MEDIA AND SUSTAINABILITY DISCOURSES: AN ANALYSIS OF COP26 AND COP27

Medya ve Sürdürülebilirlik Söylemlerinin Analizi: COP26 ve COP27 Üzerine Bir İnceleme

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Abstract
The aim of this study is to examine the dynamic relationship between environmental conferences and the media, exploring how sustainability discourses are shaped and how they influence public perception. The research problem focuses on identifying the differences and similarities between the sustainability discourses presented in international environmental conference reports and the way these discourses are framed by the media. In this context, the study analyzes the reports of COP26 and COP27 conferences and the related media content. Crisis-oriented, solution-oriented, and policy-oriented frames are identified to assess the relationships between media narratives and conference reports in detail. The study employs content analysis as the research method, with framing analysis as the primary analytical approach. The findings indicate that while conference reports emphasize long-term cooperation and technical solutions, the media dramatizes crisis narratives and highlights economic opportunities. COP26 stands out with urgent calls for action to limit global warming to 1.5°C, whereas COP27 focuses on financial commitments. In conclusion, media narratives increase public awareness but may narrow sustainability goals. Associating solution- and policy-oriented narratives with tangible projects and economic opportunities has heightened public interest.
Keywords: Climate Change, Sustainability, Media Framing, Environmental Diplomacy, COP26 and COP27

Öz
Bu çalışmanın amacı, çevresel konferanslar ve medya arasındaki dinamik ilişkiyi inceleyerek sürdürülebilirlik söylemlerinin nasıl şekillendiğini araştırmaktır. Çalışmanın sorunsalı, uluslararası çevre konferanslarının raporlarında sunulan sürdürülebilirlik söylemleri ile medyanın bu söylemleri çerçeveleme biçimi arasındaki farklılıkları ve benzerlikleri ortaya koymaktır. Bu kapsamda, COP26 ve COP27 konferans raporları ve bu konferanslara ilişkin medya içerikleri analiz edilmektedir. Çalışmada kriz, çözüm ve politika odaklı çerçeveler belirlenerek medya ile konferans raporları arasındaki ilişkiler ayrıntılı şekilde değerlendirilmektedir. Araştırmada içerik analizi yöntemi kullanılmış ve analiz sürecinde çerçeveleme yöntemi temel alınmıştır. Bulgular, konferansların uzun vadeli iş birliği ve teknik çözümler sunduğunu, medyanın ise kriz söylemlerini dramatize edip ekonomik fırsatlara odaklandığını göstermektedir. COP26 acil eylem çağrılarıyla dikkat çekerken, COP27 finansal taahhütlere vurgu yapmaktadır. Sonuç olarak, medya söylemlerinin kamuoyu farkındalığını artırdığı, ancak sürdürülebilirlik hedeflerini daraltabileceği belirlenmiştir. Çözüm ve politika odaklı söylemlerin projelerle ilişkilendirilmesi ise ilgiyi artırmaktadır.

Anahtar Kelimeler: *İklim Değişikliği, Sürdürülebilirlik, Medya Çerçeveleme, Çevre Diplomasisi, COP26 ve COP27*

1. INTRODUCTION

Global environmental issues have necessitated the implementation of action plans at various levels, from individuals to nations. Problems such as climate change, biodiversity loss, and depletion of natural resources create significant impacts not only environmentally but also socially and economically. Addressing these challenges requires strategies based on international cooperation while ensuring active participation from societies in these processes. At this point, environmental conferences and the media play a fundamental role in raising awareness and promoting the understanding of critical concepts like sustainability. The media is not only a tool for disseminating information but also a powerful means of mobilizing public opinion.

Environmental conferences serve as platforms where international actors gather to exchange ideas and formulate concrete policies to achieve sustainable development goals (UNFCCC, 2021). These conferences typically highlight concepts such as "net-zero carbon targets", "climate justice" and "renewable energy transition". However, the implementation of these goals and their adoption by broader audiences largely depend on how these discourses are communicated through the media. Environmental conference outputs are often presented as technical reports, agreements, and declarations. Yet, the public's comprehension and acceptance of these documents rely heavily on the media's ability to simplify and effectively convey this information. Thus, the media should be regarded not only as a communication tool but also as a partner in environmental diplomacy. In recent years, sustainability communication has gained increasing attention in academic studies, particularly in communication sciences. A bibliometric analysis of sustainability-related studies highlights how media and communication research contribute to this field (Dondurucu & Çetinkaya, 2023).

