

## ARTICLE

**Framing and quality of Climate change coverage in Mongolian media:  
A content analysis**

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**Abstract:** Climate change poses a major challenge to Mongolia's environmental, economic, and social sustainability, yet its representation in the national media remains underexplored. This study analyses how Mongolian media report on climate change, focusing on coverage priority, thematic scope, and informational quality. Guided by environmental, social responsibility, development journalism, and agenda-setting perspectives, the research uses content analysis of leading news websites, such as, Udrin Sonin, MNB Television, and MNB Radio. Findings show that coverage is frequent but largely framed around disasters and risks, with limited analytical and solution-oriented reporting. Citizen participation, policy responses, and adaptation strategies are rarely emphasised. News websites focus on short, event-based reports, while broadcast media provide more educational and socially responsible content, and newspapers address adaptation issues more often. Overall, climate change has not yet become a consistent and systematic topic within Mongolia's development discourse. The study proposes an analytical model for evaluating climate change reporting in developing media systems and contributes empirical insights from Mongolian to international literature.

**Keyword:** *climate change coverage, development journalism, social responsibility journalism, agenda-setting, framing, Mongolian media system;*

**INTRODUCTION**

Climate change has emerged as one of the most pressing global challenges, with profound environmental, social, and economic consequences [1]. International legal frameworks increasingly recognise states' obligations to mitigate climate change and protect future generations, as exemplified by the 2025 International Court of Justice ruling that recognised sustainable environment as a fundamental human right [2]. Concurrently, the media plays a pivotal role in shaping public understanding, influencing policy debates, and facilitating civic engagement on complex environmental issues.

Global research indicates that media coverage, framing, and agenda-setting strongly affect public perception of climate change, often mediating between scientific knowledge and societal action [3], [4], [5]. Studies further demonstrate that cultural, political, and media-system characteristics shape how climate issues are communicated and understood [6], [7], [8]. In Mongolia, climate change presents significant environmental and socio-economic challenges, including desertification, water scarcity, changing precipitation patterns, and increased frequency of extreme weather events, with the average annual temperature

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rising by approximately 2.25 °C over the past eight decades [9] despite the government ratifying international agreements, such as the UNFCCC [10], the Kyoto Protocol [11], the Paris Agreement [12], and submitting updated Nationally Determined Contributions [9]. However, public awareness and understanding of climate risks remain limited.

The Mongolian media landscape is highly diversified, encompassing over 430 registered outlets across television, radio, print, and online platforms, with a rapidly growing presence on digital and social media [13]. This study examines how Mongolian media report on climate change, evaluates the extent to which coverage promotes scientific understanding and public awareness, and considers how media framing and agenda-setting influence policy engagement and adaptive responses.

By analysing multiple media types through the lenses of environmental, social responsibility, and development journalism, the study addresses a critical gap in understanding the intersection of media, public perception, and climate policy in Mongolia.

Over the past decade, Mongolian audience has increasingly relied on online news platforms and social media, with social media emerging as the leading source of information in 2025, surpassing traditional television [14]. This shift highlights the changing channels through which people access climate change information and underscores the importance of analysing media coverage across diverse platforms.

### **Theoretical framework**

Environmental journalism frames climate change through social, economic, political, and ethical dimensions, emphasising both the causes and potential solutions to environmental challenges. Framing theory, as conceptualised by Entman [15], operates through three interconnected stages: frame building,

frame setting, and audience interpretation. Frame building involves media actors selecting, organising, and emphasising specific aspects of reality. Frame setting, in turn, shapes audience perceptions and responses, linking media content to broader social and behavioral outcomes. Agenda-setting theory further complements this perspective by demonstrating how media prioritisation structures public attention and policy discourse, determining the salience of climate-related issues [16]. Together, these frameworks provide a robust analytical lens for examining how media coverage shapes both knowledge and behaviour in the context of climate change.

Empirical studies internationally highlight the relevance of framing and agenda-setting in shaping public understanding of climate change. For instance, Boykoff [3] observed that U.S. media coverage from 1995 to 2006 often skewed scientific perspectives, fostering public skepticism, while Brossard et al. [4] demonstrated that cultural and political contexts influence the framing of climate issues in the United States and France. Similarly, Garvin [5] and Ejaz et al. [6] found that media framing can prioritise policy agendas, political interests, and economic considerations. These findings underscore the necessity of scientifically grounded, balanced reporting to support informed decision-making.

Environmental, social responsibility, and development journalism collectively provide a conceptual framework for examining these dynamics. Environmental journalism emphasises scientific and policy-informed reporting [17], communication for social change highlights public awareness and participation, and development journalism situates climate change within broader socio-economic challenges [18], [19]. Applying framing and agenda-setting theories to Mongolian media enables a systematic analysis of how news content constructs climate issues, directs public

attention to the issue, and potentially shapes policy implementation.

In the Mongolian context, media outlets, including television, radio, newspapers, and news websites, have increasingly reported on climate change. However, coverage remains predominantly event-driven and policy-focused, with limited attention to citizen-oriented adaptation strategies, sustainable livelihoods, and integrated development issues.

## MATERIALS AND METHODS

This study investigates how Mongolian media convey information on climate change, guided by four analytical objectives: (1) the extent to which leading media outlets publish climate change-related contents, (2) the dominant frameworks used in such reporting, (3) the inclusion of policy, institutional, or social adaptation issues, and (4) changes in coverage following major government policy decisions.

To address these objectives, the study analysed multiple media platforms. For online media, the five most visited news sites were identified using the keyword “*climate change*,” and the first 10 pages per site were examined in 2025. Ten articles per page were analysed, totaling 100 per site, except for the national *Montsame* news agency, which yielded 20 articles per page, totaling 200 items.

Print media were represented by 835 issues of the daily *Udrin Sonin* from 2020 to 2025, including 34 articles, which specifically focused on climate change.

Broadcast media were examined by assessing climate-related programming on *MNB Television* and *MNB Radio* (2013, 2017), both long-standing national public service broadcasters.

Media outlets were analysed at different times due to variations in archive accessibility, content frequency, and information density, ensuring

comprehensive data collection across platforms.

Searching news sites by keyword was straightforward, as such functionality is widely accessible, and filtering articles by page enhanced efficiency. Websites can publish numerous articles daily, whereas broadcast schedules constrain television and radio content, resulting in substantial variation in content frequency. In contrast, television and radio archives are limited, and few studies have analysed these records. To address these differences, episodes of MNB’s environmental mess archived on YouTube were analysed, alongside the dedicated daily “*Environment*” section of the MNB news channel. A three-month analysis was also conducted on the MNB website ([mnb.mn](http://mnb.mn)) to comprehensively examine this content.

