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The Media Framework for Addressing Climate Change Issues in Emirati Journalism: An Analytical Study of Al Ittihad Newspaper's Website.

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Abstract:

This study aims to identify the media frameworks utilized by the Emirati press in covering climate change issues, and to determine the extent of their coverage. The study examines the UAE's climate action journey and its strategic vision for the next three decades in the context of the announcement of the UAE Climate Neutrality Initiative by 2050, which is a significant milestone in the country's three-decade climate action history. The study covers the period from November 1, 2021, which is the date of the UAE's victory in hosting the 28th Conference of the Parties (COP28) to the United Nations Framework Convention on Climate Change in 2023, until January 30, 2022. This study is descriptive-analytical research, and it employs the media framing theory by conducting a comprehensive survey of the materials published on the UAE Federation press website regarding climate change, using both quantitative and qualitative content analysis tools. The preliminary results of the study reveal how the media frames climate change issues and their coverage in the Emirati press.

The study examined the potential evidence of conflict frames in media coverage of several Western societies, despite the increasing problem of climate refugees and the use of the term "environmental fascism." On the other hand, the UAE Federation newspaper's website discussed several climate change-related topics, with temperature rise being the most prominent at 21%, followed by sustainable development and renewable energy, ranging from 12% to 15%.

Keywords: Media framing, Climate change issues, UAE Federation newspaper website, Conference of the Parties.

Introduction:

The issue of climate change remains one of the most significant global challenges facing the international community, given the economic, social, and environmental risks associated with this change. In 2020, the United Nations Secretary-General, António Guterres, categorized the issue as a "current climate emergency" at the opening of the Climate Ambition Summit, held remotely to mark the fifth anniversary of the Paris Agreement on climate. The pollution of Earth is increasing due to human activities (industry, transportation, agriculture, etc.), and climate change is one of the consequences of this pollution. It leads to an increase in Earth's surface temperature and intensifies natural disasters such as floods, hurricanes, droughts, and more. Human activities, especially greenhouse gas emissions, are a major cause of current climate change. The issue of climate change receives significant attention in the United Arab Emirates, although it is not classified as an Annex I country according to the United Nations Framework Convention on Climate Change (UNFCCC), meaning it is not obliged to reduce its emissions. Nevertheless, the UAE has committed to reducing its carbon emissions and aims to provide a role model for energy and environmental management. This is achieved through programs that open new horizons for renewable energy and energy efficiency. In this context, the UAE has adopted a significant set of policies, including economic diversification policies focusing on the green economy, diversifying energy sources with a focus on renewable and clean energy, promoting energy efficiency, sustainable transport policy, and sustainable urban planning, among others.

The term "climate change" was first used by the Intergovernmental Panel on Climate Change (IPCC) expert team, which has been working together since 1988. The impacts of climate change are nearly tangible in entire societies. The inhabitants of Earth are all exposed to the environmental deterioration resulting from human activities. This necessitates the concerted efforts of official and unofficial institutions and the engagement of citizens in awareness campaigns about the roles expected of them in mitigating the crisis. Media plays a fundamental role in this regard by conveying knowledge about the phenomenon, and adaptation mechanisms, and working on research to find solutions. It also encourages scientific research to reach innovative, creative results to confront climate change.

- **Literature Review:**

Upon reviewing relevant previous studies, both direct and indirect, the researcher has concluded the following:

A. There is a scarcity of Arab studies that have addressed the topic in question. The study by Mustafa Abdel-Hay (2022) is the closest to the current study in terms of both topic and methodology. Abdel-Hay's study is the only one that analyzed the media frameworks of the content of Egyptian newspapers covering the issue of climate change. On the other hand, Amal Ahmed Hassan El-Aazab and others (2021) examined how newspapers address climate change issues through the presentation of international agreements.

B. Most foreign studies have addressed the issue of climate change, focusing on providing a general framework illustrating the impact of climate change on health and the environment. However, these studies did not delve into revealing the media coverage frameworks for the issue of climate change.

(Amel Ahmed Hassan Alaazab et al., 2021) conducted a study aimed at understanding how both Egyptian and British newspapers address climate change issues by presenting international agreements. It sought to identify the areas of agreement and differences between the two in addressing this issue, presenting climate change issues and relevant international agreements through news coverage. The study used the survey method in both its descriptive and analytical aspects, employing a comparative approach and conducting quantitative and qualitative comparisons using a content analysis form for the newspapers under study (Egyptian and British).

The study revealed that The Times (British) showed significant interest in studying the issue of climate change, attributing this to highlighting the conferences and agreements it published regarding the issue, as well as proposals and opinions to address this issue. It also addressed various environmental issues and their impact and connection to climate change. On the other hand, Al-Ahram newspaper (Egyptian) showed minimal interest, focusing more on presenting pollution issues in general than on addressing climate change. The study found statistically significant differences in the news coverage of climate change in favor of The Times newspaper.

(Mustafa AbdelHai, 2022) study aimed to determine the extent of interest of Egyptian news websites in covering climate change issues during the period from November 1, 2021, to January 30, 2022. This study falls within the descriptive-analytical type of research, utilizing media framing theory and adopting the media survey method for the materials published on the websites of (**Al-Youm Al-Sabee', Al-Masry Al-Youm, and Al-Shorouk**) newspapers. The study also utilized a comparative approach and used content analysis as a tool. The study found that the three news websites in the study sample were interested in covering climate change issues, with a total of 424 analyzed journalistic materials. The news report format was the most prevalent among the journalistic formats on the studied websites.

(Molly Simon, 2019) study addressed the extent of media coverage of climate change in most national newspapers compared to local newspapers. It reviewed major American newspapers to determine how the coverage of climate change changed during the first year of the Trump administration compared to the last year of the Obama administration. This included examining the frequency and type of articles (news, opinion, editorials), the scientific content, and the focus of news articles. The study analyzed the content of two local newspapers in Pittsburgh, Pennsylvania to determine how coverage changed in smaller newspapers with fewer resources compared to national newspapers. The results showed an increase in articles covering climate change from 2016 to 2017. Specifically, The New York Times and The Washington Post increased their articles focusing on climate change by 19.73% and 13.99% respectively.

