


**ADVANCE SOCIAL SCIENCE ARCHIVE JOURNAL**

Available Online: <https://assajournal.com>  
 Vol. 05 No. 01. Jan-March 2026. Page# 2665-2672  
 Print ISSN: [3006-2497](https://doi.org/10.5281/zenodo.19352162) Online ISSN: [3006-2500](https://doi.org/10.5281/zenodo.19352162)  
 Platform & Workflow by: [Open Journal Systems](https://doi.org/10.5281/zenodo.19352162)  
<https://doi.org/10.5281/zenodo.19352162>


**Semiotic Portrayal of Climate Awareness in Pakistani PSMs: A Multimodal Analysis (2024)**
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**ABSTRACT**

This study investigates the semiotic portrayal of climate awareness in Pakistani PSMs created in 2024 through a multimodal framework. Grounded in socio-semiotic theory, especially the work of Kress and van Leeuwen (2006), the investigate looks at how meaning related to change of climate is developed through the transaction of visual, auditory and linguistic modes. The study points to explore how climate discourse is surrounded, what ideological messages are inserted, and how these messages endeavor to impact public recognition and behavior regarding natural issues. Employing a qualitative research method, a purposive sample of 2024 PSMs is chosen to guarantee contemporary alignment and relevance with recent climate narratives in Pakistan. The investigation is conducted through the lens of multimodal, focusing on representational, composition a and interactive, metafunctions, alongside CDA to reveal underlying ideological structures and power relations. Particular consideration is given to the utilize of imagery, symbols (such as droughts, floods, and afforestation), and sound elements language choices, that contribute to the development of climate urgency and obligation. The findings are anticipated to uncover that Pakistani PSMs utilize key semiotic assets to outline climate change as both an quick threat and a collective obligation, frequently aligning with institutional and governmental narratives. Also, the study expects distinguishing ecophilic topics and powerful techniques that point to cultivate environmental awareness among the public. This study contributes to the areas of media discourse, Eco linguistics, and multimodal studies by offering experiences into how climate awareness is semiotically built in a creating country setting, especially inside the cultural and socio-political landscape of Pakistan.

**Keywords:** Climate Awareness, Multimodal Analysis, PSMs, Socio-Semiotics, Climate Change Discourse, Pakistani Media

**Introduction**

In 21st century one of the most crucial global issues is climate change, has broad complications for the economy, human health and environment. Considering how urgent the situation is, stimulating climate literacy and raising public awareness are the steps which are necessary in encouraging collective action. According to Stibbe, (2015) the analysis methods used in ecolinguistics are similar to those used in traditional critical discourse studies, but the framework it follows considers human relationships not only with other humans but also with the broader

ecological systems that sustain all life. The public service message (PSM) advertising on Pakistani television channels is the subject of this study. Public Service messages offer thoughts and information rather than products and administrations to audiences to live a happy and healthy life.

The Pakistan Supreme Court has instructed the Pakistan Electronic Media Regulatory Authority (PEMRA) to mandate that private television networks allocate ten percent (10%) of their material to PSM, acknowledging the significance of PSM (Mohla, 2016). Tikhomirova (2015) asserted that texts with moral, ethical, and social qualities should be prioritized when creating PSM. PSM ought to be planned to impact children information and conduct in a positive way (Martiniuk, et al, 2010). Jess, (2000) emphasized that PSM was established by nonprofit groups. Study of Jess, (2000) surveyed positive and negative components of PSM such as endorsement of celebrity which make a message generally more prevalent among the mass audience and influence their choice making power rapidly. Focusing on 2024 PSMs is important as it captures the foremost recent and context-specific representations of the climate emergency, reflecting current communication procedures. It also guarantees the investigation remains opportune and relevant, particularly in light of evolving environmental challenges in Pakistan. Also, constraining the study to one year permits for a more in-depth and centered multimodal examination of discourse patterns.

