

FRAMING CLIMATE HAZARDS: A CRITICAL DISCOURSE ANALYSIS OF ENGLISH MASS MEDIA REPORTS

Gurbanova G.G.^{1*}, Heybatova A.V.^{2,3}

¹Mingachevir State University, Azerbaijan

21, D. Aliyeva Street, Mingachevir, AZ4500

²Institute of Geography, Ministry of Science and Education of the Republic of Azerbaijan

117, H. Javid Ave., Baku, AZ1073

³Guba Branch of Azerbaijan State Pedagogical University, Azerbaijan

4, Lutfi Zadeh Street, Guba, AZ4000

*Corresponding author: gulnara.gurbanova@mdu.edu.az

Keywords: climate communication, climate hazards, critical discourse analysis, framing, media discourse, news headlines

Summary. This study examines how English-language mass media frame climate hazards through lexical choice, grammatical agency, quantification, evaluation, and epistemic qualification. The corpus comprises 18 headlines published in 2024 by Reuters, the Associated Press, and The Guardian, with six items from each outlet. A mixed-methods approach combines framing analysis, critical discourse analysis, lexical frequency analysis, and binary coding across seven categories. Explicit climate attribution, severity/urgency, and quantification/evidence each occur in 12 of 18 headlines (66.7%), whereas preparedness/response appears in only three (16.7%), producing an attribution-response gap of 50 percentage points and an urgency-response ratio of 4.0. Reuters shows the strongest epistemic caution, the Associated Press emphasizes human-centred consequences, and The Guardian records the highest urgency-response ratio. Dominant frames remain relatively diverse (normalized Shannon entropy = 0.90), but response-oriented framing is weak. The findings support a cause-impact-response model linking climate attribution with vulnerability, institutional accountability, and feasible adaptation or mitigation measures.

© 2026 Earth Science Division, Azerbaijan National Academy of Sciences. All rights reserved.

1. Introduction

Climate hazards are physical events, but their public meaning is shaped through discourse. News organizations influence which aspects become salient, how causal agency and vulnerability are represented, and which responses are presented as feasible. Framing therefore contributes to defining problems, diagnosing causes, evaluating consequences, and suggesting responses (Entman, 1993). Headlines are especially important because they condense complex events into highly salient propositions that shape the interpretation of the accompanying report (Dor, 2003).

This communicative role has become increasingly important as climate-related extremes intensify. The IPCC (2023) concludes that human-caused climate change has already affected weather and climate extremes in every region, while the WMO (2025) identifies 2024 as the warmest year in the 175-year observational record, with global mean near-surface temperature approximately $1.55 \pm 0.13^\circ\text{C}$ above the 1850–1900 average. Media analysis must therefore consider not only whether climate change is mentioned, but also how hazards are connected with causation, evidence, uncertainty, vulnerability, responsibility, and action.

Previous research documents a shift away from overt climate scepticism and false balance while identifying persistent differences among media systems, journalistic norms, and ideological cultures (Antilla, 2005; Boykoff & Boykoff, 2007; Carvalho, 2007; Schäfer & Schlichting, 2014; Vu et al., 2019). Even when anthropogenic climate change is accepted, headlines may emphasize scientific attribution, human consequences, urgency, quantification, uncertainty, or institutional response.

Against this background, the study examines a balanced corpus of 18 climate-hazard headlines published in 2024 by Reuters, the Associated Press (AP), and The Guardian. It investigates dominant frames, lexical and grammatical constructions of causation and urgency, outlet-level differences, and the balance between threat-

oriented and response-oriented communication. The study combines headline-level critical discourse analysis with reproducible quantitative measures of frame prevalence, density, balance, and diversity.

2. Materials and methods

2.1. Research design and corpus construction

A small-corpus mixed-methods design was adopted. The empirical material consists of 18 English-language headlines published between February and December 2024: six from Reuters, six from AP, and six from The Guardian. Inclusion required that an item report a climate-related hazard or a scientifically attributed extreme event, be published in 2024, and represent news, analysis, or explanatory reporting rather than an opinion column. The sample covers heatwaves, floods, wildfires, drought, tropical storms, and multi-hazard summaries.