The media plays a crucial role in presenting proposed solutions and diplomatic discussions raised at environmental conferences to the public, ensuring that these events gain wider recognition (Boykoff, 2012). However, the media may adopt different approaches when framing these discourses, such as crisis-oriented, solution-oriented, or policy-oriented strategies. For example, some media outlets emphasize environmental issues through a crisis lens to evoke a sense of urgency, while others adopt a solution-oriented approach by highlighting technological innovations and policy

commitments. Framing strategies directly influence public attitudes towards environmental issues and responses to these challenges. Framing theory has been widely used to analyze how media narratives shape public opinion and social movements (Güran & Özarslan, 2015). For instance, crisis framing can trigger calls for immediate action, whereas solution framing may encourage individuals or institutions to develop long-term strategic plans. Previous research has shown that crisis-oriented framing is frequently used in media coverage of climate change, often amplifying urgency at the expense of long-term solutions (Hajer & Versteeg, 2005). Additionally, studies suggest that media representation of sustainability issues can shape public engagement and policy priorities (Leipold et al., 2019).

This article aims to examine the dynamic relationship between the media and environmental conferences. It investigates how sustainability discourse is shaped in environmental conference reports and how this discourse is reflected in media content. The study focuses on understanding the framing strategies used in media content and how these strategies relate to environmental diplomacy through discourse analysis. Discourse analysis enables the exploration of underlying power dynamics and ideological structures embedded in language used in texts and visuals. By employing a qualitative approach, this study systematically compares the official conference reports of COP26 and COP27 with media narratives from BBC, The Guardian, and T24. These sources were selected due to their extensive coverage of climate issues and their influence on international and regional discourse. Additionally, the media articles analyzed in this study were selected within a specific time frame—one month before and one month after each conference—to capture the evolution of narratives during the pre-conference, event, and post-conference phases. Additionally, reports such as SEFiA's (2023) assessment of COP27 outcomes provide insights into how sustainability policies are being implemented at the national level, further emphasizing the role of media discourse in shaping environmental diplomacy. In this context, the study seeks to answer the following key questions:

1. How is the concept of sustainability framed in environmental conference reports?

2. From what perspectives does the media frame the discourses presented in these conferences?

3. What are the differences or similarities between media discourses and conference discourses?

The primary aim of this study is to gain an in-depth understanding of the relationship between media and environmental diplomacy and to reveal its contributions to sustainability goals. In this context, the study is expected to contribute both to academic literature and to provide practical recommendations for policymakers. Environmental discourses and how the media frames these discourses are factors that directly influence public perception and diplomatic processes. This research builds upon existing studies on environmental discourse, sustainability communication, and media framing theory to provide a structured analysis of how global climate discussions are shaped and disseminated. Within this scope, studies on environmental discourse and sustainability, media framing theory, and the significance of environmental conferences are examined.

2. ENVIRONMENTAL DISCOURSE AND SUSTAINABILITY

Sustainability is a concept widely discussed in the literature, addressing environmental, social, and economic dimensions. It was first defined in the 1987 Brundtland Report[1] as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." This definition provides a comprehensive framework aimed at balancing environmental protection with economic development. The discourse on sustainability is regarded as an overarching concept that encompasses not only environmental protection goals but also social justice and economic development (Rydin, 1999).

Recent studies emphasize that sustainability must be understood as a dynamic and evolving concept shaped by ongoing social, economic, and technological transformations (Leach et al., 2010). This perspective highlights the need for adaptive strategies to address contemporary challenges such as climate resilience, resource management, and energy transitions (Rockström et al., 2009). Building upon these perspectives, discussions on climate justice have emphasized the need to address historical injustices and uneven resource distribution, prioritizing vulnerable communities in adaptation and mitigation strategies (Schlosberg, 2013).

