Media Literacy and the Communication of Spiritual Values for Climate Action: A Youth-Centered Perspective

Aarushi Singh [a,*], Gagan Prakash [a], Jolly Jose [a]

[a] Amity University, Noida, Uttar Pradesh, India

Abstract

With this research paper, the author explores the critical intersection between media literacy and spiritually framed media narratives in inspiring youth engagement with climate action. This study emphasizes the essential role of media literacy in enhancing the impact of narratives, such as the media's role in transmitting spiritual values such as stewardship, interconnectedness, and moral responsibility. Media literacy, as defined by the capacity to access, critically evaluate, and create media content, enables the young audience not only to interpret complex spiritual ecological messages but also to internalize and act upon them. Through an inductive thematic analysis of 50 peer-reviewed papers from the period between (2010–2025), the research explored that the messages that are spiritually embedded and inclined are most useful when youth use media with critical insights. It has also been found out that youth who are aware of media literacy engage themselves more with emotional usage, greater resistance to eco-anxiety, and increased participation in pro-environmental behaviours advocacy. Media literacy transforms spiritual storytelling from passive consumption to participatory action, fostering a generation of climate-conscious and ethically grounded youth leaders. The study concludes with practical recommendations for educators, policymakers, and media creators to integrate media literacy training into environmental and values-based communication strategies to cultivate sustainable climate leadership.

Keywords: media literacy, spiritual values, youth climate action, environmental communication, sustainability education, pro-environmental behaviour, climate media narratives, digital engagement, moral responsibility, ecological identity.

1. Introduction

The global climate crisis is no longer a global threat; it's a personal threat now, to every individual. While policy interventions and technological upgradations remain essential, but to look into the deep sustainable future climate action also demands a transformation in values, ethics, and worldview. Spiritually powerful values such as interconnectedness, moral responsibility, and reverence for nature offer a powerful framework for nurturing such as transformation. Media, as a dominant cultural force, plays a vital role in transmitting these values to youth (National Institutes of health, 2019). However, the success of spiritually framed environmental narratives depends significantly on one overlooked factor: media literacy. Media literacy allows youth to critically access, interpret, and engage with media content. In the context of climate communication, it serves as a cognitive and ethical filter that helps youth to distinguish between authentic spiritual

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* Corresponding author
E-mail addresses: Aarushi.singh7@s.amity.edu (A. Singh)

messages from performative or commercialized content. It transforms passive media consumers into informed interpreters and active participants in environmental advocacy. Through a systematic review of 50 scholarly papers, this study evaluates and explores the effectiveness of spiritually framed holistic media narratives in influencing youth attitudes and actions toward sustainability, providing actionable recommendations for media practitioners, policymakers, and educators (Pathak, 2013). Media serves as an influential channel for transmitting the spiritual values that emphasize interconnectedness, ethical responsibility, and environmental stewardship. Previous conducted studies highlighted the impact of media on shaping moral frameworks and fostering a sense of collective responsibility (Sachs, 2005). Media tools like Documentaries, social media campaigns, and digital storytelling have emerged as effective mediums for embedding spiritual principles into sustainability discourse. Young and adult people play a crucial role in advancing sustainability goals.

