

Research Article | Araştırma Makalesi

Climate Change and Media: An Analysis of Public Service Announcements and Communication

Public Service Announcements of the Ministry of Environment, Urbanisation and Climate Change

İklim Değişikliği ve Medya: T.C. Çevre, Şehircilik ve İklim Değişikliği Bakanlığının Duyurum ve İletişim Amaçlı Kamu Spotu Çalışmalarına Yönelik Bir Analiz



Onur TOS (Lecturer Dr.)
Tarsus Üniversitesi, Vocational School of Tarsus
Mersin/Türkiye
onurtos@tarsus.edu.tr



Harika TOS (Independent Researcher)
Mersin/Türkiye
harika.tos.91@gmail.com

Başvuru Tarihi | Date Received: 01.11.2024
Yayına Kabul Tarihi | Date Accepted: 25.02.2025
Yayınlanma Tarihi | Date Published: 30.04.2025

Tos, O., & Tos H. (2025). Climate Change and Media: An Analysis of Public Service Announcements and Communication Public Service Announcements of the Ministry of Environment, Urbanisation and Climate Change. *Erciyes İletişim Dergisi*, (4), 23-43 <https://doi.org/10.17680/erciyesiletisim.1577738>

Abstract

Climate change may adversely affect economic activities in the country, region or city centre. In this framework, administrative studies are carried out worldwide to eliminate or reduce the negative effects of climate change. In Turkey, the Ministry of Environment, Urbanisation and Climate Change is the highest level institution working on this issue. This study focuses on the public service announcement and communication public service announcements on climate change by the Ministry of Environment, Urbanisation and Climate Change. The contents of the public service announcement and communication public service announcements on climate change shared by the Ministry on its official social media account constitute the data of the study obtained through document analysis. In this context, critical case sampling is applied in the study and the official social media account of the Ministry is analysed within this framework. The data analysis method of the study is content analysis used in qualitative research perspective. By adhering to the steps of the content analysis method, it is tried to determine which themes, categories and codes are prominent in the public service ads on climate change shared by the Ministry from its official social media account. As a result of the analysis, it was seen that different themes, messages and strategies were applied in each public service announcement on climate change. Climate change awareness, call to action, sustainability and nature protection, social unity and politics were identified as themes; interaction and awareness, critical warnings, targets and projects, emotional bonding were identified as categories; and concepts such as zero waste, green transformation, social solidarity were identified as codes.

Keywords: Climate Change, Ministry, Public Service Announcement, Communication, Content Analysis.

Öz

İklim değişikliği; ülkedeki, bölgedeki ya da şehir merkezinde ekonomik aktiviteleri olumsuz yönde etkileyebilmektedir. Bu çerçevede dünya genelinde iklim değişikliğiyle ilgili olumsuzlukları gidermek ya da azaltmak için yönetimsel anlamda çalışmalar yapılmaktadır. Türkiye’de bu konuda çalışma yürüten en üst düzeydeki kurum T.C. Çevre, Şehircilik ve İklim Değişikliği Bakanlığı’dır. Bu çalışma T.C. Çevre, Şehircilik ve İklim Değişikliği Bakanlığının iklim değişikliği konusundaki duyurum ve iletişim amaçlı yayınladığı kamu spotu çalışmalarına odaklanmaktadır. Bakanlığın resmi sosyal medya hesabından iklim değişikliği konusunda duyurum ve iletişim amaçlı paylaştığı kamu spotu içerikleri çalışmanın döküman incelemesi yoluyla elde edilen verilerini oluşturmaktadır. Bu kapsamda çalışmada kritik durum örneklemesi uygulanmakta ve Bakanlığın resmi sosyal medya hesabı bu çerçevede incelenmektedir. Çalışmanın veri analiz yöntemi nitel araştırma perspektifinde yararlanılan içerik analizidir. İçerik analizi yöntemi adımlarına bağlı kalınarak Bakanlığın resmi sosyal medya hesabından paylaştığı iklim değişikliğine ilişkin kamu spotlarında hangi tema, kategori ve kodların ön plana çıktığı belirlenmeye çalışılmaktadır. Yapılan incelemeler sonucunda her bir kamu spotunda iklim değişikliği konusunda farklı tema, mesaj ve strateji uygulanmaktadır. İklim değişikliği bilinci, eylem çağrısı, sürdürülebilirlik ve doğa koruma, toplumsal birlik ve politika tema; etkileşim ve farkındalık, kritik uyarılar, hedefler ve projeler, duygusal bağ kurma kategori; sıfır atık, yeşil dönüşüm, toplumsal dayanışma gibi kavramlar ise kod olarak belirlenmiştir.

Anahtar Kelimeler: İklim Değişikliği, Bakanlık, Kamu Spotu, İletişim, İçerik Analizi.



Introduction

Climate change is considered as a problem that threatens the environmental, social and economic balance worldwide. Turkey is also facing the effects of this global problem. Climate change in the country creates negative impacts in critical areas such as agriculture, water resources and energy, and this situation threatens the general welfare of the society. In this context, informing the public on this issue and raising awareness is of great importance.

In the literature, it is seen that various academic studies have been conducted on the Ministry of Environment, Urbanisation and Climate. Şengün (2015), In his study titled 'Environmental management in Turkey and the practices of the Ministry of Environment and Urbanisation', he examined the importance of the Ministry of Environment and Urbanisation in environmental management, environmental legislation and institutions responsible for environmental management. In another study, the benefits of unmanned aerial vehicles studies in terms of the Ministry of Environment and Urbanisation were discussed (Ekinci et al., 2017). Candan and İnce, (2014), examined the path from mobbing to burnout on the employees of the Ministry of Environment and Urbanisation, and examined the mobbing and burnout status of individuals working in the Ministry of Environment and Urbanisation and the relationship between these two situations. As a result of the research, it was determined that the employees were exposed to mobbing, albeit at a low level. It has been determined that mobbing to which employees are exposed differs according to gender and the units they work in. In addition, there are various academic studies on public service announcements. Aydın (2016), in his academic study titled 'A research on environment-themed public service announcements within the scope of environmental communication', analysed the environment-related public service announcements broadcast on TRT 1 between 2012 and 2015. Another research is on public service announcements broadcast by the Turkish Radio and Television Corporation in 2015 (Ünal and Tanca, 2016). Darı (2022) conducted a research on public service announcements about environmental pollution based on plastic waste during the Covid-19 pandemic period. In this study, written and visual indicators used in public service announcements about plastic waste-based environmental pollution were analysed using semiotics technique. In another study titled Health-safety states in audiovisual media: public service announcements as a field that needs to be discussed, content analysis of two campaigns prepared by the Ministry of Labour and Social Security and the Let's Stop Work Murders Civil Platform in the field of occupational health and safety was analysed (Aytekin, 2016).

The Ministry of Environment, Urbanisation and Climate Change of the Republic of Turkey aims to raise public awareness on climate change through communication and announcement activities through public service announcements. The main purpose of this study is to analyse the public service announcement activities of the Ministry of Environment, Urbanisation and Climate Change on climate change. In this direction, it is tried to determine which themes, categories and codes come to the fore by analysing the posts made on social media. The study aims to provide information about the communication strategies of the ministry and to evaluate the effectiveness of messages aiming to raise public awareness on climate change.

