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Framing Climate Change in India: A Thematic Analysis of News Headlines 2016-2022

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Abstract
Climate stories play A significant role in shaping public awareness and making pro-climate policies, yet the distribution of thematic attention remains uneven in climate discourse of India. This study examines the prominence of critical environmental themes present in headlines across a dataset of 1,276 climate-based stories, derived from digitally from 2016-2022. Employing quantitative thematic frequency analysis, the study reveals a highly skewed, long-tail distribution dominated by broad climate-related frames. The theme "Climate Change" emerged as an extreme outlier (8.2%, z = 3.43), capturing over four times the expected attention, while "Air Pollution" was the only other strongly over-represented topic (4.9%, z = 1.63). In contrast, narrower issues such as indoor air quality, legal actions, and health-oriented solutions were significantly under-represented. These patterns align with global trends in media and public concern, where climate change functions as an umbrella narrative that marginalises localized pollution types, adaptation strategies, and human health dimensions.

Keywords: Environment, Climate discourse, Pollution, Public awareness, Thematic analysis

Introduction

Global environment crisis has now become a smoke alarm that only rings when the house is fully engulfed in flames. it remains silent during the slow smouldering. Its loud ringing often bring momentarily help but does not fix its root causes. The world faces the same analogy as the latest COP30 agreement in Belém, Brazil found no mention of planet-warming fossil fuels in the negotiating text rather it allowed countries to have a voluntary transition roadmap(earth.org, 2025) and India is no different. The world's seventh-largest country and a global biodiversity hotspot, the country is confronting profound environmental degradation amid rapid economic growth. Driven by unchecked population expansion, unplanned urbanisation, and intensive industrialisation, the nation's natural resources are under severe strain, threatening both ecological stability and long-term development prospects.

As per WHO report, 2020, India accounts for 40% of the world's most PM2.5-polluted cities. It is ranked as the fifth-largest cause of premature mortality, outdoor air pollution claims approximately 620,000 lives annually and fuels a surge in respiratory diseases, particularly in fast-growing cities that consistently breach international health guidelines. Water bodies fare no better. In 2025, the Central Pollution Control Board reported 296 polluted river stretches, largely concentrated in urban and industrial zones. Waste

management, soil health degradationtion, agricultural productivity, regional climate vulnerabilities are additional pressing crises.

Although environmental protection is enshrined in the Constitution under Article 51(g) as a fundamental duty of every citizen, effective governance remains elusive. In Indian context, responsibility for solutions is frequently deferred to government and courts rather than individual or community action.

Information overload and declining attention spans

Furthermore, in an era of information overload and declining attention spans, substantial studies indicates that a majority of audiences engage primarily with headlines rather than full articles (Gabielkov et al., 2016; American Press Institute, 2016). In the Indian context, where mobile-first news consumption dominates and social media platforms amplify short-form content, headlines and lead frames exert huge influence on public perception of environmental priorities. So, the thematic composition of environmental narratives — even when measured at the headline level — serves as a critical proxy for the issues that enter public consciousness and shape the policy agenda. This headline-driven consumption pattern underscores the importance of examining thematic salience in concise, high-visibility discourse units like headlines.

Research Gap

This study addresses a critical gap in understanding how environmental discourse in India mirrors or diverges from these realities through quantitative thematic frequency analysis of 1,276 headlines of climate news stories across different environment themes. While climate change theme dominates media, localized pollution and health impacts may be marginalized, leading to imbalanced public awareness.

Research Objectives

RO1. To examine prominent themes in environmental stories headlines.

RO2. To examine the overall distribution of thematic attention in environmental discourse and determine whether it deviates significantly from a uniform pattern across identified themes.

RO3.To identify which broad climate change-related themes dominate the discourse.

RO4. To assess the relative prominence of traditional pollution themes, comparing them to other patterns of over- and under-representation.

RO5. To investigate the visibility of narrower, actionable, and human-centred themes.

Hypotheses

RO 1 has no hypothesis. RO2, RO3, RO4, RO5 have the following hypothesis.

H2: Thematic frequencies will significantly deviate from uniformity.

- **H_{02} (Null):** Thematic frequencies do not significantly deviate from a uniform distribution.
- **H_{12} (Alternative):** Thematic frequencies significantly deviate from a uniform distribution.

H3: Broad climate change themes will be over-represented.