The headline was selected as the unit of analysis because it is comparable across outlets and is constrained by brevity, editorial salience, and newsworthiness. The corpus contains 230 lexical words. Table 1 presents the balanced outlet structure and principal thematic coverage.

Table 1

Composition of the headline corpus

Outlet	n	Principal thematic coverage	Share (%)
Reuters	6	Heat, floods, wildfire, drought, tropical storms	33.3
Associated Press	6	Heat, floods, hurricanes, multi-hazard impacts	33.3
The Guardian	6	Heat, rain/floods, global records, multi-hazard losses	33.3
Total	18	Six principal hazard groupings	100.0

Source: Author's corpus compiled from the 2024 media items listed in the original dataset.

The equal number of headlines per outlet prevents one source from dominating the descriptive results. It also makes outlet-level rates directly comparable because every percentage is based on the same denominator of six headlines.

2.2. Coding framework

Each headline was manually coded for seven non-exclusive categories. A category received a value of 1 when at least one clear textual marker was present and 0 when absent. Because the categories are non-exclusive, one headline could simultaneously express attribution, urgency, evidence, human impact, and response. A separate mutually exclusive dominant-frame code was then assigned to identify the principal interpretive emphasis. The operational framework is summarized in Table 2.

Table 2

Operational frame categories and linguistic indicators

Category	Operational definition	Indicative markers
Explicit climate attribution	Direct link to climate change, climate crisis, or a warming climate	climate change; climate crisis; warming climate; made; blame
Human impact	Deaths, affected populations, displacement, suffering, or lived consequences	kills; killed; deadly; people; missing; sweltering; destruction
Severity/urgency	Language intensifying danger, scale, exceptionality, or immediacy	extreme; devastating; worst; red alert; impossible; dangerous; costly
Quantification/evidence	Numbers, studies, records, reports, or probability claims authorizing the proposition	scientists; study; report; data; record; twice; 45 times
Preparedness/response	Planning, adaptation, preparedness, or a response imperative	not prepared; plans; combat; reminder; adaptation
Uncertainty/qualification	Epistemic limits, probability, or contrastive qualification	unclear; feared; likely; chance; less severe; interrogative form
Economic/infrastructure	Material systems, trade routes, infrastructure, or financial loss	Panama Canal; damages; costly; infrastructure; economic loss

Source: Developed from Entman (1993), Fairclough (2003), Bednarek and Caple (2017), and climate-framing literature.

2.3. Quantitative measures and analytical procedure

The analysis proceeded in three stages. First, the headlines were read and coded according to Table 2. Second, dictionary-assisted searches verified recurrent lexical markers and produced word counts. Third, the coded patterns were interpreted through critical discourse analysis, with attention to transitivity, modality, evaluative intensity, scientific sourcing, and the visibility of response. Six transparent measures were used.

The normalized frequency of a lexical item w per 1,000 headline words is calculated by Equation (1), where $f(w)$ is the observed frequency and N is the total number of words in the corpus.

$$NF(w) = \frac{f(w)}{N} \times 1000 \quad (1)$$

For example, the word climate occurs 14 times in a 230-word corpus: $NF(\text{climate}) = (14/230) \times 1000 = 60.9$.

Category prevalence is calculated by Equation (2), where $n(j)$ is the number of headlines containing category j and $n = 18$.

$$P(j) = \frac{n(j)}{n} \times 100 \quad (2)$$

Thus, explicit climate attribution appears in 12 headlines: $P(\text{attribution}) = (12/18) \times 100 = 66.7\%$.

Outlet-level category density measures the average number of coded category occurrences per headline. In Equation (3), $n(o,j)$ is the number of occurrences of category j in outlet o and $n(o)$ is the number of headlines from that outlet.

$$D(o) = \frac{\sum n(o,j)}{n(o)} \quad (3)$$

The attribution-response gap measures the percentage-point distance between headlines naming climate causation and headlines naming preparedness or response.

$$G(AR) = P(\text{attribution}) - P(\text{response}) \quad (4)$$

The urgency-response ratio compares the number of severity/urgency markers with the number of preparedness/response markers. The max function prevents division by zero in a replication with an outlet that contains no response markers.

$$R(UR, o) = \frac{n(\text{severity}, o)}{\max[1, n(\text{response}, o)]} \quad (5)$$

Finally, normalized Shannon entropy summarizes the diversity of the six mutually exclusive dominant frames. In Equation (6), $p(i)$ is the share of dominant frame i and k is the number of dominant-frame categories. Values approach 0 when one frame dominates and 1 when all frames are equally distributed.

$$H(N) = - \frac{\sum p(i) \ln p(i)}{\ln k} \quad (6)$$

Because this is a single-author exploratory study, no inter-coder reliability coefficient is claimed. Transparency is instead supported by explicit definitions, disclosed category counts, worked calculations, and a corpus structure that can be independently checked.

