Climate Change and Media Representation: A Multimodal Discourse Analysis of Clean Green Pakistan Policy from Eco-linguistic perspective

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Abstract

The study aims to explore the constructive/destructive role of print media advertisements in disseminating ecological discourse. There has been a great threat to climate and it has become imperative to understand the philosophy behind (re)production of text where language plays central role advocating such ecological narratives that protect/destroy our environment at large. Media, due to vast readership/viewership, (re)frames the ideology of people and paves the way for environmental balance/imbalance without much effort. This study also highlights as to how linguistic features such as: salience, metaphor and framing are materialized to make the discourses appear natural and persuasive. The data is comprised of 5 print media advertisements being published in popular English newspapers. The sampling technique is purposive and selection of the advertisement timeframe is from 2019 to 2021. The conceptual underpinning of the study is Stibbe's (2015) and Kress & Leeuwan (2006) model which helps the readers critically analyze the text. The study finds that these advertisements present layers of meanings metaphorically and highlight the importance of ecologically constructive discourse to bring about climate/environment sustainability.

Keywords: print/electronic media, advertisements, climate, discourse, ecosophy, multimodality.

Introduction

In the 21st century, climate change has become one of the most emerging apprehensive topics in the world. The topic of climate change and its impact have been addressed at different platforms. In a last few decades, climate change received a lingering scepticism; however, scientists gradually understand that earth's climate has always been changed. Undoubtedly, global climate change is affected by myriad of factors, such as; ranging from solar winds from the sun to emission of greenhouse gases especially carbon dioxide. Amid the impact of sudden alarming, many countries are of the view that climate change is inevitable. Dramatic increases have been

observed in terms of sea level, melting of glaciers, ice poles, and an increase in surface air temperature. To address the entire cyclic process of how the Sun's radiation absorbed by Earth's surface eventually becomes heat energy; and the heat trapping gases in the atmosphere behave like the glass of a greenhouses, language plays an inexorable role. In this regard, Hulme (2007) argues that it is important to communicate about upper climate change. This upper-class phenomenon is considered a series of complex and constantly evolving cultural discourse. Correspondingly, when we talk about language and ecology also known as ecolinguistics, a dimension to study language in co-relation to its significant environment. Hulme (2007) again regarding an ecological perspective in a linguistic esteem and depicting climate change awareness says,

We next need to embark on the much more challenging activity of revealing and articulating the very many reasons why there is no one solution, not even one set of solutions, to (lower-case) climate change. The role of Climate Change I suggest is not as a lower-case physical phenomenon to be solved. We need to use the idea of Climate Change - the matrix of power relationships, social meanings and cultural discourses that it reveals and spawns - to rethink how we take forward our political, social and economic projects over the decades to come. (Hulme, 2007, p.20)

Thus in this paper the researchers explain as to how Pakistan is combating against climate change and what strategies are employed to make nation aware of climate change a

Background of the Study

The Government of Khyber Pakhtunkhwa launched the project "Green Growth Initiative" in order to paint the economy Green. The Task Force on Green Growth Initiative has been set up. Six center zones i.e. Forestry, Protected Areas, Clean Energy, Climate Resilience, Water/Sanitation and Waste Management for Khyber Pakhtunkhwa are recognized by the Task Force on Green Growth. The "Green Growth Initiative" of Khyber Pakhtunkhwa is a banner carrier of the perfect and green upheaval in Pakistan. It bears guarantee that the Government will attempt its best to give a superior personal satisfaction to the residents of Khyber Pakhtunkhwa, make tolerable and clean working environment for the young and furthermore give a way to social elevation and poverty elimination in the region. In order to aware the masses regarding these massive governmental projects, information was distributed through different channels.

Advertisements were published in newspapers. In short, language played an instrumental role in pushing the common public to join hands with the government in turning this idea into reality. The present research focuses on the salience feature utilized by the government in doing so.

Statement of the Problem

Climate change has become a global issue and Pakistan lags far behind to sensitize people regarding this alarming threat. There is a dire need to propagate such positive eco-friendly narratives through our social agencies that have wider reach to people at large. The study is also an attempt to highlight as to how and to what extent Pakistani media is successful/failure in disseminating the said ideology.

Research Objectives

The objectives of the current study are:

➢ To investigate the representation of climate change discourse in Pakistani print media advertisements

➢ To analyze several semiotic resource systems employed in the advertisements for projection of environment friendly narrative

Research Questions

➢ What semiotic resource systems are employed for projection of eco-friendly narrative in Print media advertisements?

➢ How is climate change discourse represented in Pakistani print advertisements?