- **H_{03} (Null):** Broad climate change themes are not over-represented (their frequency does not exceed the expected proportion).
- **H_{13} (Alternative):** Broad climate change themes are over-represented (their frequency exceeds the expected proportion).

H4: Air pollution will be moderately over-represented, while other pollution types will be under-represented.

- **H_{04} (Null):** Air pollution and other pollution types are represented according to expected proportions (no over- or under-representation).
- **H_{14} (Alternative):** Air pollution is over-represented, while other pollution types are under-represented relative to expected proportions.

H5: Action-oriented and health-related themes will be under-represented.

- **H_{05} (Null):** Action-oriented and health-related themes are not under-represented (their frequencies meet or exceed expected proportions).
- **H_{15} (Alternative):** Action-oriented and health-related themes are under-represented relative to expected proportions

Literature Review

Environmental discourse in India has gained momentum during past two decades, reflecting the country's dual role as rapidly growing economy and vulnerability to ecological crises. Early studies highlighted how media framed climate change primarily through international negotiations and equity lenses, often positioning India as a victim of historical emissions from the global south perspective emphasizing developmental rights (Billett, 2010; Mittal, 2012). Studies of English-language newspapers during key events like the IPCC revealed dominant frames of scientific certainty, economic consequences, social progress, and looming disaster, with limited attention to domestic impacts (Mittal, 2012).

Later on research shifts the discourse, from a "Third World" emphasis on injustice to "win-win" narratives incorporating co-benefits between climate action and development (Isaksen & Stokke, 2014). This evolution was the result of India's growing engagement in global climate politics. Studies employing discourse analysis further interrogated emerging themes of climate justice, linking environmental harms to social inequities and calling for grassroots-driven approaches (Boykoff, 2011; Painter et al., 2020).

Studies with quantitative content analyses have showcased thematic patterns, showing persistent dominance of climate change as a "master frame" that subsumes pollution and health issues (Keller et al., 2020; Yla-Anttila et al., 2022). In comparative global contexts, Indian coverage often prioritizes political and international dimensions over localized risks like water pollution or waste (Schäfer & Painter, 2020). Recent works also explore vernacular media and social platforms, revealing intersections with cultural narratives and environmental justice movements (Das, 2020; Swarnakar et al., 2019).

Gaps persist in examining headline-level framing—where public exposure is often limited—and quantitative assessments of thematic skew using tools like z-scores to reveal long-tail distributions in attention (Braun & Clarke, 2006; Hansen, 2010). This study addresses these gaps by analysing headlines to capture real-world consumption patterns.

Theoretical Framework

This research is rooted in **agenda-setting theory** and **framing theory**, which elucidate how media shape public and policy priorities on environmental issues.

Agenda-setting theory (McCombs & Shaw, 1972) posits that media influence not what audiences think, but what they think about, by transferring issue salience from media to public agendas. In environmental communication, frequent coverage of certain themes elevates their perceived importance, often at the expense of others (Boykoff, 2011; Schäfer & O'Neill, 2017). This explains the dominance of climate change in Indian environment discourse, aligning public concern with media emphasis on global negotiations over local crises like river pollution.

Framing theory (Goffman, 1974; Entman, 1993) complements this by examining how media select and emphasize aspects of reality, constructing meanings that influence interpretation. Nisbet (2009) identifies common climate frames (e.g., economic consequences, scientific uncertainty, justice), which in Indian contexts often invoke equity and co-benefits (Isaksen & Stokke, 2014). Headline analysis is particularly suitable here, as audiences frequently encounter only headlines, amplifying framing effects in fragmented digital environments (Gabielkov et al., 2016).

Integrating these, the study employs quantitative thematic frequency analysis with z-score standardization to quantify skew—a long-tail distribution where a few "head" themes dominate while diverse "tail" issues are marginalized (Anderson, 2006). This framework reveals misalignments between discursive priorities and India's ecological realities, informing agenda-setting and framing dynamics in the Global South.

Research Methods

Thematic frequency analysis was conducted on a dataset comprising 1,276 occurrences across environmental themes derived from. Percentages were calculated as each theme's share of the total. Descriptive statistics yielded a mean percentage of 1.90% and standard deviation (SD) of 1.83, reflecting high variability. Z-scores were computed using the formula $z=x-1.90/1.83z$, where x is the theme percentage, to standardize deviations from the observed mean. A chi-square goodness-of-fit test assessed deviation from a uniform distribution (expected frequency ≈ 60.76 per theme). Visualizations, including diverging horizontal bar charts of z-scores, were generated using Python (matplotlib) to illustrate patterns.