Climate justice advocates argue that sustainability policies must address historical injustices and uneven resource distribution, prioritizing vulnerable communities in adaptation and mitigation strategies. This situation highlights that environmental issues are not only linked to

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[1] The 1987 Brundtland Report was retrieved on December 22, 2024 from https://digitallibrary.un.org/record/139811

ecosystems but also to human rights, income distribution, and social equality.

The role of innovative technologies and the green economy in achieving global sustainability goals is also frequently debated. Furthermore, investments in renewable energy sources play a significant role in sustainable development strategies (Feindt & Oels, 2005). In addressing both environmental and social inequalities, renewable energy investments are framed as inclusive solutions that promote sustainability across diverse regions (Rogelj et al., 2018). In particular, renewable energy solutions, such as wind and solar power, are framed as critical tools for reducing carbon emissions and supporting sustainable growth.

Environmental discourse provides a perspective on how sustainability is discussed in different contexts, playing a key role in shaping societal perceptions and policy implementations of this concept. Within the framework of discourse analysis, sustainability is typically addressed through two main narratives: crisis-oriented discourse and solution-oriented discourse. While crisis-oriented discourse emphasizes the urgency of environmental degradation and climate change, solution-oriented discourse highlights that these challenges can be overcome through innovative technologies, international cooperation, and individual actions (Leipold et al., 2019; Dryzek, 2022).

These governance frameworks reinforce the integration of sustainability goals into institutional decision-making processes, building on the earlier emphasis on equity and resilience. Policy-oriented approaches also stress the importance of integrating sustainability goals into governance frameworks and international agreements, reinforcing commitments to long-term environmental planning (Meadowcroft, 2007).

Moreover, the framing strategies employed by the media and policymakers significantly influence how sustainability discourse is perceived and debated by the public. In this context, media narratives serve as powerful tools for raising environmental awareness at local and national levels and for shaping sustainability discussions (Nambiar, 2014; Mühlhäusler & Peace, 2006).

Additionally, discourse analysis provides deeper insights into how environmental discourses are shaped and implemented within policymaking processes (Haque, 2000). These diverse approaches impact both the outcomes of environmental conferences and the ways in which the media presents these outcomes to the public.

3. MEDIA FRAMING THEORY

Media Framing Theory focuses on how the media presents an event or issue and analyzes the effects of this presentation on society. Entman (1993) defines framing as "the process of selecting and highlighting certain aspects of an event or issue to shape how audiences interpret it." Framing strategies provide a strong theoretical foundation for understanding the role of the media in shaping public perceptions. In the context of environmental issues, these strategies can be employed in various ways to emphasize either the urgency of environmental problems or potential solutions. In the literature, it is observed that environmental issues are generally addressed in the media through the following frames:

a) Crisis Frame: The negative impacts of environmental disasters and climate change. For instance, the crisis frame is frequently used in the media to cover topics such as natural disasters and climate crises (Hajer & Versteeg, 2005).

b) Solution Frame: Innovative technologies and sustainable development strategies. The solution frame often includes positive messages about how environmental issues can be addressed by individuals and governments (Feindt & Oels, 2005).

c) Policy Frame: International agreements and government policies. Policy framing influences how the outcomes of major environmental summits, such as Conference of Parties (COP) 26, are perceived by the public (Leipold et al., 2019).

These framing categories provide a powerful analytical tool for understanding how the outcomes of environmental conferences are communicated. Studies clearly highlight the role of framing in conveying environmental discourses through the media. While the media often employs the crisis frame to create a sense of urgency among audiences, the solution frame can promote a more long-term perspective on sustainability goals. Nambiar (2014) demonstrates that environmental issues in the Indian press are typically addressed through crisis-oriented frames and frames that promote economic growth, showing how media discourse shapes sustainability debates around these two themes.

Framing strategies not only shape public perception but also help policymakers set their priorities. According to Feindt & Oels (2005), policy framing serves as a powerful driver for environmental sustainability. Shaping environmental media discourses through these strategies is a critical

tool for fostering environmental awareness at both local and global levels. In summary, media narratives can encourage collective action to achieve sustainability goals and mobilize public opinion in favor of policy changes.