3. Results

3.1. Overall frame prevalence

Three categories dominate the corpus: explicit climate attribution, severity/urgency, and quantification/evidence each occur in 12 of 18 headlines (66.7%). Human impact appears in seven headlines (38.9%), uncertainty/qualification in six (33.3%), preparedness/response in three (16.7%), and economic/infrastructural consequences in two (11.1%). Table 3 provides the complete outlet comparison.

The distribution reveals a systematic asymmetry. The corpus is strong at naming climate causation, danger, and evidential authority, but weak at naming response options, responsible institutions, or adaptive capacity. Readers are four times more likely to encounter an urgency marker than a response marker in the sampled headlines.

Table 3

Frame prevalence by outlet, n (%)

Frame category	Reuters	Associated Press	The Guardian	Total
Explicit climate attribution	4 (66.7)	5 (83.3)	3 (50.0)	12 (66.7)
Human impact	1 (16.7)	4 (66.7)	2 (33.3)	7 (38.9)
Severity/urgency	4 (66.7)	2 (33.3)	6 (100.0)	12 (66.7)
Quantification/evidence	3 (50.0)	4 (66.7)	5 (83.3)	12 (66.7)
Preparedness/response	1 (16.7)	1 (16.7)	1 (16.7)	3 (16.7)
Uncertainty/qualification	4 (66.7)	1 (16.7)	1 (16.7)	6 (33.3)
Economic/infrastructure	1 (16.7)	0 (0.0)	1 (16.7)	2 (11.1)

Note: Categories are non-exclusive; therefore, column totals exceed the number of headlines. Source: Author's coding.

3.2. Outlet-specific patterns and derived indicators

Figure 1 visualizes the outlet differences. Reuters combines attribution with frequent epistemic qualification; AP most consistently connects climate attribution to human-centred consequences; and The Guardian uses severity/urgency language in all six headlines. The figure also shows that preparedness/response remains equally rare across all outlets.

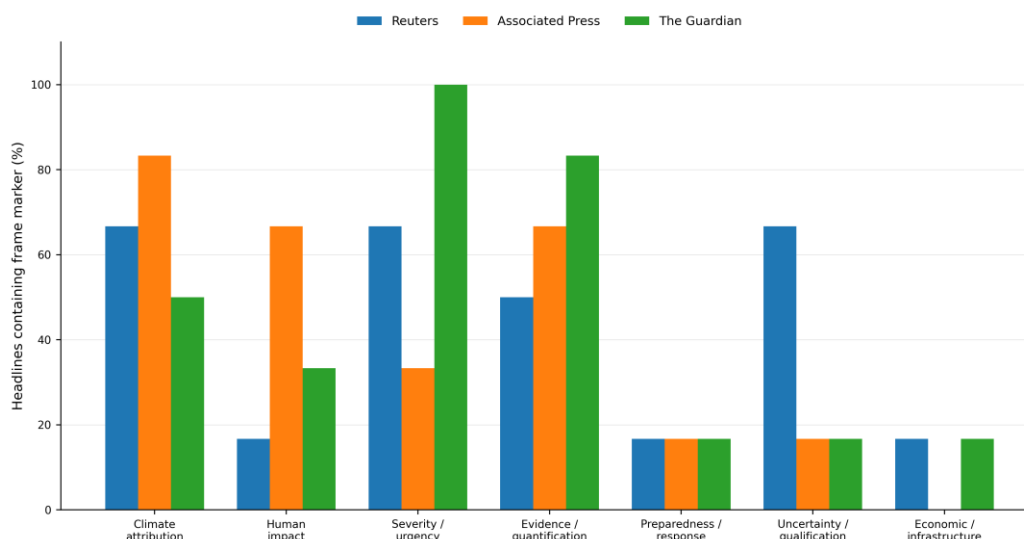


Fig. 1. Percentage of headlines containing each frame marker, by outlet

Source: Author's calculations based on the 18-headline corpus.