In contrast, the coverage in local newspapers varied significantly. Coverage focusing on climate change decreased by 47.62% in the Pittsburgh Post-Gazette and by 78.33% in the Pittsburgh Tribune-Review between 2016 and 2017. The most liberal newspaper, the Post-Gazette, had more climate coverage than the conservative-leaning Tribune-Review, but both experienced a sharp decline in their coverage. The lack of local coverage on climate change and environmental issues could have long-term effects beyond the less educated audience. New research suggests that in the absence of local research papers covering environmental issues, companies are more likely to cause pollution. Local newspapers, especially, hold companies accountable for environmental violations. Considering that the media plays a significant role in driving political action, it is important to examine whether print media still pays attention to climate change or if the issue has started to fade from national consciousness. Climate change can be said to be one of the biggest threats we face today. While it still receives coverage in national newspapers, climate change has not been comprehensively covered in local newspapers, with a focus only on events making headlines rather than in-depth reports on the slow disaster currently unfolding.

(James Painter, 2013) conducted a study aimed to investigate the issue of scientific discourse used by scientists and politicians to describe the climate change challenge. Some researchers argued that emphasizing the "risks" posed by climate change rather than "uncertainty" could create a more beneficial context for policymakers and a stronger public response. Researcher James Painter attempted to analyze how international media present these narratives and others related to climate change, focusing on the coverage of reports from the Intergovernmental Panel on Climate Change (IPCC) and Arctic ice melt. The study covered six countries: Australia, France, India, Norway, the United Kingdom, and the United States, shedding light on both good and bad media practices and offering highly reasonable suggestions for future improvements.

This study included a framework for "explicit risks" and compared it to three other narratives or messages often found regarding climate change: disaster (or implicit danger), doubt, and showed, through an examination of about 350 articles in three newspapers in each of the six countries with a combined circulation of at least 15 million, that the prevalent messages

received by readers were predominantly disaster or uncertainty messages. The language of risk (and opportunity) was less prevalent. This was true for most climate change stories examined, across different media and political contexts in the six countries and the newspaper sample.

The main results also showed that the "disaster/risk" frame was present in more than 80% of the articles, making it the most common frame, covering three reports by the Intergovernmental Panel on Climate Change (IPCC), where it was present in over 90% of them. It was also the most prominent (in the title or the first few lines), with 44% of the articles containing this frame, which is more than twice as common as the next most common frame.

- The "uncertainty" frame was the second most common frame after the "disaster" frame. It was present in nearly 80% of the articles. However, it was less prominent and often less dominant in tone.
- The "opportunity" frame was the third most common frame, present in 27% of the articles. However, these opportunities often involved not acting to reduce greenhouse gas emissions. Only five articles (less than 2%) in the overall sample mentioned opportunities for transitioning to a low-carbon economy.
- The "explicit risks" frame was the least present among the four frames and the least prominent. This frame was predominant in only three articles, although it was often integrated with other frames. Its presence might have been more apparent if articles covering the three reports by the Intergovernmental Panel on Climate Change included explanations of probabilistic concepts and confidence levels – only 15% of the articles did so.
- Journalists follow scientists' guidance and reports: 70% of articles covering reports by the Intergovernmental Panel on Climate Change and nearly 60% of all articles in the sample included quotes from scientists or scientific reports expressing some form of disaster/risk frame. Almost half of all articles included a quote indicating some aspects of uncertainty.
- The only exception to the lack of variation among the six countries was the presence of uncertainty through skeptical voices: Australia had the highest number of articles in the sample with skeptics and the highest percentage of articles, followed by the United States.

The researcher benefited from these previous studies in:

1. Refining the title of the research. After reviewing the available previous studies, the researcher realized the scarcity of studies that addressed the issue of climate change in the field of media studies.
2. Identifying the most important approaches and methods used in the available previous studies. This helped the researcher choose the most appropriate methodologies for the current study, specifically the survey method using a sample.
3. The possibility for the researcher to access the content analysis forms of the previous studies and understand the main categories included in these forms. This enabled the researcher to construct a content analysis form specific to the research problem.
4. Utilizing the results obtained in the previous studies to formulate the problem of the current study, determine the objectives, pose the research questions, and compare the results of the previous studies with the results of the current study.

Research Problem: Media shapes the public discourse on climate change and how to respond to it. According to the United Nations Intergovernmental Panel on Climate Change (IPCC), this power of "shaping" can either beneficially build public support to accelerate climate mitigation efforts (actions aimed at reducing or preventing greenhouse gas emissions that cause global warming), or it can be used in the opposite direction. This places a significant responsibility on media companies and journalists.

Global media coverage of climate-related stories has increased, as evidenced by a study that covered 59 countries, analyzing approximately 47,000 articles in 2016-2017 and around 87,000 in 2020-21, according to the IPCC. Given the increased media representation of climate change and research revealing the crucial role of media in shaping climate policy and influencing public opinion, as well as how issues are reported or framed, in parallel with the UAE's climate action journey in the context of announcing the UAE Climate Neutrality Initiative by 2050 as a significant milestone in a three-decade climate action journey for the country and a strategic vision for the next three decades, the research will address the following scientific problem: What are the most prominent media frameworks in the coverage of climate change by the UAE press?

Research Questions:

1. What is the extent of media coverage of climate change on the online platform of Al-Ittihad newspaper, the study's sample?
2. What are the key terms used in the media coverage of climate change on the online platform of Al Ittihad newspaper and their implications?
3. What journalistic templates are used to present topics related to climate change on the online platform of Al-Ittihad newspaper, the study's sample?
4. What are the most prominent media frameworks in the coverage of climate change on the online platform of Al-Ittihad newspaper, the study's sample?
5. What is the nature of the topics related to climate change that have been addressed by the online platform of Al-Ittihad newspaper, the study's sample?