4. THE IMPORTANCE OF ENVIRONMENTAL CONFERENCES

Environmental conferences play a critical role in shaping sustainability goals. These conferences provide a platform to strengthen international cooperation and develop concrete action plans. Summits like COP aim to raise both political and societal awareness in the fight against climate change. COP21 (UNFCCC, 2015) resulted in the signing of the Paris Agreement, introducing binding targets for reducing carbon emissions globally. Similarly, COP26 (UNFCCC, 2021), held in Glasgow, focused on topics such as energy transition and financial support. Such conferences bring together countries' commitments to addressing climate change while informing the public in line with sustainable development goals. Meetings held under the United Nations Framework Convention on Climate Change (UNFCCC) are also of vital importance for environmental diplomacy. COP28 (UNFCCC, 2023) was regarded as a significant milestone for discussing a global agreement on the phased reduction of fossil fuels.

In the literature, studies on how such conferences are portrayed by the media provide an important resource for understanding the media's influence on environmental diplomacy. Various academic studies also highlight how these conferences are reflected in the media. The study titled "The Representation of the Climate Crisis in the Media: A Bibliographic Analysis of Academic Trends and Studies" examines how the climate crisis is framed by the media in Turkey (Çoban Keneş, 2024). Similarly, the study "A Bibliometric Analysis of Greenwashing" provides significant insights into greenwashing and media manipulations (Özbingöl & Acar Uğurlu, 2024). Additionally, the study titled "A Content Analysis of Climate Journalism in Turkey" reveals that drought news is framed differently in mainstream and environmental media (Cengiz, 2023). These studies stand out as important resources for analyzing the relationship between media discourses and environmental diplomacy.

This study examines how sustainability discourses in the reports of environmental conferences are shaped and how these discourses are reflected in media content. The research focuses on the outcomes of major international conferences such as COP21 and COP26, as well as the media narratives surrounding these outcomes. Using discourse analysis, the

framing strategies employed in media content are evaluated, and their connections to environmental diplomacy are analyzed in depth. In this way, the study aims to develop a more comprehensive understanding of the dynamic interaction between the media and environmental conferences.

5. METHODOLOGY

This research investigates how sustainability discourses in environmental conference reports are reflected and interpreted in media content, focusing on thematic patterns and framing strategies. A qualitative approach is employed, utilizing discourse analysis to examine linguistic structures and framing strategies within selected reports and media sources. This section outlines the research design, data sources, data collection, data analysis, and limitations, providing a structured framework for analysis.

5.1. Research Design

This study applies discourse analysis to investigate sustainability discourses in COP26 and COP27 reports and their media representations. Discourse analysis identifies linguistic patterns and social contexts, making it well-suited for examining sustainability discourses in this study. By integrating theoretical and practical approaches, the research investigates how thematic patterns shape public perceptions and influence environmental diplomacy.

5.2. Sample and Data Collection

The sample comprises environmental conference reports and media content to ensure a diverse perspective. Reports have been sourced from the official COP26 and COP27 websites under the UNFCCC framework, while media content was selected from BBC, The Guardian, and T24 to capture regional and international viewpoints. The selection of these media outlets is based on their influence and reach; BBC and The Guardian were chosen as internationally recognized news organizations that extensively cover climate-related issues, while T24 was included to provide a regional perspective, particularly focusing on Türkiye's position in COP conferences. The media content analyzed in this study covers the period from one month before to one month after each conference (October–December 2021 for COP26 and October–December 2022 for COP27). This timeframe was chosen to examine how media narratives evolved before, during, and after the conferences, ensuring the inclusion of discussions on expectations, key decisions, and post-conference reflections. Data selection has been guided by predefined keywords such as "climate change," "sustainability," and

"environmental diplomacy." The study prioritizes depth by focusing on two conference reports and their related media coverage.

5.3. Data Analysis Process

The data analysis proceeds in two stages to ensure systematic examination:

1) Coding: Adopting Braun & Clarke's (2006) approach, data were coded to identify themes within crisis-oriented, solution-oriented, and policy-oriented frameworks. Sustainability discourses in reports and media content were categorized into thematic classes.

2) Thematic Analysis: Following Fereday & Muir-Cochrane's (2006) framework, themes identified during coding were analyzed to interpret the relationship between sustainability discourses and media representations. Table 1 illustrates the thematic patterns emerging from this process.