Data Collection

The dataset includes 1276 news articles from Google News searches. Selected articles were retrieved and using targeted queries: allinurl: climate AND ("environment" OR crisis OR pollution OR degradation OR disaster). This focused on stories directly addressing ‘climate stories’.

Sample Size

Google News searches returned with 2303 stories. From these, 1276 articles were harnessed which had clear focus on climate relevance. Duplicates removed for data quality.

Findings and Analysis

RO1. To examine prominent themes in environmental stories headlines. based on this table.

The distribution of headlines shows that climate change–related themes form the core of the environmental agenda in this corpus, while more routine pollution and health concerns are comparatively underplayed. Prominent themes in the headline corpus are dominated by broad climate-change narratives rather than routine pollution or health issues. Climate-focused categories (Climate Change, Impacts, Pollution and Climate Change, Environmental Challenges, Awareness and Advocacy) together account for the largest share of stories, showing a strong emphasis on crisis and impact frames. In contrast, explicitly health-oriented and solution-oriented themes (Health Impacts of Pollution, Climate Change and Health, Public Health and Solutions, Adaptation, Solutions and Mitigation) appear much less frequently, indicating that headlines give limited space to public-health risks and practical responses.

Table 1: Prominent themes of the headlines of climate news stories 2016-2022

Theme	Sub-themes	Total stories
Climate Change	Global food production, agricultural productivity, risks to health, reduction of emissions, human impacts	105
Air Pollution	Pollution control measures, government actions, pollution levels, health impacts, air quality standards, fines	62
Climate Change Impacts	Health, agriculture, extreme weather, biodiversity	46
Pollution and Climate Change	Air quality, water pollution, waste management	43
Environmental Challenges and Local Impacts	Regional studies, natural disasters, local climate effects	32
Climate Change Awareness and Advocacy	Public engagement, youth movements, celebrities' role	27
Climate Change Solutions and Mitigation	Green technology, renewable energy, restoration projects	26
Government and Policy Response	Policy initiatives, national and local action plans	26
Environmental Solutions and Initiatives	Local efforts, NGO actions, international collaboration	16
Policy and Legal Responses	Pollution board actions, transparency issues, legal notices, amendments, penalties, legal actions	18
Noise Pollution	Loudspeakers, public announcement systems, noise violations, legal actions, fines, patrolling efforts	22
Climate Change and Media	Reporting on climate, documentaries, awareness campaigns	14
Climate Change Adaptation	Action plans, hotspot mapping, community initiatives, resource efficiency, international lessons	14
Water Pollution	River pollution, water quality monitoring, impact on reservoirs, government action, legal orders	12

Theme	Sub-themes	Total stories
Climate Change and Health	**Impact on diseases, mental health, food security**	**12**
Health Impacts of Pollution	**Diseases, death rates, links to air pollution, health studies**	**11**
Legal Actions on Climate Change	**International agreements, gendered impacts of climate change, government meetings, legal orders**	**9**
Public Health and Solutions	**Anti-pollution masks, air purifiers, public health warnings**	**5**
Global Climate Change Risks	**Potential impacts, volcanic eruptions, maladaptation risks**	**5**
Public Awareness and Media	**Animated films, awareness campaigns, media efforts**	**4**
Indoor Air Quality	**Hazardous indoor air quality**	**2**

RO2. To examine the overall distribution of thematic attention in environmental discourse and determine whether it deviates significantly from a uniform pattern across identified themes.

H2: Thematic frequencies will significantly deviate from uniformity.

Strong rejection of the null hypothesis, confirming alternative hypothesis that the distribution of thematic attention is highly non-uniform. Thematic frequencies significantly deviate from a uniform distribution.

To assess whether the observed thematic frequencies deviated significantly from a uniform distribution (i.e., equal attention across all 21 themes), a chi-square (χ^2) goodness-of-fit test was conducted. Under the null hypothesis of uniformity, each theme would be expected to account for approximately 4.76% of the total occurrences (1,276 / 21 ≈ 60.76 occurrences per theme). The test yielded a chi-square statistic of approximately 498.72 (df = 20), with a p-value effectively zero ($p < 0.001$). This extremely large χ^2 value indicates strong rejection of the null hypothesis, confirming that the distribution of thematic attention is highly non-uniform. The substantial deviation is primarily driven by the over-representation of broad climate-related themes (e.g., "Climate Change" contributing disproportionately to the statistic) and the under-representation of narrower topics, consistent with the long-tail pattern revealed by descriptive frequencies and z-score standardization.