Research Objectives:

This research aims to achieve the following research objectives:

1. Determine the extent of media coverage of the climate change issue on the website of Al Ittihad newspaper as the study sample, And the connotations of the terms used in that.

2. Explore the most used journalistic templates in addressing climate change on the website of Al Ittihad newspaper as the study sample.
3. Identify the types of media frameworks that the Al Ittihad newspaper website attempted to highlight in its coverage of the climate change issue.
4. Monitor the topics covered by the media materials published by the Al Ittihad newspaper website regarding the climate change issue.

Research Concepts:

This study relies on important terms that have been used in media coverage of climate change on the online platform of Al Ittihad newspaper, each with its clear implications in discussing the climate issue. Some of these terms include:

Media Coverage:

Media coverage is how the media addresses an issue, event, topic, or idea based on a specific editorial policy determined by the media organization. It also means the process of revealing the trends and strategies of media coverage by a particular entity toward a specific issue. It is also the method through which the message is disseminated in terms of form and content, which can either promote or reject values in society based on how it is presented and treated in the communication channels (Al-Asadi, 2020). In a climate conference or climate change context, the term "media coverage" can encompass the following meanings:

1. Awareness and reporting: By providing information and news about climate change issues and the climate conference to the public, media coverage aims to increase awareness of the challenges posed by climate change and the importance of taking action to address it.
2. Analysis and interpretation: This involves analyzing and interpreting information and events related to the climate conference and climate change. It helps in understanding the developments and decisions related to climate change and evaluating their impact on the environment and society.
3. Familiarizing with participants and efforts: Media coverage provides an overview of the participants in the climate conference and the efforts they are making to address climate change. It can provide information about participating countries, organizations, initiatives, and measures taken to adapt to climate change.
4. Policies and negotiations: This aspect relates to the coverage of negotiations and policy decisions related to climate change within the framework of the climate conference. It includes analysis and evaluation of progress made and future challenges in the context of global climate policy.
5. Influencing public opinion and behavior: This aspect concerns the role of media coverage in shaping public opinion and guiding people's behavior regarding climate change. It is used to increase awareness and influence the behavior of the audience, as well as to encourage communities and governments to take action to protect the environment.

Environmental Issues:

In a broad sense, environmental issues refer to a set of problems or problems that receives international attention, considering them as complex and interconnected issues that embody the interactions between the actors in the international system that cannot be solved individually (Khochaim, 2004, p. 203).

Climate Change:

The United Nations defines climate change as long-term shifts in temperature and weather patterns. These shifts can be natural, such as changes in the solar cycle. However, since the 19th century, human activities have become the primary cause of climate change, primarily due to the burning of fossil fuels such as coal, oil, and gas.

Burning fossil fuels releases greenhouse gas emissions that act like a blanket around the Earth, trapping the sun's heat and raising temperatures. Examples of greenhouse gas emissions that cause climate change include carbon dioxide and methane. These gases are produced, for example, from using gasoline for driving or coal for heating buildings. Land clearing and deforestation can also lead to the release of carbon dioxide. Landfills are a major source of methane emissions. Energy production and consumption, industry, transportation, buildings, agriculture, and land use are among the major sources of emissions (United Nations, 2020). Climate Change: This term has several linguistic implications that can be interpreted as follows:

- Climate Variability: Refers to short-term changes in weather conditions, such as daily weather fluctuations or seasonal variations in temperatures. In contrast, climate change refers to long-term changes in the overall weather patterns and climate over decades or centuries.
- Global Warming: Refers to the increase in Earth's surface temperatures due to the enhanced greenhouse effect caused by the accumulation of greenhouse gases in the atmosphere. Global warming is a consequence of climate change and is primarily driven by human activities.
- Carbon Emissions: Refers to gases released into the atmosphere that contain carbon, such as carbon dioxide (CO₂). Carbon emissions from human activities, such as burning fossil fuels and electricity production, are the primary cause of increased greenhouse gas concentrations and climate change.
- Impacts and Consequences: Refers to the effects and repercussions that occur as a result of climate change, such as increased occurrence of natural disasters, rising sea levels, impacts on ecosystems, and human life. The consequential effects also include economic, social, and health impacts.

- Environmental Sustainability: Relates to maintaining the health of ecosystems and preserving natural resources in a sustainable manner. Dealing with climate change requires promoting environmental sustainability by improving energy efficiency, encouraging the use of renewable energy sources, and reducing carbon emissions.

Research Theoretical Framework:

The research is built upon the theory of framing, which guides the construction of the data collection tool and the analysis of its results. Framing theory is defined as "the selection and emphasis on certain aspects of an event or issue, making them more prominent in the media text, and using a specific style to describe the problem, identify its causes, present its dimensions, and propose suggested solutions regarding it." Intiman defines it as "the process of selecting a few elements of perceived reality and highlighting them to promote, interpret, and achieve a specific goal." From a media perspective, a frame is defined as "talking about a subject or issue through methods and approaches that define or highlight a specific area or certain ideas in this subject while ignoring other areas and ideas" (Hassouna, 2015, pp. 22-23).

Researchers affirm that sociologist Erving Goffman was the first to propose the frame analysis theory in 1974, as a useful approach to organizing experiences. In 1976, Tuchman contributed to expanding the theoretical concept of frame analysis to include the content of media coverage of news texts. The first practical application of understanding the framing process was in his contribution to "*Making News*" in 1978 (Ahmed, 2012, pp. 237-238).

This theory was relied upon to identify the frames used in covering the climate change issue on the Al Ittihad newspaper website, determining the topics and issues the website attempts to highlight, how different frames are employed within the journalistic text and framing mechanisms, as well as the strategies through which frames for the climate change issue are constructed.