## RESULTS AND DISCUSSION

The study analysed climate change-related coverage on five leading Mongolian news websites. Based on Alexa.com rankings of the top ten most visited websites in Mongolia, five sites: *Ikon.mn*, *Gogo.mn*, *News.mn*, *Zindaa.mn*, and the Mongolian National News Agency’s *Montsame.mn* were selected. Each site was searched using the keyword “*Climate Change*,” and the first ten pages of results were analysed.

During the research period, a total of 388 climate change-related news items were published across major Mongolian news websites, with *Montsame.mn* contributing 137 items, *News.mn* - 92, *Ikon.mn* - 75, *Gogo.mn* - 70, and *Zindaa.mn* - 14 respectively.

In total, 388 news articles and related content on climate change were examined across these websites. *Zindaa.mn* had the fewest climate-related articles, whereas the other websites reported a comparable volume of coverage. The larger number of articles on *Montsame.mn* reflects the 20-items-per-page display format; while the other sites yielded approximately 100

articles from the first ten pages, *Montsame.mn* produced 200. The nature of climate change reporting was subsequently

analysed, with coverage categorised into four main thematic areas based on reporting focus and perspective.

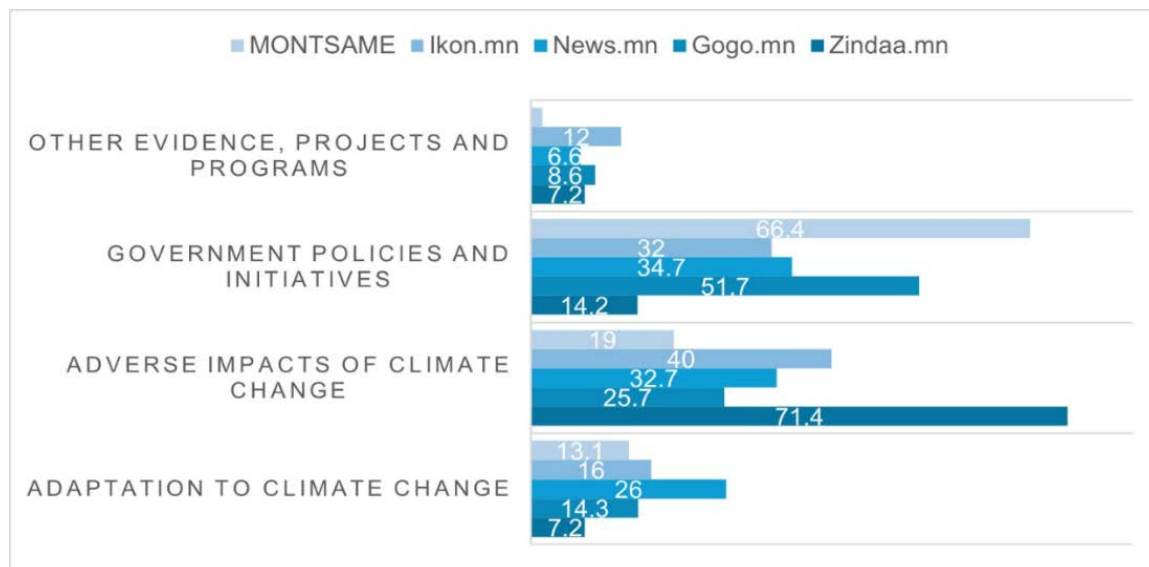


Figure 1. Thematic Categories of Climate Change Reporting across the five selected news websites.

The distribution of climate change coverage across the five major Mongolian news websites demonstrates notable thematic differences. Coverage of the adverse impacts of climate change is most prominent overall, particularly on *Zindaa.mn*, where it accounts for the largest share of content. In contrast, government policies and initiatives are most frequently reported by *Montsame.mn*, reflecting its institutional role as a state information agency. Meanwhile, topics related to adaptation to climate change and other evidence, projects, and programmes receive comparatively limited attention across most outlets. Overall, the findings suggest that Mongolian online media tend to emphasise the consequences of climate change and policy announcements more than practical adaptation measures or project-based evidence.

The analysis of climate change-related content published on major Mongolian news websites reveals several thematic categories. The first category includes coverage of government policies, programmes, and international cooperation related to climate change, as well as reports

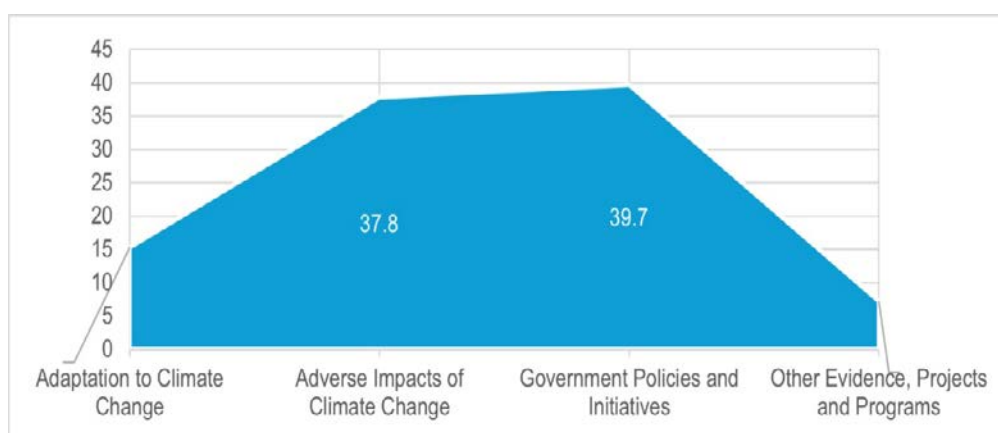
on major national and global conferences addressing the issue. For instance, *Gogo.mn* published an interview with S. Oyun, Director of External Affairs of the Green Climate Fund [20], discussing government policies and programmes on climate change, while *News.mn* reported on the participation of Mongolian President U. Khurelsukh in a high-level international meeting of world leaders on climate action [21].

The second category consists of news reports highlighting the negative impacts of climate change on both human society and the natural environment. These reports frequently address environmental disasters and climate-related risks such as droughts, *dzuds* (extreme winter conditions in Mongolia), floods, and other extreme weather events. Examples include headlines such as “Climate change is a threat to humanity,” published by *Zindaa.mn* [22], as well as reports by *Ikon.mn* summarising findings from United Nations studies that warn of the global consequences of climate change [23].

Another group of articles focuses on climate change adaptation and

strengthening adaptive capacity. These reports address topics, such as youth participation in climate action, the development of climate-resilient agricultural systems, and the growing importance of green employment opportunities. For example, *Gogo.mn* published articles discussing youth engagement in climate initiatives and the need to develop climate-resilient agricultural sectors [24], while *News.mn* highlighted the emergence of green jobs as a new benchmark for future career development [25].