Raising awareness on climate change can directly affect society's approach to the issue and willingness to take action. Public service announcements conducted by the Ministry play a critical role in raising this awareness. The results of the study can contribute to the

determination of more effective communication strategies to be developed for informing the public on climate change. In addition, this study can provide suggestions for the development of communication strategies in Turkey by providing a comparison with similar practices in other countries.

This study focuses on public service announcements on climate change shared on the official social media accounts of the Ministry of Environment, Urbanisation and Climate Change of the Republic of Turkey. The research provides a thematic evaluation through content analysis method by analysing the contents published in a certain time period. The scope of the study consists of the content of public service announcements on climate change provided by the ministry on its official website.

The limitation of the study is considered as analysing the data obtained from the social media accounts of the Ministry of Environment, Urbanisation and Climate Change. Therefore, the effects of other public institutions on climate change communication are not addressed within the scope of the study. In addition, it is thought that quantitative data as well as qualitative data may be needed to measure the impact of public service announcements. In this context, the results of the study may contain a limited perspective due to the examination of public service announcements based on qualitative content analysis.

1. Conceptual Framework

1.1. Climate Change and Climate Communication

The world has experienced many climatic changes since its existence. As a result of this situation, fresh water, clean air, surface and underground riches, which are the source of life for people, have emerged.

Before the industrial revolution, the energy required was obtained by using natural resources (strong animals were used for people to travel and plough their lands, winds and people's rowing were used in ship voyages, plants were burned for heating) (Cole, 2020). With the transition of humanity to the industrial revolution, various developments have been experienced in the vital field. These developments, first in Europe and then all over the world, have been seen in areas such as the rapid provision of transport, access to different geographies, the transport of heavy loads, the widespread use of advanced and powerful tools in agricultural tools, the development of heat conservation of dwellings, and food production (Bradshaw, 2010). This situation has led to the use of excessive amounts of fossil fuels (such as natural gas, coal, petroleum) that cause excessive energy use. As a result of the excessive use of these fuels, carbon dioxide (CO₂) emissions have increased and climate changes have started to occur worldwide (UNEP, 2023). For example; 2021 was one of the seven hottest years on record. The temperature increased by 1 (°C) compared to the pre-industrial period. These developments reveal that climatic change will continue to be experienced due to the emission of greenhouse gases and its negative effects will be reflected in cities and social life (WMO, 2022).

Climate change is becoming an increasing threat worldwide and is shaping the international agenda with its environmental, social and economic dimensions. Climate change is positively linked to the increase in greenhouse gases emitted into the atmosphere as a consequence of human activities, which leads to global warming by destabilising the climate system (IPCC, 2021). In this context, climate change should be

considered not only as an environmental problem but also as a social challenge, as its impacts affect all segments of society (Nisbet, 2009).

According to Moser (2016), the exact nature of the crisis, which initially started to be experienced due to climate change, and how it occurred could not be understood. However, today, it has become very important to provide accurate and good communication in order to raise people's awareness about the climate crisis and to take necessary action. In this context, various methods, tools and processes have started to be established to improve communication for the climate crisis (Ballantyne, 2016). In addition, the level of knowledge, comprehension and action by scientists and the level of knowledge of the public about the climate crisis are very different from each other (Stammen & Meissner, 2024). According to Leon et al. (2023), communication on climate change is of great importance for groups with higher levels of awareness to be able to guide those with lower levels of knowledge in an accurate and effective manner. In this context, experts need to be able to mobilise the emotions of the public in order to engage them in the climate crisis and to create motivation for action.

Climate communication refers to communication activities carried out to increase knowledge and awareness on climate change. This concept aims to make individuals more aware of climate change and encourage them to take action on it (Whitmarsh & Corner, 2017). Climate communication is usually carried out through various media tools, public campaigns and social media platforms, using strategies based on emotional, logical and social norms (Moser & Dilling, 2011).

Ballew et al., (2019) state that effective climate communication plays an essential role in shaping the public's feelings and thoughts about climate change, providing information and raising awareness. Emotional appeals and logical arguments encourage greater public engagement and social mobilisation on the issue (Lee et al., 2024). Furthermore, messages of community bonding and partnership help individuals understand their role in the fight against climate change (Nisbet & Myers, 2007).

1.2. Public Service Announcements: Role as a Strategic Communication Tool in Combating Climate Change

With the developing world, various problems affect human life. Governments, states, societies or administrations that want to eliminate these problems should develop solutions to eliminate problems. At this point, one of the methods used to overcome social problems is public spots (Rice & Atkin, 2013). Public service announcements are media products containing short, effective and remarkable messages created to raise public awareness and contribute to the solution of social problems (Coleman & Hatley Major, 2014). Public service announcements are an important strategic communication tool used by governments, foundations, associations and official institutions to communicate effectively with the public (Harris & Krishnan, 2023). In tackling a complex and urgent problem such as climate change, the role of public service announcements is becoming more prominent. Such communication tools are designed to raise social awareness, raise awareness of individuals and encourage them to take action (Ittefaq, 2024; Looi et al., 2023). In addition, raising awareness by informing societies on issues such as environment, children, women, animals, health and education rights are among the purposes of public service announcements (Aytekin, 2016).

Announcements prepared for public and social problems by non-governmental organisations or governments that do not have any profit motive are referred to as public service announcements. It is aimed to direct the target audience with the content of public service announcements and to create a change in their behaviour (Nan, 2008). In addition, public service announcements are created to raise awareness of societies against bad and negative events that may occur about all social issues affecting societies, especially health. In addition, it is aimed to change the attitudes and behaviours of the target audience, to aim to gain awareness and habits and to take precautions against problems through public service announcements (Chang, 2024). In this context, public service announcements on climate change are also being developed and certain strategies are being developed for these announcements to be effective. Rhetorical techniques such as emotional appeal, logical arguments and emphasising social norms increase the impact of public service ads on the audience (Alim & Rahim, 2021). For example, with emotional appeal, the potential effects of climate change on individuals are made more tangible by appealing to the emotional world of the audience (Mo & Zhou, 2024).

Public service announcements are recognised as a powerful tool to ensure social change. They contain encouraging messages for the society to take an active role in combating climate change and aim to increase the participation of individuals (O'Neill & Nicholson-Cole, 2009). In particular, calls to act together and themes of social solidarity draw individuals into a collective endeavour (Dahlstrom, 2014). In this context, public service announcements draw attention to social problems and ensure that the society acts in the desired way (Uluğ-Yurttaş, 2021). Furthermore, the information and awareness-raising provided through public service announcements allows for a deeper understanding of climate change in society. Such campaigns are usually prepared for specific target audiences and disseminated through various communication channels (Bennett & Segerberg, 2012). The use of social media platforms increases the impact of public service announcements and enables them to reach wider audiences (Tufekci, 2017).

Public service announcements play an important role as a strategic communication tool in combating climate change. They are effectively used to raise social awareness, encourage individuals to take action and provide support for climate policies. In this context, effective design and implementation of public service announcements are among the factors that directly affect the success in combating climate change.

