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Framing Environmental Discourse in Pakistani YouTube Vlogs: A Corpus-Assisted Analysis

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Abstract
Although social media have come into play in forming public perception of environmental issues, but little research exists on the construction of environmental narratives in Pakistani YouTube vlogs. The current study uses a corpus-assisted framing analysis to examine the environmental discourse of the Pakistani vloggers on YouTube. The research purposes are to find out the dominant environmental frames in vlogs and to analyze the environmental keywords that help to build the frames. The research design was the mixed methods which consisted of quantitative corpus analysis and qualitative framing analysis. The ten vlog transcripts from Pakistan regarding environmental issues were collected and analyzed in AntConc. The quantitative analysis revealed the presence of 10 main keywords relating to the environment. Trees (43, 24.2%) and water (62, 34.8%) were the most common words, which together accounted for 59% of environmental references in the corpus. Other common words that appeared repeatedly were air (18 occurrences, 10.1%) and pollution (8 occurrences, 4.5%) and climate change (7 occurrences, 3.9%). The four sets of dominant frames in the qualitative framing analysis were: Solution, Problem, Responsibility, and Awareness. The most common was the Solution Frame (40%) followed by the Problem Frame (30%), Responsibility Frame (20%) and Awareness Frame (10%). The results reveal that you can mainly find environmental narratives on Pakistani YouTube vloggers focused on practical solutions, community projects, and water conservation, tree plantation and environmental protection. Environmental issues are addressed as challenges but with a sense of responsibility and awareness, as well. The study, overall, suggests that YouTube vlogs in

Pakistan are a vital medium for environmental communication as they connect local environmental issues with community participation and social action.

Keywords: environmental discourse, YouTube vlogs, corpus linguistics, framing analysis, environmental communication.

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1. Introduction

Pakistan is not an exception to the problems of the environment, which are now a huge concern in the globe as pollution, climate change, deforestation, waste management etc. are among the big concerns. The digital media platforms have become significant spaces where environmental discussions are created and disseminated in recent years. Of these, YouTube has become very popular as it enables anyone to create and share videos with people all over the world. Often, vloggers from Pakistan's YouTube address the issues of environmental problems occurring in the society like air pollution, water pollution, plastic pollution, and climatic hazards. These vloggers affect the general public's perception of environmental issues and their possible solutions through language and presentation. YouTube is becoming more influential in conveying environmental stories. YouTube offers interactive and user-generated content that is different from traditional media, it is about personal experiences, opinions and concerns on social issues. Vloggers employ various linguistic resources, keywords and storytelling methods that present environmental issues in certain ways. Some videos focus on environmental damage and hazards, others encourage awareness, responsibility and sustainable ways. These stories shape viewers' perception of the reality of the environment and the ecological issues facing it.

Corpus linguistics and framing analysis can be useful methods of analysing such digital discourse. Supporting the identification of frequently used environmental keywords and patterns is provided by corpus linguistics, and

framing analysis provides an explanation of how language provides meanings and perspectives. Both methods can be used together to examine both patterns and meaning in the context of environmental communication. Although there is growing interest in Pakistan in the natural environment in social media, little attention has been paid to the Pakistani YouTuber vloggers' natural environmental narratives in terms of language used. Therefore, this study aims to examine the environmental narratives in Pakistani YouTube vlogs using the framing analysis with corpus assistance to gain insight into the dominant frames and the importance of environmental keywords in environmental narration.

In recent years, the study of environmental discourse has been a growing field of interest in scholarship due to the increased worldwide concern for climate change, pollution, and sustainability. A variety of research studies have investigated newspaper, television news broadcast, political speech, and institutional report coverage of environmental issues. However, the use of user-generated digital platforms, such as YouTube, has received little consideration as a space where environmental narratives are being created and consumed. Although YouTube is a popular platform in Pakistan for sharing opinions, awareness programmes and discussions on environmental issues, linguistic construction of these discourses has not been explored.

Focusing on institutional or mainstream media discourse, most previous studies in the field of environmental communication have concentrated on a narrow range of perspectives. Independent vloggers and digital creators, whose communication style is less formal and more accessible, are seldom studied in such a context. In addition, there is many studies investigating online environmental discourse that extensively depend on sentiment analysis, which most often classifies emotions as either positive or negative. Sentiment analysis allows to

distinguish emotional tendencies but cannot fully explain how environmental issues are framed or how the linguistic choice generated audience understanding. Another major gap is within the Pakistani context as there are very limited studies that integrate both corpus linguistics and framing analysis to analyze environmental narratives in digital media. Research on the role of environmental keywords in dominant frames, e.g., problem-focused, solution-oriented, awareness-based or responsibility-centered, is lacking. Further, there is little focus on contextual use of environmental vocabulary in Pakistani YouTube vlogs.

This study, therefore, addresses these gaps by using a corpus-assisted framing analysis of the Pakistani YouTube vlogs. It is the goal of the study to find dominant environmental frames and to understand the role of recurring keywords in the construction of narratives in environmental discourse in the digital age.

This research was based on the theoretical aspect of Corpus Linguistics and Framing Theory in the Pragmatist research approach. Corpus Linguistics offers a systematic method to analyze large amounts of linguistic data from texts, looking for recurrent patterns, frequencies and word usage. The study uses the corpus analysis technique using AntConc tool to explore the environmental keywords and their distribution in the vlog transcripts collected from YouTube in Pakistan. This method will help objective detection of prevailing lexical patterns in environmental discourse.

