

# Climate Change Communications: Targeting Media to Debunk the Policy Arguments around Climate Change and the Role of Scientists, NGOs and Institutions

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In recent decades, media coverage of climate change has increased substantively but many challenges exist across climate change reporting. The issue is multifaceted and the media fragmented a vexing problem for reporters. The media plays a crucial role in shaping public opinions and of complex policy debates such as climate change. Despite constantly evolving "new media", innovative communications efforts are needed more than ever. This paper investigates the concept of framing and presents options for framing climate change in the context of marine and coastal habitats in Asia and the Pacific. It further discusses the role of the scientific community, the NGO sphere and other institutions in re-framing climate change. New emerging perceptual contexts are likely to resonate with a broader audience, likely to be key driver for public engagement and policy action.



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