

Integration of Discourse Analysis in Life Scope Learning: Generation Z's Ecological Literacy Construction of Climate Representation in Modern Media

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ABSTRACT

The study aims to analyze the representation of climate crisis discourse in modern media using Fairclough's Critical Discourse Analysis (CDA) framework. It focuses on how language is used to frame climate change issues, uncover underlying ideologies, and examine power relations among state actors, corporations, and civil society. Employing a qualitative approach with a case study design, the research analyzes news texts discussing climate change, energy transition, and environmental policies. Data were examined through the three CDA dimensions, textual, discursive, and social practices, to reveal meaning construction and ideological tendencies within media narratives. The findings indicate that climate crisis discourse in the media predominantly emphasizes technocratic solutions, institutional moral responsibility, and international cooperation, while marginalizing civil society participation. At the social level, media reproduce the ideology of green capitalism and sustainable development that prioritize efficiency, investment, and global partnership. The results demonstrate that climate issue representation in media is not neutral but shaped by economic-political interests and global power structures. Therefore, fostering critical media literacy and promoting inclusive, transformative alternative discourses are essential for developing ecological awareness among younger generations, particularly Generation Z.

Keywords: Media Discourse, Climate Crisis, Critical Discourse Analysis, Green Capitalism, Ecological Literacy.

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INTRODUCTION

The climate crisis has emerged as a multidimensional global challenge that impacts ecological, social, and economic sustainability. According to the Intergovernmental Panel on Climate Change (IPCC), the global temperature has risen by a concerning 1.1°C above pre-industrial levels, with projections indicating a potential increase of up to 1.5°C by mid-century if significant mitigation measures are not implemented (IPCC, 2023). This situation calls for enhanced public awareness through the strengthening of ecological literacy, defined as the ability to understand the systemic relationship between humans and nature, as well as the capacity to interpret environmental information to make sustainable decisions (Orr, 2004). Recent research emphasizes that environmental education plays a pivotal role in cultivating ecological awareness, critical thinking, and eco-friendly behavior in everyday life, particularly when implemented through contextual and interdisciplinary learning frameworks such as STEAM-based environmental education (Ali et al., 2025).

In the context of contemporary society, modern media plays a strategic role in shaping how climate issues are represented and perceived by the public. These representations are not neutral; media institutions often employ framing techniques and selective narratives that can amplify, simplify, or even distort public perceptions of climate events (Azmi et al., 2013). A study of

Malaysian print media revealed that coverage of climate change issues is often influenced by political agendas, editorial ideologies, and global events such as COP conferences or major disasters (Azmi et al., 2013). On social media, research by Amangeldi et al. (2023) found that topics such as carbon emissions, air pollution, and recycling dominate public discourse, with emotions like fear, trust, and anticipation emerging as primary public responses to environmental narratives (Amangeldi et al., 2023).

Within this digital ecosystem, Generation Z, born between the mid-1990s and early 2010s, functions not only as consumers of information but also as producers of discourse. They are highly exposed to climate representations across various digital and social media platforms; however, their critical literacy regarding environmental information remains limited. A study by Putri and Rizal (2023) revealed that while Indonesian Gen Z possesses strong technical skills in accessing and utilizing digital media, they tend to struggle in filtering information, evaluating source credibility, and understanding the socio-ecological implications of the content they consume (Putri & Rizal, 2023). Similarly, research conducted in Australia found that Generation Z perceives social media as the primary channel for climate discussions, yet they often experience confusion due to information overload and the lack of integrated ecological literacy within formal education systems (Harris et al., 2024).