2. Methodology

2.1. Subject and Purpose of the Study

The methodological design of the research is based on the content analysis technique, which is a thematic analysis approach within the qualitative research method. In this process, the public service announcements published by the Ministry of Environment, Urbanisation and Climate Change on the social media platform YouTube in a certain period are analysed according to the determined analysis criteria and themes, categories and codes are created. In this framework the subject of the research is the analysis of the public service announcements of the Republic of Turkey Ministry of Environment, Urbanisation and Climate Change on climate change. The aim of the research is to determine which themes, categories and codes are prominent in the public service announcements published on the official social media accounts of the ministry. In this direction, it is aimed to increase the effectiveness of communication strategies and public awareness on climate change.

2.2. Scope of the Study and Research Question

The research covers the public service announcements on climate change published on the social media accounts of the Ministry of Environment, Urbanisation and Climate Change of the Republic of Turkey and the discourses in the public service announcements. In this framework, the research questions sought to be answered in the research process were determined as follows:

- Which themes, categories and codes are prominent in the public service announcements shared by the Ministry?
- Which rhetorical codes and techniques are prominent in the discourses of public service announcements?
- Which messages and values are emphasised for people about climate change?
- How is the social awareness raised through public service announcements on climate change reinforced through social media interactions?
- Which emotional and cognitive responses are triggered by the language and visual elements used in the content of the Ministry's public service ads on climate change?

2.3. Research Analysis Method

In this study, content analysis method, which is widely used in qualitative research method, was preferred. Content analysis allows certain themes and patterns to emerge through the systematic examination of texts or visuals (Berelson, 1952; Krippendorff, 2019) Content analysis method consists of certain stages. These stages are listed as follows (Saldana, 2021; Elo & Kyngäs, 2008):

- **Data Collection and Coding:** It is the collection of the contents (texts, interviews, documents, etc.) to be analysed. This stage includes determining which type of data will be used and how they will be collected.
- **Theme Development:** It is the determination of main themes or sub-themes from the data obtained from the coding phase. This helps to reveal patterns and relationships in the content.
- **Data Analysis and Interpretation:** Analysing and interpreting the identified themes and categories and evaluating them in the context of the research questions.
- **Reporting the Results:** It is the presentation of the findings of the research in a clear, systematic way. At this stage, the research process, findings and interpretations are shared.

In this framework, the research is conducted with qualitative research method. Using the content analysis technique, 15 public service announcements on climate change published on YouTube, the official social media account of the Ministry, are analysed. Firstly, 15 public service announcements published by the Ministry were collected together with their visual and textual content. These data were obtained through the content shared on YouTube, the official social media account of the Ministry. At this stage, each public service announcement was coded according to a specific theme, category and rhetorical code. After the coding phase, similarities and differences between the data are identified and main themes are developed. These themes cover elements such as messages about climate change, visuals used, emotional tones of the texts and discourses aiming at social change. The data are analysed within the framework of determined themes and categories. The relationships between themes, which messages are supported by which strategies and how they can affect social awareness are analysed. At this stage, it is also

analysed how public service announcements are presented on social media platforms and their impact on the audience. Research findings are reported systematically in terms of themes, categories and rhetorical strategies. The findings are presented in a framework that reveals to what extent the Ministry's public service announcements serve the objectives of raising awareness on climate change.

Some applications were made for the validity of the analysis. Firstly, it was checked how appropriate the materials analysed through content analysis were with the research questions and themes determined. For example, it was ensured that the social media content selected for the public service announcements served the purpose of raising awareness on climate change. For this purpose, the Ministry's posts on the selected social media platform YouTube were limited to content related to climate change. During the coding process, each theme and category was associated with the research questions. The contents were categorised thematically in accordance with the purpose of the research. In order to ensure the accuracy of the themes in the reliability of the content analysis stages, three analysts coded and 91% of the themes, categories and codes were agreed upon and the analyses were classified accordingly.

2.4. Sample of the Study

In this study, critical situation sampling is utilised. According to Patton (2015) critical situation sampling is expressed as 'if it happens there, it can happen anywhere, or if it does not happen there, it does not happen anywhere'. Critical case sampling also enables in-depth examination of a particular concept, event or situation (Yin, 2017). In this framework, the sample of the study is the public service announcements on climate change published on the official social media accounts of the Ministry of Environment, Urbanisation and Climate Change of the Republic of Turkey. The highest level activities of the Ministry in this field are especially the announcements that aim to inform the public. In this context, the data obtained from the studies conducted on a universal problem such as climate change with the critical case sampling method is the sample of this study. The posts made on the social media accounts of the Ministry constitute the main source of the sample selected in this context.

2.5. Data Collection Technique of the Research

In this study, document analysis method based on visual content is used. According to Bowen (2009) this method enables a systematic analysis of existing documents and visual contents. YouTube, the official social media account of the Ministry of Environment, Urbanisation and Climate Change, constitutes the main data source of this study. YouTube platform is one of the social media channels where the Ministry actively shares posts and establishes effective communication with its target audience. In this context, the data collection process was carried out through 15 public service announcements published on the Ministry's social media account YouTube on climate change between 2020-2024. These commercials were accessed on 08.07.2024 and were examined by three different experts within a month.

3. Results

This section presents the findings obtained as a result of the content analysis of 15 public service announcements on climate change published on the social media accounts of the Ministry of Environment, Urbanisation and Climate Change of the Republic of Turkey. During the content analysis process, each public service announcement was analysed together with its textual and visual elements, and the main themes, categories

and rhetorical codes contained in these announcements were determined. The findings obtained provide a framework for understanding to what extent these public service announcements serve the purpose of raising public awareness on climate change and creating social consciousness. In this section, the themes identified by the analysis, the rhetorical strategies used and the social effects of these elements will be detailed.

Table 1. *Slogans, Titles and Highlights of Public Service Announcement Content*

	Slogans Headlines	Highlighted
PSA-1	Let's sing it together; #WeAllHaveaWorld Environmentfest We all have a world (YouTube 1, 2024).	Theme: Collective responsibility. Message: Climate change is everyone's problem and there is a call to act together. Strategy: Use a hashtag to increase social media engagement.
PSA-2	Our climate tunnel #Çevrevest also welcomed its visitors  We all have a world (YouTube 2, 2024) .	Theme: Interaction and awareness. Message: It is desired to raise knowledge and awareness about climate change through activities. Strategy: Providing information in a fun environment.
PSA-3	We act with determination to eliminate the negative effects of climate change (YouTube 3, 2024).	Theme: Determination and action. Message: It is emphasised that the Ministry is taking an active and decisive stance. Strategy: Build public confidence with a strong call to action.
PSA-4	We launched the 'Turkey Carbon Market Development Project' in our fight against climate change (YouTube 4, 2024).	Theme: Project based solutions. Message: It is stated that climate change is being combated with concrete steps and projects. Strategy: Informing and attracting public attention through project promotion.
PSA-5	We Created 3D Climate Tunnel (YouTube 5, 2024).	Theme: Innovation and education. Message: Innovative tools are utilised for training purposes. Strategy: Attracting attention with visual and experiential learning.
PSA-6	Climate Change – Let us change before the climate changes (YouTube 6, 2021).	Theme: Call for change. Message: It is emphasised that individuals and society should be open to change. Strategy: Personal responsibility and a call to action.
PSA-7	Leave a world for us children, Let's write on it, dear World (YouTube 7, 2021).	Theme: Next generation. Message: The emphasis is on leaving a better world for children. Strategy: Mobilising the community through emotional connection.
PSA-8	Our Children and Environment / Zero Waste (YouTube 8, 2020).	Theme: Sustainability and education. Message: Increasing environmental awareness for future generations is emphasised. Strategy: Adopt a sustainable lifestyle with a zero waste target.