Methodology:

This research belongs to the qualitative descriptive-analytical research type, aiming to describe and analyze the frames of media coverage regarding the climate change issue. The research adopted a survey approach to gather the necessary data and information concerning the research problem.

Study Sample:

The study population consists of media materials related to the climate change issue published on the online platform of Al Ittihad newspaper.

Al Ittihad newspaper was selected as it represents the voice of the United Arab Emirates, not only as a community but as a politically notable entity with objective stances and orientations. It is a daily newspaper in the UAE, considered one of the earliest and oldest newspapers in the United Arab Emirates. The first issue of Al Ittihad newspaper was published on October 20, 1969. It is published by the Abu Dhabi Media Company in the Emirate of Abu Dhabi (Louisa, 2021, p. 36).

A purposive or deliberate sample was selected from the issues published on the online platform of Al Ittihad newspaper over a full year, starting from November 11, 2021, the date of the UAE's announcement of winning the bid to host the COP28 conference in 2023, until November 30, 2022. This period also witnessed Egypt hosting the COP27 conference. A total of 384 issues were analyzed.

The research utilized content analysis as a tool to study the media material presented by the online platform of Al Ittihad newspaper, aiming to uncover what this means of communication intends to convey to the public regarding climate change issues through the analysis of the media topics it presents.

To ensure the validity of the content analysis method, the questionnaire paragraphs were presented to three experts to express their opinion on whether they were appropriate and sufficient to address the research problem.

Categories of Analysis:

Determining analysis categories in content analysis and defining them specifically and accurately is one of the most crucial steps to ensure the success of content analysis. This makes the analysis process easier for the researcher, and on the other hand, the results of the analysis are more accurate and objective. The analysis categories in this study are divided into two sections: Form Categories and Content Categories, as follows:

Format Categories: These categories describe the media material, such as the main headlines used, supporting materials such as charts and illustrations, photographs, and caricatures. Additionally, it includes the number of issues raised. However, the research focused more on the category of the type of journalistic templates used, such as news, interviews, reports, and investigations.

Content Categories: These categories determine and highlight the meanings contained in the media materials published on the sample's website. This is based on the assumptions and types of frameworks defined by the framing theory, including the category of prominence and highlighting, types of media frames, reasons, results, solutions, nature of the topics, and issues discussed.

The research used the unit of theme or idea as a measure and count, representing a phrase or a set of words representing the idea around which the analysis revolves. It is one of the most used units of analysis in media content as it reveals the core opinions and attitudes of media messages.

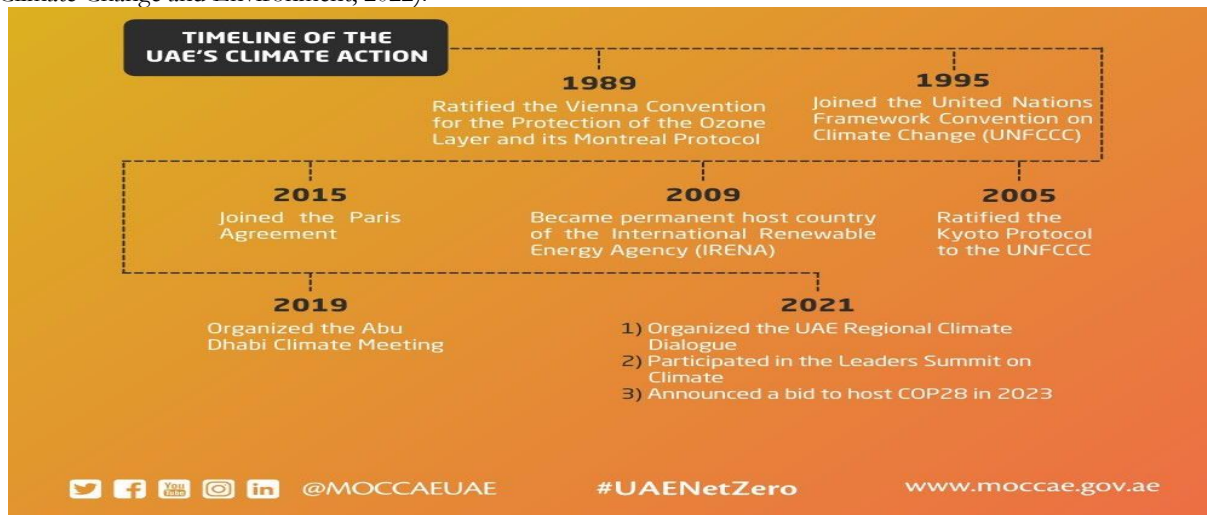
Study Limitations:

1. Subject Matter Limitations: The study is limited to analyzing the frames of media coverage regarding the climate change issue on the online platform of Al Ittihad newspaper.
2. Time Limitations: The study is limited to the period from November 11, 2021, to November 30, 2022.

3. Spatial Limitations: The study is limited to the online platform of Al Ittihad newspaper.

The UAE's history of climate action:

The announcement of the United Arab Emirates initiative to achieve climate neutrality by 2050 marks a pivotal milestone in the country's three-decade-long climate action journey. It sets the strategic vision for the forthcoming three decades (Ministry of Climate Change and Environment, 2022).