### **Statement of the Problem**

Despite the developing criticalness of the climate crisis in Pakistan, constrained consideration has been paid to how PSMs produced in 2024 to communicate and construct climate-related implications through multimodal resources. Whereas existing studies have inspected environmental discourse in media, there's a noticeable gap in investigate that particularly analyzes the interaction of linguistic, visual, and semiotic components in contemporary PSMs inside the Pakistani setting. In addition, the ways in which these messages outline awareness, and criticalness with respect to climate change remain underexplored. In this manner, there's a got to systematically look at how 2024 Pakistani PSMs represent the climate crisis by the perspective of a multimodal discourse.

### **Research Questions**

1. What linguistics and visual resources are utilized to construct implications on climate change in these messages?
2. How do PSMs produced in 2024 characterize the climate crisis in Pakistan by multimodal discourse?

### **Research Objectives**

1. To analyze the use of linguistic and visual modes in constructing discourse of climate change.
2. To analyze how climate crisis is characterized in Pakistani PSMs produced in 2024 utilizing a multimodal discourse analytical approach.

### **Literature Review**

Kunelius and Roosvall (2021) are of the view that for (media) researchers, consideration to this prepare includes a two-sided try: to begin with, it requests that we consider manner in which the expanding conceptualization of issues in public discourse as such might darken activities and performing artists behind the concepts and might obstruct recognizable proof of complex systems of victors, casualties, and duties. Moment, this calls for basic and cautious consideration to which particular concepts are circulated, coined, advanced, and contradicted in these media-saturated times. Exemplifying the direness of a crisis, inside a lifetime, was the center of the youth development informing.

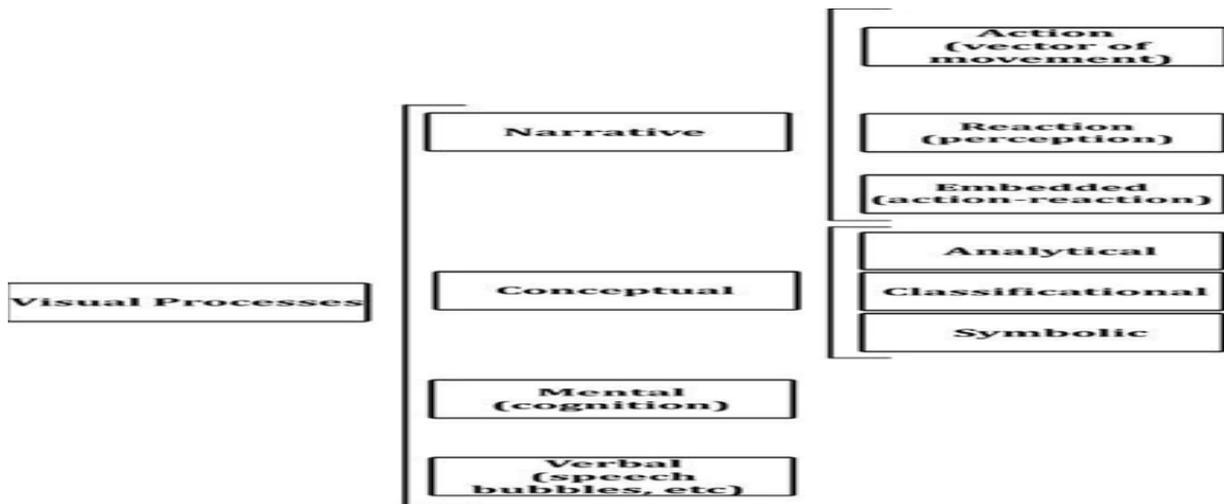
When something happens, something is said, changes, or is built up, which can at that point be seen in a modern light. Such acts moreover appear how the control of performative discourse is regularly tied down within the specialist of teach and their agents: those who do the articulating and declaring. Another way to look at the climate issue is as a re-articulation of the alarmism that has been the subject of criticism from a number of academics. Moser, (2009) outlined a number of important issues that she believed needed greater focus. She encouraged communication researchers to center on more shifted shapes of social expression and to explore how interaction and discourse can shape attitudes of people. She moreover called for a move from examining mindfulness to understanding activity. Her main area of concern with regard to the media was the connection between the highly polarized political environments and the increasingly varied and fragmented media landscape.

