



Original Article

# TV Media Coverage of Climate Action (SDG 13) in Tamil Nadu

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## Abstract

This research explained the role of Television media reported about sustainable development goals 13 which is related to climate action. The research analyzed about coverage frequency and tone, sources, effects, content and priority of the content and techniques they have used of the news. Hence this research focused on content this study analyzed the climate change content in TV media. The methodology adopted for content analysis from high viewer's channel. The findings will analyze role TV media in that third area with respect to public opinion on these issues also focused on advantages and dis-advantages of the techniques of the content presentation. The findings of the study can help guide policy actions, media campaigns, and communication plans addressing climate change in Tamil Nadu and beyond. The study advances knowledge of how the media can help achieve SDG 13 and advance regional sustainable development. This study examines TV media coverage in order to pinpoint areas where reporting on climate change needs to be improved and offer suggestions for raising media awareness of climate action. Policymakers, media professionals, and other stakeholders aiming for a more sustainable future should take note of the study's conclusions.

**Keywords:** TV Media Coverage, Climate Action, SDG 13, Tamil Nadu, Content Analysis Climate Change Reporting, Media Framing, Public Opinion, Sustainable Development and Climate Change Communication

## Introduction

### Background

The world is facing an unprecedented challenge in the form of climate change, with far-reaching consequences for the environment, human health, and the economy. The Sustainable Development Goals (SDGs), particularly SDG 13, emphasize the need for urgent action to mitigate the impacts of climate change. In this context, the role of media in shaping public opinion and influencing policy decisions on climate change is crucial. Media plays a vital role in raising awareness about climate change, shaping public discourse, and influencing policy decisions. Television media, in particular, has a significant impact on public opinion due to its wide reach and influence. However, the effectiveness of media in communicating climate change issues depends on the quality of reporting, the tone and language used, and the sources cited.

### Research Gap and Objectives

Despite the importance of media in climate change communication, there is a need for research on the coverage of climate change content in TV media. This study aims to analyze the coverage of climate change content in TV media, with a focus on content analysis from high-viewership channels. The objectives of this study are to:

- Examine the frequency and tone of climate change reporting in TV media
- Analyze the sources cited in climate change reporting
- Investigate the techniques used in climate change content presentation
- Identify areas for improvement in climate change reporting

### Significance of the Study

The findings of this study will contribute to advancing knowledge on how media can support the achievement of SDG 13 and promote sustainable development.

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The study's conclusions will provide recommendations for enhancing media awareness of climate action and guiding policy actions, media campaigns, and communication plans addressing climate change.

### Scope and Limitations

This study focuses on the analysis of climate change content in TV media, with a specific emphasis on high-viewership channels. The study's findings may not be generalizable to other forms of media or regions. However, the study's methodology and conclusions can be applied to other contexts, providing valuable insights for policymakers, media professionals, and stakeholders working towards a more sustainable future.

### Review of Literature

#### 1. Climate Change and Media

Climate change is one of the most pressing issues of our time, and the media plays a crucial role in shaping public opinion and influencing policy decisions. Research has shown that media coverage of climate change can significantly impact public awareness and perception of the issue (Boykoff & Roberts, 2007).

#### 2. Media Coverage of Climate Change

Studies have analyzed the coverage of climate change in various forms of media, including newspapers, television, and online news sources. Research has shown that the tone and language used in climate change reporting can significantly impact public opinion and perception of the issue (Antilla, 2010).

#### 3. Agenda-Setting Theory

The agenda-setting theory suggests that media has the power to influence public opinion by selecting which issues to cover and how much attention to devote to each issue. Research has shown that media coverage of climate change can set the agenda for public discourse and influence policy decisions (McCombs & Shaw, 1972).

#### 4. Framing Theory

The framing theory suggests that the way in which media frames an issue can significantly impact public opinion and perception. Research has shown that the framing of climate change in the media can influence public attitudes and behaviors towards the issue (Nisbet, 2009).

#### 5. Gaps in Existing Literature

While there is a significant body of research on climate change and media, there is a need for more studies on the coverage of climate change in TV media, particularly in the context of SDG 13. This study aims to contribute to filling this gap by analyzing the coverage of climate change content in TV media.

#### 6. Conceptual Framework

The conceptual framework for this study is based on the Agenda-Setting theory and framing theory. The study will analyze the coverage of climate change content in TV media, including the frequency, tone, sources, and techniques used in reporting.

### Research Questions

1. How do TV media cover climate change in terms of frequency, tone, and content?
2. What are the most common themes and frames used in climate change reporting?
3. How do different TV channels and programs differ in their coverage of climate change?
4. What role do journalists' perceptions and biases play in shaping climate change reporting?
5. How can media coverage of climate change influence public opinion and policy decisions?

### Research Objectives

1. To analyze the coverage of climate change in TV media, including frequency, tone, and content.
2. To identify the most common themes and frames used in climate change reporting.
3. To compare the coverage of climate change across different TV channels and programs.
4. To investigate the role of journalists' perceptions and biases in shaping climate change reporting.
5. To explore the impact of media coverage on public opinion and policy decisions related to climate change.

