

Spin doctors shaping narratives on climate action (SDG 13) and poverty reduction (SDG 1)

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Abstract

This essay will focus on how spin doctors contribute to the construction of narratives of climate action (SDG 13) and poverty reduction (SDG 1) of the most urgent challenges in the global sustainable development agenda. Spin doctors are tactical communicators who package, confuse and rebrand messages to fit the politics, establishments or organisational agendas. The studies are informed by the latest literatures, policy reports as well as case analyses in order to become aware of how spin-doctors have influence on the societal opinion, provision of policies as well as legitimacy of the institutions. Findings reveal how a positive narrative style, such as the representation of action to address climate change as an economic opportunity and anti-poverty as empowering can mobilised support, increased inclusivity and enhanced the extent of trust in institutions. However, the gainful actions, including

greenwashing, cherry-picking, and counterfeited news, could be at work against the principle of democratic accountability, to say the least, and stall out the changes that the world urgently requires. The evidence also suggests that context is also crucial: stricter regulatory frameworks kill any spin manipulation, and less strict regulatory frameworks in emerging democracies allow the narratives to proliferate virtually unshackled. With the rise of digital platforms, artificial intelligence, and algorithmic targeting, the sphere of influence of spin doctors will become even bigger than ever before, which will pose opportunities as well as threats. The article highlights ethical principles of communication and institutional security as essential to convey the message that narrative management can have a beneficial role to play in SDGs.

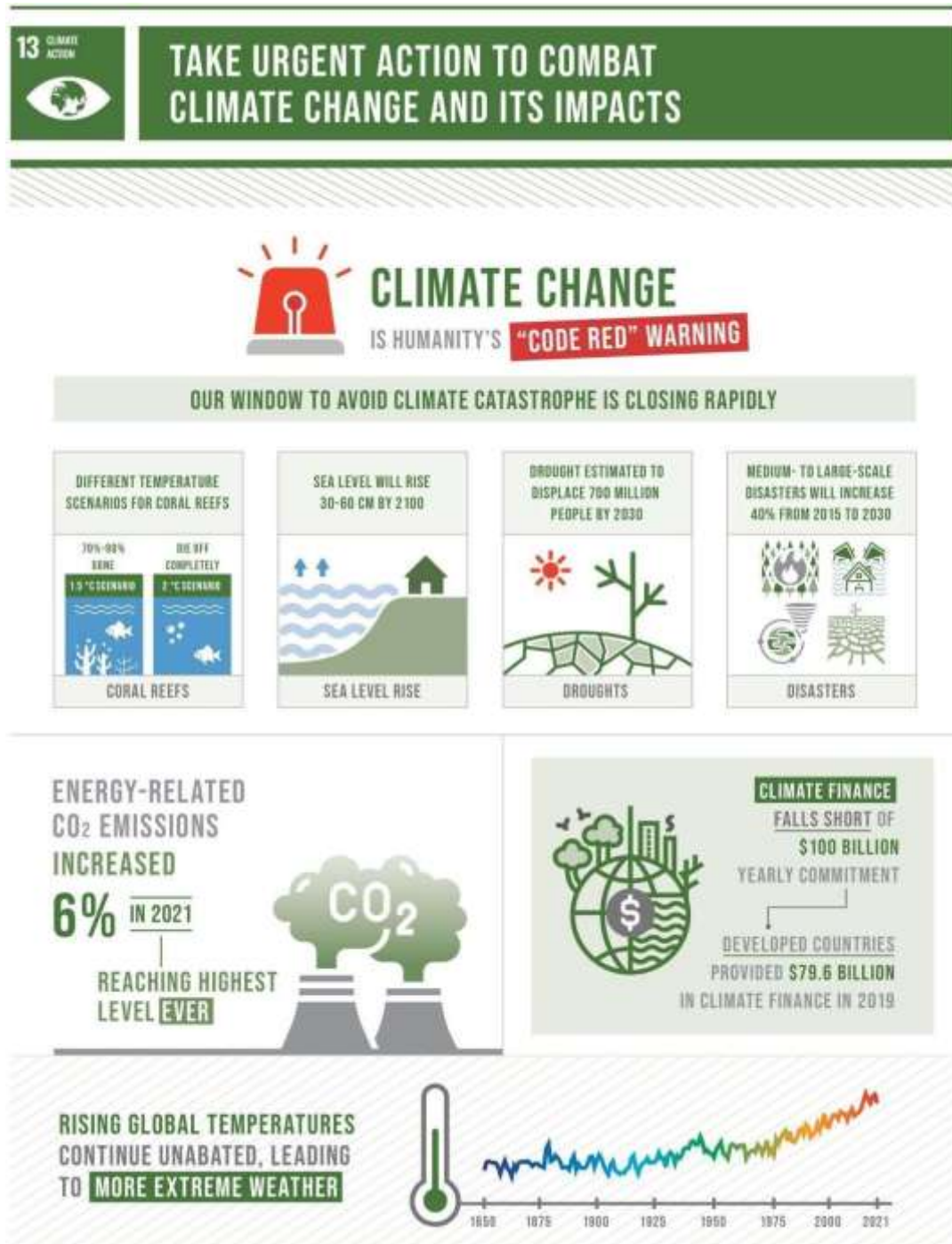
Keywords: spin doctors, climate action, poverty reduction, political communication, SDG 13, SDG 1