Sarfaraz and Faisal (2023) says that change of climate and inconstancy is best showed by diligent worldwide temperature rise, changing precipitation designs, expanding recurrence of extraordinary climate occasions, quickly contracting ice sheets & icy mass softening and sea-level rise. Avalanches, debris-slides, stream slide and related wonders are famously broad in the region of Karakorum-Himalayas. Goudie, et al, (1984) and Owen (1991) has given comprehensive depictions, upheld with area illustrations of frighten slants, debris-fans and tremendous alluvial porches. Sometimes keeping tremendous volumes of flotsam and jetsam stream into the Stream Indus, and chronicled occasion of brief damming of their stream and afterward disastrous flooding is recorded (Abbot, 1848). Khan, et al, (2011) focuses out that show changing climatic situation has made conflicting climate parameter and thus weak unsurprising. Studies on icy masses and its connection with climate are not up to the stamp to bargain with the result and results of the climate change on the good countries. Eriksson et. al (2018) says that in later years, urban cultivating has gotten broad understanding on the numerous focal points, counting a sense of having a place and meaning, other than nourishment generation.

### **Methodology**

This study's research design is based on a qualitative approach. The qualitative design includes multimodality of chosen public service messages. This study utilizes Kress and Van Leeuwen's theory of multimodality as it is essential in the analysis of video. Application of multimodality by Kress and Van Leeuwen (2006) to analyze the elements which cover multimodal analysis of public service messages regarding climate change. The dataset for this research comprises PSMs on climate change created in Pakistan in the year 2024, chosen through purposive examining to guarantee significance to the research objectives.

**Multimodal Discourse Analysis (MDA):** Kress and Van Leeuwen (2006) theory is utilized to do multimodal analysis of public service messages.



**Figure 1 Kress and Van Leeuwen (2006) Multimodality Modal Data Analysis**

**PSM # 1, CDA of a UNOPS PSM Using Fairclough’s 3d Model<sup>17</sup>**

Within the UNOPS public service message 'Safeguarding Drinking Water in Pakistan,' numerous semiotic modes cohesively develop a narrative of innovative advance and compassionate concern, as clarified through Kress and van Leeuwen's (2006) Multimodal Discourse Theory. The visual mode interchanges between shots of research facility testing, progressed apparatus, and rustic zones of Khyber Pakhtunkhwa, making ideational meaning by speaking to both the issue (waterborne infections and shortage) and the arrangement (logical checking and worldwide participation). The phonetic mode, through English portrayal, includes conceptual clarity by advising watchers around UNOPS and KOICA's part in supporting the government to progress water quality securing visuals of collaboration and ability. The sound-related mode, including seriously foundation music, sets up interpersonal meaning, inspiring direness and earnestness whereas emphasizing the gravity of the issue. Together, these modes frame a bound together multimodal outfit in which innovation, language, and sound collectively symbolize trust, responsibility, and advance, showing clean water not simply as a need but as a shared compassionate and formative objective for Pakistan's maintainable future.

The following table sums up linguistic analysis

<b>Semiotic Mode / Discursive Element</b>	<b>Description / Observed Features</b>	<b>Interpretation (Fairclough’s CDA 3D Model)</b>	<b>Multimodal Meaning (Kress &amp; van Leeuwen)</b>
<b>Visual Mode (Images / Scenes)</b>	Lab testing, progressed apparatus, and rural communities.	Depicts scientific progress and formative duty.	Represents both issue contamination and solution.
<b>Linguistic Mode (Narration / Text on Screen)</b>	English portrayal clarifying UNOPS-KOICA collaboration.	Regulation and real discourse emphasizing worldwide participation.	Objective tone includes validity and specialist to message.
<b>Auditory Mode (Music / Sound Effects)</b>	Strongly background music highlighting direness.	Conveys earnestness of the issue and require for consideration.	Creates interpersonal meaning through enthusiastic reverberation.

