

Communication for sustainability: a comparative analysis of media coverage

Comunicación para la sostenibilidad: un análisis comparado de las coberturas periodísticas

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Abstract

The contemporary environmental crisis requires rethinking the relationship between society and nature, positioning communication as a key element in promoting sustainable practices. In this context, this study analyzes news frames, thematic focus, representation of social actors, and levels of informational depth present in sustainability coverage across two Ecuadorian media outlets: the traditional news portal Ecuavisa.com and the digital-native medium GK.city. Methodologically, the research adopts a quantitative approach with a cross-sectional and comparative design, employing systematic observation through an analytical rubric applied to a corpus of 67 news articles published between January and September 2025. The results show differences in the narrative and thematic approaches adopted by both media outlets. While GK.city presents a diversified agenda with greater analytical depth and emphasis on institutional responsibility, Ecuavisa prioritizes coverage focused on biodiversity and community actors, with intermediate levels of contextualization. The study concludes that different models of communication for sustainability coexist within the Ecuadorian media ecosystem, posing challenges for strengthening the role of journalism in fostering environmentally responsible citizenship.

Keywords

Communication, journalism, sustainability, framing, ecology, citizenship, environment, responsibility.

Resumen

La crisis ambiental contemporánea plantea la necesidad de repensar el vínculo entre la sociedad y su entorno, situando a la comunicación como un elemento clave en la promoción de prácticas sostenibles. En este contexto, esta investigación analiza los encuadres noticiosos, las temáticas abordadas, la representación de los actores sociales y los niveles de profundidad informativa presentes en la cobertura sobre sostenibilidad de dos medios ecuatorianos: el portal tradicional Ecuavisa.com y el medio nativo digital GK.city. Metodológicamente, se desarrolló un estudio con enfoque cuantitativo, diseño transversal y alcance comparativo, empleando la técnica de observación sistemática mediante una rúbrica de análisis, a un universo de 67 noticias publicadas entre enero y septiembre de 2025. Los resultados evidencian diferencias en los enfoques narrativos y temáticos de ambos medios. Mientras GK.city presenta una agenda más diversificada, con mayor profundidad analítica y énfasis en la responsabilidad institucional, Ecuavisa prioriza una cobertura centrada en la biodiversidad y en actores comunitarios, con niveles intermedios de contextualización. Se concluye que existe una fractura estructural en la comunicación para la sostenibilidad en el ecosistema mediático ecuatoriano, lo que plantea desafíos para el fortalecimiento del rol del periodismo en la formación de ciudadanos ecológicamente responsables.

Palabras clave

Comunicación, periodismo, sostenibilidad, encuadre, ecología, ciudadanía, medio ambiente, responsabilidad.

Introduction

The contemporary environmental crisis requires us to rethink the relationship between society and its environment. In this context, communication for sustainability cannot be understood solely as the dissemination of data on ecological deterioration, but rather as a strategic, critical, and participatory process. Costa-Sánchez and Peñafiel-Saiz (2024) define it as an effort to introduce a deep understanding of the human-nature relationship in order to transform values and promote collective action. Studies on communication of the 2030 Agenda show that sustainable narratives influence audiences' levels of appropriation, understanding, and willingness to act (López-Carrión, 2024). This model should promote eco-literacy and citizen empowerment, overcoming neutrality, since, as Costa-Sánchez and López-García (2020) warn, communication constructs narratives that can legitimize both activism and inaction.

Evidence suggests that environmental communication that calls for action is far from being achieved. Several studies warn that despite scientific consensus on the seriousness of the environmental crisis, media coverage is often insufficient, superficial, and depoliticized, limiting its ability to generate emotional involvement and motivate concrete action (Mateos and Montero, 2025). In this sense, moving towards new educational narratives that overcome the logic of catastrophe is a central challenge for environmental communication (Rodrigo-Cano *et al.*, 2019).

Structural factors in the media ecosystem, such as the centrality of search engines and the concentration of media ownership, limit informational pluralism and favor political and economic agendas that render the climate emergency invisible (Matei *et al.*, 2021; Baltzi *et al.*, 2025). Consequently, when sustainability appears infrequently or is given marginal attention, its priority in public debate is diluted (Silva Pires, 2021).