The study also employs the Framing Theory which is used to understand the process of how issues are presented in particular frames. Shaping of audience perception through an emphasis on some aspects of reality and a suppression of others. In a frame of environmental discourse, issues can be expressed as a problem, a solution, a responsibility, or an awareness campaign. The research uses framing analysis to explore how YouTube videos created by the Pakistani vloggers

build the environmental narrative and shape the public perception using linguistic devices.

The Pragmatist paradigm can be combined with quantitative and qualitative methods because it's about practical understanding of real-world communication. The quantitative corpus analysis identifies the patterns that the environment has in common and the qualitative corpus analysis explains the meanings of these patterns. Furthermore, the study is grounded in some aspects of Interpretivism as it examines how meaning is socially constructed in the discourse. These theoretical frameworks offer a holistic approach to understanding the narratives of environmental issues within Pakistani YouTube vlogs.

Research Objectives are as follows;

- To analyze that what environmental narratives are present in Pakistani Youtube Vlogs
- To identify dominant frames (e.g. problem-focused or solution-oriented)

Research Questions are as under;

1) What types of environment frames are most common in Pakistani YouTube vlogs?
2) Which environmental keywords are most frequently used and how do they support specific frames.

This study is important in the context of the growing body of environmental discourse research literature due to its focus on digital media communication in Pakistan. Pollution, climate change, and waste management are major concerns of the environment, and social media has a significant influence on public awareness of them. The study analyzes Pakistani YouTube vlogs to explore the role of digital creators in shaping public perception and awareness regarding the environment by language and framing.

Moreover, the study contributes to the field of ecolinguistics by analyzing the processes of building environmental narratives in user-generated online discourse. This research, which is meant to be different from the traditional media studies mainly focusing on newspapers or institutional communication, examines informal and interactive digital content. It, therefore, enriches the already available body of knowledge pertaining to environmental communication in the context of Pakistan.

The methodology applied in the study is another important contribution of this study. The research applies a combination of corpus linguistics and framing analysis to gain quantitative as well as qualitative insight into environmental discourse. This methodological integration provides an integrated approach, complementing sentiment analysis studies. Corpus tools (like AntConc) can be used systematically to find environmental words in the corpus, and framing analysis can be used to understand the function of the words within the construction of the narrative.

In addition, the results of this study could benefit researchers, teachers, environmental activists and media professionals engaged with digital communication and environmental awareness. The study may also stimulate future research into other modes of online discourse for which corpus-assisted research can be applied. The research thus fills a gap between the institutional environmental discourse and user-generated digital narratives in Pakistan.

2. Literature Review

The field of environmental discourse emerged as one of the most fruitful research areas in applied linguistics and communication studies in recent three decades. Language has been studied in terms of its representation, mediation, and construction of human relationships with the natural world; and media (traditional and digital) has been studied regarding its mediation of public environmental

awareness. While it is a rich and expanding field of literature, some gaps exist, especially in the field of user-generated digital media, corpus linguistics and environmental framing in the Pakistani context. The chapter is organized around key themes and draws on the scholarly literature in a thematic review, starting with the foundational theoretical and substantiving with increasingly specific empirical contexts, and finally, stating the gaps in the literature which this study aims to address.

2.2. Environmental Discourse and Ecolinguistics

Ecolinguistics and Critical Discourse Analysis (CDA) have been the origins of the academic research on the way language contributes to human understandings of the environment. Mühlhäusler (1996) suggested that the linguistic system carries ecological worldviews which perpetuate or eliminate the natural world. Stibbe (2015, 2021) developed the most extensive theoretical synthesis to date, "stories we live by" (framing, metaphor, identity, salience, conviction, and erasure), which has gained widespread acceptance in the field and has become the framework used to analyze the narratives because it considers whether the narratives foster ecological sustainability or not.

The use of Stibbe's framework in an empirical way is increasing at a rapid pace. Javed and Durr-e-Nayab (2025) have undertaken a comparative study of the climate change headlines of BBC and BOL News, using the framework of Stibbe (2015) and Fairclough's CDA (1989/1995). According to their analysis, both the Pakistani and UK media create ideologically embedded human-nature relationships: UK media headlines portray humans as technological problem solvers, and passivate nature, while Pakistan media often activate political and organisational identities. Both discourses showed 'erasure' of nature, which is 'the systematic backgrounding of nature in favour of the human institutional actor' (Stibbe 2015: 14). In a corpus-based ecolinguistic analysis of Dawn's climate

coverage (2020-2025), Saleem and Khan (2025) identified framing as the most prevalent discourse strategy (28%) followed by identity (25%), and Pakistan as a "frontline victim" of global climate injustice. Most importantly, the voices of the community, of indigenous ecological knowledge, of gendered vulnerabilities — in short, everything that could be called "ecologically destructive salience" was ignored (Stibbe 2015). While Song et al. (2025) conducted a systematic review of ecological discourse analysis, they found the field is growing rapidly, but that there is a persistent focus on Western media and elite institutional discourses, and that user-generated digital content is still under-represented.