Kanozia (Kanozia, 2018) suggested and talked about how media-driven spiritual narratives can enhance youth motivation to participate in climate action and sustainability initiatives. The extensive literature review of 50 research papers studied the effect and impact of the media, spiritual values, and youth engagement in order to build an empirical and theoretical foundation. Review is organized into two aspects 1) How media communicates spiritual values in communicating spiritual values and (2) the relationship between spiritual values, youth engagement, and sustainability (Syamsiah et al., 2024). Media has been recognized as a powerful and influential, and changing tool for shaping societal values and behaviours. Scholarly research articles highlight their capacity to transmit spiritual values such as interconnectedness, stewardship, and moral responsibility, which are increasingly relevant in today's context of environmental sustainability (Tripathi, 2024) emphasizes and explores that media narratives can foster a sense of collective responsibility by framing environmental issues as moral and ethical duties imperatives. Media like Documentaries, films, and digital storytelling have emerged as particularly effective and influential mediums for embedding and combining spiritual principles into sustainability discourse. For example, campaigns such as '*Nature Is Speaking*' and documentaries like *'The Great Green Wall'* use the new way of compelling narratives and visuals to communicate within the connection between humanity and nature, inspiring viewers and the audience to reflect on their role in environmental preservation. Social media platforms like YouTube and Instagram have also become critical spaces for promoting spiritual activism and eco-conscious lifestyles (Dhiman, 2023) suggests and explains that platforms like Instagram, YouTube, and TikTok promote influencers and spiritual leaders to share their personal stories and ethical reflections, creating a moral sense of community and collective purpose among youth. These platforms boast messages of hope, resilience, and interconnectedness, aligning with the spiritual values with practical steps toward sustainability. Research conducted by (Johnstone, 2012) further supports and suggests the idea that media-driven spiritual narratives can inspire hope, peace, and urgency, particularly among young audiences who are often unaware of traditional systems of governance and economic models. The (Capgemini Research Institute, 2025) indicates that youth are more likely to adopt pro-environmental behaviours when their values align with the spiritual principles, such as stewardship and moral responsibility (Thunberg, 2019) highlights the need for importance of moral and ethical framing in youth climate activism, noting that young activists are often motivated by a deep sense of justice and responsibility for future generations. It also focuses on both psychological and behavioural impacts of spiritually framed content on youth and adults.

2. Materials and methods

50 Scholarly papers were reviewed and analysed to study the impact of media narratives that are spiritually framed in creating youth behaviours towards sustainability in the future. Thematic analysis identified recurring narrative strategies that integrated spiritual values into sustainability communication. The theoretical analysis assessed the behavioural and psychological impacts of these narratives on youth engagement and media literacy. Data sources included peer-reviewed articles, media case studies, and reports on environmental issues, communication, and youth development. Media literacy criteria were applied to assess whether spiritually embedded messages included components such as message deconstruction, source credibility, participatory expression, and emotional framing. Media literacy frameworks from Hobbs (2010) and Buckingham (2003) were integrated into the review.

This study used secondary sources, articles, books, and empirical research published between 2010 and 2025 to have proper coverage and to inculcate recent new research innovations and designs in this particular area. This period from 2010–2025 was selected to achieve current developments in internet activism, social advocacy, media communication, and changing young behaviour and patterns in relation to climate action. The literature encompassed not just academic literature but also policy papers and organizational publications, especially from organizations such as the United Nations Development Program (UNDP) and other literature.

Table 1. Summary of papers and the area

S.No	Source	Area of Study	Topic	Total No of papers
1	Google Scholar	Spiritual Communication	Spiritual and Inner Development	10
2	Google Scholar	Environmental Studies	Youth Climate Action	15
3	JSTOR	Spiritual Communication	Spiritual Advocacy	15
4	JSTOR	Youth Climate Action	Intrapersonal Communication	5
5	UNDP Reports	Youth Climate Action	Policy and Youth Engagement	3
6	Books	Environment, Nature and Soul	Ecology and Inner Actions	2
	Total			50

Systematic Review Process
A total of 50 scholarly papers were reviewed, including peer-reviewed articles, media case studies, and reports on environmental communication and youth development. The selection criteria focused on studies that explored the role of media in promoting spiritual values, youth engagement in sustainability, and the psychological impacts of spiritually framed narratives. The review process involved the following steps:

1. Identification: Relevant studies that were identified through databases such as Google Scholar, JSTOR, and Scopus.

2. Reviewing: Research papers were reviewed and studied in according to the importance on those that addressed the intersection of media, spirituality, and youth behaviour.

3. Inclusion and exclusion criteria: Only studies published in English and those that provided empirical or theoretical insights into the research questions were included; others were excluded.