	Slogans Headlines	Highlighted
PSA-9	Effects of Climate Change on Living Things (YouTube 9, 2020).	Theme: Knowledge and awareness. Message: The effects of climate change on biodiversity are indicated. Strategy: Creating awareness in the society with educational content.
PSA-10	Some Natural Events Caused by Global Climate Change (YouTube 10, 2020).	Theme: The relationship between natural phenomena and climate. Message: The concrete effects of climate change are described. Strategy: Awareness of hazards is ensured through informative content.
PSA-11	We Use Our Investments in Favour of Nature (YouTube 11, 2020).	Theme: Sustainable investments. Message: It is stated that investments have been made that emphasise the purpose of nature conservation. Strategy: Supporting nature-friendly policies.
PSA-12	Effective Combating Climate Change, Zero Emission for a Clean Future (YouTube 12, 2020).	Theme: Emission reduction. Message: Clean energy and zero emission target. Strategy: Creating hope in the community by providing a vision for the future.
PSA-13	Desertification due to Climate Change (YouTube 13, 2020).	Theme: Desertification and climate relationship. Message: The importance of the environmental impacts of climate change is emphasised. Strategy: Emphasise the seriousness of desertification.
PSA-14	Let's Change Before the Climate Changes #OurWorldHome (YouTube 14, 2020).	Theme: Change and home ownership. Message: The message is that individuals must change in order to protect the Earth. Strategy: Increase participation with a personal call to action.
PSA-15	It is in our hands to preserve these images #ZeroWasteBlue (YouTube 15, 2020).	Theme: Nature conservation. Message: The need to protect natural beauties is emphasised. Strategy: Social media engagement to increase participation.

Through these titles and slogans, it is seen that a communication strategy that aims to raise social awareness, encourages participation, focuses on education and tries to establish an emotional bond is followed. Each title and slogan includes a call to raise awareness and take action on climate change.

The themes emerging in the public service announcement discourses are listed as follows:

- **Climate Change Awareness:** The seriousness of climate change, its impacts and the sense of urgency about it are emphasised (PSA4, PSA9, PSA10).
- **Call for Action:** It is emphasised that the society should take an active role in combating climate change (PSA1, PSA4, PSA6).

- **Sustainability and Nature Conservation:** Associations are made with sustainable lifestyles such as nature conservation, recycling and zero waste practices (PSA11, PSA13, PSA15).
- **Social Unity:** The message of acting together, social solidarity and creating collective consciousness is given (PSA1, PSA2, PSA7).
- **Policy and Strategy:** Information about Turkey's climate targets, projects and strategies are given (PSA4, PSA11, PSA12).

The categories that come to the forefront in the content of these themes in the discourse of public service announcements aim to reach a specific target audience and to provide a certain behavioural change. In this context, the prominent categories are listed as follows:

- **Interaction and Awareness:** Expressions such as 'Let's prevent climate change together' aim to inform people with a persuasive language while encouraging social participation (PSA1, PSA2, PSA7).
- **Critical Warnings:** Statements such as 'If we do not take action now, it may be too late tomorrow' create a sense of urgency and encourage individuals to take action (PSA9, PSA10, PSA12).
- **Targets and Projects:** Providing detailed information about Turkey's climate targets and projects provides credibility and concretises action plans (PSA4, PSA11, PSA12).
- **Emotional Bonding:** Statements emphasising the relationship between nature and human beings aim to establish an emotional bond in society (PSA6, PSA7, PSA15).

The most emphasised and prominent codes in the messages conveyed in the themes and categories of the public service announcements are climate change, zero waste, green transformation, nature protection, social solidarity, action plan, low carbon economy, recycling, clean energy and global warming.

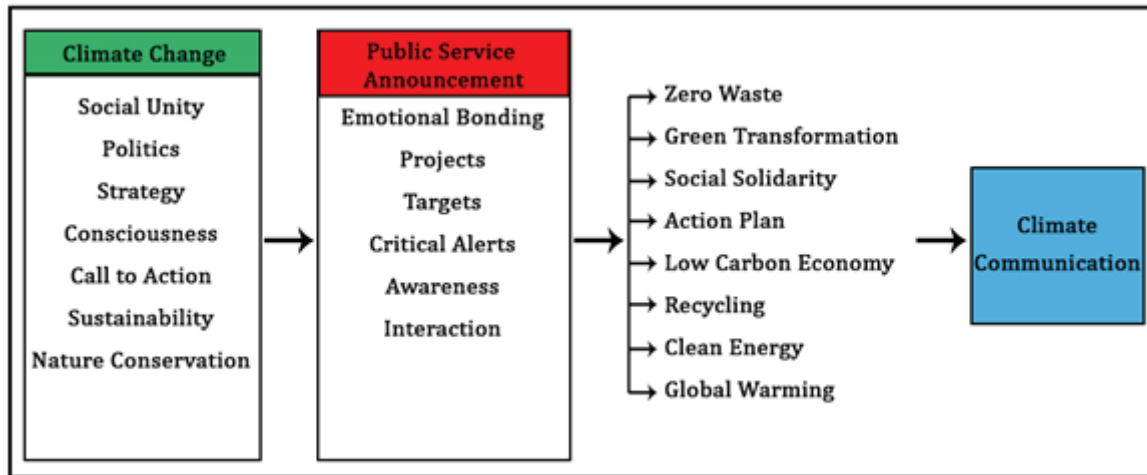


Figure 1. Thematic Coding

The public service announcements of the Ministry of Environment, Urbanisation and Climate Change of the Republic of Turkey effectively communicate Turkey's commitment and strategic goals in combating climate change to the public. The discourses reveal their potential to create social awareness and action, and also show that they are an important tool for informing the public on climate change and increasing their participation.