This condition indicates that media representations of climate issues not only shape how Generation Z understands ecological problems but also influence their identities, values, and environmental actions. Therefore, educational approaches are needed that go beyond the mere transfer of ecological knowledge and instead foster critical awareness of how media discourses are constructed. Discourse analysis serves as a relevant methodological approach in this regard, as it allows learners to explore how language, narratives, and symbols are employed to construct social realities around climate change (Fairclough, 1995). However, formal education in Indonesia has yet to fully integrate discourse analysis into contextual environmental learning. Most approaches remain informative in nature, neglecting students' critical and affective dimensions. Meanwhile, life-wide learning, which involves learning experiences beyond the classroom, digital interactions, and social engagement, offers significant potential for fostering a more holistic ecological understanding (Jackson, 2011).

The integration of discourse analysis into life-wide learning can thus serve as an effective pedagogical strategy to equip Generation Z with the ability to read, critique, and respond to climate discourse in a reflective and transformative manner (Rusmawaty et al., 2025). Consequently, this study is significant in addressing the gap between formal education, modern media exposure, and the need for contextual and critical ecological literacy among Generation Z. Through the integration of discourse analysis within life-wide learning, it is expected to cultivate a generation that not only comprehends environmental issues on a technical level but also develops critical awareness of how these issues are constructed, communicated, and internalized within the contemporary media landscape.

METHOD

This study employed a qualitative approach with a case study design to analyze the representation of climate change discourse in modern media news, which serves as the primary source of information for Generation Z. Following Creswell's (2014) guidelines, the qualitative approach was chosen because it enables an in-depth exploration of meaning construction and social practices embedded within news texts. The data analyzed consisted of news articles on climate-related issues published across various digital media platforms. The analysis applied Fairclough's three-dimensional model of Critical Discourse Analysis (CDA), encompassing textual analysis, discursive practice, and social practice.

First, in the Textual Analysis Stage, the researcher conducted a detailed examination of the linguistic structures within the news texts, including lexical choice, metaphors, sentence construction, grammar, cohesion, and stylistic features. The main focus was to identify how climate change issues are linguistically constructed—whether the climate is portrayed as an urgent threat, a collective responsibility, or an economic opportunity. The analysis also considered the use of modality, such as the words “must,” “may,” or “can,” which indicate varying degrees of certainty or obligation within the discourse.

Second, in the Discursive Practice Stage, the researcher evaluated how the news was produced, distributed, and consumed. This analysis included examining the context of news production, such as the writer’s identity, sources of information, and the media platforms on which the news was disseminated. The researcher also explored how the news was positioned for its audience—particularly Generation Z—and how its presentation influenced readers’ interpretation and understanding of climate-related issues.

Third, in the Social Practice Stage, the researcher connected the findings from the textual and discursive analyses to broader social and ideological contexts. The focus was on identifying how climate discourse in the news reflects or reproduces structures of power, social values, and ideologies such as green capitalism, environmental consciousness, or climate skepticism. This analysis also highlighted how news media contribute to shaping ecological awareness and environmental literacy among members of Generation Z.

Fourth, in the Synthesis and Interpretation Stage, the researcher integrated the three levels of analysis to provide a comprehensive overview of how climate discourse is constructed in modern media. This synthesis enabled conclusions about how these news representations influence Generation Z’s ecological perspectives and literacy, while also revealing the underlying power relations embedded within the news texts. This methodological approach was employed to uncover how language and discourse structures within news media shape young generations’ ecological perceptions and understandings, as well as how social contexts and ideologies influence climate representations. The validity of the research was ensured through data triangulation by examining multiple news sources and applying rigorous interpretive analysis to guarantee credible and comprehensive findings.

FINDING AND DISCUSSION

This section presents the findings derived from the discourse analysis of the news texts examined. The analytical approach adopted not only investigates the linguistic structure of the texts but also explores how the processes of production, distribution, and consumption occur within broader social contexts. Accordingly, this analysis examines the interrelation between language, power, and ideology embedded within discourse and how such discourse shapes public understanding and attitudes toward the issues being discussed. The discussion situates the findings within relevant theoretical frameworks to illustrate the complexity of meaning construction and its impact on social interaction and the representation of reality through language.