Finally, several articles provide statistical information on climate change and introduce ongoing environmental projects and programmes. These reports often highlight international initiatives, financial investments, and global recognition related to climate action. For example, *Gogo.mn* reported on *TIME* magazine's recognition of a young climate activist [26], while *Ikon.mn* published news about Khan Bank attracting \$70 million in financing to support environmental and climate-related initiatives [27].



**Figure 2. Distribution of climate change reporting by thematic focus across five news websites.**

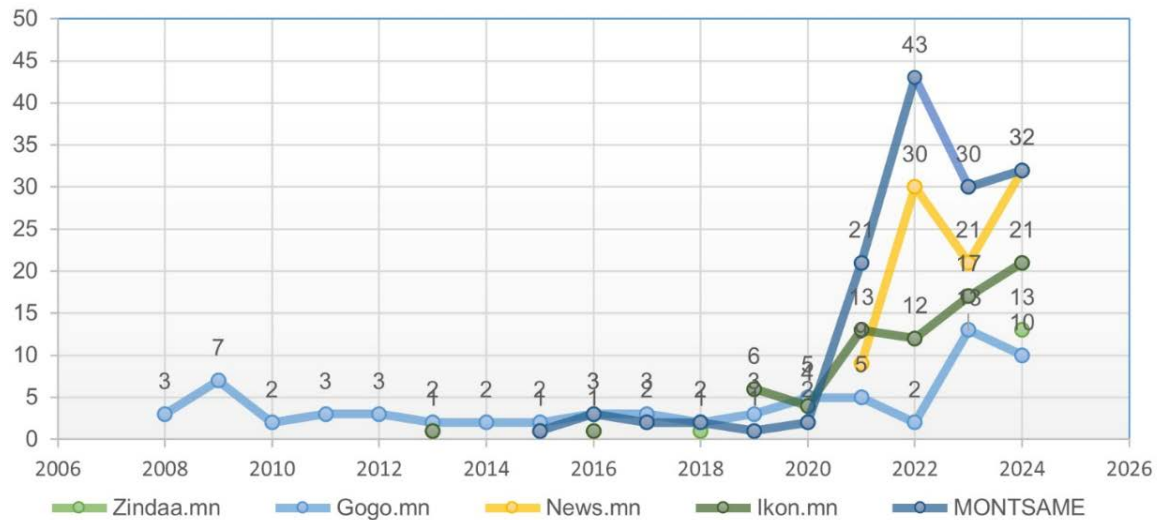
As shown in Figure 2, climate change reporting across the five analysed news websites primarily concentrated on government policies and official initiatives (39.7%) and the adverse impacts of climate change (37.8%). In comparison, coverage addressing climate change adaptation accounts for a substantially smaller share (15.3%), while reports focusing on statistical data, projects, and ongoing programmes represent only 7.2% of the total content. This distribution suggests that climate reporting in Mongolian online media is largely framed around policy developments and problem-oriented narratives rather than solution-oriented or action-oriented perspectives. The relatively limited attention to adaptation strategies and project-based initiatives may reduce

audiences' access to practical information on how to address climate risks at the societal and community levels. Overall, these findings indicate that climate communication in the analysed media environment tends to prioritise institutional and impact-driven narratives, while providing comparatively less coverage of implementation-oriented responses to climate change.

The analysis indicates that climate change reporting across the examined news websites is primarily concentrated on government policies, programmes, and official initiatives, as well as on climate-related risks and environmental disasters. In contrast, issues related to climate change adaptation and societal resilience, despite their critical importance for long-term

climate response, remain comparatively underrepresented in the analysed media coverage. Although these themes are addressed to some extent, they appear less frequently and are typically framed more narrowly than in policy-oriented and impact-focused reporting. At the same time,

the findings reveal a noticeable increase in climate-related coverage after 2021 across most of the analysed news outlets. Among them, *Gogo.mn* appears to have covered climate issues less consistently than other websites; however, its reporting has also intensified during the past two years.



**Figure 3. Chronology of Climate coverage on news sites.**

This overall growth in media attention may be associated with the increasing prominence of climate policy within both international and national political agendas. Mongolia has been a party to the United Nations Framework Convention on Climate Change (UNFCCC) since 1993 and submitted its first Nationally Determined Contribution (NDC) under the Paris Agreement in 2015 [9]. Subsequently, national development strategies, such as “*Vision 2050: Long-Term Development Policy*” and the “*New Revival Policy*” adopted in 2020 and 2021, have further strengthened the country’s policy commitment to climate mitigation and sustainable development [28]. These policy developments appear to have contributed to greater media engagement with climate-related issues.

Another important observation concerns the temporal evolution of climate change reporting. While earlier coverage (2015–2018) tended to focus primarily on reporting events or announcements, articles published between 2022 and 2024 had increasingly adopted a much more analytical approach. These reports more frequently explain the causes and consequences of climate change and discuss the implementation and outcomes of major policies and development programmes. On the overall, the findings suggest that both the volume and the analytical depth of climate change reporting in Mongolian online media have expanded over time, reflecting the growing political and societal relevance of climate issues.

**Table 1. Distribution of climate change news frames in the analysed media content.**

News Frame	Problem Definition	Typical Media Narratives	Examples of Keywords	Share of Coverage
Risk-oriented frame	Climate change is presented as an environmental threat or disaster	Focus on droughts, floods, <i>dzuds</i> , environmental degradation, and global warming impacts	Disaster, flood, danger, and global warming	38%
Policy-oriented frame	Climate change is framed as a governance and policy issue requiring institutional action	Coverage of government strategies, international negotiations, and climate-related policy initiatives	President, government, international conference	40%
Citizen-oriented frame	Climate change is framed as a social issue requiring public participation and local adaptation	Emphasis on citizen engagement, youth, activism, herder's adaptation practices and community responses	Citizen participation, youth, herders, adaptation activities	15%

Table 1 shows that policy-oriented framing constitutes the largest proportion of the analysed content (40%), followed by risk-oriented framing (38%). These frames primarily define climate change as either an environmental threat requiring urgent attention or a governance issue addressed through policy responses and international cooperation. In contrast, citizen-oriented framing accounts for a considerably smaller share of coverage (15%) and emphasises public participation, youth engagement, and local adaptation practices. The relatively limited presence of citizen-centered narratives suggests that media coverage tends to prioritise institutional and risk-based perspectives, rather than highlighting community-level responses and participatory climate action.