Z-score (also called a standard score) were also seen. It measures how many standard deviations a particular data point is away from the mean of the dataset. It tells you whether a value is above or below average and by how much, in standardized units.

The z-score qualitative distribution confirms what the chi-square test quantitatively showed. The theme distribution is profoundly non-uniform, driven primarily by the dominance of overarching climate change topics. It reveals a highly uneven environmental discourse, heavily concentrated around a few broad, high-

profile themes while marginalizing many specific, actionable, or localized ones. This pattern reflects not just the relative importance of issues in reality, but how they are framed, prioritized, and discussed in the analyzed content (likely media, social media, or public discourse).

Overall distribution of z-scores across the 21 themes range from a minimum of -0.93 (Indoor Air Quality) to a maximum of +3.43 (Climate Change), with a mean close to 0 and standard deviation of approximately 1 (as expected in a standardized distribution). This spread indicates a highly skewed discourse: most themes cluster below or near the average, while a few broad, overarching themes stand out prominently.

Top Outliers ($z > 1.5$: Significantly Over-Represented). Climate Change ($z = 3.43$): By far the most dominant theme, more than 3 standard deviations above the mean. It acts as the central umbrella under which much of the environmental discussion is framed. Air Pollution ($z = 1.63$): The only other theme clearly in the "highly over-represented" range, suggesting that traditional pollution concerns remain a strong focal point alongside climate issues. Above-Average Themes ($0 < z < 1.5$: Moderately Over-Represented). Climate Change Impacts ($z = 0.92$), Pollution and Climate Change ($z = 0.82$), Climate Change Impacts ($z = 0.92$) and Pollution and Climate Change ($z = 0.82$) highlight a focus on consequences and interconnections. Environmental Challenges and Local Impacts ($z = 0.32$) shows some grounding in place-based effects.

Near-Average Themes ($|z| < 0.2$). These are represented almost exactly as expected if themes were evenly distributed. Climate Change Awareness and Advocacy ($z = 0.11$), Climate Change Solutions and Mitigation ($z = 0.05$), Government and Policy Response ($z = 0.05$), Noise Pollution ($z = -0.11$). This cluster suggests balanced but unremarkable attention to advocacy, solutions, governance, and noise issues.

Below-Average Themes ($-0.2 > z > -0.7$: Moderately Under-Represented). A large group falls here, indicating reduced emphasis relative to the mean: Environmental Solutions and Initiatives ($z = -0.33$). Policy and Legal Responses ($z = -0.28$). Climate Change Adaptation ($z = -0.44$), Climate Change and Media ($z = -0.44$). Water Pollution ($z = -0.55$), Health Impacts of Pollution ($z = -0.55$), Climate Change and Health ($z = -0.55$). Legal Actions on Climate Change ($z = -0.66$) Notably, adaptation, legal approaches, and health-related linkages receive consistently less focus. Strong Under-Representation ($z < -0.7$). These themes are notably neglected. Public Health and Solutions ($z = -0.82$), Global Climate Change Risks ($z = -0.82$), Public Awareness and Media ($z = -0.88$), Indoor Air Quality ($z = -0.93$) – the most under-represented theme.

The Standard Deviation was 1.83 (SD = 1.83) and Average (1.90). They came directly from the 21 themes (percentage values) in the "% of 1,276" column.