From the perspective of framing theory, the way in which information is presented is key to understanding its effects. Framing involves selecting and highlighting certain aspects of reality to promote specific interpretations and guide the attention of audiences (Entman, 1993; de Vreese, 2005). In environmental journalism, these frames directly influence the perception of problems and individual and collective responses, either by promoting social mobilization or, conversely, by generating emotional paralysis or reproducing uncritical discourses (Olausson and Berglez, 2014; Radwan *et al.*, 2025;

Atanasova, 2019). In this regard, the need to offer evidence-based, contextualized coverage connected to possible solutions has been pointed out as a condition for strengthening citizen involvement in the face of socio-environmental challenges (Fernández Muerza and Picó Garcés, 2023).

The ultimate goal of effective communication is the formation of an “ecological citizenship” or eco-citizenship understood as a relationship of “living here together” based on collective responsibility for life systems (Sauvé, 2014). For Otero Lamas and Pratt Rosales (2024), eco-citizenship is based on principles of responsibility, reciprocity, and sustainability. Flores Jáuregui and Pérez Pérez (2025) warn that this citizenship is disputed in the media discourse, where there is a risk of falling into greenwashing, understood as the act of deceiving consumers about a company’s environmental practices or the environmental benefits attributed to products or services (Delmas and Burbano, 2011), reducing sustainability to a consumer trend or a superficial individual responsibility (Rodríguez-Martínez and Sánchez-Barreto, 2020).

From the perspective of communication for sustainability, analyzing media content involves not only identifying the issues addressed, but also examining how they are framed and presented to the public. Communicative frames influence the way environmental issues are interpreted by highlighting certain aspects, responsibilities, and possible solutions (Rochyadi-Reetz, 2024). Likewise, the presence and prominence of social actors in the news allow us to understand how responsibilities and voices are distributed in the media discourse on sustainability.

To operationalize the analysis, this study adopted the categorization of environmental frames proposed by Radwan *et al.* (2025), which distinguishes the dominant narratives in the coverage. First, the frames of threat and hope are identified; the former emphasizes risks and crises, while the latter focuses on solutions, progress, and prospects for recovery. Likewise, the responsibility and economic approaches are analyzed, where one attributes cause to specific actors and the other highlights the financial implications. Finally, the classification integrates the scientific framing, which prioritizes technical evidence and expert voices, and the moral framing, which places environmental issues from an ethical perspective, religious precepts, or social duty.

On the other hand, the level of informational depth is a key dimension for evaluating the quality of journalism. The literature indicates that superficial coverage is characterized by isolated mentions of facts or events, with little contextualization and no explanation of causes, consequences, or possible

solutions. In contrast, intermediate-level coverage incorporates background information, explanatory data, and the voices of relevant actors, albeit in a limited way. Finally, in-depth coverage is distinguished by a comprehensive approach to the environmental problem, including contextualization, impact analysis, diversity of sources, and references to alternative actions or solutions (Rochyadi-Reetz, 2024; Radwan *et al.*, 2025).

In Ecuador, this tension is palpable. The country is characterized by its great biodiversity and by being a pioneer in recognizing the rights of nature, which have been enshrined in the national constitution in force since 2008, but sustainability is not usually addressed centrally in the media agenda. Urgent cases, such as the contamination of the Machángara River (Basantes, 2024), highlight the need for coverage that goes beyond episodic reporting and promotes a structural understanding of environmental problems.

Despite the existence of studies on environmental communication at the international and regional levels, in the Ecuadorian context there remains a specific research gap regarding comparative analyses with a quantitative approach that systematically examine journalistic frames, the topics addressed, the representation of social actors, and the levels of informational depth in traditional and native digital media (Vallejo, 2022; Aparicio Cid, 2023). In response to this gap, this study analyzes the environmental frames that structure journalistic coverage of environmental sustainability in two news portals in the country: the Ecuavisa website (Ecuaterra section) and the digital media outlet GK.city (hereinafter GK) in its environment segment.

Materials and method

This study was developed from a quantitative perspective, aimed at measuring and describing observable characteristics in the content disseminated by the media outlets Ecuavisa and GK. This research analyzed the following communicative elements present in the environmental content disseminated by the selected media: the topics addressed, the types of framing used in the news analyzed, the social actors represented, the roles, the calls to action promoted around environmental sustainability, and the level of depth of the content.