Data 1

“Darmawan explained that PLN was scheduled to participate in various discussion sessions at COP 28. This was intended to address issues of accelerating energy transition, reducing fossil fuel usage through dieselization, and financing green energy.”

The news text, titled *“Tackling Global Climate Change, PLN Forms 13 Collaborations at COP 28 Dubai”* (Kompas.com, 2023), employs formal and technical lexical choices such as *scheduled, discussion sessions, acceleration of energy transition, reduction of fossil energy, and green energy financing*. The word

acceleration implies a sense of urgency, signaling the need for rapid action. The term *dieselization* conveys a technically specific solution that enhances credibility and seriousness, while the phrase *green energy financing* emphasizes the economic and sustainability dimensions of environmental efforts. The modality *scheduled* expresses certainty and institutional commitment to the agenda.

This statement lends legitimacy and authority to the information, constructing PLN's image as an active and responsible actor in international climate forums. The informative delivery aims to reinforce PLN's professionalism, while the wide dissemination of this news allows the message to reach diverse publics, including policymakers and civil society. The discourse constructed in this text supports the global narrative of energy transition and sustainability, adopting terminology consistent with international climate agendas. PLN is positioned as a central actor at both national and global levels, reflecting institutional power and corporate interests within environmental discourse. This reflects the adoption of *green capitalism*, where economic growth aligns with environmental sustainability.

Data 2

"Darmawan emphasized that PLN holds a crucial role in ensuring Indonesia's success in achieving Net Zero Emission (NZE) 2060."

The same article constructs a sentence marked by assertive language through the use of *emphasized* and *holds a crucial role*. The clause *Indonesia's success in achieving Net Zero Emission 2060* denotes an ambitious and strategic national goal. The technical term *Net Zero Emission* carries ideological and political weight, lending legitimacy to PLN's role. The concise and active sentence structure reinforces PLN's image as a key actor bearing significant responsibility. The quotation originates from an authoritative figure, which strengthens the credibility and authority of the report. By focusing on PLN's role in the national context, the media frames Indonesia's climate success as synonymous with the institution's performance. This is a strategic framing effort that highlights institutional power and reinforces corporate-state alliances in addressing climate change. The discourse thus legitimizes both political and social commitment to the NZE 2060 target, embedding national aspirations within the broader narrative of sustainable development.

Data 3

"For information, PLN will sign 13 global partnerships aimed at supporting efforts to accelerate Indonesia's energy transition."

This excerpt is informative and quantitative in nature, emphasizing the scale and scope of PLN's collaborations. The word *sign* signifies formal commitment, while *support efforts to accelerate energy transition* underscore a strategic and progressive orientation. These lexical choices convey dynamism and optimism. By including a specific figure—13 collaborations—the news enhances its factual credibility and attractiveness. The text communicates institutional achievements and capacities, constructing a discourse of international engagement and strategic partnership. It frames PLN as both a domestic and global leader in climate action. This representation reveals the dynamics of international power and national participation in global environmental diplomacy. The discourse integrates national agendas within global frameworks, demonstrating how environmental narratives are intertwined with state strategies for development and international legitimacy.

Data 4

"Furthermore, he added that PLN is enthusiastic about addressing the challenges of climate change, driven by a sense of care for future generations."

This statement introduces emotional and moral dimensions to the discourse. The phrase *PLN is enthusiastic*, reflecting a positive emotional stance, portraying proactivity and optimism. The

expression *driven by a sense of care for future generations* adds ethical and intergenerational responsibility, reinforcing PLN's image as a visionary and morally conscious institution. Such language functions rhetorically to humanize the corporation, fostering emotional proximity with the public while legitimizing its environmental initiatives. This communicative strategy aligns with corporate social responsibility (CSR) narratives that integrate empathy, ethics, and sustainability as part of institutional identity. It reflects an ideological positioning that blends moral values with strategic public relations in support of sustainable development.