2.3. Theory and environmental communication

Theory of framing, as first systematically developed by Goffman (1974) and used in media studies by Entman (1993), suggests that communicators highlight and emphasize some aspects of reality, while ignoring others. Scheufele and Tewksbury (2007) explained that framing is a media content feature and a media effect, which influences the perception and reaction of an audience to any given issue or situation. Nisbet (2009) found eight frames for communicating about climate change: social progress, public accountability, scientific uncertainty and morality, and these can be used as a typology to position the frames found in the Pakistani YouTube vlogs.

Riaz (2020) did one of the more detailed quantitative analyses of environmental framing in the Pakistani print media of Dawn, The News, Jang and Express from 2017-2018, a total of 2,349 news stories. The scientific frame dominated (27.5%) followed by the political frame (22.5%). Riaz credited the structural aspects of Pakistani environmental journalism for contributing to the political dominance, such as lack of specialized scientific training among reporters, not having an environmental journalism beat, and reporting of environmental stories as reaction rather than campaigning. Ashfaq and Sarfraz

(2025) adapted framing analysis to state-sponsored public service messages (PSMs) using the three-Dimensional CDA approach of Fairclough (1995). They found that PSMs were promoting a nationalistic and formative ideology that puts emphasis on government efforts such as the Billion Tree Tsunami, which neglects structural causes of Pakistan's climate vulnerability. Additionally, their survey data showed that there was a significant disconnect between institutional framing and audience reception, which further validates the need to study non-institutional digital environmental communication. In an ecolinguistic analysis of the editorials of newspapers in the United Kingdom, Norton and Hulme (2019) identified four dominant climate storylines (the lukewarmer, the ecoactivist, the Smart Growth Reformer, and the ecomodernist) and their analysis revealed that these climate storylines changed over time in relation to significant climate events. In the Pakistani digital environment, the 2022 floods are a discursive watershed moment, in which the significance of historical dynamism of environmental framing remains pertinent.

2.4. The Corpus approach

Corpus linguistics allows for the analysis of frequency, collocations, concordance patterns and keyword clusters in larger corpora and to make claims based on empirical data, rather than on selective close reading, about the patterns in discourse. A recently developed methodology that has proved to be very fruitful in environmental communication research is Bakery et al.'s (2008) concept of corpus-assisted discourse analysis (CADA), which combines the corpus approach with the discourse approach. Internationally, Saleem and Khan (2025) provide an example of this integration, applying a combination of corpus and ecolinguistic methods to draw systematic quantitative keyword evidence in support of the qualitative interpretive claims they make in the article. In a corpus-based ecolinguistic study of CPEC discourse, Faraz and Saleem (2024) revealed that

economic development (425 instances) far outweighed ecological and social (86 instances) concerns, highlighting how the keyword frequency analysis can be used to uncover which aspects of reality are prioritized or neglected in the discourse. Different mediums have unique linguistic approaches to framing the same phenomena, as demonstrated in an earlier study by Shakeel et al. (2025) which uses corpus methods to analyse the environmental framings used in two Pakistani media outlets, Dawn and The Express Tribune.

The contributions made by the studies of the environmental discourse literature are not without their shortcomings, especially with regard to the spoken and transcribed discourse. Most of the corpus studies have been carried out with regard to written news text. This marks a discursive niche which has not been explored by the existing corpus studies of YouTube vlog transcripts, as these may be interpreted as being semi-planned, conversational and embedded in a community. Rabbani and Ahmed (2025) conducted a computational study of air pollution discourse in print media of Pakistan and India which revealed that awareness and consequence frame were dominant in the context, and they also noted that the metaphorical and narrative elements are important in the context of ecolinguistic analysis, which are the elements that are absent from purely computational approaches.

2.5. Digital Media and Environmental Discourse in Pakistan

Digitalisation in the media has changed the world of environmental communication in a considerable way. In a way, YouTube, especially, has become a large platform for the construction of environmental narratives without institutional control: it is both searchable and shareable and reaches audiences around the world. Nonetheless, the study of YouTube environmental discourse has not received much attention in the academic literature, and there is no published corpus-based study on the Pakistani YouTube environmental discourse.

In the field of broadcast media, Ponton (2022) discussed the relationship between Positive Discourse Analysis and Ecolinguistics, which highlights the possibility of using framing and metaphor to build affirmative ecological narrative in the media. The concepts of positive framing, metaphors of care and stewardship, and nature as an active participant highlighted by his analysis can be applied directly to vlog discourse, where ordinary people tell their stories in an informal manner and create more authentic ecological self-views than institutional media. In Pakistan, state-affiliated media were found to develop eco-friendly narratives which were also politically strategic and presented environmental symbolism to aid the image building of the government (Nasir et al., 2022). Hussain et al. (2025) concluded that the same trend is observed in the Pakistani ecotourism websites with digital environmental discourse commodifying nature as a resource for economic development. The present study examines whether the process of instrumentalization of nature is repeated by Pakistani YouTube vloggers or if they are able to build a more ecological representation. Furthermore, Dar and Akhtar's (2023) transnational comparative analysis confirmed that Pakistani media used different framing approaches than British media and Pakistani media's framing was more connected to the local political context. It is the focus of the present study on the particular discursive context of Pakistani vlogs on YouTube.