Introduction

In the modern political communication, the spin doctor has become an influential designer of the narratives within the society, constituting how policies, crises, and long-term issues are to be structured in the minds of the people. The spin doctors are professional communicators, usually on the backroom of political parties, governments and interest groups, and the main objective of this group is to create some persuasive message and how to shape the public opinion. Their impact is not limited to election periods, as they reach more urgent international issues, like climate change or poverty reduction, and both of them are directly related to the United Nations Sustainable Development Goals (SDGs). Especially SDG 13 (Climate Action) and SDG 1 (No Poverty) are the domains where narrative control is paramount, as both come with a set of intricate scientific, social, and economic aspects, which need to be conveyed in a way that is easy to comprehend to the masses and to policymakers. It is the attitude to such goals narratives that will make the citizens and stakeholders perceive them as urgent or feasible or a political dispute. The paper discusses how spin doctors construct discourses about climate action and poverty reduction in order to cogitate on how it may be applied to provide action based on collectivity and how it may be destructive to politicize or challenge such fundamental issues.

Such transformation of spin doctors to an expanded position in the construction narratives can closely be linked to alterations in the character of the media systems, the rising

importance of the image, perception, and strategic framing in politics. A quick point into the problem of climate change is its deeply divisive politics in most societies, with spin doctors on one side of the debate objectifier the action as an essential survival necessity or economic burden. Similarly, the issue of poverty alleviation is often framed in a binary of opposing histories: the government/international agency pole regards it as a structural problem, or the individual/local pole regards it as a struggle that requires survival tactics and venturing. These frames are not neutral but in the truth, influence policy making, budgetary decisions or even international negotiations. Spin doctors deliberately amplify or highlight certain ideas and this is done with deemphasising others so that individuals are influenced to end up following a specific direction that will benefit the political and organizational interests being served. One example is that framing renewable energy as a way of generating new jobs can produce a positive threat to climate change activism, and a new way of reforming welfare as a way of giving people a feeling of power replacing dependency can make people rethink their attitudes towards poverty reduction. On these two aspects, narrative management proves to be a necessary form of political power, which might define the trajectory of SDG implementation.



THE SUSTAINABLE DEVELOPMENT GOALS REPORT 2022: [UNSTATS.UN.ORG/SDGS/REPORT/2022/](https://unstats.un.org/sdgs/report/2022/)

Importance of the Study

This study is pertinent in the sense it discusses how spin doctors have shaped the way individuals have narrated their experiences regarding two of the most pressing problems in the world at the time, climate change and poverty. The SDG 13 concept of climate change requires the involvement, co-ordination at the international level and the SDG 1 concept of eradication of poverty is the pillar of sustainable development. These two matters are neither technical nor economic in restricted terms but they are communicative issues because the framing used on them also impacts greatly on the social and governmental willingness to act. It is important to me that this tendency exists since there is a firm tendency to think that the stories are not compensatory pictures, but active participants in the construction of the reality; they provide the impression of the urgency of the problems, justify certain actions of certain governments, undermine popular beliefs. Spin doctors will be professional communicators whose impact is powerful in the design of such narratives thus, raising key questions to the drawing that the communication tricks have been as far in achieving common developmental objective.

This is especially required because of the consideration that politics, media and international rules are concurrently overlapping. In particular the climate change policies can often involve a trade-off be it a trade off between short run spending on the economy and environmental gains in the long run. Spin doctors are crucial to how these trade-offs are framed in a position that drags or kills audacious action on climate by helping people develop anxieties about being kicked out of the economy. Similarly in the area of poverty alleviation, there are communication techniques that would define how the recipients of welfare or subsidies or even development initiatives would perceive the welfare measurements, subsidies or development initiative. The empowering narratives which regard the value of empowerment, dignity, and joint accountability can support anti-poverty efforts, and those which project assistance as an helpless and economic burden may counter it. The paper therefore plays a central role in achieving the process of the political actors communicating and the direct impact of the communication on the institutional performance, involvement of the citizens, and ultimate achievement of the SDG pledges.