The climate change reporting on Mongolian news sites predominantly emphasises factual events and official sources, with minimal engagement of citizens as active participants. Problem

definition is largely restricted to natural disasters, extreme weather events, and governmental or organisational initiatives, as evidenced by the fact that 70% of the posts are news items, and that *Montsame.mn* disseminates nearly 90% of its content in an event-focused manner. Causal interpretation assigns responsibility to governmental and institutional actors, while the moral evaluation of citizen action remains implicit rather than explicit. Treatment recommendations are largely limited to information dissemination via mass media, highlighting the need for dedicated sections across radio, television, and newspapers to provide continuous coverage. This framing pattern positions citizens as passive recipients of information rather than active agents, indicating a significant gap in participatory media framing in Mongolia. Figure 4 visually illustrates these frame elements and their relationships across the surveyed sites.

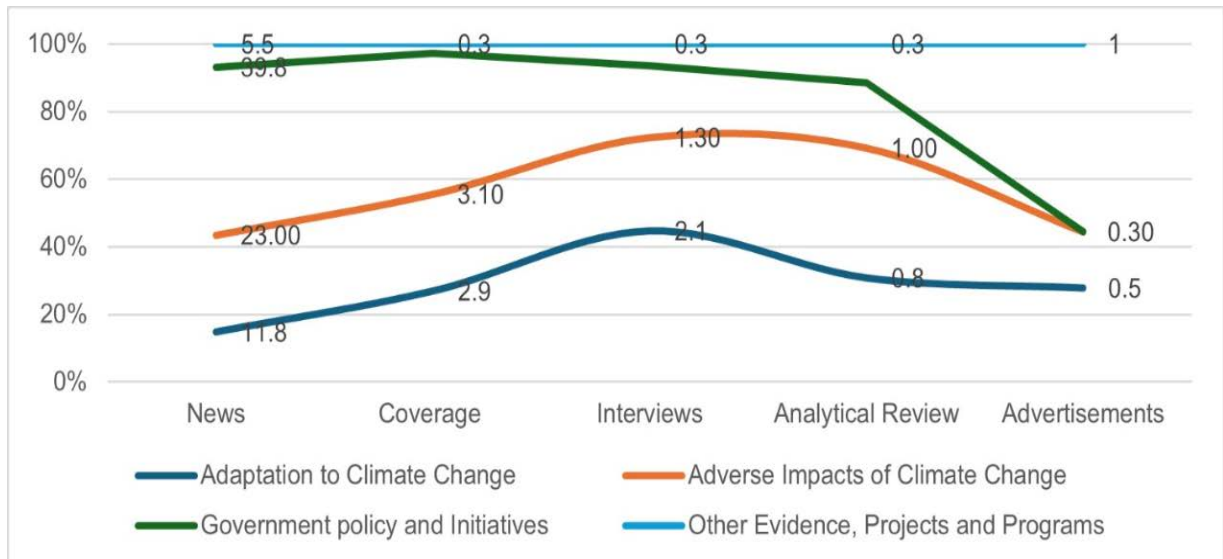


Figure 4. Types of Climate Change Posts on News Websites.

Figure 4 suggests that the distribution of climate change-related posts across Mongolian news sites shows a predominantly event-driven, government-focused framing. News articles constitute the majority of content, particularly emphasising government policies and initiatives (39.8%) and the adverse impacts of climate change (23%). Coverage, interviews, and analytical reviews are comparatively underrepresented, ranging from 0.5% to 4.5%, highlighting the limited presence of citizen-centered or participatory reporting. Advertisements account for less than 1% of the posts, indicating that promotional content is not a significant factor in climate framing. By framing theory, the problem is defined largely in terms of negative impacts, causal responsibility is attributed mainly to governmental actors, moral evaluation and recommendations for citizens are minimally emphasised, and treatment advice through participatory channels is scarce. Overall, these patterns suggest that the media positions citizens as passive recipients of information rather than active participants, underlining a gap in participatory framing of climate change in Mongolian online news.

The majority of information on government policies and programmes is disseminated through news articles, official reports, and, occasionally, advertisements on *Ikon.mn*. Notably, several commercial banks in Mongolia have been designated as National Implementing Agencies of the United Nations Green Climate Fund (UNGF). It is noteworthy that few articles and reports adequately address the causes, consequences, and adverse effects of climate change. Well-researched, widely disseminated publications are likely to have a significant impact on public awareness. In terms of information format, most coverage relied on photos and texts, while a smaller proportion incorporated videos, tables, graphs, and hand-drawn illustrations. In most cases, sources were not cited. However, *Montsame.mn* consistently attributed its information to international media sources. Key official sources include the Presidential Press Office, the Government Press Office, and the General Directorate of Emergencies. No journalists appear to specialise exclusively in reporting on this topic.

When access to a quantitative and qualitative analysis of climate change-related content on Mongolian news websites provides a foundation for

understanding media framing patterns and identifying gaps in citizen-focused and analytical reporting. Table 2 illustrates the distribution of climate change-related

content across different post types on Mongolian websites. The majority of posts are news articles (70%), which provide relatively superficial coverage of the issues.

**Table 2. Framing Patterns of Climate change Coverage by Content type.**

Post Type	Percentage	Content Summary
News	70%	Content presented in a light manner
Interview	4%	Content presented at a moderate depth
Report/ Coverage	14%	Content presented in considerable depth
Analytical Review	6,7%	Content presented with a structured, in-depth analysis
Advertisement	10%	Organsational, promotional content

Moreover, approximately 70% of news articles on climate change adopt a narrative-driven format rather than an educational or explanatory approach. Since 2021, coverage has increased markedly, characterised by a focus on government policy reporting, low levels of citizen participation, a predominance of official sources, and extensive use of documentary or evidence-based reporting. In developing countries and transitional democracies, climate change reporting generally follows a policy-oriented model, emphasising government actions and official initiatives over citizen participation. For instance, coverage of climate change often focuses on meetings, conferences, workshops, and other events attended by government officials. Independent media coverage is limited, the voices of civil society remain weak, and reporting emphasises the scope of risks more than potential solutions.

### Public Service Broadcasting Coverage of Environmental and Climate Issues in Mongolia

This study analysed how the Mongolian public service broadcaster reports on climate change and environmental protection. MNB has fulfilled its public service obligations and complied with relevant legislation. It has also produced a variety of programmes and special issues addressing environmental topics. Currently, MNB airs independent such programmes, including “*Green Label*,” “*Big Brother’s Journey*,” and “*100%*.”

MNB has been broadcasting programmes on environmental issues since its establishment in 1967. Since 2010, environmental programmes have been regularly scheduled and designed to enhance public awareness. A total of 54 episodes of MNB’s “*Green Label*” programmes available on YouTube were analysed to assess their contribution to environmental news coverage.

