders involved in sustainability, including government institutions, civil society, the private sector, and political parties. Concerned groups included youth, students, women, workers, administrators, regional and international organizations such as the Arab League, the African Union, and the African Development Bank. Universities and environmental

preservation agencies were also highlighted, along with the role of the media, arts, and culture sectors in promoting environmental awareness through drama, visual arts, museums, and heritage.

Solutions and Initiatives

Egyptian newspapers discussed numerous solutions and initiatives in dealing with environmental and sustainability issues. External financing and support were highlighted as important solutions, along with support from the private sector to the government. Other solutions emphasized by the newspapers included developing policies and procedures to ensure the establishment of environmentally friendly factories, nature reserves, sanitary landfills, and preserving groundwater. The newspapers also focused on raising awareness about the importance of resource conservation and changing citizens' culture through media, educational institutions, and civil society organizations in dealing with the environment. They also highlighted the role of community activities and initiatives such as environmental competitions, tree planting, increasing green spaces, and promoting health. Solutions were also found by supporting the role of universities and research centers and benefiting from the experiences of other countries and employing technology.

Challenges and Barriers

Egypt faces several challenges in achieving sustainability goals, as addressed by Egyptian newspapers. These challenges include the increase in population and the rapid growth in birth rates, which put pressure on the country's resources and development efforts. The challenge of water scarcity and growing concerns about the negative impacts of the Renaissance Dam were also discussed. Additionally, economic challenges and funding shortages, especially after the COVID-19 pandemic and the effects of the Russian-Ukrainian war, were highlighted. The newspapers also addressed challenges related to Egyptian society, such as illegal fishing, pollution of the Nile water, complex procedures for treating agricultural wastewater and desalination of seawater, and government actions.

The United Arab Emirates

The United Arab Emirates (UAE) declared the year 2023 as the Year of Sustainability in conjunction with hosting the COP28 Climate Change Conference. This was reflected in the coverage of sustainability and climate change issues by UAE newspapers.

Themes and Topics

Sustainability in education was a major focus in the newspapers, including the use of technology to enhance the educational process and the integration of sustainability topics into the curriculum. The events discussing sustainability issues in universities were also highlighted. The newspapers also addressed environmental conservation and natural resource preservation, such as reducing gas emissions, carbon removal, managing food waste, reducing plastic use, and promoting recycling. They also emphasized the importance of preserving beaches and air purification. In the food sector, the newspapers covered sustainable food systems and achieving food security.

Various societal sectors were covered in relation to sustainability in the newspapers, including tourism, industry, transportation, airports, financial markets, and sustainable buildings. The newspapers emphasized the importance of partnerships with international institutions and companies, as well as cooperation among different state entities, to implement modern technological systems and artificial intelligence that ensure sustainability. Additionally, the role of the UAE's peaceful nuclear program and its space research strategy in supporting the country's plans in this field was highlighted.

Framing of Issues

The frames presented by UAE newspapers for addressing sustainability issues were diverse. The intention towards internationalization by organizing events and lunching initiatives in the UAE and their role in achieving sustainability and environmental conservation were emphasized, including Expo 2020, the Year of Sustainability 2023, and hosting the COP28 international conference on climate change. Another frame highlighted the UAE's leadership in the region in achieving sustainability in various sectors. The newspapers also presented the unified strategy of the UAE, in which sustainability is one of its key elements.

Representation of Stakeholders

The newspapers covered various target groups, including government officials and middle management, focusing on their missions and activities related to sustainability and environmental conservation. They also addressed international institutions and companies to support their cooperations in implementing initiatives, technologies, and partnerships in this field.

Solutions and Initiatives

UAE newspapers presented multiple solutions for sustainability and environmental conservation. These included community initiatives such as Sustainability Week and Innovation Week to engage the community and youth in environmental conservation and provide innovative solutions. Other solutions included leveraging modern technologies and artificial intelligence and collaborating with information technology companies. The newspapers also emphasized supporting government and private institutions and partnerships among sectors such as tourism, aviation, hotels, and sports, supporting community groups, and involving students, youth, and women. The role of media and art in raising awareness of sustainability issues was also highlighted.