The other significance of this study in understanding strategic communication is that it exposes the dualistic fact of strategic communication. Inasmuch as spin doctors might

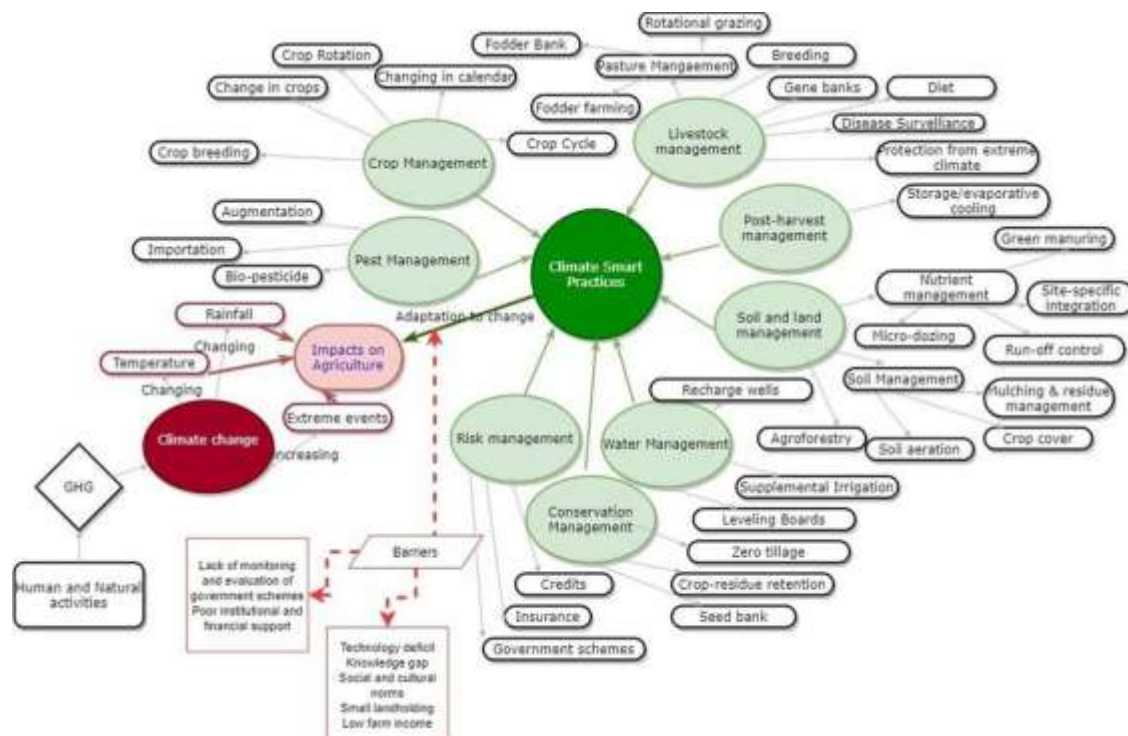
contribute to the simplifying of complex matters along with the establishment of engaging popular forms, they could also hinder the course of development because of the distortion of the truth, and selective framing, or superficial branding. At advanced communication that is used by greenwashing campaigns, it is unsustainable practices since it damages the environment in the name of having a sustainable exercise. Similarly, individuals can also be blamed by a few anti-poverty discourse, which counter structural forces such as inequality or unemployment and systematic discrimination. These practices can destroy the credibility of individuals in the institutions, disrupt the discourse of democracy, and delay a shared action on pressing issues of a global character.

The Mixing Problem and Notation

The paper is enlightening since it seeks to determine the essence of role that spin doctors currently have when addressing the world on two of the hottest issues in the world today, which include climate change and poverty. Sophisticated and pressing problem climate change presupposes multilateral cooperation and concerted actions taking place along policy lines whereas poverty alleviation as represented in SDG 1 and occurs as the hallmark of sustainable development. Neither of these two problems can be simply considered as technological and economic issues but rather as communicative because of the fact that the way in which they are formulated will immense determiners of actions of societies and governments who are willing to accord with those actions now and in the future. The topicality of the present paper consists in the fact that the awareness of the story having not to find some echo of the reality, but to shape it, to give the urgency to matters, to render the choice of some policy propositions justifiable, to impress people psychologically. Spin doctors as master communicators possess inexhaustible authority regarding how such narratives are to be formulated and critically important to focus on developing is how communication strategies affect the agenda development of the global development agenda.