Data 5

"Minister of Public Works and Public Housing (PUPR) Basuki Hadimuljono stated that three steps are being taken by the ministry to address climate change: adaptation through water dam construction on islands, development of floating solar energy in collaboration with architects, and creation of a green economy area in North Kalimantan."

The article "*Attending the 8th HEIS at UNTAR, Minister Basuki Outlines Efforts to Tackle Climate Change*" (Kompas.com, 2023) presents a highly informative and structured narrative emphasizing technical and strategic measures. Lexical choices such as *adaptation*, *floating solar energy*, and *green economy area* demonstrate the use of environmental and sustainable development terminology. The phrase *in collaboration with architects* indicates cross-sectoral cooperation, while *North Kalimantan* provides a sense of spatial concreteness and measurable outcomes. This text constructs a technocratic and data-driven institutional image, presenting the state as organized, competent, and innovative. The enumeration of "three steps" conveys a sense of planned and systematic progress, legitimizing governmental authority. This reflects the ideology of sustainable development within the framework of green capitalism, where environmental issues are framed as both moral obligations and economic opportunities. The state's emphasis on infrastructure and technology underscores a developmentalist orientation, merging climate policy with national economic growth agendas.

Data 6

"Basuki expressed hope that efforts to address climate change would continue and expand to realize a more advanced Indonesia."

This aspirational statement utilizes soft yet positive modality through expressions like *expressed hope* and *would continue and expand*, suggesting optimism while implying that progress remains ongoing. The phrase *to realize a more advanced Indonesia* situates climate action within a nationalist and visionary frame. The discourse thus connects environmental policy with national progress, embedding ecological responsibility within the broader ideological project of modernization. This rhetorical construction functions as a persuasive device to consolidate public trust and reinforce the government's legitimacy. It positions climate policy as part of a patriotic commitment to future national prosperity. The ideological interplay here fuses sustainable development with modern nationalism, where environmental discourse becomes both an ecological and political instrument.

Data 7

"He stated that these efforts could be supported through technological innovation, corporate social responsibility (CSR), and youth participation."

This sentence broadens the discourse of responsibility, highlighting the multi-actor nature of climate governance. The open modality *could be supported*, inviting collaboration, while the parallel structure—*technological innovation*, *CSR*, and *youth participation*—strengthens the impression of inclusiveness and synergy among key sectors: technology, private corporations, and civil society. This inclusive framing redistributes responsibility for climate mitigation beyond the state, aligning

with the principles of *green neoliberalism*, which relies on market innovation and civic participation. CSR represents capitalist engagement in ecological responsibility, whereas youth participation symbolizes the reproduction of sustainable values across generations. This discourse constructs a vision of shared responsibility while reaffirming the state's central role as a coordinator of societal responses to climate change.

Data 8

"McCarthy stated that Indonesia is an important partner for the United Kingdom. He explained that his country is highly keen to share its experience in developing the energy sector to support Indonesia in achieving its climate ambitions."

The news article titled "UK Minister Says Indonesia Is a Strategic Partner on Climate" (Tempo.co, 2025) constructs linguistic units such as the phrase "important partner" to signal a diplomatically equal strategic relationship, while simultaneously foregrounding the UK's prior experience in energy development. The expression "keen to share experience" conveys altruistic intent yet subtly implies epistemic and technological superiority. The phrase "Indonesia's climate ambitions" acknowledges Indonesia's goals but frames them within the supportive stance of a more advanced country. Overall, the text builds the UK's image as an experienced and supportive global partner.

This statement exemplifies energy diplomacy communicated publicly via the media. The quotation not only informs readers about bilateral ties but also frames cooperation as technocratic and experience-based. The media position the UK as adding value to Indonesia's energy transition, reinforcing a positive image of international collaboration on climate. The discourse reflects asymmetric global power relations in environmental affairs, wherein developed countries are cast as solution providers and developing countries as beneficiaries. Yet within climate cooperation, this asymmetry is packaged in the language of collegiality and partnership. It also reinforces a global sustainable development ideology premised on technology and knowledge transfer from the North to the South, consolidating Western leadership in the energy transition discourse.