**PSM # 2, Related to Water and Plastic<sup>1</sup>**

In this public service message video, numerous semiotic modes visual, textual, and auditory combine to communicate an environmentally dependable message, adjusting with Kress and van Leeuwen's (2006) Multimodal Theory. The visual mode presents clean and green symbolism inside a little circular outline, symbolizing the perfect of a sound environment and outwardly fortifying the printed offers. The composed content, showing up consecutively on screen (plant trees, reduce plastic utilize, use public transport, save water,)), serves as an enlightening vector, directing watchers step-by-step toward pro-environmental activities. At the same time, the sound portrayal repeats the same words, improving striking nature through sound-related fortification and guaranteeing openness. The color palette likely overwhelmed by greens and blues means immaculateness, development, and supportability, tying down the environmental topic. Collectively, these semiotic assets shape a cohesive multimodal gathering where each mode bolsters the other to inspire natural mindfulness, social obligation, and a collective call for activity toward a cleaner and more beneficial planet.

The following table sums up the linguistic analysis:

<b>Semiotic Mode / Discursive Element</b>	<b>Description / Observed Features</b>	<b>Interpretation (Fairclough’s CDA 3D Model)</b>	<b>Multimodal Meaning (Kress &amp; van Leeuwen)</b>
<b>Visual Mode (Images / Scenes)</b>	Shots of plants water and plastic	Delineates the interface between destitute sanitation and disease	Represents both issue (pollution) and solution (innovation).
<b>Linguistic Mode (Narration / Text on Screen)</b>	Urdu portrayal explaining importance of water and climate.	Constructs public awareness discourse	Objective tone includes validity and specialist to message
<b>Auditory Mode (Music / Sound Effects)</b>	Narration with warm music	Conveys seriousness of the issue and need for attention	Makes interpersonal meaning through enthusiastic resonance
<b>Color/ Symbolism</b>	Mixture of red and orange tone causing seriousness	Reflects purity, technology, and transparency.	showing the seriousness of the problem

**PSM # 3, Green Pakistan Initiative<sup>13</sup>**

The visual mode presents a speaker situated at a work area with a portable workstation, symbolizing information, professionalism, and regulatory inclusion, recommending that natural obligation starts with educated and organized endeavors. The linguistic mode, conveyed through the speaker's verbal message, builds ideational meaning by clarifying the points of the activity tree planting, decreasing climate dangers, and advancing supportability. The color plot, particularly the overwhelming green hue showing up as a foundation shade, produces interpersonal meaning, symbolizing nature, recharging, and national personality whereas outwardly strengthening the biological subject. The spatial composition a centered speaker surrounded against a calm, green tone makes a sense of specialist and concordance, directing the viewer's center toward the natural message. Inside and out, the modes work cohesively to communicate natural mindfulness and civic duty, depicting the Green Pakistan Initiative as both an administrative and ethical commitment to environmental conservation.

The following table sums up the linguistic analysis:

Semiotic Mode / Discursive Element	Description / Observed Features	Interpretation (Fairclough's CDA 3D Model)	Multimodal Meaning (Kress & van Leeuwen)
<b>Linguistic Mode (Narration / Text on Screen)</b>	Urdu portrayal explaining require for tree plantation.	Represents the damaging effect of climate change.	
<b>Auditory Mode (Music / Sound Effects)</b>	Soft background music		Influences audience's emotional response
<b>Color/ Symbolism</b>	Prevailing green hue amid 'Plant for Pakistan' fragment	Symbol of hope.	Symbol of hope.