Rhetorical codes and techniques prominent in public service announcement discourses play an important role in ensuring effective communication. The main rhetorical codes and techniques used in these discourses are listed below:

- **Emotional Appeal (Pathos):** Expressions aimed at establishing an emotional connection are frequently used in discourses. For example, sentences such as ‘The nature in which we continue our lives is not a legacy of our ancestors but a trust of our children’ aim to increase environmental awareness by appealing to people’s emotional world. Such expressions deepen the relationship of individuals with nature and arouse the desire to take action. The continuity of life is emphasised (PSA7).
- **Logical Argument (Logos):** Statistics, scientific data and logical inferences are frequently used in discourses. For example, statements such as ‘Over 4 billion people have been affected in the last 20 years’ support the seriousness of climate change with concrete data. This helps the public to understand and be convinced about the issue of climate change and its impacts (PSA6, PSA9).
- **Social Bonding (Ethos):** The signature of official institutions such as the Ministry of Environment, Urbanisation and Climate Change provides credibility and authority. Expressions such as ‘Turkey is struggling against climate change’ emphasise the determination and responsibility of the public institution and build trust in the society (PSA4, PSA11).
- **Calls for Action:** In the discourses, there are frequently calls for action encouraging social unity with expressions such as ‘all together’, ‘together’. This makes individuals feel themselves as a part of the process and increases social participation (PSA1, PSA2).
- **Emphasis on the Future:** The discourses present a positive perspective towards the future and make people hopeful with goals such as ‘leaving a clean environment for our children’. This makes individuals feel responsible for the future (PSA6, PSA7).
- **Benchmarking and Comparison:** Public service announcements emphasise Turkey’s positive role in combating climate change and highlight Turkey’s position in the international arena through comparisons such as ‘one of the least polluting countries in the world’ (PSA4).
- **Use of Symbolic Language:** Metaphors and symbolic expressions used in public service announcements make the messages more effective and memorable. For example, the expression ‘we are not the sovereign power of nature, but only a part of our planet’ helps to question people’s perspectives on nature. (5, 15)
- **Double Meaning and Irony:** In some discourses, the consequences of being insensitive to climate change are expressed ironically. For example, expressions such as ‘the warming of the world is none of my business’ aim to make people think (PSA10).

These rhetorical techniques increase the impact of public service announcements and support public awareness of climate change. While the combination of emotional and logical elements aims to create a social movement, the elements of credibility and authority reinforce the seriousness of the messages.

The messages and values that come to the forefront for people on climate change are quite prominent in the public service announcement discourses. These messages and values are summarised below:

- **Emphasis on responsibility and trust:** The message is ‘nature is not a legacy of our ancestors, but a trust of our children.’ The value is the sense of responsibility towards future generations and the urgency of protecting nature (PSA6, PSA7).
- **Unity and Solidarity:** The message is ‘let’s prevent climate change together.’ The value in this regard is provided by calling for social unity and solidarity and joint action and by putting forward the idea that the contribution of each individual is important (PSA1, PSA4).
- **Education and Awareness:** The message is ‘recycling awareness needs to come into play.’ The value is realised on the subject of knowledge and awareness, and the awareness of individuals on climate change (PSA5, PSA8).
- **Taking Urgent Measures:** Message; ‘if we do not take measures now, it may be too late tomorrow.’ The value in this issue is about urgency and proactive approach, the necessity to take action immediately (PSA9, PSA10).
- **Conservation of Natural Resources:** The message is ‘Prevent the depletion of natural resources.’ The value is associated with sustainability and protection of natural resources and raising awareness in environmental sensitivity (PSA11, PSA15).
- **Investing for the Future:** Message; ‘ensures that we can leave a clean environment for future generations.’ The value in this issue is shaped in the focus of responsibility for the future, sustainable economic and environmental policies (PSA4, PSA12).
- **Persuasion and Information:** Message: ‘More than 4 billion people have been affected by disasters, the number and severity of which have increased with global warming in the last 20 years.’ The value was determined as providing persuasive information and informing the public about the effects of climate change (PSA6, PSA9).
- **Sensitivity and Awareness:** Message; ‘we are not the sovereign power of nature, we are only a part of our planet.’ Value: Ecological awareness, questioning the relationship between human beings and nature (PSA7, PSA8).
- **Gift for Future Generations:** Message; ‘Leave a world for us children.’ The value in this subject is put forward as emphasising the importance of protection and protective measures for children and future generations (PSA4, PSA12).

In public service announcements, messages to people on climate change emphasise values such as responsibility, unity, urgency, awareness and investing in the future. These values aim to raise awareness in the society towards combating climate change and encourage individuals to take an active role in this struggle.

Social awareness raised through public service announcements on climate change is reinforced through social media interactions. In this context, awareness is raised through public service announcements. Public service announcements are generally prepared by government agencies or non-governmental organisations to inform the public and encourage action. Such spots present various messages through emotional, logical and social values to introduce important social and environmental problems such as climate change to the society. Citizens are informed by establishing emotional bonds through public service announcements, calls for action and urgency announcements, and sharing information and statistics. In the reinforcement of social media interactions, sharing and speed of dissemination, Hashtag application, social participation and interaction, sharing of visual and video contents and community formation are utilised. At this point, a synergy is created in the interaction between public service announcements and social media. The interaction of public service announcements with social media enables both platforms to

work in a complementary manner. While public service announcements provide concrete and effective messages to raise social awareness, social media enables these messages to reach large masses and integrate these messages into daily life. Raising social awareness on climate change is reinforced with the contributions of social media. Social media enables viewers to interact with public service announcements by commenting on them, sharing their own thoughts, and sometimes even 'replying'. These interactions help messages to be adopted by large masses and turn into a social movement. For example, when a public service announcement on climate change is broadcast, social media users can support the message of the announcement by sharing and commenting on their own accounts. By sharing their personal steps and success stories in the fight against climate change, individuals can raise social awareness and further strengthen the movement. In this framework, the social awareness created by public service announcements is further strengthened by social media interactions. While public service announcements are an effective tool to convey important messages to a wide audience, social media enables these messages to resonate more deeply in society in an interactive way. The awareness provided by public service announcements is reinforced by the sharing and interaction areas offered by social media, paving the way for a wider and permanent awareness.

The effects of the language and visual elements used in the Ministry's public service announcements on climate change were analysed in terms of emotional and cognitive responses. The language used in public service announcements is generally created using emotional appeal (pathos) and aims to appeal to the emotional world of the viewers. Since it is necessary to draw attention to an urgent problem such as climate change, this language is designed to make people question their relationship with nature and arouse a sense of responsibility. In this context, messages of responsibility and concern, emergency and despair, and commitment and solidarity come to the fore. In addition, visual elements are important tools that reinforce the emotional impact of language. The visuals used in public service announcements usually present the beauties of nature, destruction of nature or the effects of climate change to the audience visually. The emotional responses triggered by public service announcement visuals are listed as surprise and shock, sadness and empathy, inspiration and motivation. In addition, cognitive responses are reactions to how viewers make sense of the message and how their level of awareness about climate change has increased. The language used in the public service ads of the Ministry generally aims to increase the knowledge level of the viewers by presenting logical arguments (logos). In this context, the language used in public service announcements evokes information and understanding, complexity and comparison, and solution and action proposals as cognitive responses. Visual elements, on the other hand, affect viewers' processes of acquiring information about climate change. Visuals help viewers to understand the events, to think about solutions and to comprehend climate change with various emotional states. Data and statistics visuals, symbolism and metaphors were identified as visual elements used in conceptualisation. The language and visual elements used in the Ministry's public service announcements on climate change are deliberately designed to create both emotional and cognitive responses in the viewers. While emotional responses generally trigger feelings of responsibility, urgency, empathy and inspiration, cognitive responses increase viewers' level of knowledge, help them understand the situation and make them think about solutions. Together, these elements create a deeper awareness of climate change and a desire to take action.

Conclusion

This study aims to analyse the messages conveyed by the Ministry of Environment, Urbanisation and Climate Change to the society on climate change through public service announcements and the values underlying these messages. The findings reveal that a strategic communication approach has been adopted to raise awareness on climate change.