Data 9

"Furthermore, McCarthy's visit opened opportunities to promote high-level cooperation between the UK and ASEAN. The visit also reaffirmed the UK's commitment to supporting ASEAN's green transition."

The same article employs formal diplomatic diction such as "high-level cooperation" and "commitment," indicating the intensity and seriousness of interstate relations. The phrase "promote cooperation" signals the UK's active role as an initiator and regional facilitator in the green transition, while "reaffirmed" underscores policy continuity rather than a one-off response. This statement forms part of an international diplomatic narrative aimed at strengthening UK influence in Southeast Asia in the post-Brexit context. The media frames the UK as concerned not only with Indonesia but also with ASEAN's ecological and economic stability. The quotation showcases strategic communication to extend influence via climate and energy-transition agendas. Socially, the discourse illustrates how global environmental issues operate as instruments of diplomacy and geopolitical outreach. ASEAN's green transition becomes a stage for advanced economies to demonstrate leadership and global commitment, while also reflecting ASEAN's receptivity to interregional cooperation within a broader agenda of ecological globalization.

Data 10

"MENTARI is the UK's flagship program supporting Indonesia's low-carbon energy transition. The program provides technical assistance for policy reform and the development of energy market governance frameworks to accelerate the transition and incentivize investment."

The article adopts an explanatory and technocratic structure. The label “flagship program” signals the strategic status of MENTARI within the UK’s cooperation portfolio. Phrases such as “supporting a low-carbon energy transition” and “technical assistance” reflect a rational, expertise-driven approach, while “policy reform” and “energy market governance frameworks” are policy jargon that project systematic, regulation-led change. The text is produced to strengthen the positive image of project-based bilateral cooperation, indicating that the UK’s support is not merely symbolic but enacted through concrete programs and funding. MENTARI functions discursively as a key symbol of technological and institutional collaboration between a developed and a developing country. At the level of social practice, the discourse shows how donor states intervene in developing countries’ energy policies via technical assistance. This aligns with neoliberal values whereby energy markets are structured to attract investment and efficiency, framed within sustainability narratives. Programs like MENTARI align local agendas with global standards, demonstrating Western ideological influence over energy-transition governance in the Global South.

Data 11

“The dismissal measure was part of President Donald Trump’s efforts to streamline the federal bureaucracy.”

The article titled “*Scientists Say Trump’s Mass Firings at Weather Agency Endanger Americans’ Lives*” (Tempo.co, 2025) employs neutral, formal language that carries ideological weight. The phrase “dismissal measure” is positioned as a logical policy within the broader strategy of “streamlining the federal bureaucracy.” The term “streamlining”—with its positive connotations of efficiency and waste reduction—obscures the social and humanitarian consequences of mass layoffs, illustrating how linguistic structure can legitimize controversial policies. The statement emerges within a political discourse that foregrounded efficiency, deregulation, and shrinking federal roles during the Trump administration. The media present the statement as part of a public policy narrative, where personnel decisions are aligned with macro-agendas. This discursive practice shows how potentially harmful actions are reframed within the teleology of national objectives. The discourse reflects a dominant neoliberal ideology during the Trump era that emphasizes efficiency and reduced public expenditure.

Data 12

“Many private weather companies in the United States, including those broadcasting forecasts on television and smartphone applications, depend on NOAA data.”