National Climate Plan: In June 2017, the Cabinet of the United Arab Emirates approved the National Climate Plan through its decision number (1/7). The primary objective of the plan is to enhance the country's capacity to mitigate and adapt to the impacts of climate change. It revolves around three priorities:

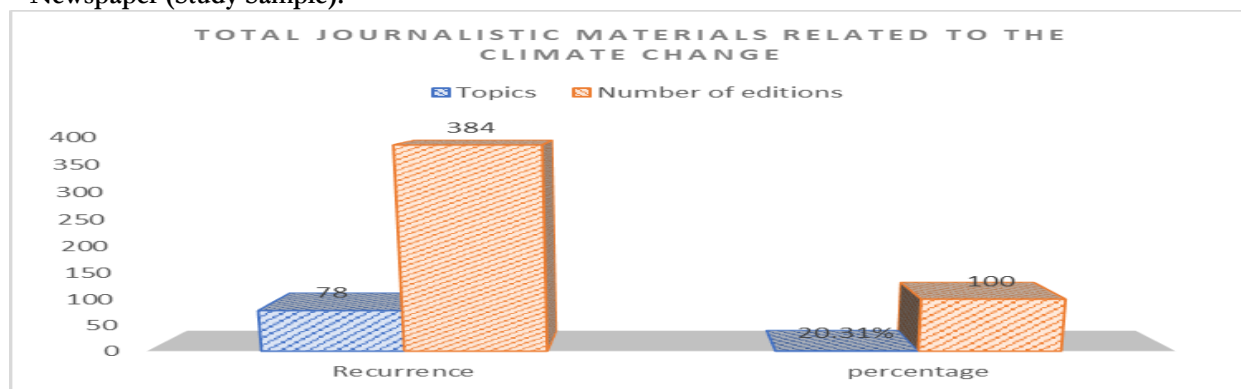
1. Managing greenhouse gas emissions at the national level while maintaining economic growth.
2. Enhancing the ability to adapt to the impacts of climate change.
3. Promoting economic diversity and involving the private sector in the country by adopting innovative solutions to the challenges arising from climate change.

The National Climate Plan is primarily based on the National Green Development Strategy (Green Agenda 2015-2030). It relies on the progress made in projects covered by the Green Agenda that serve climate action and builds upon them, especially in the common areas of action between the strategy and the plan. These areas include electricity, water, oil and natural gas, buildings, transportation, waste, industry, agriculture, fisheries, tourism, and finance.

The means of implementation are based on a diverse set of enablers such as green financing, capacity building, governance, monitoring and evaluation, education and awareness, and international cooperation (Ministry of Climate Change and Environment, 2022).

Study Results:

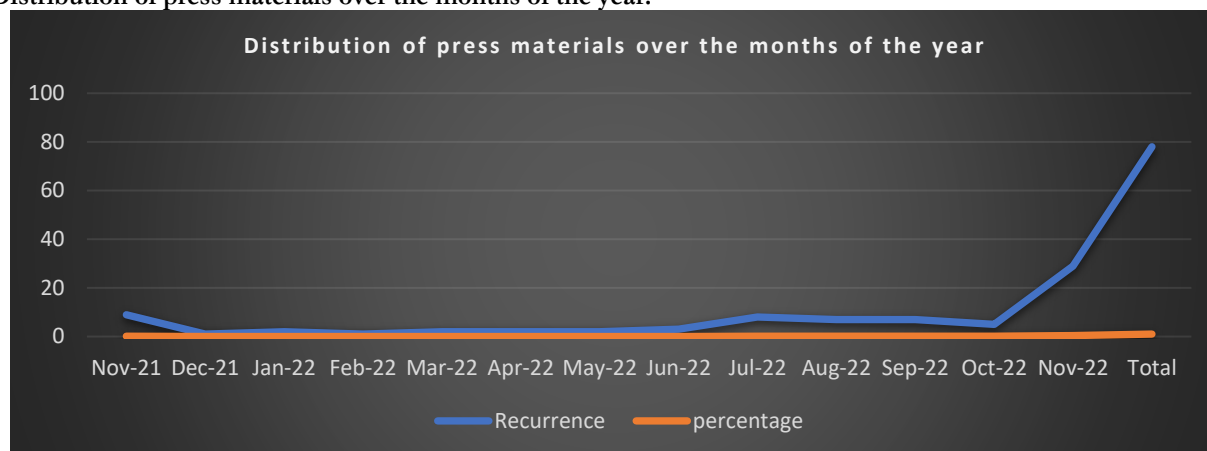
1. Total Journalistic Materials Related to the Climate Change Issue Published on the Online Platform of Al Ittihad Newspaper (Study Sample):



The provided proportional data above indicates that the media coverage of the climate change issue is present in the study sample at an average rate of one media article every five issues or days. This rate remains significantly lower compared to the results of a study by (Mustafa Abdel-Hay ,2022), which found that the coverage of the climate change issue on the Youm7 website amounted to 142 media articles in three months. Therefore, it can be observed that the average media coverage in the study sample is insufficient and requires further improvement to align with the implementation of the United Arab Emirates National Climate Plan for 2017-2050. This plan is led by the Ministry of Climate Change and Environment (the ministry name reflects the issue) and involves an educational and communication campaign that unifies the efforts and ideas of competent

partners and stakeholders. These include governmental, industrial, societal entities, private sector institutions, non-governmental organizations, academic communities, youth groups, and media outlets (Ministry of Climate Change and Environment, UAE National Climate Plan 2017-2050, p. 59).