This is particularly interesting when considered in context of the broadening convergence of politics, media and global governance. Policies on climate change like those can frequently be required to be a trade-off of the short-term economic costs against long-term environmental benefits. Spin doctors are vocal in terms of how these trade-offs are framed, in an effort to build support build of ambitious climate action or develop a response against them by raising the amount of fear about economic disruption. Similarly with diminishing

poverty, communication can influence attitudes towards welfare funding, subsidies or development projects, by beneficiaries or taxpayers. Previous stories that reinforce empowerment, dignity and shared responsibility will do so, and those that emphasize dependency or financial burden as nuisance will also do the same. This research is therefore meaningful to not only find out how it is that political actors communicate but also how this exact communication directly affects the performance of the institution itself and its interaction with citizens, and the end delivery of the SDG promises.



The other importance of this study is the opportunity to visualize the two sidedness of strategic communication. Even though spin doctors can attempt at the best of intentions by simplifying complex problems and involving the people in the process, it can also make progress stunted by disseminating fake news, distorting news, or manipulating the brand name. The campaigns of greenwashing, such as those that were explored in this paper are pre-conditioned by the use of sophisticated communication to deliver the practices that lead to damage to the environment as being sustainable, avoiding a real reaction to climate change. Other anti-poverty rhetoric may point the finger why of people and assume that there are no structural barriers, including inequity, joblessness or institutional discrimination, etc. Such practices extend to potential practices in delegitimizing the masses of the institutions, distorting the discourse of democracy, staying the collective action on incumbent global

problems. Counting these dangers the research study shows that an analysis of the dynamic of narrative creation and publicity and to whom its displeasure the study ultimately appeals in the end.

When concluding it could be added about the validity of the study that based on the assumption it could be possible that what is happening regarding the control over arguments on the necessity to take actions on the problem of the climate change and poverty reduction is getting controlled by the actors in the backyard. The increasing levels of exploration as to the methods and rhetoric that the spin doctors set as the modality in pursuit of sustainable development grow deeper in the study of the integration of the communication/politics with politics and policy. It emphasizes that achievement of SDGs will not only depend on the advancement of technologies or the cunning but the ability to form the narrative which will be believed in, promote cooperation and accept responsibility as a collective matter in societies.

Literature review

The use of framing, persuasion, and strategic management of narratives in the academic study of political communication has been long recognized and spin doctors are widely understood to be the behind-the-scenes designers of the processes of political communications. As the initial literature was specialised in electoral politics and image management, more recent literature has expanded to issues of global governance like climate change and poverty where narratives play a central role in the mobilisation of action. Agenda-setting Theories serve as their background Agenda-setting hypothesis of McCombs and Shaw (1972) defines the phenomenon under which the media attention determines what people consider as important whereas the framing framework by Entman (1993) explains the influence of the choice of what to show about reality to advance specific definitions of a problem, causal explanations, and solutions. Expanding these bases, recent studies prove the approaches to spin doctors who develop climate and poverty narratives by using frames that are most appropriate to their political objectives, institutional integrity, or the general mood.

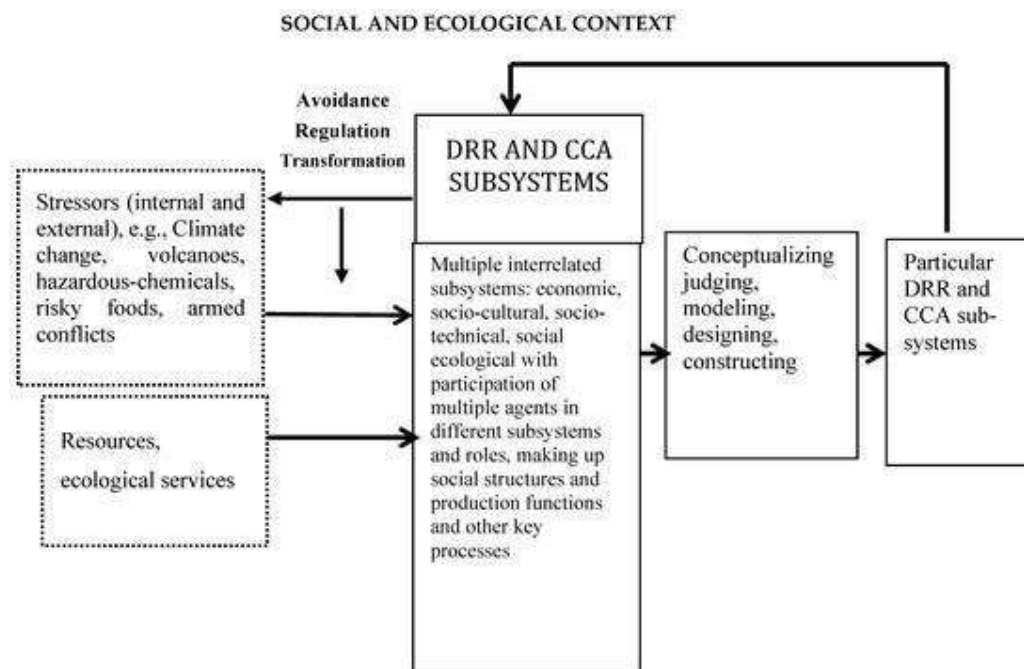
There is an expanding literature on the role spin and framing can play in climate communication. Boykoff and Oonk (2020) evaluate the media policies toward the climate discussion and contend that media approaches to climate storytelling have a vast impact on how the general population perceives and senses a sense of urgency to the issue. They point