The derived indicators in Table 4 make the imbalance more explicit. Category density is calculated from the total number of coded occurrences in each outlet: Reuters has 18 occurrences, AP 17, and The Guardian 19. The Guardian therefore has the densest framing profile (3.17 markers per headline), while AP has the lowest (2.83).

Table 4

Derived quantitative indicators

Outlet	Category occurrences	Density D(o)	Attribution-response gap (pp)	Urgency-response ratio
Reuters	18	$18/6 = 3.00$	$(4-1)/6 \times 100 = 50.0$	$4/1 = 4.00$
Associated Press	17	$17/6 = 2.83$	$(5-1)/6 \times 100 = 66.7$	$2/1 = 2.00$
The Guardian	19	$19/6 = 3.17$	$(3-1)/6 \times 100 = 33.3$	$6/1 = 6.00$
Overall	54	$54/18 = 3.00$	$(12-3)/18 \times 100 = 50.0$	$12/3 = 4.00$

Source: Author's calculations from Table 3. pp = percentage points.

The overall attribution-response gap equals 50 percentage points: 66.7% of headlines name climate attribution, but only 16.7% name preparedness or response. AP records the largest attribution-response gap (66.7 points) because attribution is highly visible while response remains rare. The Guardian records the highest urgency-response ratio (6.00), meaning that urgency markers outnumber response markers six to one. Reuters occupies an intermediate position, whereas AP's ratio of 2.00 reflects its stronger orientation toward human consequences and quantification rather than uniformly intensified crisis language.

3.3. Dominant frames, lexicalization, and agency

When one dominant frame is assigned to each headline, scientific attribution leads with six items (33.3%), followed by human consequences with five (27.8%). Uncertainty / qualification, adaptation / preparedness, and crisis / urgency each account for two headlines (11.1%), while economic/systemic loss accounts for one (5.6%). Substitution of these shares in Equation (6) gives $H(N) = 0.901$, approximately 0.90. Dominant frames are therefore relatively diverse, even though response-oriented framing remains infrequent.

The lexical calculations support this interpretation. Climate occurs 14 times (60.9 per 1,000 words), change eight times (34.8), heat five times (21.7), floods four times (17.4), and crisis three times (13.0). Scientific authorization is signalled by study/studies four times, scientists twice, report twice, and data once. Numbers such as twice, 45 times, death totals, wind-speed increments, and financial losses convert abstract risk into measurable scale.

Causal agency is frequently encoded through active transitive verbs: climate change made, climate change doubles, climate change goosed, climate crisis exposed, and climate crisis to blame. These constructions reduce ambiguity about the relation between anthropogenic warming and hazardous outcomes. However, climate change often functions as an abstract grammatical actor, while fossil-fuel production, land-use decisions, infrastructure inequality, and regulatory choices remain backgrounded. Scientific causation is visible, but political and institutional responsibility is only partly articulated.

4. Discussion

4.1. Convergence and outlet differentiation

Two thirds of the sampled headlines explicitly connect hazards to climate change, contrasting with earlier coverage in which climate science was often omitted or contested (Antilla, 2005; Boykoff & Boykoff, 2007). Nevertheless, clear outlet differences remain. Reuters emphasizes scientific authority and epistemic qualification, AP combines attribution with measurable human consequences, while The Guardian employs the strongest urgency language. These differences support Carvalho's (2007) argument that shared scientific premises can be framed through different professional and ideological cultures.

4.2. The response deficit and climate efficacy

The most important structural imbalance is the limited visibility of response: only three headlines foreground preparedness or action, producing an attribution-response gap of 50 percentage points and an urgency-response ratio of 4.0. Repeated emphasis on danger without visible efficacy may leave audiences with little indication of who can act or how risks can be reduced. Even within the constraints of headline writing, concise response cues can connect urgency with preparedness, adaptation, or institutional responsibility (Nisbet, 2009).