The scope of the study was twofold: first, a descriptive purpose to characterize the messages disseminated on environmental sustainability and, second, a comparative intention through the analysis of similarities and differences in the treatment of information by two media outlets with very different na-

tures: the Ecuavisa portal, linked to traditional television, and the native digital media outlet GK, which defines itself as an in-depth journalism outlet.

The research design was non-experimental and cross-sectional. The elements of the news coverage of a total of 67 news items were analyzed, without manipulation, over a period of nine months. The universe was defined as all news items related to environmental sustainability published from January to September 2025 for the selected media: the digital portal Ecuavisa (Ecuaterra) and the digital media GK (Medioambiente).

Due to the small number of news items that explicitly addressed environmental issues, the sampling technique was not applied, and instead the entire universe of analysis units was analyzed. A total of 67 units were analyzed: 34 news items from Ecuavisa and 33 from GK.

The rubric observation technique was applied to each of the digital news items published by Ecuavisa and GK. Structured observation allows for the planned and systematic recording of observable phenomena, based on previously defined categories, which facilitates the organization of information for analysis (Hernández Sampieri *et al.*, 2014). The instrument used was a structured coding matrix, designed based on previous research by Rochyadi-Reetz (2024) and Radwan *et al.* (2025). The observation matrix was adapted to the object of study to allow for the systematic recording of the indicators defined for each unit of analysis.

In order to strengthen the reliability of the analysis, a double coding procedure was applied in the initial phase of the study. A sample of the news items was coded by the researcher and subsequently reviewed by the academic tutor, who made observations on the application of the rubric. After this review and consensus process, the rubric was applied to the entire corpus.

Data collection was carried out through the systematic identification and selection of digital news articles published on the Ecuavisa and GK websites during the study period. The procedure was carried out in several phases. In the first stage, the total universe of environmental news published by both media outlets was collected, forming the corpus for analysis. Subsequently, the coding matrix was applied to each unit of analysis, systematically recording the established variables: topics addressed, types of framing, calls to action, and level of informational depth.

The data obtained were organized and tabulated for descriptive statistical analysis in SPSS and Excel. Frequencies and percentages were calculated in order to identify trends, patterns, and differences in the treatment of informa-

tion by both media outlets. Subsequently, the results were interpreted in relation to the objectives of the study and the established theoretical framework.

In order to complement the descriptive analysis and evaluate the existence of statistically significant associations between the media outlet and certain variables of the treatment of information, Pearson's chi-square test was applied. This test was used to contrast the relationship between the media outlet and the type of framing, the presence of calls to action, and the level of depth of information. In cases where a breach of the chi-square assumptions was detected, particularly the presence of expected frequencies lower than 5 in more than 20% of the cells, significance was estimated using Monte Carlo simulation. Likewise, the effect size was calculated using Cramér's V, in order to assess the strength of the associations identified.

Results

The corpus of analysis consisted of a total of 67 news items published on the GK and Ecuavisa digital portals. The distribution of the material analyzed was balanced between the two media, with 33 items corresponding to GK (49.3%) and 34 to Ecuavisa (50.7%), which allowed for a comparison under conditions of approximate proportionality. It is important to note that despite the obvious difference in the scope and nature of both media outlets—Ecuavisa being a traditional mass media outlet and GK a native digital media outlet with a different audience profile—the volume of news production on sustainability was quantitatively similar during the nine months analyzed.

Main topics covered in environmental news

To understand the construction of the agenda, the main environmental topics related to sustainability present in the news published by the digital media outlet GK and the Ecuavisa website were identified.

In GK, coverage was distributed among several topics: Biodiversity (12 news items, 36.4%), Environmental policies (8 news items, 24.2%), Sustainable lifestyle (7 news items, 21.2%), and Others (6 news items, 18.2%). This thematic diversity indicates a multi-thematic approach that integrates ecological, political, and social aspects.