out that scientific consensus is real, but spin doctors often re-package climate change to fit an economic, security or cultural narrative that can water down or distort the scientific message. Equally, Cox and Schwarze (2021) observe that a rising amount of climate discourse is being mediated by strategic communication where politicians and/or organizations are using spin to emphasize possibilities like green jobs, or be able to understate risk, like the risk posed by fossil fuel dependency. All these researches prove that climate action has more to do with a communicative fight rather than scientific one or policy one.

Disinformation and greenwashing have also been recognized as one of the most prominent issues in climate communication in the literature. Lyon and Montgomery (2019) consider the strategic use of green washing campaign by corporations, whereby the public relations experts and spin doctors project themselves as good environmental citizens and in the process avoiding actual change. They demonstrate that such narratives, in addition to deceiving consumers, undermine real action to combat climate, by distracting popular discourse with structural concerns. More recently, Chatzidakis et al. (2022) examine the use of spin by political elites to generate the impression of being committed to SDG 13 despite still choosing to back high-carbon industries, showing the high level of spin artistry used in covering inconsistencies between the words and the deeds. The works have illuminated the ethical aspect of spin doctoring in climate conversations as it appears how the management of narratives can paralyze immediate action on policy through the replacement of substance with image.

The other line of literature looks at spin with respect to poverty reduction and SDG 1. Hickey and Burchardt (2020) suggest that the discourse about poverty is usually constructed with the aim of projecting individuals as the source of its presence instead of inequality at the systemic level, which enables the government to evade responsibility. Spin doctors further contribute to this, when they can develop the narratives that underline the success or the entrepreneurial survivor tales, which tend to hide the causing factors of poverty, such as unemployment or wage growth or the poor welfare systems. Equally, Rahman and Chowdhury (2021) reveal that development agencies use the communications campaigns to frame poverty relief programs in savior friendly terms as a remodelling as beneficiary since structural reforms are still lacking. According to these works, these rhetoric of poverty is so well organized in a manner that it becomes directed towards providing political legitimacy and mass appeal instead of focusing on what inequalities are happening behind the curtain.

The intersection studies too have already started insisting to know what climate and poverty discourses encounter and what opportunities and threats are like in their scripts. Newell et al. (2021) do not deny that a close relationship exists between climate and poverty and note that poorly endowed individuals are also not affected by the effects of climate change equally. They say that spin doctors tend to sell solutions which are a win-Win like renewable energy which would provide the marginalized groups a chance at job provision in order to provide an element of support to integrated policies. But they also observe that simplified explanations can be deceptive whilst at the same time considering the trade-offs, like that the poor have to endure the first-order worst consequences of the high-energy prices, but in disproportionate shares. Similarly, frameworks such as Okereke and Coventry (2020) tune to explain how African governments use communication schemes to create the climate adaptation policies as a type of poverty reduction effort, and garner foreign funding. As much as such stories can succeed in mobilizing resources, they may end up distorting the situation on the ground and pre-disposing people to foreign aid. Both international negotiations and discourse of world policy in recent times literature are also remarkable by spin doctors contribution.



Schaefer and Painter (2021) provide the example of how communication professionals dominate climate conferences such as COP meetings and insist on presenting outcomes as successful or not, often irrespective of what substantive accords have been made. This spin control determines coverage of the events in media and citizen judgment of the performance

of the institutions. In the same vein, Mohan and Patnaik (2022) investigate the ways in which the rhetoric of poverty reduction commitments in the international development forums is constructed on the basis of the discourse of progress where spin doctors highlight the statistical advancement in poverty reduction despite the existence of inequality and vulnerability. These researches demonstrate that communication professionals are majorly influential in perceiving the world towards SDGs and affecting national, as well as international, legitimacy.