5.4. Limitations

This study limits its analysis to COP26 and COP27 reports and media content from BBC, The Guardian, and T24. While this focused sample allows for in-depth analysis, it may limit generalizability to broader contexts. Efforts to incorporate diverse media sources and perspectives enhance the validity of findings. The comparative analysis of sustainability discourses in conference reports and media provides insights into the dynamic interaction between media narratives and environmental diplomacy.

6. FINDINGS

This section analyzes sustainability discourses in COP26 and COP27 reports and their reflections in media content. Using thematic analysis, the findings are categorized into crisis-oriented, solution-oriented, and policy-oriented frameworks, as shown in Table 1. These categories were determined based on prior literature on media framing and sustainability discourses, ensuring a structured examination of the data. The study systematically compares conference reports and media narratives to identify overlaps, divergences, and dominant framing strategies. The selected media sources (BBC, The Guardian, and T24) were analyzed using a qualitative content analysis method, and the framing of sustainability discourse was assessed through thematic coding. The media narratives were examined to assess their alignment with conference themes and to identify divergences in framing approaches. Media sources such as The Guardian emphasizes

COP26's crisis narratives, highlighting insufficient commitments and the urgency of action (Harvey et al., 2021). Another article on COP27 draws attention to the challenges faced by developing countries in accessing climate finance (Brown, 2023). Similarly, BBC underscored COP27's financial challenges and their impact on vulnerable nations (Fisher, 2022). T24 focused on Turkey's contributions, emphasizing adaptation strategies and financing gaps (T24, 2022).

The findings illustrate how media narratives amplified and reshaped conference discourses, balancing urgency, optimism, and critique. These patterns, categorized in Table 1, highlight thematic connections between media content and conference reports, emphasizing differences in tone and focus across crisis, solution, and policy-oriented frameworks.

Table 1. Crisis, Solution, and Policy Themes in COP Conferences

Discourse Type	COP26 (Key Discourses)	COP27 (Key Discourses)	Media Content (Examples)
Crisis-Oriented	"Urgent action is needed to limit global warming to 1.5°C"	"Rising sea levels threaten island nations"	The Guardian (Harvey et al., 2021): "COP26 fails to deliver concrete commitments on emissions reductions." BBC Türkçe (Fisher, 2022): "Slow progress at COP27 accelerates a disaster affecting millions." T24 (2022): "Developing nations push for climate funding amid rising sea levels."
Solution-Oriented	"The transition to green energy is an opportunity for economic growth"	"Nature-based solutions can reduce carbon emissions"	BBC (Fisher, 2022): "Green energy transitions fuel hopes for economic recovery and innovation." The Guardian (Harvey, 2022): "Nature-based solutions can offer climate resilience." T24 (2021): "Green energy policies bring economic benefits to developing countries."
Policy-Oriented	"Collaboration is essential in line with the Paris Agreement commitments"	"Climate finance should be increased for developing countries"	The Guardian (Harvey, 2022): "Countries must increase climate funding to meet Paris goals."

	BBC (Fisher, 2022): "COP27 agreements fall short of financial expectations for developing nations." T24 (2021): "Developing countries stress the need for climate equity in financing agreements."

Source: Based on COP26 (UNFCCC, 2021) and COP27 (UNFCCC, 2022) official conference reports, and media analysis from BBC (Fisher, 2022), The Guardian (2023), and T24 (2021; 2022).

Crisis-Oriented Discourses in COP26

The COP26 report heavily emphasized the urgency of climate change, utilizing crisis-oriented discourses. Statements such as "Urgent action is needed to limit global warming to 1.5°C" were among the key focal points of the report. It particularly highlighted the responsibilities of developed countries in reducing carbon emissions and warned of irreversible damage if these responsibilities were not met. Furthermore, the report framed climate change as a crisis that "threatens the future of younger generations," underscoring the need for collective social responsibility. Media narratives echoed these crisis themes, as discussed further in Table 1 and the section on Crisis-Oriented Discourses in Media Content.

Crisis-Oriented Discourses in COP27

The COP27 report framed its crisis-oriented discourse primarily through the vulnerabilities of developing nations. Statements such as "Rising sea levels pose an existential threat to island nations" highlighted the specific dangers faced by vulnerable regions. Issues like food insecurity and water scarcity were also emphasized as central elements of the crisis narrative in COP27. The crisis-oriented discourse highlighted in COP27 was similarly reflected in media narratives, which emphasized delays in financial commitments and their impact, as detailed in Table 1 and the media content analysis section.