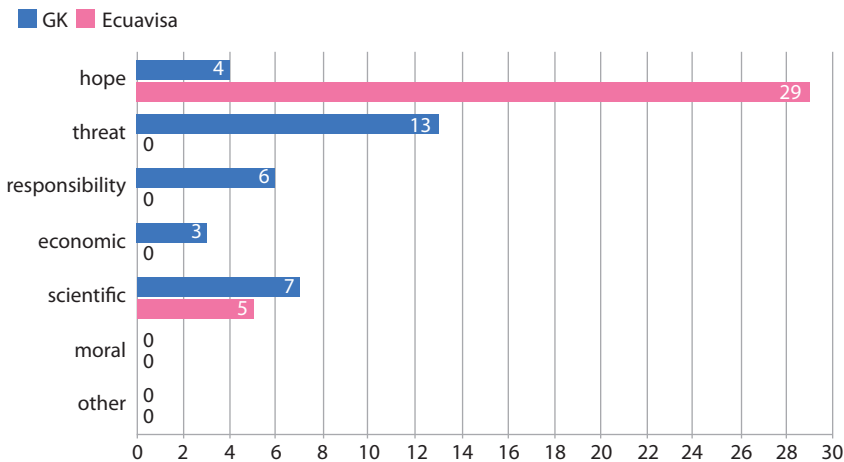
In contrast, Ecuavisa concentrated almost all of its news items in the Biodiversity category (34 news items, 100%), with no significant coverage of Environmental policies, Sustainable lifestyle, Climate change, or Waste management. This concentration reflects a single-theme approach, focused mainly on the description and assessment of nature.

A comparison of the two media outlets reveals clear differences in the construction of the thematic agenda: GK distributes its attention among multiple aspects of sustainability, while Ecuavisa prioritizes biodiversity and environmental conservation without systematically addressing structural factors or institutional responsibilities.

Predominant news frames in coverage

To delve deeper into the treatment of the information, the types of frames used by the two media outlets in their coverage of issues related to environmental sustainability were analyzed. To this end, the predominant frame in each news item was identified. The results are presented in Figure 1, which allows the differences between the two media outlets to be identified.

Figure 1
Types of frames used by GK and Ecuavisa in their coverage of environmental sustainability



In GK, the most frequent frames were: hope (4 news items, 12.1%), threat (13 news items, 39.4%), responsibility (6 news items, 18.2%), economic (3 news items, 9.1%), and scientific (7 news items, 21.2%). No moral or other types of frames were recorded.

At Ecuavisa, the frames identified were: hope (29 news items, 85.3%) and scientific (5 news items, 14.7%), with no presence of threat, responsibility, economic, moral, or other categories.

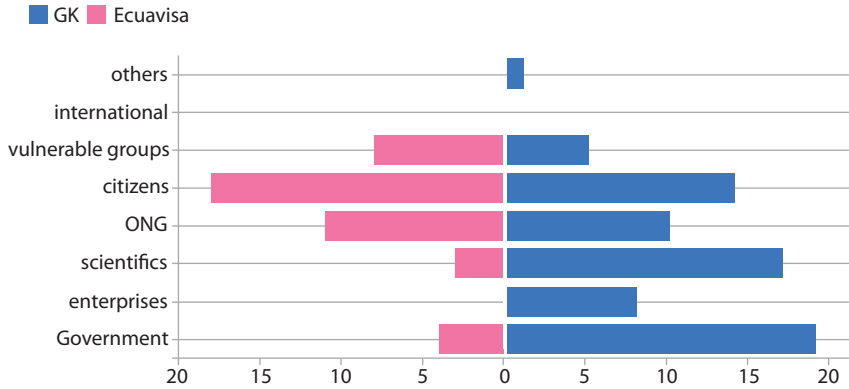
To determine the significance of these discrepancies, the relationship between the type of framing and the media outlet was analyzed. To do this, Pearson's chi-square test was applied. Given that 40% of the cells had expected frequencies of less than 5, significance was estimated using Monte Carlo simulation. The results showed a statistically significant association between the two variables ($\chi^2 = 41.267$; $p < 0.001$, two-tailed Monte Carlo). The effect size was high (Cramér's $V = 0.784809$), indicating a very strong association and confirming substantive differences in narrative strategy.

This statistical validation supports the existence of two opposing editorial patterns. The strong association between GK and the threat and responsibility frames is consistent with its philosophy of *in-depth journalism and social impact*, in which news is not only reported, but also explained, contextualized, and analyzed to generate impact and understanding of complex phenomena (GK, n.d.). In contrast, Ecuavisa's massive concentration on the framing of hope reveals an editorial line that prioritizes "solutionism" and positive perspectives in the face of environmental challenges.