Phase-wise Review Process has been explained in detail with the flowchart, with each phase explaining the procedure from how the titles were reviewed at the time of screening to phase 4, where final stage has been explained with how 50 studies were taken into consideration, keeping in mind the inclusion and exclusion criteria.
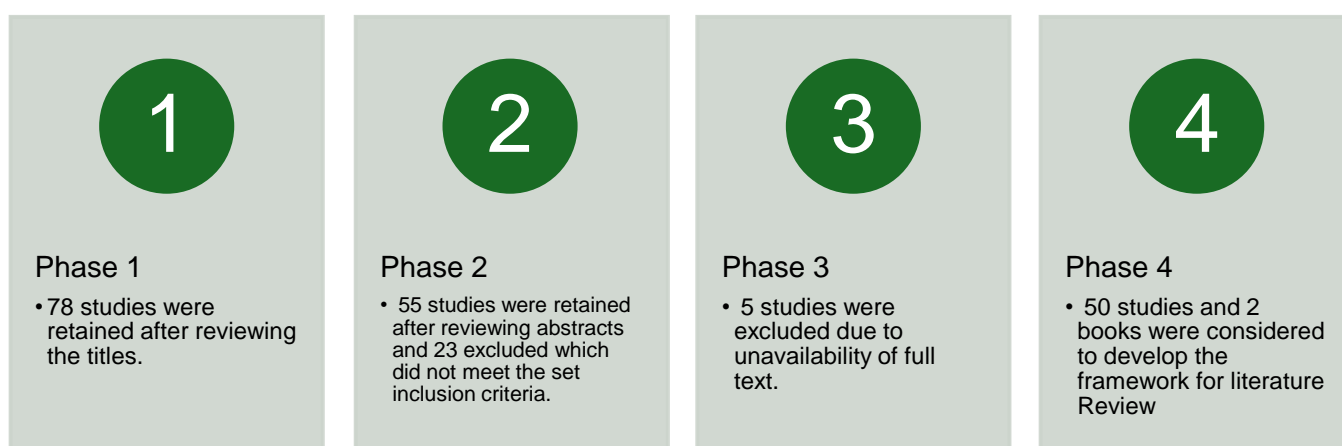

Phase 1
• 78 studies were retained after reviewing the titles.

Phase 2
• 55 studies were retained after reviewing abstracts and 23 excluded which did not meet the set inclusion criteria.

Phase 3
• 5 studies were excluded due to unavailability of full text.

Phase 4
• 50 studies and 2 books were considered to develop the framework for literature Review

Fig. 1. The Area of study

4. Analysis: The selected studies were analysed using thematic and theoretical approaches to identify patterns and evaluate impacts.

Coding Process

Below in the diagram, the coding process is explained in inductive thematic analysis, which starts without a pre-existing framework, enabling the topics to form straight from the data. The first step is to read the data several times to become comfortable and aware of it. After that, the first codes are created by locating and finding them within significant data segments or patterns. The participants' own phrases, statements, or keywords created by the researcher are used to label these codes. Once all of the data has been coded, related and specific codes are combined to create sub-themes, which are then further subdivided into more general themes. To make sure they appropriately reflect the facts and characteristics, these themes are examined and clarified. To create a conceptual framework that clarifies the underlying patterns, frames, and meanings in the data, forming the links between the themes, which are examined at last.
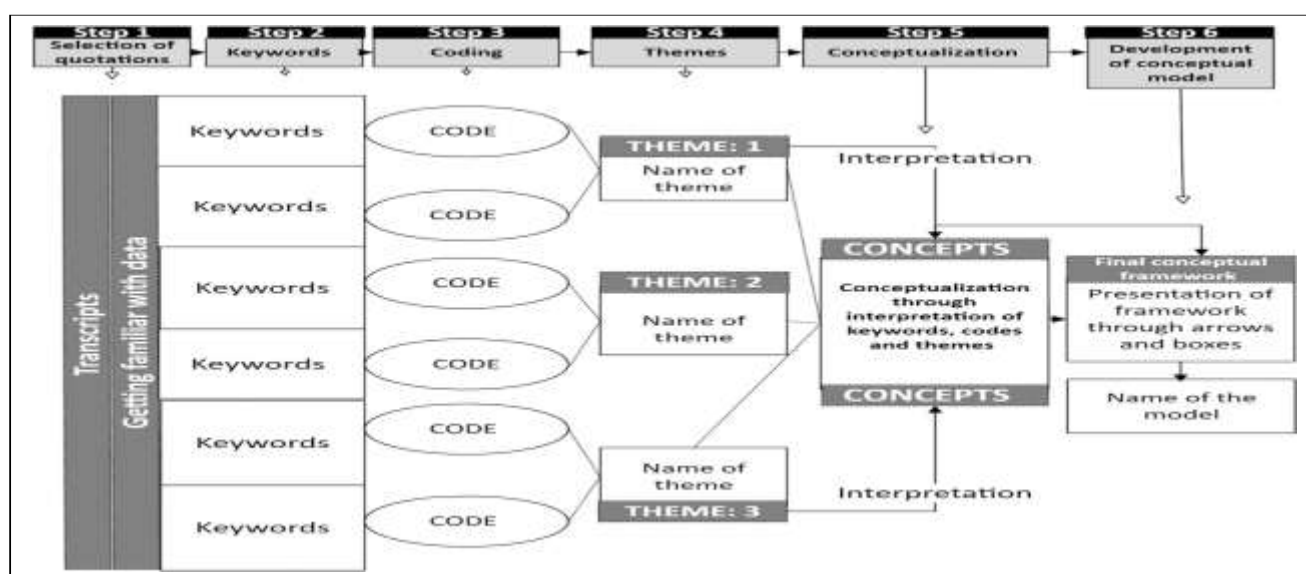