Challenges and Barriers

The challenges addressed by the newspapers were linked to the UAE's status as an oil-producing country, which contributes to environmental damage, highlighting the importance of seeking clean energy sources. Additionally, the diverse nationalities and cultures coexisting in the country, alongside its population, posed a challenge in terms of raising awareness about sustainable practices that align with different languages and cultural backgrounds.

Discussion

Sustainability and environmentalism are critical issues that face the entire globe, but specific challenges exist in the Arab world due to its unique geographic, political, and cultural context. Many Arab countries, especially in the Gulf region, rely heavily on the extraction and export of fossil fuels as a primary source of economic income. This dependence poses significant challenges to the adoption of more sustainable, renewable energy sources and contributes to high carbon emissions. The Arab region is one of the most water-scarce in the world. Climate change, overpopulation, and inefficient water management are exacerbating this problem. Developing sustainable water management practices is a significant challenge that requires substantial investment and political will. In many Arab societies, there is a lack of environmental education and awareness. This makes it difficult to mobilize public support for sustainability initiatives and to convince individuals to adopt more environmentally friendly practices. Rapid urbanization, population growth, and economic problems are putting enormous pressure on the region's limited natural resources.

The Egyptian and Emirati newspapers: have addressed various issues related to sustainability and the environment. Egyptian newspapers have focused on issues such as water scarcity, agriculture, environmental

preservation, education, and quality of life. These issues are linked to the challenges faced by Egypt as a country with a population of over 105 million people, suffering from water scarcity, shrinking agricultural land, environmental issues, and socioeconomic challenges, including currency devaluation against the US dollar.

Emirati newspapers: have focused on issues related to the country's oil production, reflected in their interest in clean energy sources, environmental preservation, the use of technology in sustainability, and leveraging global expertise in this field. The collaboration framework differed between the two countries' newspapers. While Egyptian newspapers emphasized cooperation for financing, Emirati newspapers focused on partnership and knowledge transfer. That reflects the economic differences between the two countries. That indicates they use different frames to address the issues which agrees with Flusberg & Thibodeau (2023) as they reach that framing helps in increasing public understanding and engagement with environmental issues, and also with Rust, Jarvis, Reed & Cooper (2021) as they reach that raising awareness among specified groups by addressing their needs

Both newspapers have shown interest in various target groups, including government institutions, the private sector, civil society organizations, youth, and women, as both target and active participants. Regarding solutions, Egyptian newspapers highlighted the importance of funding sustainability projects and utilizing the experiences of other countries, universities, and experts in addressing environmental issues. They also emphasized community awareness through media, arts, and culture. Emirati newspapers similarly emphasized the significance of media, arts, and culture in raising community awareness of sustainability issues. The same focus was discussed by Brulle, Carmichael, and Jenkins (2012) and Ala-Uddin (2019). discussed in their studies. They also highlighted the importance of employing modern technologies and enacting environmental laws and regulations.

The economic and population challenges were considered two of the most important challenges addressed by Egyptian newspapers in achieving environmental and societal sustainability. Emirati newspapers, on the other hand, focused on the challenge of developing alternative energy sources and how to address the diverse nationalities and cultures among residents in the country.

Recommendations

The results of the study indicate the impact of the state's and society's interest in sustainability issues on the adoption and coverage of these issues by the media. This confirms the importance of the media informative and awareness-raising role in the field of sustainability, environmental protection, and climate change. The results also suggest that although sustainability issues are global, each community has its unique problems, specific issues, and approaches to sustain its resources. The media expresses this uniqueness by focusing on the specific needs of each community. Therefore, it is important to conduct further studies that address the methods of presenting diverse media for sustainability issues, as well as measuring their ability to influence public interests and priorities regarding environmental problems, climate change, and social issues.

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