Crisis-Oriented Discourses in Media Content

Media content analyzed from BBC (Fisher, 2022), The Guardian (Harvey et al., 2021), and T24 (2021; 2022) reflects and amplifies the crisis-oriented discourses found in COP26 and COP27. Headlines and narratives often adopt a dramatic and urgent tone, emphasizing the immediate threats posed by climate change while critiquing the pace of policy implementation

and financial commitments. For example, The Guardian (Harvey et al., 2021) framed COP26 as a potential failure with headlines such as "COP26 fails to deliver concrete commitments on emissions reductions", underscoring the gap between promises and actions. Similarly, BBC (Fisher, 2022) highlighted the urgency of climate financing delays during COP27 with articles like "Slow progress at COP27 accelerates a disaster affecting millions". T24 (2022) focused on the vulnerabilities of developing nations, publishing reports such as "Developing nations push for climate funding amid rising sea levels". As highlighted in Table 1, these examples demonstrate how media narratives reinforce crisis-oriented frames by emphasizing financial shortcomings, slow negotiations, and the disproportionate impact of climate change on vulnerable populations. The dramatic language used in these reports mirrors the urgency presented in the COP conference documents, amplifying public concern while also questioning the effectiveness of proposed solutions.

As shown in Table 1, COP26's solution-oriented discourse framed green energy transitions as both an economic and environmental opportunity. It called for scaling up investments in sustainable technologies and fostering global partnerships. Both COP26 and COP27 emphasized the urgency of climate action through crisis-oriented discourses. However, COP26 focused on emission reductions and accountability, while COP27 broadened this scope by addressing the vulnerabilities of developing nations and stressing financial commitments.

Solution-Oriented Discourses in COP26

The COP26 report emphasized solution-oriented discourses by focusing on renewable energy, green finance, and carbon markets. Statements such as "The transition to green energy is an opportunity for both economic growth and sustainability" highlighted its optimistic tone. Green technology investments and international cooperation were presented as critical strategies for achieving carbon neutrality. Media narratives echoed these solution-oriented themes, emphasizing economic opportunities and technological advancements, as detailed in Table 1 and the media content analysis section.

Solution-Oriented Discourses in COP27

The COP27 report highlighted nature-based solutions and the expansion of climate finance to enhance adaptation efforts. Statements like "Climate finance is essential to strengthen the adaptive capacity of developing nations" demonstrated its practical focus. It also emphasized

innovative agricultural techniques and technologies to improve energy efficiency. Media narratives reinforced these themes, linking solutions to economic development and food security, as detailed in Table 1 and analyzed further in the media content section.

Solution-Oriented Discourses in Media Content

Media content analyzed from BBC (Fisher, 2022), The Guardian (Harvey, 2022), and T24 (2021; 2022) supported solution-oriented discourses, focusing on economic growth and technological advancements. Media examples highlighted in Table 1 illustrate how narratives emphasized economic opportunities and technological advancements. For instance, BBC (Fisher, 2022) stated, "Green energy transitions fuel hopes for economic recovery and innovation," while The Guardian (Harvey, 2022) noted, "Nature-based solutions can offer climate resilience." Similarly, T24 (2021) reported, "Green energy policies bring economic benefits to developing countries." As highlighted in Table 1, media narratives presented solutions as both realistic and economically beneficial, but also questioned their feasibility, emphasizing gaps in implementation strategies.

Both COP26 and COP27 emphasized green energy and innovative solutions as central strategies for sustainability. Renewable energy projects and nature-based solutions emerged as key themes in both reports and media narratives. While the COP reports framed solutions within political and international cooperation frameworks, media narratives often highlighted economic returns and localized success stories, reflecting a more practical and immediate approach to sustainability challenges. As detailed in Table 1, COP reports emphasized policy-level commitments and international cooperation, while media content analyzed from BBC (Fisher, 2022), The Guardian (2023), and T24 (2022) framed solutions through economic opportunities and technological advancements. Media narratives often focused on tangible projects and regional success stories, illustrating practical applications of sustainability strategies but occasionally critiquing the lack of concrete implementation plans.