2.6. The research gaps identification

Based on the literature review, the following four gaps in the academic literature emerged that provide a foundation for the current research. The first is a gap in medium; although YouTube has been a platform of immense growth for environmental communication in Pakistan, to the best of our knowledge there is not yet any published research that has analyzed the medium of YouTube vlog discourse in a systematic way for the construction of environmental narratives. Current research is largely focused on print newspapers, radio, television news,

public service announcements, or political speeches, with no research that represents user-generated digital content. Second, the methodological gap – corpus-assisted framing analysis is found to be quite useful for print media (Saleem & Khan, 2025; Shakeel et al., 2025) and not for digital transcript of vlogs in Pakistan, which are informal, conversational, and community-based and require methodologically adapted approach. Third, there is a content gap: While existing studies consistently demonstrate that mainstream media in Pakistan frames the environment politically and institutionally (Riaz, 2020; Ashfaq & Sarfraz, 2025), no study has investigated if non-institutional digital communicators do frame environmentally substantively differently. Fourth, there is a theoretical lacuna, as Stibbe's (2015) theory has been used in the analysis of newspaper discourse in Pakistan but has not been used with corpus linguistics in the analysis of digital media discourse. All of these gaps are addressed by the present study, and it is empirically original, methodologically innovative, and theoretically generative.

3. Methodology

3.1. Research Design

In this study, the researcher used a mixed method of research where data analysis was carried out in both quantitative and qualitative ways. The mixed method approach is suitable because the study uses quantitative corpus analysis and qualitative framing analysis to get a comprehensive analysis of environmental discourse. The researcher can use quantitative analysis to detect the common environmental keywords, lexical patterns and frequency and qualitative analysis to interpret the meanings, views, and narrative constructions in the selected vlogs. Both approaches are integrated and can enhance the understanding of the representation and communication of environmental issues in the discourse of digital media. The study uses framing analysis methodology. While Corpus-assisted analysis involves the identification of linguistic patterns by using a

computational tool, framing analysis looks at the strategic use of language to communicate environmental issues, obligations, awareness and solutions. This design is appropriate because there are measurable linguistic features and the interpretive narrative structure that are found in YouTube vlogs.

The research paradigm adopted is Pragmatist which advocates the combination of quantitative and qualitative research methods in the practical understanding of real world communication. In this design, the study examines not only the frequency of the occurrence of the environmental vocabulary but also the meanings of this contextualized environmental frames. Thus, the mixed-methods research design is a systematic and balanced method to analyze the environmental narratives in YouTube discourse in Pakistan.

3.2. Theoretical Framework

Theoretical support of this study is based on the theoretical aspect of Corpus Linguistics and Framing Theory in the Pragmatist research paradigm. The theoretical frameworks serve as a conceptual lens for analyzing Pakistani YouTube vlogs and offer a solid grounding for the analysis. The theoretical frameworks provide a theoretical base on which to analyze the Pakistani YouTube vlogs. The research combines quantitative linguistic analysis and qualitative interpretation to better comprehend and understand the framing and communication of environmental issues in digital discourse. Corpus Linguistics is the main methodological and theoretical method of text analysis of large amounts of text. It is used to define recurrent lexical patterns, usage of words in a corpus, collocations and the context of words within the corpus. Corpus linguistic approach is used in this study to determine the keywords frequently used in the environment in YouTube vlog transcripts. Corpus tools like AntConc enable systematic and objective analysis of the vocabulary and linguistic patterns in the environment. The study explores the use of frequency lists and concordance

analysis tools to analyze how environmental terms are used in the construction of a narrative. The study also incorporates the theory of framing that involves highlighting some elements of reality while denying others. Frames are the way that audiences understand and interpret issues, and they shape them. Framing can emphasize environmental destruction or environmental awareness, environmental responsibility, or solutions in environmental discourse. This study aims to discover the dominant frames in Pakistani YouTube vlogs and investigate the language choices that align with the frames.

The Pragmatist paradigm advocates the combination of quantitative and qualitative techniques because this paradigm is oriented towards practical knowledge about social communication. In addition, aspects of Interpretivism are present in the qualitative interpretation of meaning and the construction of story using discourse.

3.3. Data and Corpus Composition

For this study YouTube Vlogs related to the environmental issues like pollution, climate change, waste management, environmental awareness and ecological sustainability from Pakistan were used. The sampling method adopted is purposive sampling, which involves finding out relevant YouTube videos which specifically discuss the issue of environment in the context of Pakistan. Purposive sampling is suitable for use when data that directly answer the research objectives and questions of the study are to be selected. The videos selected are not necessarily popular or entertaining but are selected based on their relevance to the environmental discourse. The study's corpus comprises of transcripts from 10 Pakistani YouTube vlogs. The vlogs are chosen based on the keywords that describe the environment: pollution, climate change, environmental awareness, waste management, and global warming. The chosen videos are likely to have abundant environmental dialog and narrative forms that can be analyzed by

corpus-assisted framing analysis. Its main data source is a collection of publicly available transcripts from YouTube videos. In the case of lack of transcripts, the transcripts are handcrafted to ensure consistency and completeness of the corpus. Once collected, transcripts are cleaned and standardized prior to analysis. Unrelated comments, duplicate text, URLs, ads and emojis are excluded from the data. The text is lowered into a lower case format to ensure consistency in the Corpus Analysis process. Finally, the cleaned transcripts are stored in structured text files to form a digital corpus for computational analysis. The corpus aims to capture the speech of environmental discourse in the Pakistani digital media. The chosen corpus offers both quantitative linguistic data and qualitative narrative content as the study is based on language patterns and framing strategies. Therefore, the corpus composition allows for systematic analysis of the keywords, meanings, and frames used in the Pakistani YouTube vlogs. Furthermore, there are a variety of environmental topics covered in the corpus, which enables the comparison of the recurring patterns of the stories presented in different videos. This organization of the corpus facilitates computational research and qualitative interpretation of the corpus throughout the research process.