4.3. Quantification, uncertainty, and climate justice

Quantification strengthens climate-hazard reporting by translating probability, casualties, physical changes, and economic losses into measurable terms, although such figures require appropriate context. Reuters' frequent uncertainty markers also demonstrate that qualification does not necessarily weaken scientific knowledge; rather, it can distinguish between event probability, intensity, frequency, and other dimensions of risk (Painter, 2013).

Human-centred framing is strongest in AP, but vulnerability is represented mainly through immediate consequences rather than structural inequality. A broader climate-justice perspective should also consider differences in exposure, access to protection, infrastructure, socioeconomic conditions, and institutional responsibility.

4.4. Editorial implication: a cause-impact-response model

The findings support a compact cause-impact-response model for climate-hazard reporting. The cause component communicates the strongest available attribution evidence; impact identifies affected people and systems; and response indicates preparedness, adaptation, mitigation, or institutional responsibility. In practical terms, climate-hazard reporting should address four questions: What happened? How is climate change related? Who is most affected and why? What response is possible or required?

5. Conclusion

This study examined 18 climate-hazard headlines from Reuters, the Associated Press, and The Guardian published in 2024. Explicit climate attribution, severity/urgency, and quantification/evidence each appear in 66.7% of the sample. Reuters privileges scientific sourcing and epistemic caution, AP combines attribution with quantified human consequences, and The Guardian uses the most intensive urgency vocabulary.

These calculations clarify the central imbalance. The corpus contains an attribution-response gap of 50 percentage points and an urgency-response ratio of 4.0. The Guardian's ratio reaches 6.0, while AP records the largest attribution-response gap at 66.7 points. Although dominant-frame diversity is high (normalized Shannon entropy = 0.90), preparedness and response remain structurally underrepresented.

The study therefore recommends cause-impact-response framing that connects scientifically grounded attribution with vulnerability, institutional accountability, and feasible action. The corpus is small, limited to three English-language outlets and one calendar year, and headline analysis cannot capture article bodies, images, or audience reception. Future studies should expand the sample, compare headlines with leads and visuals, and apply multiple coders or computational methods. Nevertheless, the transparent coding scheme and worked calculations provide a replicable conference-scale model for studying how climate hazards become public discourse.

REFERENCES

- Antilla, L. (2005). Climate of scepticism: US newspaper coverage of the science of climate change. *Global Environmental Change*, 15(4), 338–352. <https://doi.org/10.1016/j.gloenvcha.2005.08.003>
- Asadova, K.K., Mursal, N., Abdiyeva, R., Mammadova, A., & Aleskerov, S. (2026). Structure, species composition and diversity of *Bothriochloa ischaemum* (L.) Keng communities in steppe ecosystems of the south-eastern part of Azerbaijan. *Acta Botanica Caucasica*, 5(1), 44–51. <https://doi.org/10.30546/abc.2026.1142>
- Bednarek, M., & Caple, H. (2017). *The discourse of news values: How news organizations create newsworthiness*. Oxford University Press.
- Boykoff, M.T., & Boykoff, J.M. (2007). Climate change and journalistic norms: A case-study of US mass-media coverage. *Geoforum*, 38(6), 1190–1204. <https://doi.org/10.1016/j.geoforum.2007.01.008>
- Carvalho, A. (2007). Ideological cultures and media discourses on scientific knowledge: Re-reading news on climate change. *Public Understanding of Science*, 16(2), 223–243. <https://doi.org/10.1177/0963662506066775>
- Dor, D. (2003). On newspaper headlines as relevance optimizers. *Journal of Pragmatics*, 35(5), 695–721. [https://doi.org/10.1016/S0378-2166\(02\)00134-0](https://doi.org/10.1016/S0378-2166(02)00134-0)
- Entman, R.M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication*, 43(4), 51–58. <https://doi.org/10.1111/j.1460-2466.1993.tb01304.x>
- Fairclough, N. (2003). *Analysing discourse: Textual analysis for social research*. Routledge.
- Intergovernmental Panel on Climate Change. (2023). *Climate change 2023: Synthesis report*. <https://doi.org/10.59327/IPCC/AR6-9789291691647>
- Jafarov, S. (2023). History and research of intonation in English and American linguistics. *Revista de Investigaciones Universidad del Quindío*, 35(1), 317–327. <https://doi.org/10.33975/riuq.vol35n1.1192>
- Jafarov, S. (2024). Internationalisation and cultural aspects of online learning, training, and research. *Pakistan Journal of Life and Social Sciences*, 22(2), 6437–6452. <https://doi.org/10.57239/PJLSS-2024-22.2.00486>
- Jafarov, S., Babashova, S., Dadashov, T., & Garibov, S. (2024). The influence of intonation on the interpretation of parenthetical clauses. *Pakistan Journal of Life and Social Sciences*, 22(2), 10722–10729. <https://doi.org/10.57239/PJLSS-2024-22.2.00810>
- Nisbet, M. C. (2009). Communicating climate change: Why frames matter for public engagement. *Environment: Science and Policy for Sustainable Development*, 51(2), 12–23. <https://doi.org/10.3200/ENVT.51.2.12-23>
- Painter, J. (2013). *Climate change in the media: Reporting risk and uncertainty*. I.B. Tauris.
- Schäfer, M. S., & Schlichting, I. (2014). Media representations of climate change: A meta-analysis of the research field. *Environmental Communication*, 8(2), 142–160. <https://doi.org/10.1080/17524032.2014.914050>
- Vu, H.T., Jiang, L., Chacón, L.M.C., Riedl, M.J., Tran, D.V., & Bobkowski, P.S. (2019). Nationalizing a global phenomenon: A study of how the press in 45 countries and territories portrays climate change. *Global Environmental Change*, 58, Article 101942. <https://doi.org/10.1016/j.gloenvcha.2019.101942>
- World Meteorological Organization. (2025). *State of the global climate 2024* (WMO-No. 1368). <https://wmo.int/publication-series/state-of-global-climate/state-of-global-climate-2024>