The analysed public service announcements show that an informative language is used about the urgency and impacts of climate change. Expressions such as *'If we do not take action now, it may be too late tomorrow'* encourage the society to take action immediately and draw attention to the seriousness of the climate crisis. Such messages aim to raise environmental awareness of individuals and strengthen the spirit of social solidarity.

Aydın (2016), in his academic study on environmental communication, analysed 32 environmental public service announcements broadcast on TRT 1 between 2012 and 2015 and conducted semi-structured in-depth interviews with 15 people. It was determined that 25% of the public service announcements were prepared by the Ministry of Environment and Urbanisation, 25% by the Ministry of Forestry and Water Affairs, and the remaining parts (50%) by other ministries and associations. It was determined that the longest public service announcements were 58 seconds and the shortest 14 seconds. As a result of the research, it was concluded that the participants found the public service announcements insufficient in terms of quality, that they lack attention-grabbing features and that public service announcements should be made in different areas (e.g. children). In the research on public service announcements broadcasted by the Turkish Radio and Television Corporation in 2015, 123 public service announcements were selected through sampling and the thematic characteristics of the selected public service announcements were tried to be revealed. Within the findings obtained in this context, it was determined that the public service announcements published in 2015 were mostly prepared by public institutions and organisations. In these public service announcements, it was determined that the concepts of health, education and military service came to the fore as themes. In addition, it was determined that it was aimed to make citizens aware of their duties and responsibilities by using the language of 'we' in the public service announcements (Ünal and Tanca, 2016). The study based on public service ads on plastic waste-based environmental pollution was analysed using semiotics technique. As a result of the analyses, it was determined that environmental pollution to which living creatures in the seas are exposed was included in public service ads. In addition, it was determined that it was aimed to raise awareness among people against plastic wastes by reflecting that living creatures in the seas were negatively affected in public service announcements (Darı, 2022). AYTEKİN (2016), on the other hand, focused on two campaigns in the field of occupational health and safety in his study on public service announcements. Content analysis was applied in these campaigns and as a result of the analyses, it was concluded that the concept of public interest was damaged. In addition, he determined that the public spots prepared by the Ministry aimed to benefit the government policies, not the public.

The expressions *'together'* and *'all together'* emphasised in public service announcements reinforce that combating climate change is a social responsibility. This approach enables individuals to see themselves as active actors in this struggle. The message *'Let's prevent climate change together'* emphasises the importance of collective action and encourages solidarity and unity in society.

Public service announcements emphasise that the protection of nature is a responsibility not only for the current generation but also for future generations. The phrase '*entrusted to our children*' aims to increase social awareness on environmental protection and sustainability. Such expressions cause individuals to think about what kind of a world they will leave for the future.

Frequent mention of issues such as recycling and waste management aims to raise awareness in society in these areas. By emphasising the importance of recycling awareness, individuals are encouraged to acquire environmentally friendly habits. This creates a social structure that supports environmental sustainability in the long run.

Expressions such as '*zero waste*' and '*protection of natural resources*', which are frequently used in public service announcements, form the basis of sustainability and ecological awareness. In this context, society is given the message that lifestyles in harmony with nature should be adopted and individuals are encouraged to act in this direction.

This study shows that Turkey's communication strategies on climate change are effective in terms of raising social awareness and mobilising individuals. The rhetoric and messages used in public service announcements aim to raise awareness in the society on combating climate change and invite individuals to become active participants in this struggle. In addition to this, the recommendations determined to create communication-oriented awareness and awareness on climate change are listed as follows:

- **Monitoring and Evaluation:** A systematic evaluation process should be established to monitor the effectiveness of communication campaigns. Communication strategies should be continuously updated by receiving feedback from target audiences.
- **Local Participation and Cooperation:** Collaboration with local governments and civil society organisations is important to encourage social participation. By organising local events, workshops and information meetings, the participation of individuals in actions related to climate change can be increased.
- **Education Programmes:** Educational programmes on climate change should be organised in schools, universities and community centres to raise environmental awareness in the community. These programmes can be enriched with interactive materials and practical projects.
- **Storytelling:** Telling stories about climate change by establishing an emotional connection can increase individuals' interest in the issue. For example, by sharing stories of people or regions affected by climate change, a more concrete awareness can be created.
- **Digital and Social Media Usage:** It is important to use today's communication tools in the most effective way in order to provide more interaction for the young generation and individuals who are tech-savvy. Campaigns and competitions to be organised on social media platforms can increase social participation.
- **Target Audience Analysis:** In order to increase the effectiveness of public service announcements, customised messages should be developed according to the demographic and socio-cultural characteristics of target audiences. By taking into consideration different age groups, education levels and lifestyles, communication strategies on climate change can be designed.

These recommendations aim to increase social awareness and mobilise individuals by making Turkey's communication strategies more effective in combating climate change.

It is thought that communication-indexed approaches will contribute to taking important steps towards creating a more sustainable and environmentally friendly society.

Future studies can develop a more in-depth understanding by examining how different social segments respond to messages on climate change and how the impact of these messages changes over time. In addition, by making comparative analyses with the climate change communication strategies of different countries, it can contribute to the determination of effective methods. Thus, it can help to develop more comprehensive and effective strategies in combating climate change.

References

- Aydın, Ö. K. (2016). Çevresel iletişim kapsamında çevre temalı kamu spotlarına yönelik bir araştırma. *International Journal of Social Sciences and Education Research*, 2(3), 785–800.
- Aytekin, H. (2016). Görsel-işitsel medyada sağlık - güvenlik halleri: Tartışılması gereken bir alan olarak kamu spotu. *Selçuk Üniversitesi İletişim Fakültesi Akademik Dergisi*, 9(3). <https://doi.org/10.18094/si.37556>
- Ballantyne, A. G. (2016). Climate change communication: What can we learn from communication theory? *WIREs Climate Change*, 7(3), 329–344. <https://doi.org/10.1002/wcc.392>
- Ballew, M. T., Leiserowitz, A., Roser-Renouf, C., Rosenthal, S. A., Kotcher, J. E., Marlon, J. R., Lyon, E., Goldberg, M. H., & Maibach, E. W. (2019). Climate change in the american mind: Data, tools, and trends. *Environment: Science and Policy for Sustainable Development*, 61(3), 4–18. <https://doi.org/10.1080/00139157.2019.1589300>
- Bennett, W. L., & Segerberg, A. (2012). The logic of connective action. *Information, Communication & Society*, 15(5), 739–768. <https://doi.org/10.1080/1369118X.2012.670661>
- Berelson, B. (1952). *Content Analysis in Communication Research*. Free Press.
- Bowen, G. A. (2009). Document analysis as a qualitative research method. *Qualitative Research Journal*, 9(2), 27–40. <https://doi.org/10.3316/QRJ0902027>
- Bradshaw, M. J. (2010). Global energy dilemmas: A geographical perspective. *The Geographical Journal*, 176(4), 275–290. <https://doi.org/10.1111/j.1475-4959.2010.00375.x>
- Candan, H., & İnce, M. (2014). Mobbingden (bezdiri) tükenmişliğe giden yol: Çevre ve şehircilik bakanlığı çalışanları üzerinde bir araştırma. *Çağ Üniversitesi Sosyal Bilimler Dergisi*, 11(2), 56–85.
- Chang, C. (2024). Examining the effectiveness of public service announcements in encouraging pro-health behaviors: Self-referent mental simulation and empowerment as mediators. *International Journal of Advertising*, 43(2), 336–360. <https://doi.org/10.1080/02650487.2023.2197777>
- Cole, M. (2020). *Climate Change, The Fourth Industrial Revolution and Public Pedagogies*. Routledge. <https://doi.org/10.4324/9781003051411>