The state of the matter is also supported by the literature on the significance of media ecosystems as a determinant of the success of spin. According to a study by Jackson and Foucault Welles (2022), digital platforms amplify some and tonify others, building echo-chambers where spin-created messages can spread freely. Specifically, the given dynamic applies especially to climate communication, with misinformation campaigns generally organized by interested parties being faster to disseminate compared to the corrective information. In a similar way, the poverty narratives that get spread by digital storytelling campaigns are usually based on engaging appeals but not systemic criticism and are tied to various donor or political agendas but not the on-the-ground realities of the poor. This spin amplification by the digital media therefore presents opportunities of raising awareness as well as threats of distortion.

The role of counter-spin and civil society is also another developing field of study. Although a lot of the literature focuses on the prominence of professional spin doctors, research has also indicated that activists, NGOs, and grassroots movements are also significant in their process of narrative contestation. To give an example, Oreskes and Conway (2020) explain the methods of how climate activists debunk the spin of corporations, promoting climate change not as an environmental problem but as a justice one. Similarly, Florini and Sharma (2021) indicate that ethical communication is, in fact, necessary to build trust within institutions, especially at a time when such a global issue as climate change and poverty requires a common effort on the global scale. In this literature spin doctoring is placed in the context of overall arguments on governance, ethics and democracy where it is argued that there is need of responsible communication practices in the aspiration of achieving sustainable development.

Methodology

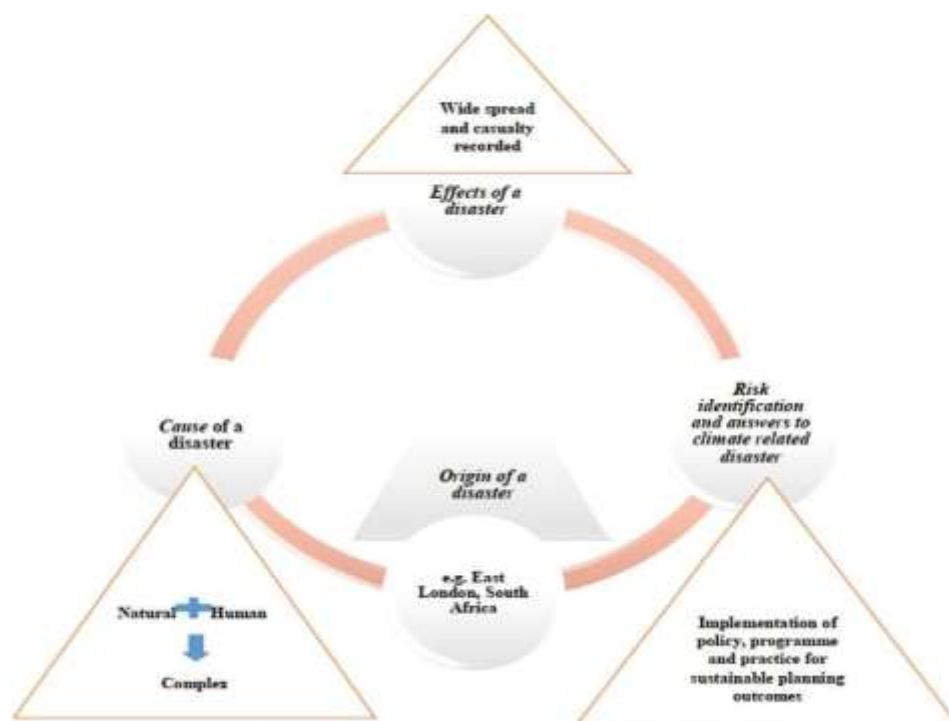
The research design used in this study is qualitative and interpretive because it aims at examining how spin doctors can affect the creation of stories about climate action (SDG 13) and poverty reduction (SDG 1). Since the processes of communication are rather complex, the study relies on secondary data sources which may be peer-reviewed journal articles, policy documents, media news, and case-studies published in 2019-2024. The content analysis is adopted as the first technique of recognizing and classification of the frames, metaphors, and the discursive strategies adopted by spin doctors and political communication professionals. Particular focus is put on the manner in which the stories are told, combined, and reformatted depending on the context to suit the best interests of the institution or general opinion. The analysis uses a coding scheme that is based on the framing theory and concentrated on three aspects: issue (climate action or poverty), actor (government, corporation, NGO, and civil society), and value orientation (economic growth, justice, security, empowerment etc.). The structured method is suitable in the present study to trace how the narratives are written and merged to aid the problem of mixing that was identified above. Through a series of cases and varying contexts, it is through the methodology that the study manages to both inquire and describe diversity of narrative strategies and frequency tendencies of spin doctor interventions.