СТРАТЕГИИ ОСВЕЩЕНИЯ КЛИМАТИЧЕСКИХ УГРОЗ В АНГЛОЯЗЫЧНЫХ СМИ: КРИТИЧЕСКИЙ ДИСКУРС-АНАЛИЗ МЕДИЙНЫХ ПУБЛИКАЦИЙ

Гурбанова Г.Г.^{1*}, Гейбатова А.В.^{2,3}

¹Мингячевский государственный университет, Азербайджан
AZ4500, Мингячевир, ул. Д. Алиевой, 21

²Институт географии Министерства науки и образования Азербайджанской Республики, Азербайджан
AZ1073, Баку, пр. Г. Джавида, 117

³Губинский филиал Азербайджанского государственного педагогического университета, Азербайджан
AZ4000, Губа, ул. Лютфи Заде, 4

*Автор, отвечающий за переписку: gulnara.qurbanova@mdu.edu.az

Резюме. В исследовании рассматривается, каким образом англоязычные средства массовой информации формируют фреймы климатических угроз посредством лексического выбора, грамматического выражения субъектности, количественных показателей, оценочных средств и эпистемической модальности. Корпус исследования включает 18 новостных заголовков, опубликованных в 2024 году агентствами Reuters, Associated Press и изданием The Guardian, по шесть заголовков от каждого источника. Смешанный методологический подход объединяет фрейм-анализ, критический дискурс-анализ, анализ лексических частот и бинарное кодирование по семи категориям. Прямая атрибуция климатических явлений изменению климата, выражение серьезности и неотложности угроз, а также использование количественных показателей и доказательств представлены в 12 из 18 заголовков (66,7%) по каждой из указанных категорий. В то же время подготовка к климатическим угрозам и меры реагирования упоминаются лишь в трёх заголовках (16,7%). Разрыв между частотой климатической атрибуции и освещением мер реагирования составляет 50 процентных пунктов, а соотношение частот выражения неотложности и упоминания мер реагирования достигает 4,0. Reuters характеризуется наиболее выраженной эпистемической осторожностью, Associated Press акцентирует внимание на последствиях климатических угроз для человека, тогда как The Guardian демонстрирует наибольшее соотношение частот выражения неотложности и освещения мер реагирования. Доминирующие фреймы характеризуются относительно высоким разнообразием (нормализованная энтропия Шеннона = 0,90), однако фреймирование, ориентированное на меры реагирования, выражено слабо. Полученные результаты обосновывают применение модели «причина–воздействие–реагирование», связывающей атрибуцию климатических явлений с уязвимостью, институциональной ответственностью и практически осуществимыми мерами адаптации или смягчения последствий изменения климата.