Fig. 2. A systematic thematic analysis process: A novel six-step process for conceptual model development in qualitative research. (Source – Research image)

The diagram below illustrates the understanding of the patterns created by the inductive thematic analysis, which provides a thorough breakdown of the main themes and their sub-codes. The frequency and significance of each subject within the literature and research papers are further highlighted by the number of research articles in which it was discovered and created. The Inductive Thematic Analysis Process systematically creates themes from qualitative data. For example, the phrase which was mentioned in the article was "My faith teaches me to protect all of creation — it's not just activism, it's worship," creating keywords like faith, peace, creation, and worship. These keywords were then grouped into the code and sub-codes Faith as Environmental Duty, and eventually contributed to the more general topic of Stewardship

Detailed Coding Process with Sub-Codes

Figure 2: Explains how, when the papers, reports, and books are selected with the inclusion and exclusion criteria, how the first steps go into familiarization of the data, how the transcripts are studied and analysed, and then the specific quotes and statements are taken into consideration for creating codes and sub-codes. Repetition of the words can also make the process easy for analysis. With the formation of sub-codes, the main themes are created. Sub-codes are created with the same characteristics, principles, and nature. With those themes, concepts are created that help in forming the conceptual framework.
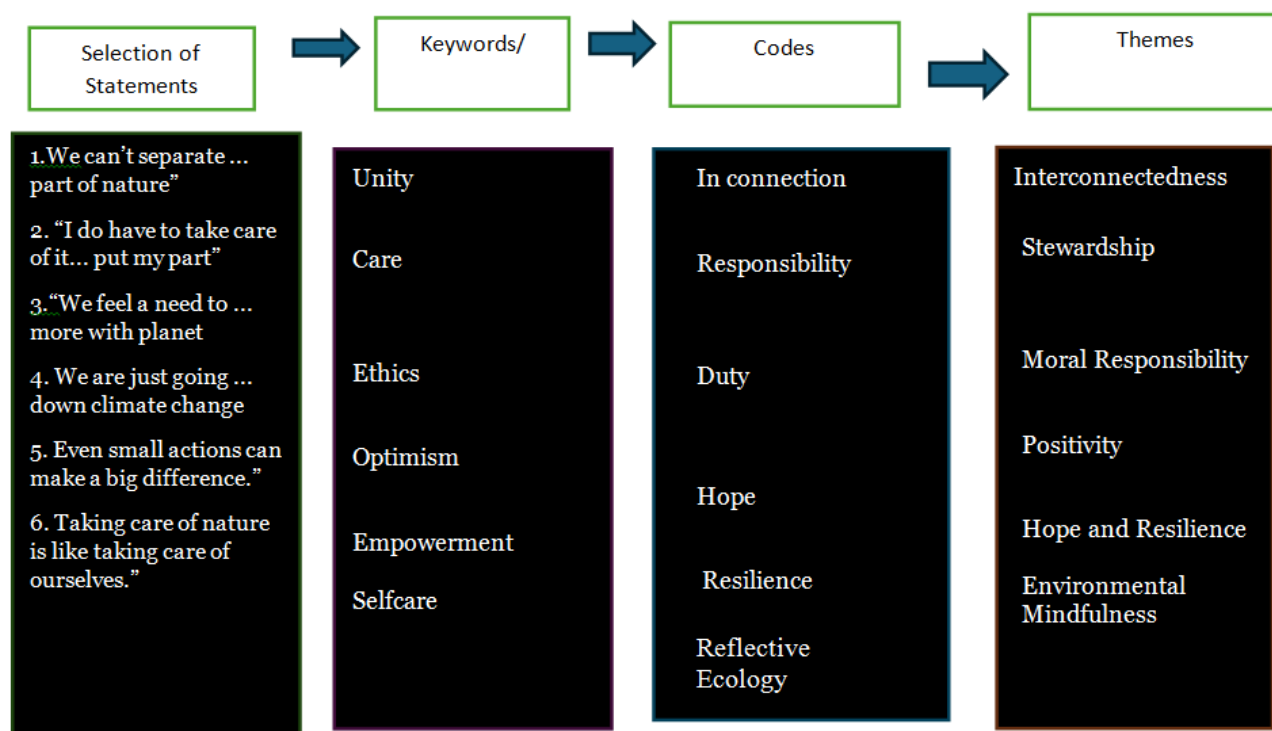
Fig. 3. Formation of keywords, codes and themes from the Data