Representation of social actors

The representation of social actors in the news about environmental sustainability published in both media outlets was examined in order to compare the visibility and prominence given to them in the construction of environmental discourse. These findings are shown in Figure 2.

Figure 2
*Representation of social actors in news stories
on environmental sustainability*



The coding was done dichotomously, so that the same news item could include more than one actor. The horizontal scale from 0 to 20 corresponds to the absolute frequency of each actor; therefore, the frequencies are not exclusive and do not correspond to the total number of news items.

In GK, the most represented actors were: Government (19 news items, 57.6%), scientists (18 news items, 54.5%), citizens (16 news items, 48.5%), NGOs (11 news items, 33.3%), companies (8 news items, 24.2%), vulnerable groups (6 news items, 18.2%), international (0 news items), and others (1 news item).

In Ecuavisa, the most frequent actors were: citizens (25 news items, 44.1%), NGOs (10 news items, 29.4%), vulnerable groups (8 news items, 23.5%), scientists (3 news items, 8.8%), and others, international actors, and companies (0 news items).

These data show a different pattern between the two media outlets. GK integrates government, scientific, and citizen voices, suggesting an approach that combines institutional, expert, and social perspectives. For its part, Ecuavisa prioritizes the visibility of citizens and NGOs, reflecting coverage that is more focused on social and community action.

Roles of social actors

It is important to note that the identification of roles was operationalized using dichotomized variables, allowing for the coexistence of multiple categories in the same analyzed news item.

GK presented a diversified and multidimensional distribution in the construction of social actors. Although the role of Solver was the most frequent (19 news items, 57.6%), the media outlet gave similar statistical relevance to the identification of “Responsible Parties,” a category that was recorded in 18 news items (54.5%). Likewise, the coverage integrated the perspective of victims and passive subjects, recording 9 news items (27.3%) of “Affected” actors and 2 cases (6.1%) of “Passive” actors. These data reflect a complex narrative structure that not only proposes solutions but also attributes responsibilities and highlights impacts.

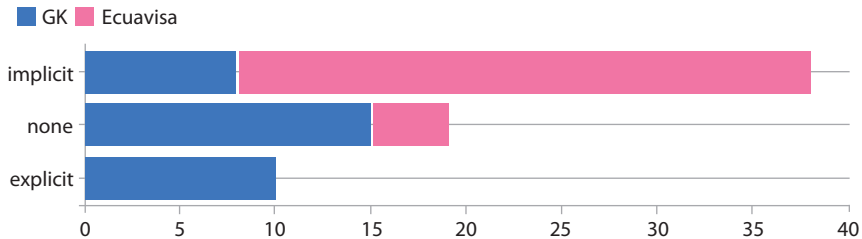
In contrast, in Ecuavisa, the assignment of roles was characterized by absolute homogeneity. 100% of the actors identified were classified exclusively as “Solvers.” During the study period, this media outlet did not record any cases for the categories of “Responsible,” “Affected,” or “Passive.” This concentration indicates that the treatment of information focused entirely on positive action or mitigation, excluding the causes of the conflict and the vulnerable populations from the narrative.

These differences in the assignment of roles help explain the predominant frames identified in each media outlet. While the homogeneity of roles in Ecuavisa favors a more pedagogical and depoliticized treatment of sustainability, the plurality of roles in GK favors a more critical narrative, allowing for the identification of institutional responsibilities and the visibility of actors affected by environmental problems.

Call to action in news items

The analysis of the call to action, the level of depth, and the contribution to the formation of an ecologically responsible citizenry allow us to evaluate the educational and social reach of the environmental news coverage of these two media outlets.

Figure 3
Presence of calls to action



The vertical axis scale represents the absolute frequency of news items that include calls to action. The scale range (0-40) was automatically defined by the visualization software based on the maximum value observed, considering a total of 67 news items analyzed. Each news item was coded into a single category, so the frequencies are mutually exclusive.