Table 2: Z-score of prominent themes

Theme	Occurrence	% of 1,276	Z-Score
Noise Pollution	22	1.7	-0.11
Air Pollution	62	4.9	1.63
Water Pollution	12	0.9	-0.55
Climate Change	105	8.2	3.43
Climate Change Adaptation	14	1.1	-0.44
Policy and Legal Responses	18	1.4	-0.28
Legal Actions on Climate Change	9	0.7	-0.66

Theme	Occurrence	% of 1,276	Z-Score
Health Impacts of Pollution	11	0.9	-0.55
Public Health and Solutions	5	0.4	-0.82
Global Climate Change Risks	5	0.4	-0.82
Indoor Air Quality	2	0.2	-0.93
Public Awareness and Media	4	0.3	-0.88
Climate Change Awareness and Advocacy	27	2.1	0.11
Climate Change Impacts	46	3.6	0.92
Climate Change Solutions and Mitigation	26	2.0	0.05
Government and Policy Response	26	2.0	0.05
Climate Change and Media	14	1.1	-0.44
Climate Change and Health	12	0.9	-0.55
Environmental Challenges and Local Impacts	32	2.5	0.32
Environmental Solutions and Initiatives	16	1.3	-0.33
Pollution and Climate Change	43	3.4	0.82

*Note: Z-scores calculated for each theme based on the "% of 1,276" values. There are 21 themes. Mean of percentages: approximately 1.90%. Standard deviation (population): approximately 1.83. Z-score formula: (percentage - mean) / standard deviation. Values are rounded to 2 decimal places for readability. The SD (1.83) is the standard deviation of the 21 percentage values, explaining the high variability due to theme skewness.

RO3.To identify which broad climate change-related themes dominate the discourse.

H3: Broad climate change themes will be over-represented (z > 1.5).

Alternative hypothesis is proved here that these themes would exceed their expected proportion. The results clearly indicate a dominance of umbrella concepts or broader themes within the discourse. Most notably, the generic theme *"Climate Change"* emerges as a standout outlier (z = 3.43), far surpassing all other categories. This suggests that climate change operates as a master narrative—an overarching frame that absorbs and organizes much of the discussion. Supporting this pattern, related broad themes such as *Climate Change Impacts* (z = 0.92) and *Pollution and Climate Change* (z = 0.82) also perform above average. Collectively, these findings demonstrate a strong tendency for the discourse to prioritize global, systemic framings of climate change rather than focusing on narrower or more specialized sub-issues, leading to the rejection of H_{03} and empirical support for H_{13}.

RO4: To assess the relative prominence of traditional pollution themes, comparing air pollution to other pollution types and evaluating patterns of over- and under-representation.

H4: Air pollution will be moderately over-represented, while other pollution types will be under-represented.

Persistence of Traditional Pollution Concerns showed acceptance of alternative hypothesis that Air pollution will be moderately over-represented, while other pollution types will be under-represented. Air Pollution (z = 1.63) is the only non-climate-specific theme to achieve strong over-representation. This indicates that tangible, immediately perceptible pollution—especially airborne—retains significant public

and media salience, even as the conversation has largely shifted under the climate umbrella. By contrast, Water Pollution, Noise Pollution, and especially Indoor Air Quality (z = -0.93) are notably sidelined, suggesting a bias toward visible, atmospheric, and global-scale threats over less dramatic or more localized ones.

RO5. To investigate the visibility of narrower, actionable, and human-centred themes

H5: Action-oriented and health-related themes will be under-represented (z < -0.5). These hypotheses predict a skewed, climate-dominant discourse with limited thematic diversity.

In line with H5, it was hypothesised that action-oriented and health-related themes would be under-represented ($z < -0.5$), reflecting a skewed, climate-dominant discourse with limited thematic diversity. The findings strongly support this alternative hypothesis. While the dataset shows high attention to identifying environmental problems—particularly impacts and risks—there is comparatively limited emphasis on pathways forward. Themes related to solutions and responses remain only marginally visible, with mitigation ($z = 0.05$), government policy ($z = 0.05$), and advocacy and awareness ($z = 0.11$) hovering around the mean rather than emerging as focal points. In contrast, several clearly action-oriented categories are under-represented, including adaptation ($z = -0.44$), legal actions ($z = -0.66$), environmental solutions and initiatives ($z = -0.33$), and public health solutions ($z = -0.82$). This imbalance indicates a discourse that is effective at raising alarm but allocates comparatively little attention to constructive, institutional, or adaptive responses.

The neglect of health and human-centred dimensions further reinforces this pattern. Despite well-established links between environmental degradation and human health, health-related themes are consistently under-represented. Both *Health Impacts of Pollution* ($z = -0.55$) and *Climate Change and Health* ($z = -0.55$) fall below the expected threshold, while *Public Health and Solutions* registers a pronounced under-representation ($z = -0.82$). These results suggest that although health consequences are acknowledged, they are not foregrounded as a primary lens for understanding or mobilising responses to environmental issues. Instead, health appears to function as a downstream consequence rather than a central framing device.