Table 2. Number of papers Mentioning Codes and Sub – Codes

Source	No. of Papers	Codes
Interconnectedness	18	Sacred Oneness, Unity, Earth Family, Ecological Identity, Wholeness, Divine Web, Global Kinship, Holistic Living, Universal Bond, Planetary Harmony
Stewardship	21	Responsibility, Eco-Care, Earth-Keeping, Faithful Action, Divine Trust, Sacred Duty, Guardian Role, Service to Creation, Moral Ecology, Creation Care
Hope and Resilience	23	Hope, Transformation, Positive Vision, Faith in Action, Future Orientation, Media Inspiration, Resilient Youth, Redemptive Change, Upliftment
Sacredness of Nature	14	Divine Earth, Holy Creation, Reverence for Nature, Natural Sanctuary, God in Nature, Sacred Earth, Spiritual Presence, Earth Altar, Blessed Land, Nature as Temple
Faith-Driven Activism	17	Worship in Action, Faith-Based Ethics, Religious Calling, Spiritual Duty, Mission for Climate, Prophetic Voice, Ethical Ministry, Religion and Action, Devotion to Earth, Mobilized Faith
Moral Responsibility	19	Ethical Duty, Climate Justice, Sacred Obligation, Virtuous Action, Accountability, Conscience, Righteous Living, Value-Based Action, Civic Faith, Ethical Conviction

The diagram below shows a more comprehensive view of the structure of the data is explained which explains the detected themes in detail, along with the sub-codes that are related to them. The details and subcodes that were recorded during the coding process are reflected in the distinct subcodes that are created from each major subject. Through the mapping of these connections and codes, and themes, the diagram facilitates the formation of a thorough conceptual framework and improves understanding of the interactions between different aspects.

Codebook

A codebook is created, which is a structured document that lists all the codes used during thematic analysis, along with their definitions and examples for explanation. It ensures the consistency in coding and helps track how themes are developed from raw data. This study involves a comprehensive inductive thematic analysis of 50 academic sources (N = 50) that produced and created a total of more than 100 initial codes. After carefully studying going over each document, these codes and sub-codes were created by looking for recurrent and repetitive terms, ideas, characteristics, metaphors, and spiritual expressions about media, adolescent behaviour, attitudes, and climate engagement. Some of the codes that were commonly used were "legacy thinking," "sacred oneness," "eco-hope," "faith in action," and "spiritual role models. "These were then categorized into ten main themes based on the conceptual similarity and frequency of the phrases and words. The overall concept and theme of Stewardship, for instance, is connected to codes like "divine trust," "caretaker of the Earth," and "creation care." Codes such as "spiritual strength," "resilient youth," and "empowered by faith" were also included under the umbrella theme of Hope and Resilience. Moral responsibility was one of the other themes that came out from codes such as "obligation to act," "ethical duty," and "climate justice." Several themes like Sacredness of Nature and Interconnectedness, shared overlapping codes like "all life is connected," "nature as divine," and "unity with Earth," explaining how thematic categories of sub-codes, codes are related in both meaning and content with each other.