### Methodology

This study employed a content analysis approach to examine the coverage of climate change and action (SDG13) on Tamil news channels, analyzing a sample of news segments, debates, and discussions from March 1, 2025, to April 30, 2025, across 10 prominent Tamil news channels, including Sun TV, Puthiyaathor Ulagam, and Jaya TV, to assess the frequency, tone, and themes of climate change reporting, as well as the use of technology and expert interviews.

### Findings

#### Tone

- Neutral: Channels like Sun TV and News7 Tamil provided balanced reporting on climate change issues.
- Alarmist: Channels like Puthiyaathor Ulagam and Kalaignar TV used emotive language to highlight the severity of climate change impacts.
- Optimistic: Channels like Jaya TV and Captain TV focused on solutions and positive developments in climate action.

#### Frequency

The frequency of climate change coverage on Tamil news channels varied:

- Low Frequency: Some channels like Makkal TV and Raj TV occasionally covered climate change news.
- Medium Frequency: Channels like Sun TV, Jaya TV, and News7 Tamil provided moderate coverage, with regular updates on climate change issues.
- High Frequency: Channels like Puthiyaathor Ulagam and Kalaignar TV prioritized climate change coverage, with in-depth analysis and

### Sources

- Government Officials: Channels often cited government officials and policymakers as sources for climate change news.
- Scientists and Experts: Some channels consulted scientists and experts to provide in-depth analysis of climate change issues.
- Local Communities: Channels also highlighted the experiences and perspectives of local communities affected by climate change.

### Priority

- Low Priority: Climate change news was often overshadowed by politics, entertainment, and sports news on some channels.
- Medium Priority: Channels like Sun TV and Jaya TV gave moderate priority to climate change news, with regular updates and discussions.
- High Priority: Channels like Puthiyaathor Ulagam and Kalaigarnar TV prioritized climate change coverage, with in-depth analysis and debates.

### Technology Used

- Graphics and Animations: Channels used graphics and animations to explain complex climate change concepts and data.
- Expert Interviews: Channels conducted interviews with experts and scientists to provide in-depth analysis of climate change issues.
- Social Media Integration: Some channels incorporated social media feeds and online discussions to engage audiences and promote climate awareness.

### Advantages of Technology Used

- Enhanced Engagement: Graphics, animations, and expert interviews can enhance audience engagement and understanding of climate change issues.
- Increased Accessibility: Online content and social media integration can reach a wider audience and promote climate awareness.
- In-Depth Analysis: Expert interviews and debates can provide nuanced discussion and analysis of climate change issues.

### Disadvantages of Technology Used

- Sensationalism: Overuse of emotive language and graphics can sensationalize climate change issues, potentially creating public panic.
- Misinformation: Inaccurate or misleading information can spread through social media and online content, undermining climate awareness efforts.
- Overemphasis on Technology: Overreliance on technology can overshadow the importance of on-ground reporting and community engagement.

By leveraging technology effectively, Tamil news channels can enhance their coverage of climate change issues and promote greater public awareness and engagement

### Recommendations

- In-Depth Analysis: Channels should provide more detailed coverage of climate change issues, including policy discussions and scientific research.
- Diverse Perspectives: Incorporating diverse viewpoints from experts, activists, and local communities can add depth to climate change reporting.
- Solutions-Oriented Journalism: Focusing on success stories and solutions can inspire audiences to take action against climate change

### Conclusion

The analysis of Tamil news channels' coverage of climate change and action (SDG13) highlights their crucial role in raising awareness and informing the public about this global issue. While there are opportunities for improvement, such as providing more in-depth analysis and diverse perspectives, the channels' efforts to cover government initiatives, local impacts, and solutions can inspire audiences to take action. By building capacity, collaborating with experts, and engaging the public, Tamil news channels can enhance their coverage and contribute to a more informed and active citizenry on climate change issues.

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### Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

### References

1. Media plays a crucial role in shaping public opinion on climate change (Boykoff & Roberts, 2007).
2. Climate change reporting can influence public awareness and perception of the issue (Antilla, 2010).
3. Agenda-setting theory suggests media can set the agenda for public discourse on climate change (McCombs & Shaw, 1972).
4. Framing theory highlights the importance of language and tone in climate change reporting (Nisbet, 2009).
5. Media coverage can impact policy decisions on climate change (Liu et al., 2011).
6. Climate change reporting often focuses on controversy and debate rather than scientific consensus (Boykoff, 2008).
7. Social media can amplify climate change messages and mobilize public action (Seegerberg & Bennett, 2011).
8. Journalists' perceptions of climate change influence their reporting (Wilson, 2000).
9. Climate change coverage varies across different regions and cultures (Schmidt et al., 2013).
10. Media can shape public attitudes and behaviors towards climate change (Lorenzoni et al., 2007).



11. Climate change reporting often neglects vulnerable populations and equity issues (Ryghaug et al., 2011).
12. Media can play a role in promoting climate change mitigation and adaptation strategies (Moser, 2010).
13. Climate change skeptics can influence media coverage and public opinion (Dunlap & McCright, 2011).
14. Media coverage of climate change can be influenced by political ideology and economic interests (Boykoff & Boykoff, 2004).
15. Effective climate change communication requires understanding audience needs and perspectives (Moser, 2010)