**Table 3. Distribution of Climate Change Content by Feature of the “Green label” programme.**

Feature	Contexts of content	Percentage
Environmental Risk	Drought, storms, <i>dzud</i> , and environmental degradation	74%
Science	Greenhouse emission	13%
Policy	Government policies and COP17	3,5%
Adaptation	Livestock, agriculture, crops, mining, restoration, climate-adaptive practices	4%
Environmental Protection	Green development initiatives	5,5%

Table 3 presents the distribution of climate change-related content on MNB Television, according to key thematic features. The majority of coverage (74%) focuses on risks such as droughts, *dzud*, storms, and environmental degradation. Scientific topics, such as greenhouse gas emissions, account for 13% of the content. Policy-related coverage, including government initiatives and international conferences, such as COP17, accounts for 3.5%. Adaptation measures, encompassing livestock management, agriculture, crop production, mining, and climate-adaptive practices, represent 4% of coverage. Finally, contents related to environmental protection and green development initiatives account for 5.5%. This result highlights the dominance of risk-focused reporting and the relative scarcity of contents emphasising scientific understanding, policy frameworks, adaptation strategies, and environmental

protection, indicating potential areas for media development and more balanced coverage.

The “*Green Label*” programme represents a framework encompassing scientific analysis, national policy considerations, and practical solutions, and can also be conceptualised as a “multi-faceted, integrated model.”

The results present the content characteristics, frequency, and thematic overlaps of television programmes. The contents primarily emphasis the loss of ecological balance and environmental damage resulting from human-induced factors. The analysis of television programmes covering environmental and climate news categorised the content into four thematic dimensions: problem identification, causal explanation, situation assessment, and recommendations for adaptation.

**Table 4. Distribution of Frames in MNB Climate programmes.**

Frame Type	Description of News Content	Percentage
Episodic Frame	Daily weather coverage	76%
Thematic Frame	Long-term climate change	11%
Policy Frame	Government policies, international documents	2%
Responsibility Frame	Human role and participation	1,5%
Adaptation Frame	Solutions and ecommendations	9,5%

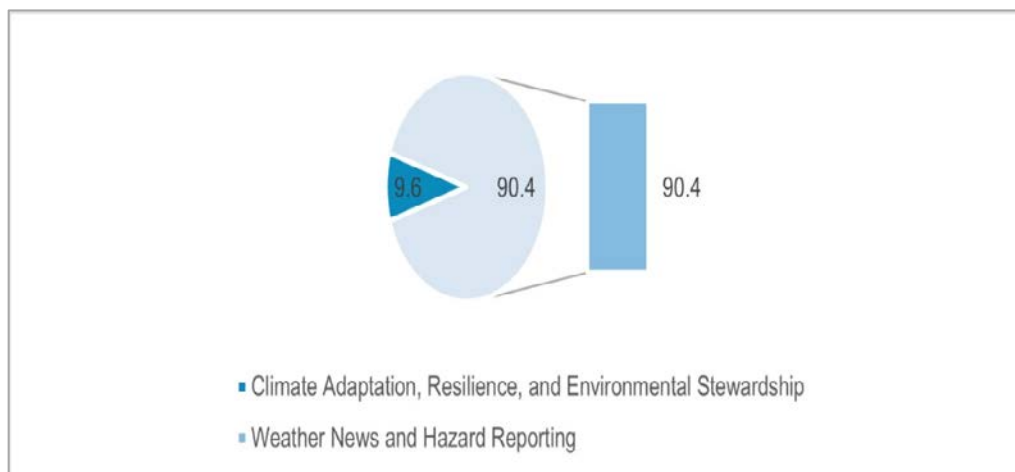
Table 4 illustrates the distribution of framing types in MNB’s climate change-related television programmes. The majority of coverage (76%) employs an episodic frame, focusing on daily weather events. Thematic frames that emphasise long-term climate change trends account for 11% of the content. Policy frames, covering government policies and international agreements, account for only 2%, while responsibility frames, highlighting human roles and participation, comprise 1.5%. Finally, adaptation frames, providing solutions and recommendations, make up 9.5% of the coverage. This distribution indicates a dominance of event-driven

reporting, with limited emphasis on long-term trends, policy guidance, citizen responsibility, and adaptation strategies, highlighting potential opportunities to expand public awareness and promote solution-oriented media coverage.

Analysis of the framework distribution in MNB’s *Mongolian News channel* shows that of the 304 news reports, 90.4% employed weather warning frameworks, while 9.6% corresponded to climate change, adaptation, and responsibility frameworks. These findings indicate that an event-based, hierarchical news framework predominates in MNB’s coverage. Viewer surveys indicate that

MNB's "Mongolian News" channel, among the most viewed channels, features a dedicated nature and ecology section and regularly provides coverage on climate change and related topics [29]. Over the years, the channel has consistently addressed environmental topics in its news programmes, including air pollution, water resources, changes in natural reserves, and

other climate-related issues. In recent years, coverage has included changes in air pollution, the "One Soum–One Lake" programme, and environmental information reported during the COP17 conference. Environmental topics have now become a regular feature of the channel's programming.



**Figure 5. Environmental and Climate Coverage on MNB's Mongolian News (%) channel.**

Figure 5 illustrates the distribution of environmental coverage in MNB's *Mongolian News* channel. The majority of content (90.4%) focuses on weather news and hazard reporting, providing audiences with immediate information on weather events and related disasters. Only 9.6% of the coverage emphasises climate adaptation, resilience, and environmental stewardship, highlighting long-term solutions, citizen responsibility, and conservation efforts. This imbalance reflects a predominantly episodic, event-driven framing of environmental news. It suggests an opportunity to expand solution-oriented, thematic coverage to enhance public awareness and engagement in climate adaptation and environmental protection initiatives.

A total of 304 environmental and climate-related news items were reported on the *Mnb.mn* website during the three months from November 5, 2025, to

February 5, 2026. The news programme airs between three and five environmental stories per day. Of the 304 news items, 275 (90.4%) focused on weather conditions, while 9.6% addressed climate change adaptation, resilience, and environmental protection measures. These items addressed climate change, the human activities that impact it, and strategies to prepare for, cope with, and adapt to unforeseen environmental hazards. Notably, such coverage was limited. Analysis showed that information sources included almost only official agencies, such as the Ministry of Environment and Climate Change, General Department of Emergency Situations and the Meteorological and Environmental Analysis Department.

The analysis of MNB's coverage of climate change and environmental issues reveals a strong predominance of episodic, event-driven reporting. Across multiple programmes, including "Green Label" and

*Mongolian News channel*, the majority of content focuses on immediate problem identification, such as weather hazards, droughts, storms, and ecological degradation (approximately 74–90% of coverage), while thematic, policy, and adaptation frames are substantially underrepresented. This distribution indicates a clear hierarchical, event-focused news framework, with limited attention to causal explanation, moral evaluation, and treatment recommendations.