This pattern aligns with the dataset's long-tail distribution, in which a small number of dominant, climate-focused themes form the "head" of the discourse, while a large number of narrower, human-centred, and solution-oriented themes populate a thinly represented "tail." A handful of broad themes—such as *Climate Change*, *Air Pollution*, and *Climate Change Impacts*—command disproportionate attention, whereas action-oriented, health-focused, and agency-driven themes occur infrequently and remain fragmented. The long tail thus reflects a concentrated, alarm-oriented discourse that prioritises problem description over practical responses, human agency, or localized solutions.

Finally, limited attention to agency and communication further constrains thematic diversity. Legal mechanisms, governance structures, and media or public awareness roles receive muted coverage, with *Public Awareness and Media* notably under-represented ($z = -0.88$). Advocacy-related themes remain near average rather than prominent, reinforcing the impression of a discourse that is largely observational rather than mobilisational. Taken together, these findings provide strong empirical support for H5, demonstrating that action-oriented and health-related themes are systematically under-represented, thereby confirming RO5's conclusion that narrower, human-centred perspectives struggle for visibility within a climate-dominant thematic landscape.

Figure 1: Long-tail distribution

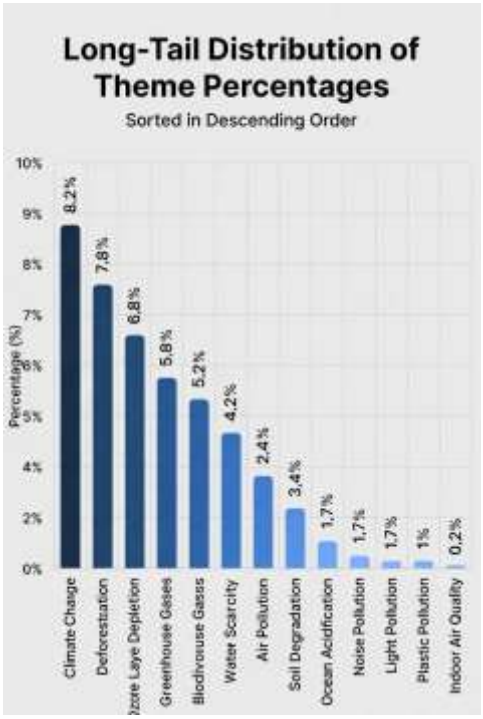
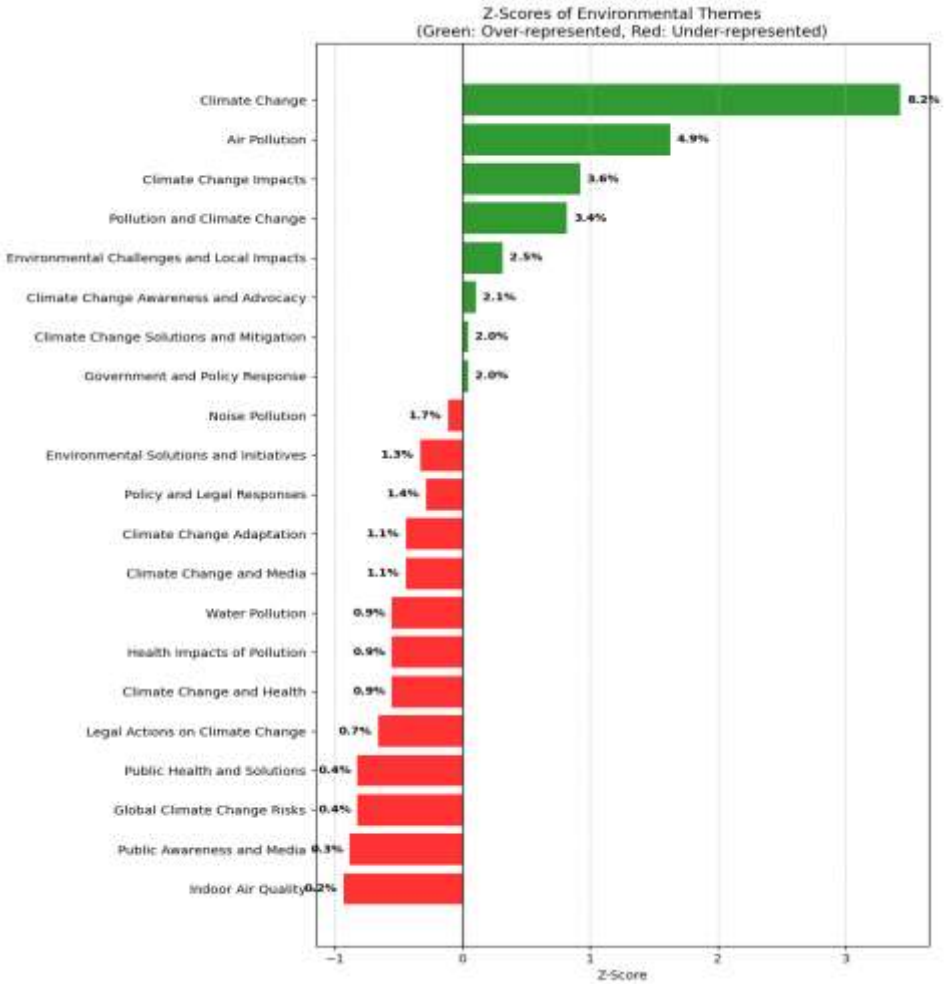