The article uses a declarative structure that is syntactically simple yet rich in implication. The phrase “many private weather companies” indicates widespread dependence on a public institution (NOAA). The verb “depend” denotes an asymmetric relation in which the private sector requires access to public data. Referencing platforms like television and smartphone apps underscores NOAA’s vital role in services used daily by the public. Although informative, the sentence implicitly amplifies NOAA’s centrality within the US climate and weather information ecosystem. The statement likely serves as an indirect argument against budget cuts or dismissals at NOAA (as in the previous citation). By highlighting private-sector reliance on NOAA data, the quotation discursively conveys the broad systemic risks of weakening the agency. As a production strategy, it is a fact-based argumentative move aimed at shaping public opinion and questioning government policy. In terms of consumption, readers are guided to see that austerity at NOAA could trigger cascading effects across the information industry and weather services. Socially, the discourse demonstrates the interdependence between the state and private sector in science-based public information. Reliance on government data reflects the state’s function as a provider of essential data infrastructure, even in a free-market system. The passage also points to a neoliberal dynamic—where private firms profit from public resources—ironically jeopardized by extreme fiscal efficiency policies. Layoffs at NOAA would not only affect the agency but could disrupt a broader digital information and economic ecosystem.

Data 13

“Jane Lubchenco, former NOAA Administrator under President Barack Obama, argued that the mass firings would not save the government money because NOAA is already an efficient agency.”

Here, speaker credentials (“former NOAA Administrator”) lend authority and weight to the opinion expressed. The clause “would not save the government money” directly refutes the efficiency rationale used to justify the dismissals, while “already an efficient agency” reinforces the claim that the policy is both ineffective and unfounded. The sentence structure sets up a logical contrast with prior narratives supportive of cuts. The text operates as a counter-discourse challenging the policy’s legitimacy. It mobilizes an authoritative voice from a previous administration to construct resistance and provide narrative balance, while implicitly critiquing the Trump administration’s quasi-technocratic stance. The inclusion of an Obama-era official foregrounds political contestation over the role of science and the state. The discourse reflects ideological conflict between administrations regarding scientific institutions and state capacity. Lubchenco’s view endorses the importance of technocratic bodies like NOAA for evidence-based public policy and defends state institutions’ role in stewarding strategic public information. At a broader socio-political level, the statement represents resistance to the weakening of scientific institutions for short-term political aims.

Data 14

“Deputy Speaker of the People’s Consultative Assembly (MPR) Eddy Soeparno proposed establishing a dedicated institution to handle the climate crisis. He argued that an institution focused on accelerating the energy transition could take the form of a ministry, agency, or authority.”

The article titled “MPR Leadership Proposes Special Institution to Address Climate Crisis, Regulated by Law” (Detik.com, 2025) uses declarative structure with bureaucratic, normative diction. The verb “proposed” marks the speaker’s role as a legislator expressing an opinion, while the phrase “dedicated institution” emphasizes institutional urgency. The jargon “accelerating the energy transition” frames the proposal as modern and solution-oriented. Offering options such as “ministry, agency, or authority” signals flexibility in institutional design while lending seriousness to the climate emergency. The statement appears within political communication seeking to position a legislative actor as part of the solution to the national climate agenda. By floating the idea of a new body, Soeparno positions himself as responsive to global and domestic climate trends. From a media perspective, the quotation frames institutional reform as a concrete step, even if still at the level of proposal. The discourse illustrates how the climate crisis is gaining formal legitimacy within Indonesian politics. A dedicated institution implies perceived inadequacy of sectoral approaches, aligning with broader social pressure for more integrated state responses to energy transition and sustainability. Yet the proposal also invites reflection on power dynamics and the risk of bureaucratizing the climate agenda.

Data 15

“The PAN Vice-Chair hopes the institution handling the climate crisis will report directly to President Prabowo Subianto. He stated that the institution is expected to integrate with other agencies.”

The phrase “report directly to the President” elevates the proposed institution’s strategic status, signposting the significance of the issue at hand. “Integrate with other agencies” implies the need for interagency coordination and the avoidance of overlap. The sentence adopts a persuasive tone that appears suggestive while conveying a clear political preference for the desired policy direction. Discursively, the text frames the climate institution as a central organ requiring direct access to the head of state. In terms of production, this can be read as political positioning vis-à-vis the Prabowo Subianto administration—simultaneously voicing support and influence over the

design of new institutional architecture. The media deploy the quotation to reinforce the impression that political parties (here, PAN) are active agents in the national climate discourse.