Moreover, while MNB has produced independent programmes and regularly covers environmental topics, including air pollution, water resources, natural reserves, and initiatives, such as “*One Soum–One Lake*” and COP17 reporting, the overall coverage remains heavily weighted toward immediate hazards rather than long-term solutions or citizen-oriented guidance. The sources of information include official agencies, indicating a diverse set of credible inputs. However, the low proportion of adaptation and solution-oriented content highlights an

opportunity to expand thematic, integrative framing.

In sum, the findings demonstrate that MNB’s coverage is primarily episodic and risk-focused, reflecting the dominance of problem-definition frames and minimal use of causal and adaptation frames. This imbalance suggests the potential to enhance public understanding and engagement through more solution-oriented, policy-informed, and participatory reporting.

**Analysis of Climate Change Coverage in Mongolian Daily Newspaper**

A total of 835 issues of the Mongolian national daily newspaper *Udrin Sonin* were systematically reviewed over five years (September 1, 2022 – February 13, 2026). News and information relevant to the research topic were then selected for further analysis. Over the 42 months, a total of 34 articles related to climate change were published in the newspaper. A key characteristic of the newspaper is its provision of analytical coverage, including in-depth reports, interviews, and articles that highlight critical issues.

**Table 5. Framing Patterns of Climate change Coverage by Content type of Udrin sonin.**

Post Type	Percentage	Content Summary
News	32.6%	Content presented in a light frame
Interview	26.4%	Content presented at a moderate depth
Report/ Coverage	20.5%	Content presented in considerable depth
Analytical Review	20.5%	Content presented with a structured, in-depth analysis

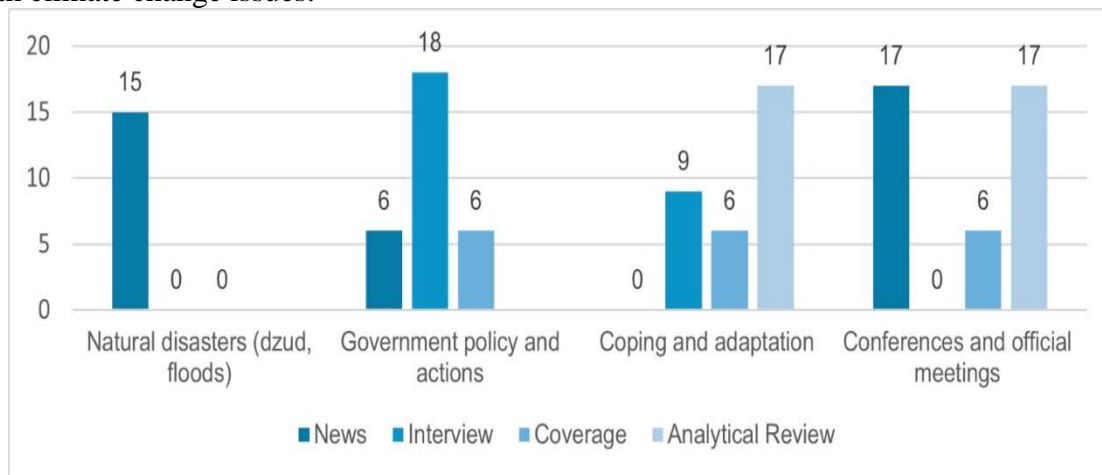
Table 5 illustrates the distribution of post types in the *Udrin Sonin* regarding climate change. The analysis indicates that news items account for the largest share at 32.6%, typically presenting information in a relatively light, descriptive manner, focusing on events and immediate developments. Interviews account for 26.4% of coverage, offering moderate depth of insight and often reflecting expert opinions or stakeholder perspectives. Both coverage and analytical reviews contribute 20.5% each, with reports providing

considerable depth and detailed accounts of events or phenomena, while analytical reviews offer structured, in-depth analysis that contextualises climate change within scientific, policy, and societal frameworks.

This distribution highlights that while a significant portion of coverage emphasises light or moderately detailed news, there is also a meaningful presence of in-depth reporting and analytical review. This suggests that the newspaper balances accessibility with analytical rigor. However, the predominance of news and

interviews suggests that episodic, event-driven framing remains more common than thematic, solution-oriented, or policy-driven framing, indicating potential opportunities to expand public understanding and long-term engagement with climate change issues.

When the content is analysed by subject category, we find that adaptation and coping strategies were discussed in greater depth, whereas, government policy initiatives were mainly presented through interview-based reports.



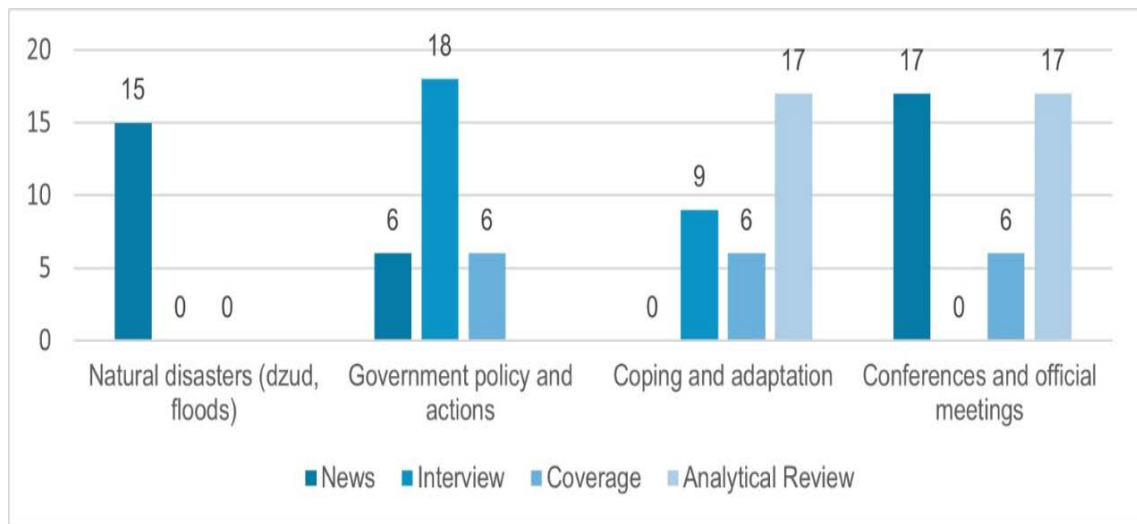
**Figure 6. Relationship between Content themes and Journalistic Genres in Climate reporting (*Udrin Sonin*)**

This pattern indicates that event-driven topics, such as disasters and official meetings are predominantly reported through news formats, while more complex issues, such as climate adaptation and long-term responses are frequently addressed through analytical reviews and in-depth journalistic formats. Such differences reflect the functional role of journalistic genres in shaping how climate-related issues are communicated to the public.