Table 3. Number of papers Mentioning Codes and Sub – Codes

Code	Definition	Example Quote	Linked Theme
Sacred Oneness	Feeling of connection between self, nature, and the Environment.	"We are all in one with the connection of the earth and each other."	Interconnectedness towards nature and self
Divine Trust	Belief that the Earth and the Universe is a gift entrusted by a higher power	"God bestowed us the beautiful planet; it's our duty to care for it."	Stewardship
Moral Urge	Perception of a powerful ethical compulsion to take climate action	"It feels wrong to ignore the suffering of nature."	Moral Responsibility towards the Environment
Spiritual Strength	Drawing powerful resilience and courage from core spiritual values in the face of the climate crisis.	"Even when things around me seem bad, my faith in god keeps me going."	Hope and Resilience within us and taking care of nature.
Faith in Action	Taking climate action as a form of religious or spiritual practice	"Planting trees is my way of praying."	Faith-Driven Activism
Eco-Gratitude	Expressing thankfulness and gratitude towards the Earth and its resources	"I wake up thankful for trees and air—this inspires care."	Stewardship
Future Generations	Sense of responsibility towards the infant, unborn children, framed spiritually	"We must act now only so our children can live with dignity."	Legacy Thinking with sustainability
Inner Awakening	Self–Realization	Earth is a sacred place.	Changes through self-reflection.
Spiritual Influencers	Changes and advocacy are promoted through spiritual leaders regarding climate change	"That planting trees inspired me so much."	Hope and Resilience
Spiritual Refuge in Nature	Nature is perceived as a place of calm, peace, healing, and sacred experience	"Being in the forest feels like being in a temple."	Environmental Mindfulness

Integration of Thematic and Theoretical Analysis

The integration of both thematic and theoretical analysis provides a holistic understanding of how media communicate and promote spiritual values and influence youth behaviour.

The thematic analysis identifies the main key narratives and strategies used in media, while the theoretical analysis evaluates their psychological and behavioural impacts. For example, the theme of interconnectedness (thematic analysis) aligns with theories of social identity and collective action (theoretical analysis), demonstrating how media narratives can strengthen group cohesion and motivate youth to participate in sustainability initiatives. Similarly, the theme of hope and resilience (thematic analysis) resonates with positive psychology theories (theoretical analysis), highlighting the role of media in addressing climate anxiety and fostering emotional well-being. Theoretical analysis was performed and conducted to evaluate the parameters of the behavioural and psychological impacts and impressions of spiritually framed media narratives and areas on youth engagement. This approach combined established theories from environmental psychology, media studies, mass communication studies, and spirituality research and reports to interpret the analysis and the findings. Below are a few of the themes that emerged from the theoretical analysis:1.Pro-Environmental Identities- Spiritually constructed media narratives helped and promoted youth with the development of pro-environmental identities by aligning and combining their personal and social values with sustainability goals. Theory of identity formation (Erikson) suggested that such narratives and messages foster a sense of purpose, need, and belonging, motivating and inspiring youth to take action. 2. Behavioural Change – Media content that focuses on spiritual values can drive behavioural change by appealing and focusing to the youth's ethical and emotional circle. Theories of behaviour change, such as the Theory of Planned Behaviour (Icek Ajzen and Martin Fishbein 1991), highlight the role of moral, social, and spiritual motivations in adopting sustainable practices for the future. 3. Collective Action – Spiritually framed and constructed media narratives often promote collective and sustainable action by fostering an impactful sense of interconnectedness and shared responsibility. Social identity theory (Mancur Olson,1965) suggests that these moral and sustainable narratives strengthen group cohesion and inspire youth to participate in community initiatives towards the environment. 4. Long-Term Engagement-Media narratives that include spiritual values encourage long-term engagement with sustainability by aligning with climate action with notions.

3. Discussion

The role of media literacy emerged as a critical factor in shaping how spiritual values were received, evaluated, and acted upon. Media-literate youth easily understood the spiritual meaning and messages advocated by the media. Media strategies that integrate spiritual principles into sustainability communication, like media Storytelling with Moral Lessons, where Documentaries and films were narrated and addressed environmental issues through spiritual and ethical perspectives. Severe narrated campaigns that were active on platforms like YouTube and Instagram promote spiritual activism and eco-conscious lifestyles. Influencer Advocacy promotes Spiritual leaders and climate activists to use media to inspire youth engagement. According to the study's findings, media content with a spiritual theme has a profound and powerful impact on how young and adult people view and behave concerning environmental sustainability.