3.4. Data Collection Procedure

The data collection starts from searching YouTube for vlogs about environment produced by Pakistanis. Key words are used to identify relevant videos, including "pollution," "climate change," "environmental awareness" and "waste management." Ten vlogs are selected using purposive sampling technique, which directly address environmental issues in the context of Pakistan.

The videos are chosen after which YouTube's transcript feature is used to gather the transcripts or the transcripts are manually created if they are unavailable. The resulting transcripts are then cleaned to eliminate unrelated text, advertisements, and duplicate text, as well as emojis. Finally, the data is converted

to lower-case and then made into structured text files for corpus and framing analysis.

4. Quantitative Analysis

The frequency distribution of the 10 environmental keywords that were found in the corpus of Pakistani YouTube vlog transcripts is given in the following table. The keywords were chosen due to their conceptual relevance to the environmental discourse, contextual relevance in Pakistan and their frequency in the corpus. Environmental issues were ranked by frequency using AntConc and offer a quantitative picture of the prominence of the environmental issues in the dataset.

Table 1: Frequency Distribution of Environmental Keywords

Rank	Keyword	Frequency (f)	Percentage (%)	Dominant Frame
1	water	62	34.8	Problem / Solution
2	trees	43	24.2	Solution
3	air	18	10.1	Problem
4	pollution	8	4.5	Problem
5	climate change	7	3.9	Problem / Awareness
6	waste	6	3.4	Responsibility / Problem
7	carbon	5	2.8	Solution / Responsibility
8	awareness	3	1.7	Awareness
9	floods	1	0.6	Problem
10	energy	1	0.6	Solution
Total		**154**	**100.0**	

The frequency distribution shows that there are distinct patterns in terms of environmental issues that are most evident in the Pakistani YouTube vlogs. The

most notable result is the extreme frequency of the word water with 62 appearances (34.8% of all occurrences of keywords). This indicates that over 1/3 of the environmental references found in the corpus dealt with water. A high frequency means that water related issues including water scarcity, water storage, rainwater harvesting, water recharging and water conservation are the biggest concern of the environment in the selected vlogs.

The second most common word at 43 occurrences or 24.2% was the keyword trees. This significant frequency indicates that tree plantation and forest protection are important topics of the corpus. The keywords water and trees combine to make 105 (59.0%) of all the environmental terms identified. The concentration in this regard indicates that the focus of the environmental discussions in Pakistani YouTube vlogs is more towards action and intervention in the ecological environment than towards abstract and general debates. These two lexical items suggest a discourse based on visible community-based activities like plantation drives, the building of ponds, watershed management, and ecosystem restoration. Air, the third most common keyword, was used 18 times (10.1%). This is due to its prominence in terms of the vlog about air pollution in Lahore. This keyword also appears regularly with air quality, toxic gases, dust and life expectancy, as seen in concordance analysis, indicating the grave impact of poor air quality on people's lives. The data along with the keyword pollution (8 times; 4.5%) suggest high concerns about environmental degradation and public health risks in urban areas. This means that the air and pollution co-occurred 26 times, or 14.6% of all the tokens of the keywords. The word climate change was used 7 times (3.9%). Its frequency is less than that of more concretely expressed words like trees or water, but it has theoretical importance since it relates local environmental concerns to global ecological processes. The corpus contains the following terms related to climate change: Floods, Droughts, Irregular rainfall, Decrease of forest cover. This

implies that vloggers employ the term to convey causalities and to situate local environmental problems in a global perspective. The word waste was used 6 times (3.4%), mostly in reference to garbage disposal, littering and public negligence. Although it does not occur as often, waste is important as a reminder of everyday behaviour in the environment and citizens' responsibility. Likewise, carbon was used five times (2.8%) predominantly within the term carbon credits, suggesting a burgeoning discourse around forest conservation and economic incentives and environmental policy.

The keyword awareness was documented three times (1.7%). Though there are only a few, its importance is in the metadiscursive aspect. The term does not define a specific environmental concern but it clearly identifies the educational and advocacy activities. This is an indication that vloggers are not just informing about the environment; they are trying to educate and mobilize their target audience. The other terms, such as floods (0.6%) and energy (0.6%), appeared only once. They are not less analytical because of their low frequency. The terms are closely linked to the climate change and disaster narrative and energy is linked to the clean energy solutions. They are specialized but meaningful terms that come from environmental talk that are low in frequency. In summary, the frequency distribution shows that largely locally oriented and practical issues prevail in the environmental narratives of Pakistani YouTube vlogs. Two themes stand out - water scarcity and tree plantation - that demonstrate how environmental communication is focused on tangible actions in the community. There is also a secondary role of immediate ecological issues in relation to issues like air pollution and climate change.