- Coleman, R., & Hatley Major, L. (2014). Ethical health communication: A content analysis of predominant frames and primes in public service announcements. *Journal of Mass Media Ethics*, 29(2), 91–107. <https://doi.org/10.1080/08900523.2014.893773>
- Dahlstrom, M. F. (2014). Using narratives and storytelling to communicate science with nonexpert audiences. *Proceedings of the National Academy of Sciences*, 111(supplement_4), 13614–13620. <https://doi.org/10.1073/pnas.1320645111>
- Darı, A. B. (2022). COVID-19 Pandemisi döneminde plastik atık temelli çevre kirliliğini konu alan kamu spotlari. *Adıyaman Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 0(40), 281–308. <https://doi.org/10.14520/adyusbd.1055931>
- Ekinci, K., Kılıç, Y., & Kısa, A. (2017, May 3). İnsansız hava araçları ile çevre ve şehircilik bakanlığı faaliyetleri. *TMMOB Harita ve Kadastro Mühendisleri Odası, 16. Türkiye Harita Bilimsel ve Teknik Kurultayı*.
- Elo, S., & Kyngäs, H. (2008). The qualitative content analysis process. *Journal of Advanced Nursing*, 62(1), 107–115. <https://doi.org/10.1111/j.1365-2648.2007.04569.x>
- Harris, D., & Krishnan, A. (2023). Exploring the association between suicide prevention public service announcements and user comments on youtube: A computational text analysis approach. *Journal of Health Communication*, 28(5), 302–311. <https://doi.org/10.1080/10810730.2023.2203077>
- IPCC. (2021). *Climate change 2021: The physical science basis*.
- Ittefaq, M. (2024). Climate communication, public health, and social media: Examining the role of health agencies in addressing the impacts of climate change on human health. *Journal of Health Communication*, 29(sup1), 68–76. <https://doi.org/10.1080/10810730.2024.2360021>
- Krippendorff, K. (2019). *Content Analysis: An Introduction to Its Methodology*. SAGE Publications.
- Lee, B. Y., Pavilonis, B., John, D. C., Heneghan, J., Bartsch, S. M., & Kavouras, I. (2024). The need to focus more on climate change communication and incorporate more systems approaches. *Journal of Health Communication*, 29(sup1), 1–10. <https://doi.org/10.1080/10810730.2024.2361566>
- Looi, J., Kemp, D., & Song, Y. W. G. (2023). Instagram influencers in health communication: Examining the roles of influencer tier and message construal in COVID-19-Prevention public service announcements. *Journal of Interactive Advertising*, 23(1), 14–32. <https://doi.org/10.1080/15252019.2022.2140316>
- Mat Alim, M., & Abd Rahim, R. S. @. (2021). Visual rhetoric in visual communication: Theory and concepts in public service announcements advertising campaign. *International Journal of Academic Research in Business and Social Sciences*, 11(9). <https://doi.org/10.6007/IJARBS/v11-i9/11066>
- Mo, Z., & Zhou, M. (2024). Don't like them but take what they said: The effectiveness of virtual influencers in public service announcements. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(3), 2269–2288. <https://doi.org/10.3390/jtaer19030110>

- Moser, S. C. (2016). Reflections on climate change communication research and practice in the second decade of the 21st century: What more is there to say? *WIREs Climate Change*, 7(3), 345–369. <https://doi.org/10.1002/wcc.403>
- Moser, S. C., & Dilling, L. (2011). *Communicating Climate Change: Closing the Science-Action Gap*. Oxford University Press. <https://doi.org/10.1093/oxfordhb/9780199566600.003.0011>
- Nisbet, M. C. (2009). Communicating climate change: Why frames matter for public engagement. *Environment: Science and Policy for Sustainable Development*, 51(2), 12–23. <https://doi.org/10.3200/ENVT.51.2.12-23>
- Nisbet, M. C., & Myers, T. (2007). The polls trends: Twenty years of public opinion about global warming. *Public Opinion Quarterly*, 71(3), 444–470. <https://doi.org/10.1093/poq/nfm031>
- O'Neill, S., & Nicholson-Cole, S. (2009). "Fear Won't Do It." *Science Communication*, 30(3), 355–379. <https://doi.org/10.1177/1075547008329201>
- Patton, M. Q. (2015). *Qualitative Research & Evaluation Methods: Integrating Theory and Practice*. SAGE Publications.
- Rice, R. E., & Atkin, C. K. (2013). *Public Communication Campaigns*. SAGE Publications, Inc. <https://doi.org/10.4135/9781544308449>
- Saldana, J. (2021). *The Coding Manual for Communication Campaigns*. SAGE Publications.
- Şengün, H. (2015). Türkiye'de çevre yönetimi ve çevre ve şehircilik bakanlığının uygulamaları. *Strategic Public Management Journal (SPMJ)*, 1, 109–130.
- Stammen, L., & Meissner, M. (2024). Social movements' transformative climate change communication: Extinction rebellion's activism. *Social Movement Studies*, 23(1), 19–38. <https://doi.org/10.1080/14742837.2022.2122949>
- Tufekci, Z. (2017). *Twitter and Tear Gas: The Power and Fragility of Networked Protest*. Yale University Press.
- Uluğ Yurttaş, Ö. (2021). A Review of Covid-19 pandemic and public service ads. *Turkish Online Journal of Design Art And Communication*, 11(1), 213–231. <https://doi.org/10.7456/11101100/012>
- Ünal, F., & Tanca, H. A. (2016). Yaşam boyu öğrenme kapsamında türkiye radyo televizyon kurumu tarafından yayın. *The Journal of Academic Social Science Studies*, 10(Number: 51), 43–43. <https://doi.org/10.9761/JASSS3536>
- UNEP. (2023). *Cities and Climate Change*.
- Whitmarsh, L., & Corner, A. (2017). Tools for a new climate conversation: A mixed-methods study of language for public engagement across the political spectrum. *Global Environmental Change*, 42, 122–135. <https://doi.org/10.1016/j.gloenvcha.2016.12.008>
- WMO. (2022). *2021 One of the Seven Warmest Years on Record, WMO Consolidated Data Shows*.
- Xiaoli Nan. (2008). The influence of liking for a public service announcement on issue attitude. *Communication Research*, 35(4), 503–528. <https://doi.org/10.1177/0093650208316053>

Yin, R. K. (2017). *Case Study Research and Applications: Design and Methods*. SAGE Publications.