It also publishes detailed reports on discussions and conferences, including policy programmes and recommendations, presented during these events. In addition, in-depth interviews were conducted with officials and field experts regarding ongoing climate initiatives, policy outcomes, national strategies, and the current situation. During the research period, six interviews were conducted with three Ministers of Environment. A common characteristic of these interviews was the presentation of government policies, policy decisions, and ongoing environmental

initiatives. Additional interviews were conducted with senior officials and experts from professional organisations. Two interviews and one analytical review by Brigadier General B. Uuganbayar, Deputy Director of the National Emergency Management Agency of Mongolia, were published. These contributions discussed climate change and disaster response from a scientific and professional perspective. Such topics warrant broader and more frequent media coverage, as they contribute to public awareness and encourage greater engagement with climate-related issues.

The following section outlines the key thematic perspectives through which climate change is reported in *Udrin Sonin*. Compared with television and online news platforms, newspapers provide greater coverage of climate adaptation and coping strategies, as newspapers tend to emphasise analytical and contextual reporting rather than immediate event coverage. Disaster-related news, such as floods, accounts for the smallest proportion of their content.



**Figure 7. Thematic Framing of Climate change News in Udrin Sonin (percentage).**

The relatively high proportion of adaptation-related framing suggests an increasing emphasis on practical responses and long-term strategies for addressing climate change. At the same time, the significant presence of policy-oriented and event-based frames indicates that climate issues are frequently linked to governmental initiatives and international discussions. This combination of policy and adaptation frames may help shape public understanding of climate change not only as an environmental risk but also as a governance and development challenge. Since 2025, the daily newspaper has been running a column entitled “*New York Times*,” which translates and republishes selected articles from the U.S. newspaper *The New York Times*. Two of these translated articles were directly related to the research topic: “*Trump tells UN that climate change is 'greatest con job' globally*” [30] and “*Bill Gates Argues That too many resources are going toward climate change instead of issues like welfare and poverty: What Does This Mean for Mongolia?*” [31]. Historically,

U.S. media coverage of climate change has often adhered to the principle of “balanced reporting” [3]. More specifically, some media outlets have presented the scientifically supported concept of human-induced global warming alongside the views of climate change skeptics. Researchers argue that such “false balance” may create uncertainty in public understanding and potentially hinder effective policy development [32].

The translated articles published by *Udrin Sonin* appear to reflect this tendency, as their headlines and framing may contribute to ambiguous perceptions of climate change. International media coverage has frequently presented climate change debates through opposing viewpoints. Since the 2010s, however, the publication of scientific and evidence-based reporting has increased in the newspaper. This can strengthen public understanding and support informed policy and decision-making. When researching how *Udrin Sonin* frames the climate change reports, Table 6 shows the following.

**Table 6. Distribution of Climate Change Framing types in Udrin Sonin.**

Frame Type	Description of News Content	Percentage
<b>Episodic frame</b>	Short-term weather events or daily environmental conditions	
<b>Thematic frame</b>	Long-term climate change processes and trends	15
<b>Policy frame</b>	Government policies, international agreements, and climate strategies	47
<b>Responsibility frame</b>	Human responsibility and public participation in addressing climate change	
<b>Adaptation frame</b>	Solutions, coping strategies, and climate adaptation measures	32
<b>Uncertainty frame</b>	Scientific debate, skepticism, or uncertainty regarding climate change	6

The predominance of policy and adaptation frames suggests that climate change is primarily communicated as a governance and response-oriented issue, rather than as an immediate environmental event or a matter of individual responsibility. This framing pattern may influence how audiences perceive climate change, emphasising institutional actions and policy solutions, while providing limited narratives that highlight individual or community responsibility.

Although the number of climate-related articles in *Udrin Sonin*, a representative daily newspaper, was relatively small, the articles generally provided comprehensive, in-depth coverage. Interviews with ministers responsible for environmental policy discuss government programmes and their implementation. While expert sources provide detailed information on the current situation, prospects, and strategies for climate change adaptation and mitigation. Although the current coverage provides valuable perspectives, establishing a regular column or dedicated page could further enhance public understanding and increase the effectiveness of climate-related

communication. The dominant framing of climate change in the Mongolian daily press, primarily within the combined themes of natural disasters and state policies, remains insufficient to foster broader ecological debate and active public participation.

#### **Analysis of Climate Change Coverage in MNB Radio**

MNB Radio's *Channel One* broadcasts 17 hours of programming daily, from 06:00 to 23:00 hours, corresponding to a total of 119 hours of programming per week. The revised programming structure, designed to reflect the principles of public service broadcasting and comply with relevant legislation, was introduced on May 1, 2006. An analysis of the *MNB Radio* programme schedule shows that the proportion of informational programming increased from 44.23% in 2013 to 58% in 2017. This trend indicates a growing emphasis on informational content within the station's broadcast structure. Entertainment and educational programmes constitute the second largest category, while cognitively oriented programmes represent the smallest share [33].

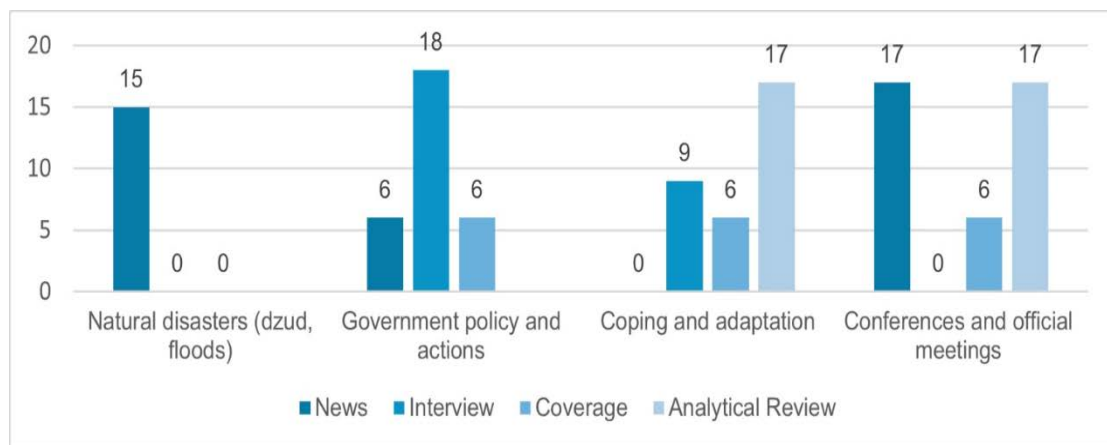


Figure 8. Share of Airtime by News Programme Category in MNB Radio (2013, 2017).