Another interesting trend is the domination of concrete and abstract words. The frequency of occurrence of concrete terms (water, trees, air etc.) is much higher than that of abstract terms (awareness, climate change etc.). It indicates that

vloggers like to express themselves in relation to the things they see and relate to in the environment, instead of using technical or policy terms. This inclination could boost viewer engagement by making the subject of the environment more relatable and relevant to their daily routines. The overall distribution also suggests that the corpus has a high action-oriented orientation. The most common lexical items are related to the practical interventions such as water conservation, building ponds, rainwater harvesting, planting trees and protecting forests. This is consistent with the overarching perspective that Pakistani YouTube vloggers develop environmental narratives not just to raise awareness to environmental issues, but to motivate the audience to take action in their local environmental solutions.

To sum up, Table 4.1 shows that the topic of water is the main focus of environmental discussion in Pakistani YouTube vlogs, followed by trees and then air pollution, climate change and waste management. The quantitative findings show a discourse that is local, practical, and solution-based that will feed into the subsequent qualitative framing analysis.

5. Qualitative Analysis

The ten selected Pakistani YouTube vlogs are qualitatively analyzed through framing analysis. The analytical framework outlined in section 3 was applied to analyze each vlog, looking for recurring linguistic patterns and thematic focus to determine the prominent frame. It was analysed with four frames:

1) **Problem Frame**: Points out the damage, scarcity or crisis of the environment.
2) **Solution Frame:** Suggests actions, interventions, or practical solutions.
3) **Awareness Frame:** Educates the audience and creates environmental awareness.

4) **Responsibility Frame:** Imputes blame or responsibility to a person, institution, or community.

The analysis was directed towards the most common environmental keywords, how they were used in context and representative examples from each transcript.

Table 2: Framing Analysis of Individual Vlogs

Vlog	Frequent Keywords	Dominant Frame	Example Sentence
Vlog 1	waste, environment, clean	Responsibility Frame	"Do not leave behind the waste from what you yourself have eaten."
Vlog 2	water, trees, pond, environment	Solution Frame	"We must conserve water, restore the land, plant more trees, and protect them."
Vlog 3	garbage, water, trees, pollution	Responsibility Frame	"Plant a tree here so that the environment is good, beautiful and clean."
Vlog 4	water, trees, garbage, air	Problem Frame	"Water does not come here for four to five months."
Vlog 5	environment, water, trees, forests	Solution Frame	"This is the only solution through which we can address the growing water shortage."
Vlog 6	climate change, forests, carbon, water	Solution Frame	"Together we can confront climate change."
Vlog 7	air, pollution, garbage, waste	Problem Frame	"Air pollution steals five years from people's average life span."
Vlog 8	water, trees, environment	Solution Frame	"We planted trees and built ponds to protect the environment."
Vlog 9	climate change, flooding, water	Problem Frame	"Floods and droughts are increasing because of climate change."
Vlog 10	awareness, environment, future generations	Awareness Frame	"Our campaign to save the environment must reach every home."

The table presents the occurrence of all the four frames in the corpus with the Solution Frame being the most frequent.

- Four vlogs (2, 5, 6 and 8) focus mainly on **solution-oriented** interventions on the environment, covering elements such as pond construction, rainwater harvesting, forest conservation and tree plantation.
- The **Problem Frame** prevails in Vlogs 4, 7, and 9, in which environmental degradation is a pressing problem characterized by not only water scarcity, but flooding, air pollution, and public health concerns.
- In Vlogs 1 and 3 **Responsibility Frame** is dominant. These vlogs are based on citizen's behaviors, public negligence and citizens' and officials' responsibilities for cleaning the environments.
- In Vlog 10, the **Awareness Frame** is particularly strong as the primary goal is to raise awareness and mobilize the public.

Table 3: Distribution of Dominant Frames Across Vlogs

Frame	Number of Vlogs	Percentage (%)
Solution Frame	4	40.0
Problem Frame	3	30.0
Responsibility Frame	2	20.0
Awareness Frame	1	10.0
Total	10	100.0

5.1. Frame Interpretation

The most important finding of the framing analysis is the predominance of the Solution Frame. While all four types of frames are found in the corpus, the environmental narratives in the corpus are mainly organized around action-oriented solutions to ecological problems. It means that Pakistani YouTube vloggers are not only talking about environmental degradation, but there are always practical and local solutions in focus.

This can be said on the basis of both quantitative and qualitative results. The Solution Frame is the most common frame in the vlogs, appearing in 40% of them (4 out of 10) as indicated in Table 4.8. Furthermore, the top two most common keywords (water (62) and trees (43)) make up 59.0% of all keywords. These words are used with reference to rain water harvesting, construction of ponds, forest conservation and plantation of trees in most of the contexts. The presence of these is evidence that they are a highly action-oriented and an environmental-oriented discourse.

5.2. Solution frame

Use a solution frame to represent environmental action.

Solution Frame highlights the implementation plans: planting trees, conserving water and protecting forests. It is manifested by action words such as plant, save, protect, build, and conserve.

These are examples from the corpus:

- “Let's save water, rehabilitate land and plant more trees.”
- “This is the only route in which we can solve the increasing water problem.”
- “Climate change – we can do something about it together.”

The examples indicate that the vloggers represent environmental protection as a common and attainable task. Very common use of collective action terms, such as 'we' and 'together'. The Solution Frame shows environmental problems are solvable with the involvement of the community and local action.

5.3. Problem frame

Environmental Urgency Construction.

The Problem Frame is used in three vlogs (30%) and serves to show the severity of the issue of environment degradation. It emphasizes on air pollution, water scarcity, flooding and waste accumulation etc.