The discourse shows how climate issues are increasingly politicized and situated within national power structures. Locating the institution under the presidency signals a move toward centralization that may expedite decisions while consolidating state dominance over transition governance. More broadly, the proposal reframes climate not merely as a technical matter but as a strategic, cross-sectoral policy priority requiring high-level management.

Cross-Case Synthesis of Findings

Across the analyzed items, climate crisis discourse in the news constructs a strategic narrative that emphasizes technological optimism, institutional moral responsibility, and state–private collaboration. Lexical choices “energy transition,” “future generations,” “global commitment,” and “care for the climate”—do not merely convey facts; they actively shape opinion and confer legitimacy upon specific actors in climate policy arenas. Structurally, the texts adopt persuasive and technocratic styles to bolster the credibility of institutions such as PLN, the Ministry of Public Works and Housing, and international partners like the UK government, echoing Amangeldi, Usmanova, and Shamoï (2023), who found that climate-related social media posts are frequently framed through emotional and technical appeals to build public trust and policy support.

At the level of discursive practice, the media operate as intermediaries between political elites and the public by amplifying official statements consistent with Azmi et al. (2013), who observed a tendency to reinforce the state’s centrality while underrepresenting civil society. As social practice, the language foregrounds hegemonic ideologies of sustainable development, green capitalism, and bureaucratic efficiency, aligning with Rusmawaty et al. (2025), who note the reproduction of dominant economic orders under a universal moral veneer of sustainability. Finally, the discourse’s focus on elite actors and technological fixes with limited presence of civil society or affected communities resonates with Harris, Wyn, and Woodman (2024): although Gen Z demonstrate a strong desire for climate engagement, they often feel marginal to formal decision-making processes. Consequently, contemporary climate discourse in the sampled news reinforces state–corporate authority and tends to depoliticization by privileging technical collaboration over contestation and structural inequity. In line with Fairclough’s (1995) critical perspective, these findings underscore the necessity of a vigilant, critical media literacy that recognizes language as a medium of power and ideology.

CONCLUSIONS

This study reveals that media representations of the climate crisis are not neutral; rather, they are shaped through discursive constructions imbued with ideology, interests, and power relations. Through Fairclough’s Critical Discourse Analysis (CDA) approach, it was identified that news texts concerning climate change and energy transition predominantly construct narratives oriented toward technocratic solutions, institutional moral responsibility, and international partnerships—while marginalizing civil society and affected communities. At the textual level, the use of lexical choices such as “*acceleration of energy transition*,” “*global commitment*,” and “*care for future generations*” reinforces the positive image of state and corporate actors, promoting a narrative aligned with the green development agenda. Conversely, the limited presence of critical or counter-discourses indicates a homogenization of media narratives surrounding climate policy.

At the discursive practice level, the media function as a channel for articulating elite power, wherein government officials, multinational institutions, and foreign partners dominate as meaning producers. The selection of sources, narrative framing, and contextualization of issues form part of a deliberate strategy that strengthens the hegemony of official discourses. At the social practice level,

the prevailing discourse reflects the ideology of green capitalism and the logic of sustainable development, emphasizing efficiency, investment, and inter-state cooperation. Although it conveys the urgency of climate change, the approach remains embedded within an economic–political framework that sustains both global and national structures of domination. In conclusion, this study underscores the media’s significant role in shaping public perception of climate issues while reminding us that these discourses are inseparable from the ideologies and power relations underpinning them. Hence, fostering critical media literacy and encouraging the production of inclusive and transformative alternative discourses are imperative to cultivate ecological literacy among younger generations, particularly Generation Z.

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