Policy-Oriented Discourses in COP26

The COP26 report emphasized the necessity of strong political commitments to achieve the goals of the Paris Agreement and foster international cooperation. Statements such as "Establishing standards for effective global carbon markets is essential" underscored the conference's focus on policy-oriented approaches. The report also highlighted the need for developed countries to contribute to climate finance and discussed the

challenges surrounding its implementation. As shown in Table 1, COP26's policy-oriented narratives prioritized governance frameworks and international agreements as key strategies for addressing climate challenges. Further analysis of media content demonstrates both support and criticism of these themes, which is explored in the media content section.

Policy-Oriented Discourses in COP27

The COP27 report highlighted strengthening climate finance and enhancing the adaptive capacities of developing nations as key policy priorities. Statements like "Mechanisms must be developed to support the transition to a green economy" underscored the report's focus on implementing policy-driven solutions. Additionally, the emphasis on climate justice played a prominent role, promoting equitable solutions for vulnerable communities. As highlighted in Table 1, COP27's policy-oriented themes stressed financial mechanisms and equitable solutions. Media content reflected these themes with both optimism and skepticism, as analyzed further in the media content section.

Policy-Oriented Discourses in Media Content

Media content analyzed from BBC (Fisher, 2022), The Guardian (2023), and T24 (2022) supported policy-oriented discourses by emphasizing international cooperation, funding mechanisms, and governance frameworks. For instance, BBC (Fisher, 2022) highlighted the need to establish global standards for carbon markets to achieve climate goals. Similarly, The Guardian (2023) emphasized the importance of delivering on climate finance promises to ensure fairness, particularly for vulnerable communities. T24 (2022) focused on the role of mechanisms proposed at COP27 to strengthen climate adaptation and resilience. As detailed in Table 1, these narratives reinforced policy goals but also raised concerns about their implementation, balancing optimism with skepticism.

Both COP26 and COP27 emphasized the importance of international cooperation and the development of financial mechanisms as core elements of policy-oriented discourses. Key themes included commitments to the Paris Agreement, increasing climate finance, and supporting vulnerable communities through equitable policies. While COP26 prioritized governance frameworks and carbon market regulations, COP27 placed greater emphasis on financing adaptation and promoting climate justice. The differences in framing were also reflected in media narratives. COP26's policy-oriented themes were often criticized for lacking concrete implementation plans, whereas COP27 was received more positively for

advancing climate finance mechanisms. However, media narratives continued to highlight gaps between promises and actions, raising questions about the feasibility of translating policy commitments into measurable outcomes.

7. CONCLUSION AND DISCUSSION

This study examines how sustainability discourses in COP26 and COP27 environmental conference reports are reflected in media content and shaped through crisis, solution, and policy-oriented frameworks. By comparing media narratives with conference reports, this study highlights the role of framing strategies in shaping public perceptions and influencing policy discussions. The findings highlight a dynamic relationship between media narratives and environmental conferences, demonstrating that media not only disseminates conference messages to broader audiences but also influences environmental diplomacy through its framing strategies.

Crisis-oriented discourses in both COP26 and COP27 emphasize the urgency of climate change and the need for immediate action. Media coverage amplifies these messages with dramatic and critical tones, raising public awareness while simultaneously exerting pressure on the credibility of the conferences. Reports focusing on financial shortfalls in COP27 spur increased scrutiny of the political commitments made by developed nations. Solution-oriented discourses in COP reports take a more technical and policy-centered approach, emphasizing innovations in green technologies, carbon markets, and international cooperation. Media coverage often frames these solutions in terms of economic opportunities and local success stories. While this approach makes sustainability concepts more relatable and actionable for the public, it sometimes fails to capture the broader and long-term goals outlined in the conference reports. Policy-oriented discourses in both conferences underscore the importance of international cooperation and financial mechanisms to address climate challenges. Media narratives surrounding COP27, in particular, highlight positive developments in climate finance, though concerns remain about the feasibility and implementation of these commitments. By analyzing media coverage of COP conferences, this study highlights how framing strategies shape public engagement with climate policies, offering insights for policymakers and environmental organizations. Discussions regarding the Paris Agreement and its enforcement through media coverage further shape public perceptions of the conferences and their outcomes. The media's emphasis on crisis-oriented discourses effectively conveys the urgency of climate action to wider audiences. However, this framing may also contribute to skepticism about