Representative examples include:

- Five years of life are being taken away from people due to air pollution.
- "Here you do not get water for the next four or five months."
- "Floods and droughts are increasing because of climate change."

Words like pollution, toxic, shortage, dangerous, etc. are noted in the frame. The health consequences are linked to environmental issues and economic hardship and to the disruption of daily life through these expressions. The primary purpose of the Problem Frame is to build up urgency. Vloggers demonstrate the negative impact of ignorance of the environment, and thus demonstrate the need for intervention. But such stories are not usually confined to problem descriptions, but guide viewers towards solutions.

5.4. Responsibility Frame

It is the attribution of accountability.The fourth step of Responsibility Frame is the attribution of accountability.

In two vlogs (20%), the Responsibility Frame is dominant, while the other three frames focus on the environmental degradation and environmental protection actors. Individuals and institutions, such as citizens, communities and government are held accountable.

Examples include:

- Don't leave the garbage of one's own food.
- Who is to blame for this?
- Each and every one of us has to take a responsibility to save the environment.

Vloggers who use imperative sentences and rhetorical questions can directly interact with viewers and highlight the importance of protecting the environment. The reason that this frame is important is because it relates environmental issues to human actions. It implies that the pollution and waste is due to neglect - and

that change will occur only when there is a conscious effort by the public and the state institutions.

5.5. Awareness Frame

Dissemination of Environmental Knowledge

The Awareness Frame is the primary frame in one vlog (10%) while the educational elements are present in the whole corpus. The frame here is to inform and raise awareness of the environment.

Examples include:

- Our campaign for environment protection must be in every house.
- It's important for people to be aware of climate change.
- Talked to students about the environment.

Vloggers employ easy-to-understand language and public solicitation to share environmental information. They frequently explain the significance of tree plantation, water conservation and waste reduction.

The Awareness Frame is an extension of the other two frames, supporting audiences to understand the issues in their environment and to be ready for environmental action.

5.6 Sequential Organization of Frames

The four frames are seen as four parts of a single-story arc. The challenge of the discourse is to diagnose environmental difficulty, pinpoint the parties responsible, raise awareness, and suggest a solution.

The series can be represented as:

Solution Frames → Problem Frames → Responsibility Frame → Awareness Frame

The frames have specific functions. The Problem Frame is used to create urgency, the Responsibility Frame to give accountability, the Awareness Frame to give knowledge and the Solution frame to give practical answers. The narration always

ends with proposals for action in the form of the Solution Frame. The pattern shows that Pakistani environmental vloggers focus on the message of inducing behavioural change and participation of individuals and communities.

6. Conclusion and Implications

The framing analysis is used to show that the Pakistani YouTube vloggers create environmental stories in a systematic and convincing way, consisting of three elements: problem identification, assigning blame, educating, and taking action. The Solution Frame indicates that this discourse is very much one of community doing, of what communities can do, rather than just pointing out what has gone wrong.

The Problem, Responsibility and Awareness Frames, and the Solution Frame are integrated and vloggers become grassroots environmental communicators. They tell stories that provoke audiences to see and identify issues in the environment, think about their duties, learn about what is required, and take specific steps (plant trees, save water, care for natural resources, etc.). In general, the discourse on environmental issues in Pakistan on YouTube, emerges as a vibrant and influential medium that bridges the gap between the local environmental concerns and social mobilization, while fostering an optimistic outlook of keeping the environment for the future generations.

The present study examined the environmental narratives in the Pakistani YouTube vlogs by adopting the corpus-assisted framing analysis. The results indicated that the primary frame in the environmental discourses on Pakistani YouTube is the Solution Frame followed by the Problem Frame, Responsibility Frame, and Awareness Frame. Additionally, the water, trees, air, and pollution were the most common environmental keywords obtained from the corpus analysis. The results would give valuable insights to the communication of environmental issues in Pakistan's digital media.The most impressive findings are

that the Solution Frame dominates. In contrast to many traditional studies of environmental communication which focus on crisis, risk and disaster scenarios, many of the YouTube vloggers from Pakistan also highlight tangible measures like tree plantation, water conservation, forest protection, and community engagement. This discovery resonates with the notion of Ponton (2022) that environmental discourse can be formed by positive and action-oriented stories, which can motivate ecological involvement instead of only pointing out environmental dangers. The orientation of solution-oriented discourse can imply that vloggers try not not only to inform the audience about environmental issues, but also to encourage them to take positive action.

The results also contradict other studies which have been done on the mainstream media in Pakistan. Further, the researchers Riaz (2020) and Ashfaq, Sarfraz (2025) observed that the scientific and political lens and institutional/ governmentally driven perspectives were used in Pakistani newspapers and public service communication, respectively. The current study, however, shows that independent digital content creators work in a more local and community-based way. Discussions about environmental issues are presented in terms of their daily experience, community challenges and solutions they can relate to. The difference is an indicator of how user generated digital media can communicate differently. Water and trees are the most common environmental elements in the corpus, appearing in over half of the environmental references in the corpus. This discovery highlights the environmental challenges in Pakistan, including water scarcity, deforestation, and degradation of the environment. These keywords highlight what is important to vloggers: topics that impact local communities directly and visibly. In terms of corpus linguistics, the high rate of their occurrence indicates the way in which social issues and ideologies are predominant in language patterns in discourse.