Figure 2: Visualization: Bar Chart of Z-Scores



Findings reveal a climate-dominant narrative that aligns with global trends yet marginalizes localized crises like water pollution and health solutions, offering insights into framing biases and pathways for more equitable environmental communication.

Overall Implication

This environmental conversation is dominated by a global, atmospheric, problem-centric narrative centered on "climate change" as the defining crisis, with traditional air pollution retaining visibility. It excels at describing large-scale threats but gives disproportionately little emphasis to localized issues, health consequences, practical solutions, adaptation strategies, legal accountability, or the role of media and public engagement in driving change. Such skewing risks creating a discourse that is alarming yet abstract—powerful at generating concern, but potentially weaker at directing that concern toward diverse, concrete, and equitable action.

Significance of the Study

This research holds important implications for both theory and practice in environmental communication and policy. By quantifying thematic skew through z-score standardization and chi-square testing, the study provides empirical evidence of how discursive priorities in Indian environmental narratives are heavily concentrated on broad climate change framing and air pollution, while critical local issues—such as river pollution, waste management, soil degradation, and health impacts—are systematically marginalised.

From a theoretical perspective, these findings lend strong support to agenda-setting theory (McCombs & Shaw, 1972), demonstrating that the salience of certain themes in public discourse shapes perceptions of environmental risk hierarchy. The extreme dominance of “Climate Change” as a master frame illustrates how globalised narratives can overshadow context-specific crises, even in a country where immediate threats like polluted rivers and toxic air claim hundreds of thousands of lives annually. This misalignment highlights the role of framing processes in privileging abstract, future-oriented risks over tangible, present-day burdens disproportionately borne by vulnerable populations.

On the policy front, the under-representation of actionable themes (e.g., adaptation, legal actions, solutions) suggests that current discourse may inadvertently reinforce a problem-centric, alarmist narrative that mobilises concern but offers limited space for constructive pathways forward. In the Indian context, where governance challenges and cultural deference to institutional authority already constrain individual and community agency, such discursive imbalance risks perpetuating policy inertia on pressing issues like river restoration and waste management. Greater visibility of localised, health-oriented, and solution-focused themes could foster more inclusive environmental justice outcomes and support more effective implementation of existing constitutional mandates and national programmes.

Ultimately, this study underscores the need for strategic interventions in environmental communication—whether through media, civil society, or digital platforms—to diversify thematic coverage and better align public discourse with India’s multifaceted ecological realities, thereby enhancing both public engagement and policy responsiveness.

Discussion & Conclusion

The observed dominance of generic “Climate Change” framing and the marginalisation of localised crises such as river pollution and waste management carry heightened consequences in light of audience behaviour: research consistently shows that most readers — particularly on digital and social platforms

prevalent in India — engage only with headlines and opening paragraphs (Gabielkov et al., 2016). When urgent, context-specific issues receive minimal thematic visibility even within headline-level discourse, they are effectively excluded from the narrow window of public attention. This dynamic exacerbates the disconnect between discursive priorities and India's on-ground environmental realities, reinforcing a globalised, de-contextualised narrative at the expense of actionable, locality-relevant concerns.

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