YouTube 1. (2024). *Let's sing it together; #WeAllHaveaWorld Environmentfest We all have a world*, Retrieved 08.07.2024 from <https://www.youtube.com/@cevresehiriklim/shorts>

YouTube 2. (2024). *Our climate tunnel #Çevrevest also welcomed its visitors ♻️*, Retrieved 08.07.2024 from <https://www.youtube.com/watch?v=nEJ96S7sT1E>

YouTube 3. (2024). *We act with determination to eliminate the negative effects of climate change*, Retrieved 08.07.2024 from <https://www.youtube.com/watch?v=SzXkHceyMUg>

YouTube 4. (2024). *We launched the 'Turkey Carbon Market Development Project' in our fight against climate change*, Retrieved 08.07.2024 from <https://www.youtube.com/watch?v=QqR6d9urupY>

YouTube 5. (2024). *We Created 3D Climate Tunnel*, Retrieved 08.07.2024 from https://www.youtube.com/watch?v=f7_N2mfrizl

YouTube 6. (2021). *Climate Change – Let us change before the climate changes*, Retrieved 08.07.2024 from <https://www.youtube.com/watch?v=3GRFu5iHT5I&t=16s>

YouTube 7. (2021). *Leave a world for us children, Let's write on it, dear World*, Retrieved 08.07.2024 from <https://www.youtube.com/watch?v=peh9fpwjxnY&t=9s>

YouTube 8. (2020). *Our Children and Environment / Zero Waste*, Retrieved 08.07.2024 from <https://www.youtube.com/watch?v=f02upuem8cl>

YouTube 9. (2020). *Effects of Climate Change on Living Things*, Retrieved 08.07.2024 from <https://www.youtube.com/watch?v=-VxNOFYUEIM>

YouTube 10. (2020). *Some Natural Events Caused by Global Climate Change*, Retrieved 08.07.2024 from <https://www.youtube.com/watch?v=CeJfRxjFQBI>

YouTube 11. (2020). *We Use Our Investments in Favour of Nature*, Retrieved 08.07.2024 from <https://www.youtube.com/watch?v=PEeKMYSGNek>

YouTube 12. (2020). *Effective Combating Climate Change, Zero Emission for a Clean Future*, Retrieved 08.07.2024 from https://www.youtube.com/watch?v=7DcV9hZXF_E

YouTube 13. (2020). *Desertification due to Climate Change*, Retrieved 08.07.2024 from <https://www.youtube.com/watch?v=vOhLwygN9VI>

YouTube 14. (2020). *Let's Change Before the Climate Changes / #OurWorldHome*, Retrieved 08.07.2024 from <https://www.youtube.com/watch?v=I4bHpKTqZSg>

YouTube 15. (2020). *It is in our hands to preserve these images / #ZeroWasteBlue*, Retrieved 08.07.2024 from <https://www.youtube.com/watch?v=k4o8fUIUqD8>

Climate Change and Media: An Analysis of Public Service Announcements and Communication

Public Service Announcements of the Ministry of Environment, Urbanisation and Climate Change

Onur TOS (Lecturer Dr.)

Harika TOS (Independent Researcher)

Extended Abstract

Climate change refers to long-term changes in the natural climate system. Climate change is a concept directly related to the increase in greenhouse gas emissions caused by human activities (especially the use of fossil fuels, deforestation and industrialisation). This situation leads to an increase in the concentration of carbon dioxide, methane and other greenhouse gases in the atmosphere, causing an increase in global temperatures and imbalances in the climate system. Climate change causes not only environmental problems, but also serious consequences in the economic, social and health fields, posing threats such as decreasing water resources, decreasing agricultural productivity and increasing natural disasters. In this context, combating climate change is of vital importance for the sustainability of societies and leaving a livable world to future generations.

This study aims to examine the impact of these communication strategies on social perception and awareness through content analysis of public service ads and discourses prepared to combat climate change in Turkey. Climate change stands out as one of the most important environmental problems in the world today; it manifests itself with problems such as depletion of natural resources, climate disasters and decrease in biodiversity. In this context, the campaigns carried out by the Ministry of Environment, Urbanisation and Climate Change aim to raise awareness of these problems.

In this study, the slogans and discourses used in the public service announcements prepared by the Ministry of Environment, Urbanisation and Climate Change and shared on its official social media accounts were analysed by content analysis method used in qualitative research methods. Rhetorical codes, the language used and the themes of the messages conveyed were analysed through the determined data set. Slogans and discourses were classified under certain categories and evaluated in terms of their potential to influence social perception. Thus, a comprehensive assessment was made on public communication strategies on climate change and whether they are effective or not. This methodological approach both provides an understanding of the current situation and enables the development of recommendations for future communication strategies.

Firstly, the titles and slogans used in public service announcements were analysed and it was determined that these slogans contain nature and climate friendly messages, encourage social unity and aim to raise environmental awareness. For example, slogans such as 'Let's change before the climate changes' reinforce the sense of personal responsibility by calling individuals to take action. In addition, slogans and hashtags such as 'let's all say it together; #HepimizinBirDünyasıVar' emphasise social solidarity and the need to act together. In addition, the discourses in the public service announcement were

analysed in a similar way, and it was observed that the urgency of climate change, the importance of protecting nature and individual contributions came to the fore in these discourses. For example, the statement ‘if we do not take action now, it may be too late tomorrow’ emphasises the seriousness of the climate crisis and calls for urgent action. Moreover, concepts such as recycling, zero waste and protection of nature are placed at the centre of efforts to raise social awareness.

In terms of communication, the rhetorical codes and techniques used in public service announcements aim to establish emotional bonds, give concrete examples and reach large masses. Through slogans and discourses, an information and education process on climate change was initiated and a call was made for social participation. In this context, communication strategies such as target audience analysis, effective use of social media and storytelling are recommended to make messages about climate change more effective.

The findings of the research show that certain values should be emphasised in order for messages on climate change to have a wider impact on society. These values include unity, responsibility, respect for nature and sustainability. For example, the statement ‘we are not the sovereign power of nature, but only a part of our planet’ reminds individuals of their responsibilities towards nature.

In conclusion, this study reveals the potential of public service announcements and discourses in Turkey to raise awareness on climate change and offers recommendations on communication strategies. Communication-based recommendations emphasise the need for a more effective communication strategy, supported by elements such as target audience analysis, use of digital media, training programmes and local participation. In this context, it is aimed to increase social awareness in the fight against climate change, to mobilise individuals to take action and to popularise environmentally friendly practices.

Keywords: Climate Change, Ministry, Public Service Announcement, Communication, Content Analysis.

Bu makale **intihal tespit yazılımlarıyla** taranmıştır. İntihal tespit edilmemiştir.

This article has been scanned by **plagiarism detection softwares**. No plagiarism detected.

Bu çalışmada “**Yükseköğretim Kurumları Bilimsel Araştırma ve Yayın Etiği Yönergesi**” kapsamında uyulması belirtilen kurallara uyulmuştur.

In this study, the rules stated in the “**Higher Education Institutions Scientific Research and Publication Ethics Directive**” were followed.

Yazarların çalışmadaki **katkı oranları** eşittir.

The authors’ **contribution rates** in the study are equal.

Çalışma kapsamında herhangi bir kurum veya kişi ile **çıkar çatışması** bulunmamaktadır.

There is no **conflict of interest** with any institution or person within the scope of the study.