The analysis shows that specialised news programmes accounted for the largest proportion of airtime in *MNB Radio* in both 2013 and 2017. However, their share declined from 23.61% to 17.86% during the period under review. Environmental programming accounted for a limited share of total airtime, while weather forecasts remained relatively stable.

Currently, *MNB Radio* does not broadcast an independent programme specifically dedicated to climate change. However, environmental topics are incorporated into several other programmes within the schedule. For example, the programme “*Gazar Tenger*” features discussions and interviews on weather conditions, ecological balance, land use, and vegetation. Another programme, “*Save the Planet*,” focuses on environmental education and the value of nature conservation. Although these programmes address environmental themes, they are not exclusively dedicated to climate change.

### Integrated Analysis of Climate Change Coverage Across Media platforms

The analysis of television, radio, newspapers, and online news platforms reveals consistent patterns in Mongolian media's coverage of climate change. Drawing on the framing framework proposed by Robert M. Entman [15] and the agenda-setting theory developed by Maxwell McCombs [16], the findings show

that climate change coverage is largely structured around problem definition frame, while causal interpretation, moral evaluation, and treatment recommendations appear less frequently.

Across all media platforms, climate issues are mainly presented through event-based and risk-oriented reporting, with strong attention to environmental events, such as droughts, *dzud*, storms, and floods. For example, approximately 76–90% of television coverage and 90.4% of online environmental news focus on weather-related events, whereas only a small proportion addresses climate adaptation or environmental protection. From an agenda-setting perspective, this pattern suggests that the media primarily highlight environmental risks as the most salient aspect of climate change, thereby shaping public attention toward immediate environmental events. At the same time, causal explanations and policy discussions remain limited, with scientific explanations appearing in about 13% of online coverage and policy-related discussions in only 3–4%. Frames related to responsibility, ethics, and solutions are also relatively rare, appearing in only 4–9.5% of the analysed content.

Overall, the results indicate that Mongolian media construct climate change mainly as an episodic environmental problem, prioritising risk visibility while providing comparatively limited coverage

of causes, responsibilities, and policy responses. This framing and agenda-setting pattern may influence how audiences perceive the significance and complexity of climate change.

This study examined the coverage of climate change across television, radio, newspapers, and online platforms in Mongolia, providing an integrated perspective on how the media frames environmental issues. The results indicate a dominance of problem-oriented, episodic reporting, with immediate environmental risks, such as droughts, *dzud*, storms, floods, and other natural hazards receiving the greatest emphasis. Causal explanations, adaptation recommendation frames, and key components for comprehensive audience understanding remain limited. Adaptation and solution-oriented content account for only 4–9.5% of coverage across platforms. These findings are consistent with international studies showing that developing countries tend to prioritise event-driven environmental reporting, which raises awareness of immediate risks but may constrain understanding of underlying causes and long-term strategies [3], [34].

From an agenda-setting perspective, repeated emphasis on episodic environmental events shapes public perception, making immediate risks highly salient while underrepresenting structural causes, policy interventions, and citizen responsibilities. Television and online platforms particularly reinforce risk salience, whereas newspapers, such as *Udrin Sonin*, offer more in-depth analysis through interviews and expert commentary. Radio provides limited coverage dispersed across general programmes. This cross-platform pattern illustrates how Mongolian media selectively constructs public priorities regarding climate change, highlighting the influence of agenda-setting mechanisms on public understanding and engagement.

Integrating these results with broader journalistic theories, the coverage can be situated within three overlapping domains. First, development journalism principles are reflected in content that provides practical adaptation strategies and educates audiences on coping with environmental change, particularly in rural or vulnerable areas. Second, environmental journalism dominates the framing of climate change, emphasising immediate hazards, ecosystem degradation, and environmental risks, consistent with the predominance of episodic, risk-focused reporting across TV and online news. Third, accountability or social change journalism is underrepresented. Responsibility frames addressing citizen participation, ethical considerations, and institutional accountability appear in only a small fraction of the coverage, limiting the media's potential to promote societal engagement and policy advocacy.

Overall, this study contributes to theory by demonstrating how Mongolian media coverage of climate change aligns with framing and agenda-setting theories and intersects with development, environmental, and accountability journalism. The findings suggest that while episodic, risk-focused reporting increases awareness of immediate environmental threats, expanding thematic coverage that integrates causal explanations, moral evaluation, and adaptation strategies could enhance informed public debate, citizen engagement, and policy support for climate action.

## CONCLUSIONS

This study represents one of the first comprehensive analyses of climate change reporting in Mongolian media, integrating three theoretical perspectives, environmental journalism, social responsibility journalism, and development journalism, within the framework of media framing and agenda-setting theories.

The findings reveal that while Mongolian media outlets publish content on climate change, coverage remains predominantly episodic, risk-oriented, and event-driven. Disaster and hazard-focused reporting dominate, whereas solution-oriented, policy-related, adaptation, and systemic explanations constitute a small proportion of the content.

From an environmental journalism perspective, coverage often lacks diverse sources, scientific explanations, and evidence-based analysis, emphasising short-term impacts rather than long-term systemic understanding. Similarly, social responsibility journalism principles are only partially realised, as media rarely highlight citizen engagement, institutional accountability, or transparency in governance. Development journalism perspectives are also underrepresented, with limited coverage linking climate change to sustainable development, local livelihoods, and integrated adaptation strategies.

Despite these limitations, the study underscores the critical role of media in shaping public discourse on climate change, particularly within Mongolia's fragmented media landscape, which now comprises over 430 outlets and where audiences increasingly rely on social media as their primary source of information. In this context, the strategic dissemination of climate-related information becomes an urgent public service, not only to raise awareness of immediate environmental risks, but also to foster informed decision-making and societal resilience. Strengthening thematic, integrative, and solution-oriented reporting across platforms could enhance public understanding of causal mechanisms, responsibilities, and adaptation strategies, thereby positioning climate change as a central concern for sustainable development and institutional reform in Mongolia.

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## Ethical approval

This study was conducted in accordance with academic research ethics. The research is based on content analysis of publicly available media materials and did not involve experiments on human subjects or the collection of personal or sensitive data. Therefore, formal ethical approval was not required.

## Author contribution

The authors confirm contribution to the paper as follows: T. Enkhtuya: Conceptualisation and design theoretical framework development, methodology, data collection, content analysis, interpretation of findings, and writing the original manuscript: TE  
Academic supervision, manuscript review, editing, and overall guidance of the research process: DD. All authors read and approved the final version of the manuscript.

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## Conflict of interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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