2. Distribution of press materials over the months of the year:

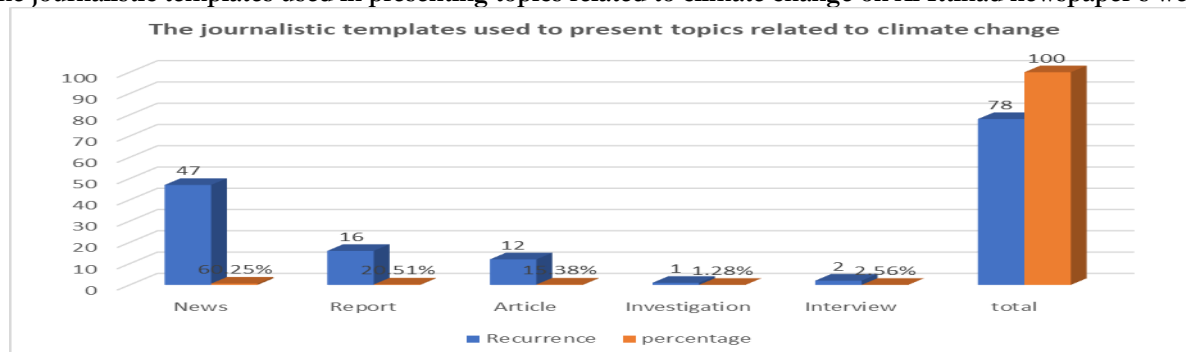


The data depicted in the chart provides an insight into the temporal patterns of media coverage concerning climate change on the Al Ittihad newspaper website, serving as the subject of this study. Over the specific time frame under investigation, the trend exhibited a prominent surge in November 2021, succeeded by a considerable decline in coverage in the subsequent months until July 2022. Following this, there was a resurgence in media coverage during November 2022, characterized by a relatively stable phase in August and September, succeeded by a slight reduction in October. The zenith of media coverage was reached in November 2022, comprising a total of twenty-nine media articles.

The notable escalation in media coverage during November 2021 can be attributed to the announcement of the United Arab Emirates successfully securing the opportunity to host the COP28 Climate Change Conference in 2023. The online platform of Al Ittihad newspaper extensively covered various aspects of this development, commending several domestic and international ministers for the UAE's triumph in securing the hosting rights for the significant COP28 conference in 2023. COP28 stands as the paramount global gathering of heads of state and their respective governments, converging to address critical climate and environmental issues. The coverage encapsulated discussions on two primary subjects: the economic implications of climate change and commitments to assist Africa in its battle against COVID-19, juxtaposed with the effects of climate change.

The resurgence of media coverage in July 2022 can be attributed to the widespread wave of wildfires that swept across Europe and North Africa, accompanied by concurrent heatwaves. Within the media discourse, three distinct articles delved into this environmental turmoil, supplemented by an additional article that specifically addressed rainfall patterns in the UAE, linking them to a discernible aspect of climate change. Subsequently, the apex in media coverage during November 2022 can be directly linked to the comprehensive coverage by the Al Ittihad newspaper website of Egypt's hosting of the COP27 conference. The coverage prominently featured discussions revolving around innovative global strategies aimed at mitigating the impacts of climate change, providing compensation to nations adversely affected by climatic shifts, and emphasizing the pivotal roles played by youth and women. Furthermore, the coverage shed light on the repercussions of climate change on the world's cultural heritage. Notably, the media coverage extensively focused on the prominent role and substantial contributions of the UAE in the climate change negotiation processes. An illustrative media article titled "The UAE: A Principal Contributor in COP27 Climate Change Negotiations" was prominently featured and published on November 7, 2022.

3. The journalistic templates used in presenting topics related to climate change on Al Ittihad newspaper's website:

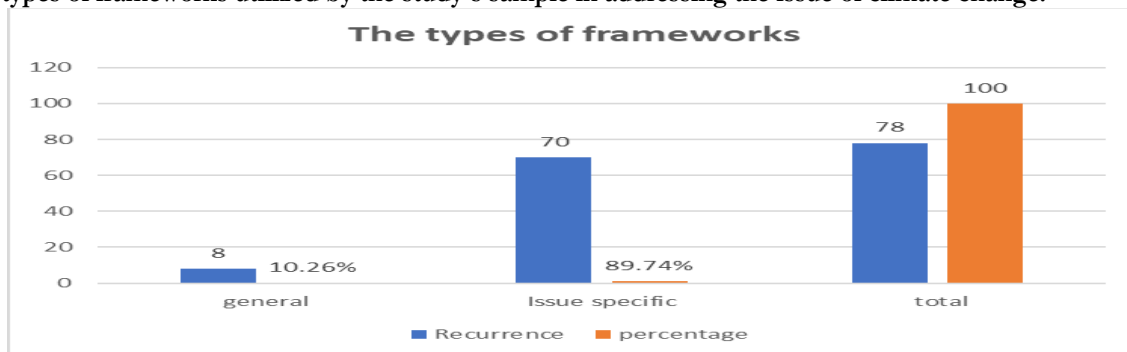


The data from the above chart reveals that the Al Ittihad newspaper website relied on the news template to a percentage of 60.25% in its media coverage of the climate change issue, followed by the report and then the article. The investigative and interview templates were only used once or twice at most in the entire studied sample. This indicates that the media coverage

of the climate change issue tends to be momentary or event-driven, primarily conveying information about events related to the issue. Subsequently, there is an attempt to elaborate on various dimensions of the issue and its impact on the audience, but to a lesser extent. There is notably less emphasis on the interview or investigative template, which elucidates, interprets, and examines the social, economic, political, or intellectual reasons and factors underlying the news or the issue. We observed only one media article addressing this aspect titled "What is the Relationship Between Climate Change and Heatwaves and Forest Fires?" published on July 21, 2022.

This result differs from the findings of studies by Mustafa Abdelhay (2022) and Mustapha Sahari (2018), which extensively utilized the report format. However, it aligns with the conclusions of a study by Nazeeh Wahbi (2017), where news garnered significant media coverage. Furthermore, it agrees with a study by Molly Simon (2019), which found that while climate change still receives coverage in national newspapers, it is not comprehensively covered in local newspapers. The focus is mainly on headline-dominating events rather than in-depth reports on the unfolding slow disaster.