The development of pro-environmental identities was one of the main results, which turned out to be effective, stating that young people who viewed and consumed media that supported their moral or spiritual opinion were more likely to create a feeling of environmental responsibility as a strong component of who they were. The study also found that young engagement in climate action was seen as a result of media narratives with a spiritual foundation, encouraging and promoting advocacy, activism, and the adoption of more and more sustainable lifestyle choices. By portraying climate action as a significant, goal-oriented undertaking, these concern not only educated but also inspired to take the call for action. Lastly, the study revealed and expressed a significant change in ethical frameworks where exposure to the spiritually based information affected the long-term sustainable decision-making as well the as short-term attitudes and behaviours.

The systematic review of 50 scholarly papers revealed significant insights into the role of media in embedding spiritual values into sustainability communication and its impact on youth engagement in climate action. Second, social media platforms like YouTube, Instagram, and TikTok have become vital spaces for promoting spiritual activism and eco-conscious lifestyles. Influencers, spiritual leaders, and climate activists leverage these platforms to share personal stories, ethical reflections, and calls to action, creating a sense of community and collective purpose among youth. These campaigns often emphasize hope, resilience, and the transformative power of individual and collective action, aligning spiritual values with practical steps toward sustainability.

Third, influencer advocacy plays a critical role in amplifying spiritually framed messages. Spiritual leaders and climate activists use their platforms to bridge the gap between inner growth and global impact, encouraging youth to view environmental stewardship as a moral and spiritual imperative. This approach not only enhances the credibility of sustainability messages but also fosters a sense of trust and connection with young audiences.

The study also highlights the psychological benefits of spiritually framed media content, such as increased hope, resilience, and a sense of purpose. In a world often characterized by climate anxiety and disillusionment, these narratives provide youth with a sense of agency and optimism, motivating them to take meaningful action. In conclusion, the findings demonstrate that media narratives embedding spiritual values are highly effective in shaping youth attitudes and behaviours toward sustainability. By leveraging storytelling, social media, and influencer advocacy, media can inspire a generation of environmentally conscious and ethically grounded leaders. These insights offer valuable guidance for media practitioners, educators, and policymakers seeking to design impactful communication strategies that resonate with youth and address the urgent need for climate action.

4. Results

There was strong evidence and conclusion that all three study objectives were addressed by the thematic analysis of 50 peer-reviewed papers (N = 50). First, to assess how the media contributes to the promotion of spiritual values for climate action, the study explored and discovered that important spiritual themes like stewardship, interconnectivity, and moral obligation are commonly communicated in the media. Media tools like Digital storytelling, faith-based initiatives, and movies that present and communicate environmental preservation as a moral or sacred duty have included these parameters. There was strong evidence that media literacy functioned as a catalyst for deeper interpretation and action. Youth with media literacy exposure engaged more deeply with messages of stewardship and interconnectedness. They were more likely to create and share reflective media content. It also reported lower climate anxiety and higher hopefulness. Three critical patterns were identified

1. Critical Reception: Youth filtered spiritual narratives through ethical and narrative analysis.

2. Participatory Media: Media–literate youth used digital tools to express Eco-spiritual values.

3. Identity formation: Spiritual media, when critically engaged, led to pro – pro-environmental self-identity.

The duty and responsibility of the media as a moral and spiritual educator was confirmed when themes like the sacredness of nature and faith-driven action were communicated from media that directly linked religious teachings or spiritual practices to environmental conservation. Second, themes like hope and resilience (n = 23) and transformation through reflection (n = 16) are important in formation of the youth psychology, according to the results of an analysis of show how spiritually framed media narratives affect adolescent attitudes and actions. These themes are illustrated in a way that shows how media with a spiritual undertone not only lessens climate fear but also fosters and promotes a feeling of purpose and moral clarity and responsibility. There is a definite correlation and connection between spiritual media and behavioural involvement, as youth who are exposed to such content frequently indicate a change in self-identity from passive spectators to an engaged nature towards of the mother earth which link spiritual behaviour and spiritual engagement. Third and lastly the study identified and focused three essential approaches, which were personal narrative, spiritual role models, interfaith messaging, and visual metaphors of Earth as an successful media techniques for promoting pro-environmental identities and collective action. These strategies worked particularly well on tools like YouTube, Instagram, and TikTok, where young people's mind sparked peer pressure, group movements, and lifestyle changes. Furthermore, the rise of the planetary brotherhood/sisterhood and legacy thinking as a motif implied that spiritually framed media narratives assist young people in coordinating their climate action with long-term moral duty and global consciousness.