Figure 3 shows the differences between the two media outlets in terms of the incorporation of calls to action in their environmental content. In the case of GK, the predominant category was the absence of calls to action, present in 15 news items (45.5%). However, it is noteworthy that 30.3% of its coverage, corresponding to 10 news items, incorporated explicit calls to action, while the rest of the sample (8 news items, 24.2%) resorted to implicit calls.

In contrast, Ecuavisa concentrated 88.2% of its news items (30 news items) with implicit calls to action, indirectly suggesting pro-environmental behaviors. The category None was recorded in 4 news items (11.8%), and there were no cases (0%) of explicit calls to action.

To confirm the relevance of these discrepancies, the relationship between the presence of calls to action and the media outlet was examined using Pearson's chi-square test. The results show a statistically significant association between the two variables ($\chi^2 = 29.097$; $p < 0.001$). Likewise, the effect size measured using Cramér's V ($V = 0.659$) indicated a strong association, confirming that the style of addressing the audience (explicit, implicit, or none) depends substantially on the editorial line of the media outlet.

Level of depth in the media analyzed

In order to analyze the level of depth of the environmental news items, a contingency table (Table 1) was created that crosses the variable with the media outlet, allowing for the identification of differences in the treatment of information between GK and Ecuavisa.

Table 1
Level of depth according to the media outlet

Level of depth	GK n (%)	Ecuavisa n (%)	Total
Superficial	1 (3%)	0 (0%)	1 (1.5%)
Intermediate	12 (36.4%)	27 (79.4%)	39 (58.2%)
Deep	20 (60.6%)	7 (20.6%)	27 (40.3%)
Total	33 (100%)	34 (100%)	67 (100%)

Note: *n* corresponds to the absolute frequency of news items. Percentages were calculated based on the total number of news items per media outlet (GK: *n* = 33; Ecuavisa.com: *n* = 34).

As can be seen in Table 1, there are structural differences in the treatment of information. The digital media outlet GK presented a higher proportion of news items with a deep level of coverage, accounting for 60.6% of its coverage (20 news items). The intermediate level represented 36.4% (12 news items), while the superficial approach was marginal (3% (1 news item).

In contrast, Ecuavisa mainly concentrated on content with an intermediate level of depth, with 79.4% of its news items (27 cases) falling into this category. Its production of in-depth content was in the minority, reaching 20.6% (7 news items), with no superficial articles recorded.

This quantitative distribution supports two different editorial approaches. The prevalence of in-depth content in GK reflects a commitment to scientific contextualization and data journalism, a strategy that is occasionally reinforced by media figures to validate the agenda (as in the case of the “sapo concho” and Leonardo DiCaprio). On the other hand, Ecuavisa’s concentration at the intermediate level corresponds to more descriptive coverage, prioritizing a “landscape aesthetic” and evocative language over structural understanding. Although this media outlet offers taxonomic data, the quali-

tative analysis detected factual inaccuracies in its descriptive zeal, such as the error in the size of the Palmira desert (reported as 182 hectares compared to the actual 10 hectares according to the Riobamba Turismo website).

Finally, Pearson's chi-square test was applied to identify statistically significant differences in the level of information depth according to the media outlet. Due to the presence of expected frequencies lower than 5 in more than 20% of the cells, significance was estimated using Monte Carlo simulation. The results showed a statistically significant association between the two variables ($p = 0.001$, two-tailed Monte Carlo). The effect size, measured using Cramér's V ($V = 0.440767$), indicated a moderate association, confirming relevant, although not extreme, differences in the information coverage offered by each media outlet on environmental sustainability.

Conclusions and discussion

The findings of this research show the coexistence of different narrative approaches in the communication of sustainability in the Ecuadorian media ecosystem. Rather than responding to a homogeneous discourse, the media analyzed construct narratives that operate in complementary registers: on the one hand, political vigilance aimed at identifying threats, characteristic of the native digital media outlet GK; and on the other, a narrative of an educational and emotional nature, predominant in the traditional media outlet Ecuavisa.

This divergence validates the approaches of framing theory (Entman, 1993; de Vreese, 2005), confirming that the selection of aspects of reality is not neutral, but rather delimits public interpretation and courses of action. When contrasting these results with international evidence, such as the study by Al-Zaman and Khan (2022) in Bangladesh, it can be seen how the geographical environment conditions the framing: while in contexts of extreme vulnerability the narrative of imminent catastrophe predominates, in Ecuador—protected by its identity as a megadiverse country—Ecuavisa reinforces a cultural framework of conservation and hope. However, as these authors warn, the repetition of pre-existing frames runs the risk of offering decontextualized representations where structural threats are downplayed.