4. The types of frameworks utilized by the study's sample in addressing the issue of climate change:

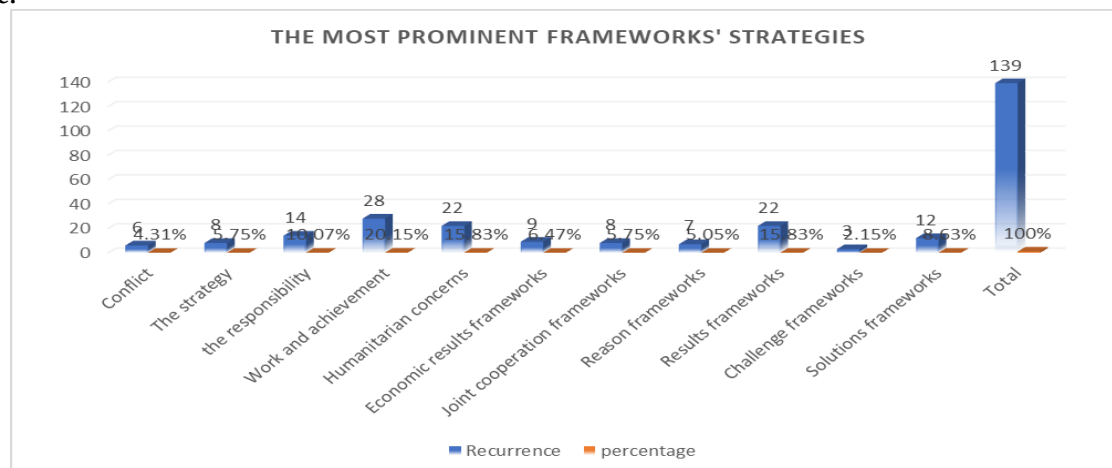


The results from the bar chart indicate that the coverage of the Al Ittihad newspaper's website on the issue of climate change relied significantly on the specific framework, with an overall percentage of (89.74%), compared to its reliance on the general framework with an overall percentage of (10.26%). The focus was on this issue related to tangible events by presenting the elements of the event and its consequences, away from the general framework that views events in a mere abstract context. The general framework provides broad interpretations of events, linking them to cultural and political standards. This was evident on the newspaper's website on November 10, 2022, at 01:27, in an article titled 'Blue Carbon': UAE's Model to Confront Climate Change.

The official delegation from the United Arab Emirates is currently participating in the activities of the twenty-seventh session of the Conference of the Parties (COP27) to the United Nations Framework Convention on Climate Change, taking place in Sharm El-Sheikh, Egypt. Specifically, they are engaged in a special event focused on ocean sciences and the United Nations' third conference on oceans scheduled for the upcoming Thursday. The UAE is recognized for its leadership in leveraging ecosystem-based solutions related to blue carbon, such as mangroves, wetlands, and seagrass areas, to address the challenges of climate change. Additionally, the UAE is showcasing its unwavering support for ocean conservation efforts and the expansion of knowledge and innovation to achieve Sustainable Development Goal 14, aimed at conserving and sustainably using the oceans.

This result aligns with the findings of the study by Mustafa Abdelhay (2022), where the coverage of the three sampled news websites regarding climate change relied significantly on the specific framework, with an overall percentage of (74.76%), compared to its reliance on the general framework with an overall percentage of (25.24%).

5. The most prominent frameworks' strategies in addressing the issue of climate change on Al Ittihad newspaper's website.



The data from the above chart indicates the diversity of media frameworks used in addressing the climate change issue on Al Ittihad newspaper's website. The most prominent was the "work and accomplishment" framework, which accounted for the highest proportion at 20%. This was followed by the "humanitarian concerns" and "results" frameworks, each at 15%. On the other hand, the "responsibility" and "solutions" frameworks had a moderate presence, ranging between 8% and 10%. The remaining proportion was distributed among the other six frameworks.

The prominence of the "work and accomplishment" framework in addressing the climate change issue in the media can be attributed to the significant efforts made by the United Arab Emirates to achieve climate neutrality. Due to its focus on the climate change agenda, the UAE expanded the role of the Ministry of Environment and Water to manage all aspects related to international and local climate affairs. The ministry was renamed to become the "Ministry of Climate Change and Environment" in 2016. The ministry is working to enhance the country's efforts in addressing the climate change problem and protecting unique environmental systems. Additionally, the country established the Energy and Climate Change Department at the Ministry of Foreign Affairs and International Cooperation to enhance the necessary preparedness for managing the climate crisis and the renewable energy agenda.

The media articles that highlighted the "work and accomplishment" frameworks addressed various topics such as the announcement of the UAE's victory in hosting COP28 and climate-related achievements, such as improving data collection, the blue carbon project, and launching the second phase of the national emission inventory project. They also discussed future initiatives to mitigate the impacts of climate change in various sectors like the environment, agriculture, health, and renewable energy. Moreover, the articles emphasized and documented the UAE's journey in climate action.

A news report titled "Environmental and Sustainability Experts for 'Al Ittihad': Hosting COP28 is an Indicator of the UAE's Seriousness in Confronting Climate Change" was published on November 13, 2021.

Qais Al Suwaidi, the Director of the Climate Change Department at the ministry, stated that this victory represents an additional achievement for the UAE's extensive and serious track record, rich with many climate-related accomplishments. The state has dedicated efforts over the past three decades and has achieved numerous milestones in its climate journey. This journey commenced with the state's accession to the Vienna Convention for the Protection of the Ozone Layer and the Montreal Protocol. It then progressed with the ratification of the United Nations Framework Convention on Climate Change, followed by the adherence to the Kyoto Protocol and the Paris Agreement. Ultimately, this journey culminated in Abu Dhabi hosting COP28 in 2023.

Considering the tangible impact of the climate change issue on individuals and communities, the media coverage on the Al Ittihad newspaper website focused on the "results of climate change" framework. This encompassed the climate-induced overturn and loss of biodiversity due to rising temperatures, affecting the life cycles of plants and animals, water scarcity, food shortage, and population congestion. The media coverage also emphasized the "humanitarian concerns" framework by addressing topics related to the economic and environmental impacts on various communities in Africa and Asia, such as hunger, poverty, mass migration, and the emergence of climate refugees. It delved into the role of religious leaders in addressing the ethics of climate change and advocated for the establishment of comprehensive early systems to protect every individual on Earth from global climate disruptions.