Ключевые слова: климатическая коммуникация, климатические опасности, критический дискурс-анализ, фреймирование, медиадискурс, новостные заголовки

İNGİLİSDİLLİ KÜTLƏVİ INFORMASIYA VASITƏLƏRİNDƏ İQLİM TƏHLÜKƏLƏRİNİN İŞİQLANDIRILMASI: MEDIA MATERIALLARININ TƏNQIDI DISKURS TƏHLİLİ

Qurbanova G.Q.^{1*}, Heybatova A.V.^{2,3}

¹Mingəçevir Dövlət Universiteti, Azərbaycan
AZ4500, Mingəçevir, D. Əliyeva küç. 21

²Azərbaycan Respublikası Elm və Təhsil Nazirliyi, Coğrafiya İnstitutu, Azərbaycan
AZ1073, Bakı, H. Cavid pr. 117

³Azərbaycan Dövlət Pedaqoji Universitetinin Quba filialı, Azərbaycan
AZ4000, Quba, Lütfi Zadə küç. 4

*Məsul müəllif: gulnara.qurbanova@mdu.edu.az

Xülasə. Tədqiqatda ingilisdilli kütləvi informasiya vasitələrinin iqlimlə bağlı təhlükələri leksik seçim, qrammatik subyektlilik, kəmiyyət göstəriciləri, qiymətləndirmə və epistemik ehtiyatlılıq vasitəsilə necə çərçivələndirdiyi araşdırılır. Tədqiqat korpusu Reuters, Associated Press və The Guardian tərəfindən 2024-cü ildə dərc edilmiş, hər media qurumundan altı olmaqla ümumilikdə 18 xəbər başlığını əhatə edir. Qarışıq metodoloji yanaşma çərçivələndirmə təhlilini, tənqidi diskurs təhlilini, leksik tezlik təhlilini və yeddi kateqoriya üzrə binar kodlaşdırmanı birləşdirir. İqlim dəyişikliyi ilə açıq səbəb əlaqəsinin qurulması, təhlükənin ciddiliyi və təciliyi, eləcə də kəmiyyət göstəriciləri və sübutlara istinad kateqoriyalarının hər biri 18 başlıqdan 12-də (66,7%) müşahidə edilmişdir. Bunun əksinə olaraq, hazırlıq və cavab tədbirləri yalnız üç başlıqda (16,7%) əks olunmuşdur. Nəticədə iqlim dəyişikliyi ilə səbəb əlaqəsinin qurulması və cavab tədbirlərinin işıqlandırılması arasında 50 faiz bəndi fərq, təciliyyət və cavab tədbirlərinin qeyd olunma tezlikləri arasında isə 4,0 nisbəti müəyyən edilmişdir. Reuters epistemik ehtiyatlılığın ən yüksək səviyyəsi ilə seçilir, Associated Press iqlim təhlükələrinin insanlara təsirini ön plana çıxarır, The Guardian isə təciliyyət və cavab tədbirlərinin qeyd olunma tezlikləri arasında ən yüksək nisbətə malikdir. Dominant çərçivələndirmə modelləri nisbətən yüksək müxtəliflik nümayiş etdirsə də (normallaşdırılmış Şennon entropiyası = 0,90), cavab tədbirlərinə yönəlmiş çərçivələndirmə zəif ifadə olunmuşdur. Tədqiqatın nəticələri iqlim dəyişikliyi ilə səbəb əlaqəsinin qurulmasını həssaslıq, institusional cavabdehlik, eləcə də həyata keçirilməsi mümkün olan uyğunlaşma və ya təsirlərin azaldılması tədbirləri ilə əlaqələndirən «səbəb–təsir–cavab tədbirləri» modelinin tətbiqini əsaslandırır.

Açar sözlər: iqlim kommunikasiyası, iqlim təhlükələri, tənqidi diskurs təhlili, çərçivələndirmə, media diskursu, xəbər başlıqları