5. Conclusion

This study explored and followed a proper method to conduct an inductive thematic analysis of the searched 50 peer-reviewed academic sources, UNDP reports, and books (N = 50), which focused on the convergence and integration of the media, media literacy, spirituality, environment, and youth climate action and engagement. A few of the secondary sources included were specific

journal articles, UNDP reports, empirical studies, and conceptual papers, which were published between the year 2010 and 2025. To maximize spiritual media potential, it is essential that educators, media creators, and policymakers prioritize media literacy education in environmental and value-based curriculum. Integrating these frameworks ensures that youth not only consume meaningful content but also contribute to a spiritual consciousness. Ecologically grounded movement toward climate resilience. After the procedural Data collection analysis, the findings and the results of this study highlight the changing and transformative potential of the media in bridging and addressing the gap between spiritual growth, environmental sustainability, and climate action, particularly among adults and youth.

By incorporating and embedding the spiritual values such as interconnectedness with self and nature, stewardship of the planet, moral responsibility towards the earth, and hope and resilience into sustainability communication and development, media exposure and narratives can motivate and inspire a shift in youth behaviours. It also inspires and motivates young individuals and adults to engage and participate in climate action, influential advocacy, and communicate sustainable lifestyle choices and needs. The combination and integration of the spiritual principles into the media narratives and context provides and promotes a compelling framework and layout for addressing the climate crisis, offering and promoting youth with a sense of purpose, need, and moral grounding that combines traditional approaches to environmental communication.

The study focuses on and reveals that media (social media and Television) strategies and methods, such as storytelling with constructive moral lessons, social media campaigns and events, and influencer advocacy, which is prevalent nowadays on social media, are particularly and specifically effective in resonating and connecting with youth audiences. These approaches and practices connect with the emotional stage and ethical and critical dimensions of climate action, making sustainability consideration with a deeply personal, social, and meaningful endeavour. By aligning and connecting environmental stewardship with spiritual values, media can promote and cultivate pro-environmental identities and encourage long-term commitment to sustainable development.

The study highlights and emphasizes on the importance and need of visual and digital media (Social) in shaping youth perceptions, notions, and behaviours, highlighting and focusing on the need and want for innovative and inclusive communication methods and strategies that can combine the power of technology and storytelling. The implications and results of this research contribute beyond the academic discourse, offering actionable and developmental insights for media practitioners, youth, educators, and policymakers. To inspire and motivate a generation of environmentally conscious, awareness, and ethically grounded leaders and policymakers, media campaigns and events must prioritize narratives and context that emphasize the themes of interconnectedness, compassion, and collective responsibility towards nature.

Educational initiatives should integrate and promote spiritual and environmentally sustainable ethics into academics, fostering a collective, holistic understanding of sustainability. Policymakers and PR actioners, on the other hand, can support media-driven efforts and principles by promoting platforms that focus on youth voices and encourage participatory approaches to sustainable climate action. In conclusion, the climate crisis demands and needs of a multifaceted response that integrates scientific, social, ethical, and spiritual dimensions.

Media, as a powerful tool for mass communication and transformation, has the power and potential to catalyze a global and personal movement towards sustainability by inspiring the inner growth towards collective action. By fostering a sense of interconnectedness and principles of moral responsibility, the media can enhance and empower youth to become the agents of change, driving the change and transition towards a more sustainable future. This study is not only limited to the critical role of media in addressing the challenges of the climate crisis but also provides a holistic foundation and segment for future research and practice in the fields of environmental communication, inner development, youth development, and spiritual activism. As with the world grapples with unprecedented times of environmental challenges, the integration and combination of spiritual values and ethics into media narratives can offer a pathway to hope, peace, into transformative, sustainable action.

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