**PSM # 4, CDA of PSM on "Plant for Pakistan" by Fairclough 3d Model<sup>8</sup>**

The visual mode employments capable symbolism tree planting, changing seasons, and scenes of contamination to demonstrate both natural debasement and the trust of reestablishment through afforestation. The shots of happy children, planting trees bring out intuitively meaning, partner natural care with national pride and future eras. The linguistic mode, through talked and composed Urdu, passes on ideational meaning by portraying the government's efforts, and the broader environmental benefits such as diminishing contamination, combating climate dangers, and supporting agribusiness. Meanwhile, the sound-related mode through motivational portrayal and elevating foundation music includes interpersonal meaning, motivating passionate association and collective inspiration. Together, these semiotic assets shape a cohesive multimodal gathering that celebrates solidarity, environmental obligation, and trust, surrounding tree planting not only as an act of care for nature but as an enthusiastic commitment to Pakistan's maintainable future.

The following table sums up linguistic analysis

Semiotic Mode / Discursive Element	Description / Observed Features	Interpretation (Fairclough's CDA 3D Model)	Multimodal Meaning (Kress & van Leeuwen)
<b>Visual Mode (Images / Scenes)</b>	Tree planting, changing seasons, and scenes of contamination are appeared; children cheerfully planting trees.	Represents differentiate between debasement and reestablishment; builds environmental awareness and hope.	Portrays environmental reclamation through activity.
<b>Linguistic Mode (Narration / Text on Screen)</b>	Written and spoken Urdu depicting government's afforestation efforts and natural benefits.	Highlights organization discourse advancing maintainability and public participation.	Employments persuasive tone to rouse collective duty.
<b>Auditory Mode (Music /</b>	Motivational portrayal with elevating background music.	Fortifies interpersonal engagement; inspires enthusiastic motivation.	Builds passionate association and eagerness for tree planting.

<b>Sound Effects)</b>			
<b>Color/ Symbolism</b>	Bright visuals, Dominant green shades.	Symbolize reestablishment, hope, and enthusiastic environmental personality.	Green represents national pride and nature.

**Discussion**

The multimodal analysis of PSMs on climate change in Pakistan uncovers how linguistic, visual, and sound-related modes work together to build capable ecological stories. Each mode performs a particular semiotic part; however, all converge to make cohesive meaning-making frameworks. The verbal writings give genuine and order substance, surrounding the climate emergency as both a national and ethical concern. Visual imagery ranging from surges and deforestation to clean cities and reforestation creates representational meaning that interfaces natural corruption to human enduring and collective obligation. Auditory signals such as background music, portrayal tone, and sound impacts include enthusiastic profundity and interpersonal engagement, forces the viewer's emotional reaction. By joining these semiotic assets, the messages advance an eco-conscious philosophy, situating citizens as dynamic operators of natural rebuilding. Besides, the repeating themes of trust, strength, and innovative advance highlight a verbose move from simple mindfulness toward solution-oriented activity, outlining how multimodality increases influential affect in environmental communication.

**Conclusion**

The multimodal discourse of these PSMs illustrates that Pakistani media deliberately utilizes semiotic assets to shape public recognition of the climate emergency. Through the transaction of language, visuals, and sound, these messages change natural issues like malaria, dengue, and water scarcity linked to climate fluctuations into broader stories of national solidarity and ecological obligation. They not just portray the threats postured by climate change but moreover frontal area human agency, governmental efforts, and maintainable solutions. This combination of modes effectively bridges data and feeling, cultivating natural education and empowering behavioral change. Thus, inside the system of Kress and van Leeuwen's (2006) Multimodal theory, the analyzed PSAs work as compelling digressive apparatuses that reframe the climate emergency as a shared socio-environmental challenge requiring collective mindfulness, innovative development, and active interest for a sustainable future.

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