Along with a thematic content analysis, there is a comparative dimension of the study, which places findings in a range of political and cultural contexts. The examples of developed democracies (such as the United States and the European Union) are compared with emerging economies (such as India, Brazil, and some of the states of the African world), which may illuminate the formation of narrative strategies through media system, institutional potential, and culture. By the trifurcation of data by academic literature, policy think-tanks, and international reports (e.g. by United Nations, IPCC and World Bank), the analysis can be reviewed as highly reliable since the results of the analyses are not linked to a single discourse community. The study does not involve a quantitative survey or experiment since the primary aim of the study is not to capture personal persuasion outcomes but, instead, understand structural and discursive space of spin doctors in the context of SDG-related dialogues. Taking into consideration a qualitative comparative and interpretive approach the study provides in-depth insights on how narrative management influences social

trust, institutional worthiness and perceived viability of intersecting on climate change and poverty in the global sustainable development agenda.

Results and Discussion

As the findings of this paper demonstrate, spin doctors occupy the centre stage of the climate action and poverty reduction discourse, understanding, and application through the Sustainable Development Goals. By examining such contexts, it is possible to conclude that spin doctors are not merely spinning these topics in a specific way that best suits the political or institutional interests; although they too are also strategic chimerical blenders of stories that suit audiences to audiences. Instead, synges out a two side influence, spin doctoring can make the already convoluted situation less daunting and create a sense of urgency and garner mob action contrary to what is right, it can twist the fact, stall the unethical and disenchant individuals in the organization. These results lead to the conclusion that spin doctors may not be regarded as solely as the fringe players but as literally highly prominent participants in the Y13 and Y1-based discourse of SDG publicity.



One point of interest is how the issue of climate action has been analyzed as a profitable option, but not as a necessity that the environment proposes. Spin doctors of most countries

create the narratives which focus on work, innovations, and growth rates in green buildings and thus present climate action as full and yet managed to thrive. Through the example of renewable energy development, these initiatives are not simply unveiled as solutions to carbon emission reduction, but the solution to reducing poverty by creating employment and infrastructure. Such two-sided manner of framing will assist in winning support amongst individuals as this satisfies the socioeconomic reimbursement as well as environmental achievements. Such findings are, however, cut across with an observation that such narrations tend to conceal costs or sacrifices related to transits in the name of the movement of fossil fuel workers or higher costs of energy consumption in the short run. Spin doctors give the semblance of positivity by only focusing on the good which can lead to providing much ease to the messy parts of climate mitigation and adaptation.

The results also demonstrate how the narratives of poverty alleviation are frequently shaped and influenced with the application of politically oriented moral and cultural frames. Spin doctors have a tendency of creating messages that advance self-reliance, hardiness, and capitalism and assert poverty alleviation as an issue of individual empowerment, rather than system reform. The frame appeals to donor organizations and political elites interested in showcasing their success stories but includes ability to distract people on issues of structural inequality like stagnant wages, lack of welfare, or even systemic discrimination. On the other hand, other governments and advocacy groups use rights-based discourses, because poverty eradication is seen as a challenge of justice and dignity. The results indicate that variant of the narrative frame has a significant impact on policy directions: empowerment frames stimulate the microfinance and business startup initiatives, whereas justice frames insist on the redistribution and enhancing welfare policies. Spin doctors go in between these discourses and place more emphasis on the frame that serves the interests of the institutions.

One of the key outcomes is strategic conflation of climate and poverty discourses. Spin doctors normally pool SDG 13 and SDG 1 and create win-win frames that are acceptable by large audiences. As an example, the promotion of the message that installing solar panels saves emissions and gives job opportunities to impoverished communities at the same time, or that climate adaptation programs help children of vulnerable communities gain food security. This confusion of stories works well to create popular and political goodwill since it diminishes the perceived dispensability of environmental and social agendas.