The discussion on the effectiveness of these models also engages critically with recent literature on audiences. While GK offers greater thematic depth, research such as that of Høegh-Krohn *et al.* (2025) and Olausson and Berglez

(2014) warns that constant exposure to abstract and threatening problems can lead to “apocalyptic fatigue” and paralysis if no courses of action are offered. In contrast, Ecuavisa’s focus on hope seems to respond intuitively to the need to construct more dialogical and accessible narratives (Mateos and Montero, 2025). However, this capacity for emotional connection is built at the expense of analytical depth, reducing sustainability to well-intentioned individual actions and leaving the political causes of environmental deterioration in the background.

The statistical evidence gathered in this research allows us to establish, first of all, that media support acts as a structural determinant in the quality of public deliberation on sustainability. The data confirm a significant association between the platform and the depth of information: while the native digital media (GK) statistically favors the production of in-depth and contextualized content, the traditional model (Ecuavisa) tends toward standardization at an intermediate and descriptive level. This difference is reinforced by a polarization of frames, with GK prioritizing narratives of threat and political responsibility linked to extractivism, while Ecuavisa focuses its agenda almost exclusively on the frame of hope associated with biodiversity.

In terms of agency construction, the results show substantive differences in how prominence is attributed to climate action. The generalist model tends toward uncritical “solutionism,” presenting citizens and non-governmental organizations as agents of change without identifying the causes of the conflict. In contrast, the digital model politicizes coverage by giving statistical visibility to those “responsible” and “affected,” constructing a narrative closer to environmental justice. These findings show that, currently, “eco-citizenship” is not being satisfied by a single media outlet, but rather depends on complementary consumption in a fragmented media ecosystem.

Based on this observation, the results of the study not only identify the limitations of the media narratives analyzed, but also outline a set of guidelines that could contribute to strengthening the role of journalism in building a more integrated eco-citizenship. It is imperative to move towards a hybridization of formats that overcomes current limitations: generalist media must integrate data and structural context to avoid simplifying the problem, while digital natives must explore more empathetic and constructive narratives to avoid saturation and “apocalyptic fatigue” in their audiences. Likewise, we suggest the institutionalization of specialized editorial guidelines (*Climate Beat*) that allow for systematic and cross-cutting coverage, capable of articulating the global dimensions of the climate crisis with its impact on local

daily life, thus ensuring accountability and avoiding *greenwashing* practices. It is necessary to promote collaborative and follow-up projects—such as news series, databases, and *accountability-based* solutions journalism—that integrate a greater diversity of territorial, scientific, state, and business voices, as well as participatory formats that foster reciprocity between media and audiences and contribute to the construction of eco-citizenship.

Finally, this study contributes to the field of environmental communication by empirically demonstrating the tensions between the production logics of native and traditional media. However, it should be recognized that the research is limited to a specific period and cases, so its results constitute a situated approximation that should not be generalized to the entire national media ecosystem. Likewise, although observation using a rubric allowed for the systematization of the analysis of topics, frames, actors, calls to action, and levels of informational depth, the interpretation of the elements involves an analytical component that may be subject to margins of subjectivity. To mitigate this aspect, the instrument was validated by expert judgment and double-checked by peers during its application. However, the perspective of the editors and journalists who construct the news is missing; therefore, future research should incorporate their voices to complete a more accurate picture of the journalistic treatment of information on sustainability.

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Declaration of Authorship - CRediT Taxonomy	
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Tania Orbe	Validation; visualization; writing – original draft

Declaration on the Use of Artificial Intelligence
<p>The authors DECLARE that, in the preparation of <i>the</i> article <i>Communication for sustainability: a comparative analysis of media coverage</i>, ChatGPT artificial intelligence was used to assist in the classification and organization of the scientific articles used in the preparation of the state-of-the art. In no case did artificial intelligence replace critical analysis, interpretation of results, or final drafting of the manuscript, which were carried out by the authors.</p>