international cooperation efforts and the credibility of political commitments. Solution-oriented narratives, made more accessible through media coverage, boost public interest in green technologies and renewable energy projects. Yet, the focus on economic returns sometimes narrows the scope of sustainability objectives presented in the conference reports. Similarly, policy-oriented discourses highlight strong connections between the media and environmental conferences in addressing international cooperation and climate finance.

This study contributes to the understanding of the interaction between media and environmental conferences. It underscores the strategic role of media in shaping public perceptions of sustainability discourses and influencing the implementation of environmental policies. Future studies could expand on this framework by incorporating a wider range of media sources and conducting longitudinal analyses to assess shifts in sustainability narratives over time. Building on this perspective, this study examines how sustainability discourses in COP26 and COP27 environmental conference reports are reflected in media content and shaped through crisis, solution, and policy-oriented frameworks. By comparing media narratives with conference reports, it highlights the role of framing strategies in shaping public perceptions and influencing policy discussions. The findings reveal a dynamic relationship between media narratives and environmental conferences, demonstrating that media not only disseminates conference messages to broader audiences but also influences environmental diplomacy through its framing strategies.

8. SUMMARY

This study investigates the relationship between environmental conferences and media narratives, focusing on how sustainability discourses are shaped, framed, and communicated. By analyzing COP26 and COP27 reports and their corresponding media coverage, the research examines how crisis-oriented, solution-oriented, and policy-oriented frameworks influence public understanding and policy debates. It highlights the media's role as both a disseminator of information and a critical player in shaping environmental diplomacy and sustainability agendas.

The findings reveal that crisis-oriented discourses in COP reports emphasized the urgency of climate action. COP26 stressed emission reduction targets, warning of irreversible damage if immediate action was not taken. COP27, in contrast, focused on the vulnerabilities of developing nations, highlighting issues such as rising sea levels and resource scarcity.

Media coverage mirrored these narratives but often employed more dramatic and skeptical tones, intensifying public awareness while questioning the feasibility of proposed solutions. Headlines frequently emphasized gaps between commitments and actions, further fueling debates about accountability. Solution-oriented discourses in COP26 promoted renewable energy, green finance, and carbon markets as opportunities for sustainable development. Meanwhile, COP27 prioritized nature-based solutions and scalable technologies to support adaptation, particularly in vulnerable regions. Media narratives echoed these themes, presenting solutions as economically beneficial and technologically feasible. However, the focus on economic opportunities occasionally overshadowed the long-term goals of sustainability. Media also highlighted practical examples, such as renewable energy investments, to make solutions more relatable, although some outlets criticized the lack of concrete implementation strategies. Policy-oriented discourses in both conferences emphasized international cooperation, regulatory frameworks, and climate finance mechanisms. COP26 stressed the Paris Agreement and carbon market regulations, while COP27 shifted attention to financial mechanisms aimed at strengthening adaptation capacities in developing countries. Media narratives reflected both optimism and skepticism celebrating commitments to climate finance while questioning their practical implementation. Reports often critiqued delays in funding and implementation, further emphasizing the gap between promises and actions.

Overall, the research underscores that media plays a pivotal role in translating complex policy discussions into accessible narratives. It amplifies key messages from COP reports but adapts them to fit public interests, focusing on economic returns and short-term gains. While this approach boosts public engagement, it may also limit broader discussions about long-term sustainability goals and international cooperation. This study highlights the dynamic relationship between media and environmental diplomacy, demonstrating that media coverage can shape perceptions, build awareness, and influence policymaking processes. It offers insights into how media framing strategies impact sustainability discourses and raises important questions about the role of communication in advancing global climate objectives. Future research could expand by analyzing media framing across different platforms and geographic contexts to assess variations in public responses. Additionally, exploring how these narratives influence policy implementation and international cooperation could further enhance understanding. Developing strategies to improve collaboration between

media and policymakers may strengthen sustainability communication and promote more effective responses to environmental challenges.

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