Theme	Findings	Implications for SDG 13 (Climate Action) and SDG 1 (Poverty Reduction)
Economic Framing of Climate Action	Climate action is framed as job creation, innovation, and growth; costs and trade-offs often downplayed.	Builds optimism and support but oversimplifies complex transitions, risking disillusionment.
Poverty Narratives as Empowerment	Poverty reduction framed around resilience, entrepreneurship, and self-reliance; systemic inequalities obscured.	Encourages microfinance and small-scale programs but weakens focus on structural reforms.
Narrative Mixing (SDG 13 + SDG 1)	Spin doctors create “win-win” frames (e.g., renewable energy reduces emissions and creates jobs).	Strengthens alignment between goals but risks masking contradictions when trade-offs surface.
Manipulative Spin and Greenwashing	Corporations and governments exaggerate climate and poverty commitments through PR campaigns.	Damages trust in institutions, reduces credibility of SDG initiatives, and delays genuine reforms.
Polarization of Narratives	Competing spin frames climate as either urgent moral duty or costly burden; poverty as justice vs. dependency.	Creates fragmented publics, limiting consensus and weakening institutional legitimacy.
Comparative Contexts	Different strategies across contexts: strong regulations in EU vs. unchecked digital spin in India, Brazil, etc.	Demonstrates that institutional strength and oversight determine the impact of spin doctoring.
Counter-Narratives from Civil Society	Activists reframe climate as justice and poverty as dignity and rights, resisting manipulative spin.	Expands democratic space and pressures institutions to adopt more equitable and evidence-based narratives.
Future Technological Challenges	AI, deepfakes, and algorithmic personalization expand spin doctors’ persuasive tools.	Enhances reach and targeting but increases risks of manipulation, misinformation, and erosion of trust.

In new democracies such as India or Brazil, spin doctors frequently use strong digital penetration and less-strong regulation to spread simplified or deceptive stories, especially using such messaging platforms as WhatsApp. The spin doctors often tend to fit climatic and poverty discourses in the African setting to match the expectations of donors who focus on progress and resilience in order to gather global funding. These variations indicate that similar to the fact that spin doctoring techniques are a global concern, the impact of the treatment techniques is largely dependent on the political culture of a nation, the capacity of an institution, and the media system.

The findings also indicate that counter-narratives by the civil society, activists and grassroots organizations have significance in opposing the contrived spin. Examples Climate justice movements put climate action in a new ethic and equity frame, refuting economic growth-focused narratives. Dignity and rights are central to anti-poverty movements, which oppose stigmatizing discourses, which depict the poor as a dependency group. These counter-spins expose that there is no direction of narrative construction but it is a contested arena. Spin doctors should also continuously modify their tactics depending on the challenges posed by other communicators hence the dynamic and negotiable character of SDG-related discourse.

Conclusion

What the paper unveils is the very essence of spin doctors presenting them as the central actors of the wish to shape the discussion and political response to climate action and poverty alleviation. Their possibilities, with regard to generating, con + formulating narratives, provides them a great deal of power concerning the ways the societies reason and assess the acute environmental issues along with the strategies the issue has been given regarding it and the ways they propose solutions to it. Affirming this sell on climatic action, sale on poverty reduction, spin doctors can build a large group of citizens behind, create hope, and organize their complicated policy to suit the aspirations of the citizens. By the co-joined climate and the poverty discursives in presentation to win-win frames they would offer a powerful means of transportation to transport cognitive intervention and offer the merged methodologies of development. Contributions of an ethical nature can be instrumental in empowering institutional pillars required to meet SDG 13 and SDG 1 specifically through fostering a sense of trust, engagement and collective responsibility. Return to a positive good potential could thus be exploited by spin doctors that when exercised sensibly could result in intensification of awareness and be supplemented by radical policy reaction at home and internationally.

Meanwhile, the implications also imply the danger of the manipulative or unethical use of the spins. Greenwashing, biased perspective creation and fake news de-credentiizes the institution, snuffs out the confidence in citizens and delays the action needed to combat climate and poverty. This is further polarizing when added by another feature, spin doctors of opposing sides driving opposite frame which crystallizes polarities that cuts along popular

communities and leaves the chance of a pact. Comparative analysis reveals that the setting in which until the regulatory control is not limiting is especially vulnerable to this form of manipulations, on which the digital media provides the opportunity to spread simplified or misleading storylines in an extremely short period of time. Such threats are exacerbated by the colossal popularization of artificial intelligence and personalization algorithms, which enhance the performance levels of spin doctors and raise their level of underfeelingism in terms of responsibilities. The implication follows, to be able to work on SDG 13 and SDG 1, responsible management of narrative must be supplemented by an efficient institutional protection, some ethical principles of communication and dissemination of digital literacy among the citizens. This equilibrium is what may empower spin doctors to contribute positively to a positive-sum game that can push climate action up, and practically this may reduce poverty, and not debunk the entire set of global sustainable development.

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