Further, the presence of the Problem Frame shows that vloggers are aware of the seriousness of environmental degradation. Air pollution, climate change, flooding, and water scarcity are referred to as environmental issues that are urgent and require attention as they impact social well-being and public health. But, in contrast to purely problem-oriented kinds of narratives detected in some environmental communication research, the present corpus does not often leave environmental issues unresolved. Rather, the issues of responsibility and possible solutions for environmental problems will follow. This is a constructive communication approach, which is aware and empowering.The Responsibility Frame emphasizes the importance of human effort in protecting the environment. Vloggers often place the blame on individuals, communities and institutions by using direct appeals, imperatives, and references to citizen behavior. The results are inline with Framing theory which proposes that the media discourse has an impact on the audience's responsibility and cause frame for social issues. Vloggers connect environmental degradation with human activities, thus enabling viewers to understand that protecting the environment is a collective effort among members of society instead of the responsibility of government alone.

Educational elements were found throughout the corpus, although the Awareness Frame did not occur as a dominant frame. Vloggers tried to develop explanations, raise awareness and motivate the public to participate in environmental issues repeatedly. This discovery implies that awareness can serve as the supporting mechanism in environmental stories, enhancing responsibility and solution-oriented discourse. These stories highlight the educational aspect of digital media, illustrating how digital media is increasingly becoming an informal vehicle for environmental learning and public engagement.

The results are theoretically justified as support for the integration of Corpus linguistics and Framing Theory. Corpus analysis yielded objective proof of the

recurring environmental keywords and the framing analysis explained how these patterns of language are part of wider environmental discourse. The two approaches can be combined to provide a full picture of the structure and meaning of environmental discourse. The study therefore confirms the previous arguments that corpus-assisted discourse analysis methodology is effective in studying environmental communication in digital environment. These findings can also be analysed from the perspective of ecolinguistics, as in the case of the "stories we live by" (Stibbe, 2015, 2021). The majority of the environmental stories discovered in the collection support ecological values of conservation, stewardship, collective action, and sustainability. Instead of viewing nature as something to be exploited, plenty of vloggers talk about protecting, restoring or responsible environmental action. Such stories can help to create more sustainable interactions between people and the natural world.

In conclusion, this study shows that Pakistani YouTube vloggers are important grass root environmental communicators. They build awareness and assign responsibility, craft narratives, and share problem-solving anecdotes that bridge local environmental issues and social action. The results indicate that digital platforms like YouTube have emerged as significant communication spaces which can shape public perceptions, spur civic engagement and contribute to wider sustainability efforts.

The implications of this study are wide reaching for the aspects of environmental communication, public policy, ecolinguistic research and sustainable development in Pakistan. Drawing on Corpus Linguistics, Framing Theory and the Pragmatist research paradigm, the study illustrates how the language can be used as a potent social tool to help construct environmental perceptions, and promote ecological action., the study demonstrates the value of using Corpus Linguistics (CL) and Framing Theory (FT) to analyze digital

environmental discourse. Both the corpus analysis highlighted common words appearing within the context of the environment and these were organized into Problem, Solution, Responsibility and Awareness Frames in the framing analysis. The integration of this kind of narration proves that environmental narration is not random, but rather is constructed through certain lexical arrangements which affect the way the audience reads the environmental problems. The study therefore extends the corpus-assisted framing analysis to the Pakistani digital media and also adds to the field of ecolinguistics.

The results are consistent with the Pragmatist paradigm as they go beyond the theoretical understanding and provide practical solutions to the environmental challenges that are present in the world. Audiences are more likely to listen to an environmental message when it is framed as a solution, rather than a crisis, as this is what is predominant in the Solution Frame. It demonstrates the need for positive dialogue and communication about the environment, which can help people and communities to become part of the solution, rather than the problem.

This study highlights the ability of digital storytelling to shift the awareness into the responsibility of environmental consciousness for the society. The water saving, tree plantation and waste reduction stories, and the involvement of the community, make the people think that the protection of the environment is their duty and not just the responsibility of the government. These stories can help create eco-awareness and drive lasting behavioural change at the community level.The results offer evidence to government institutions and policy makers that environmental campaigns can be more effective if they can embrace a framing similar to the successful digital creators. Rather than technical/policy communication alone, governments can work with social media influencers and content creators to share solution-oriented messages about the environment that are accessible, relatable, and action oriented. This can improve the engagement of

the public in national environmental programs and boost environmental governance.

The study also has implications for EE (environmental education). This increased salience of the Awareness and Responsibility Frames accounts for the fact that environmental learning tends to be more effective when information is linked to real-life experiences and the local environment. Digital content and community-based environmental narratives can thus be used in educational institutions to promote ecological literacy and sustainability values in students.

Perhaps most important, the study reiterates one of the main tenets of ecolinguistics: language is not simply a mirror of environmental reality but is a driving force that actually constructs reality. Digital media-driven narratives shape perceptions of nature, blame and responsibility, and visions of solutions. Environmental communicators can help build a more sustainable, environmentally aware society through their efforts to foster stewardship, conservation, and collective action.

Finally, the research shows that good environmental change starts by having good environmental discourse. Awareness, responsibility, and solutions to environmental issues that are brought to light through language can change individual attitudes, mobilize communities, and contribute to national efforts toward ecological sustainability.

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