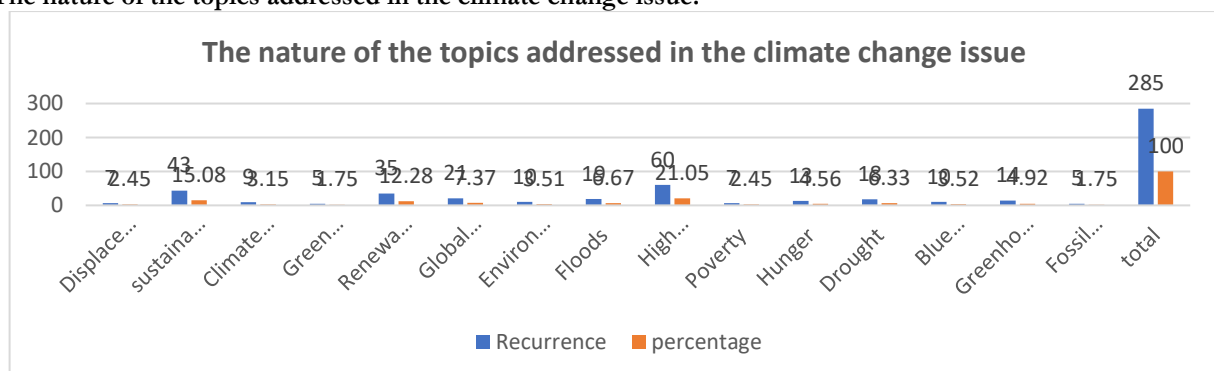
A news report titled "Climate Change Devouring the World's Food" was published on December 12, 2023, highlighting the impact of climate change on global food security.

In a report by the World Bank, it was warned that climate change, conflicts, and the COVID-19 virus have caused significant damage to the world's poorest countries, particularly the most vulnerable ones. As a result, around 235 million people worldwide will need humanitarian aid and protection in 2021, a 40% increase compared to the previous year.

The number of people suffering from chronic hunger increased by approximately 130 million last year, surpassing 800 million people, according to the report.

The prominence of the identified media frameworks aligns with the results of the study by Mustafa Abdelhay (2022), which indicated diversity in the frameworks utilized by the three sampled news websites in covering climate change. The "work and accomplishment" framework took the lead with an overall percentage of (78.32%) across the three websites, followed by the "humanitarian concerns" framework with a percentage of (12.27%).

6.The nature of the topics addressed in the climate change issue:



The data presented in the above chart indicates that the website of Al Ittihad newspaper, the study's sample, addressed several climate change-related topics. These included issues related to the environmental impact locally and internationally, such as the increase in temperatures, which topped the list at 21%. Additionally, there were topics focusing on proposed local solutions,

with two prominent topics being sustainable development and renewable energy, ranging from 12% to 15%. This reflects the UAE's strategic interest in achieving climate neutrality through various local and global initiatives. An article titled "Ministers: UAE's Winning Bid to Host COP28 in 2023 Affirms Its Global Leadership" was published on 12-11-2023.

Omar Sultan Al Olama, Minister of State for Artificial Intelligence and Digital Economy, stated: "Artificial intelligence provides an effective tool to stimulate and support the implementation efforts of the UAE's sustainability agenda... Accordingly, we collaborated with global innovators in the field of artificial intelligence to conduct extensive research and development to address the issue of climate change... For example, our artificial intelligence lab monitors and analyzes air and sea pollution levels, as well as determines optimal locations for installing concentrated solar power panels."

Conclusion:

The research aimed to answer the questions posed in the research problem and the main question raised: "What are the most prominent media frames in the Emirati press coverage of climate change?" for the period from 11-11-2021 to 30-11-2022. The research was divided into three axes: methodological and theoretical, addressing studies relevant to the topic, presenting the UAE's journey in climate action, and an applied axis analyzing a sample of media content published by the Al Ittihad newspaper's website based on a theoretical framework of media framing. The results and recommendations derived from this research can be summarized as follows:

Discussion of Results:

1. The media coverage of climate change on the Al Ittihad newspaper's website was characterized by its limited quantitative presence, with a total of 78 media pieces out of 384. This number does not reflect the efforts and achievements of the UAE in this field.
2. November and July stood out as the most addressed months regarding climate change. This is linked to the nature of the coverage, which tends to be momentary or event-based, conveying information about global events or disasters that occurred during those periods.
3. The news article format dominated the most utilized journalistic formats by the research sample in addressing climate change, accounting for 60.25%, followed by the report and then the article.
4. The media coverage of climate change heavily relied on the specific frame of the issue, constituting a total percentage of 89.74%, compared to a total percentage of 10.26% relying on the general frame.
5. Various media frames were used in addressing climate change on the Al Ittihad newspaper's website. The work and achievement frame stood out with 20%, followed by the human interest and results frames with 15% each.
6. The conflict frame, despite the increasing issue of climate refugees and the emergence of the term "environmental fascism", was not significantly emphasized in the media coverage by the study's sample.

Suggestions:

1. Involve various media more deeply in implementing the climate neutrality strategy by proposing a media strategy that contributes to education and communication.
2. Allocate dedicated sections and segments in newspapers and television programs to address climate change issues.
3. Provide training for journalists and media professionals on addressing climate change issues in specialized training courses.
4. Enhance the human resources of local media institutions with specialized writers and producers knowledgeable about climate change issues.
5. Utilize investigative journalism and interviews in addressing the local and international obstacles hindering the implementation of climate neutrality plans and enlightening the public about relevant issues.
6. Focus on the narrative storytelling format in the media coverage of climate change, as it smoothly serves the clear and concise delivery of events to readers.
7. Introduce specializations in environmental journalism and public relations, as well as courses focusing on climate change in universities, to educate individuals capable of contributing to environmental media awareness and mitigating climate change effects.
8. Launch informative awareness campaigns throughout the year via media institutions to instill a culture of sustainable development.
9. Sound the alarm about the increasing conflict versus peace indicator due to the catastrophic economic and social results of climate change on some communities.

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