Significance of the Study

As Climate Justice aims at acknowledging third world countries as a formidable solution to the climate change crisis, it is important that its discourse must be analyzed. This study adds to the overall understanding of the climate discourse and the possible dimensions it covers. The study provides important insights into the overall representation of climate change in Pakistani media discourse. Climate change is a reality which we are currently living in until and unless we recognize the need and importance of climate justice discourse, this issue of climate change cannot be resolved or mitigated in an equitable manner.

Literature Review

An Eco-linguistics approach is a new field within Applied Linguistics that emerged in 1990s. It is an integrated approach to study language from different theoretical perspectives of geography, biology, economy, sociology, psychology, political science etc. In general, Eco-linguistics is defined as the paradigm that investigates the (inter) relationships between language and the environment in which it is being used. By 'environment' of language we mean three kinds of environment as well as levels of language study i.e., natural environment of language (biologic), social environment (sociologic) and mental environment (ideologic).

According to Stibbe (2015), the physical environment is an overall geographical structure of any area that includes plains, mountains, oceans, plants, winds, rainfall, agriculture etc. It also includes all those natural factors that provide suitable modes of life to any community belonging to a certain geographical area.   The behaviour of humans rely largely on the elements present in the physical surroundings. Additionally, geographical criteria are of a significant value where linguistic enquiries are concerned.

The social forces are of more important because language itself is a social phenomenon. The linguists engaged in the enquiry of fields of sociolinguistics or in the sociology of language often refer to the social environment or forces as demographic or social factors. The factors are generally related to the speaker's age, his sex, social class, profession, network, region of origin, and place of residence. Psychological dimension is another important aspect of language which advocates that language is determined primarily by the persons who learn and use language, and pass it on from one generation to another (Stibbe, 2015).

Historically, language has been explored through ideologic and sociologic perspectives but biological aspect has been neglected. In 20th century, structuralists specifically genetativists considered only the 'mental' or 'ideologic' aspect of language. Later on, sociolinguists added the social aspect in addition to the mental or cognitive. However, it is the Eco-linguistic paradigm that provided the platform to study language in holistic manner including the role of biological diversity in linguistic choices and also the economic and social viewpoints.

Developed in the 1990s, Eco linguistics attempts to establish a link between the language used by a community and the (natural and cultural) ecosystem within which said community lives and thrives. As the name suggests that it is about language and environment. Eco-linguists

investigate as to how language has an impact on our environment; how language contributes to preservation of nature and environment; and, how language is responsible for ecological construction/destructions. It explores general patterns of language that influence how people both think about, and treat, the world. It can investigate the stories we live by – mental models that influence behaviour and lie at the heart of the ecological challenges we are facing.

Glasser (1995) is of the view that philosophy of ecology (ecosophy) does not mean that there is only one ecosophy working for whole environment. There are different subsystems working under a whole ecological system. Therefore, ecolinguists have their own philosophy behind the selection of a particular framework. Ecosophy is based on already existing assumptions, norms and rules of the society. The use of language is also in the form of texts on environment as advertisements, stories, scientific reports, newspapers, magazines etc. The ecolinguist needs a framework to analyze questionable texts on environment. Ecosophy works as an assessment criterion for whether the text is for protection or destruction of the environment. Through this framework, the ecolinguist deciphers hidden meanings behind such texts. Linguistics provides many tools such as critical discourse analysis, framing theory, cognitive theory and systemic functional grammar etc for analyzing environmental texts. The ecolinguist tries to uncover the purpose of these texts as how they are used to encourage people for protection of their environment and how they are created in such a way to make people destroy their surroundings.

Linguistic ecology also identified as ecolinguitics is the novel branch which comes under the heading of applied linguistics. Haugen (1972) is the pioneer of this branch of applied linguistics. In his book The Ecology of Language he identified language ecology as, "the study of interactions between any given language and its environment." The term ecology was used as metaphor to describe and study linguistic variations with reference to physical environment, social phenomenon, biodiversity and an entire ecosystem where the life depends on. It is a comprehensive way to analyze and communicate environmental, social and bio-diversification issues in the domain of linguistics reverence, of which climate change is a substantial topic in ecolinguistics.

Carvalho (2018) in the article talked about how the discursive strategies are used in the British media and political speeches to re-construct the climate change and greenhouse effect. As a methodology, traditional critical discourse analysis has been applied creating a both diachronic

and synchronic axes for study analysis. Furthermore, the study aimed at exploring power discourse and looked towards the representation of greenhouse effect as a public issue in different domains. On the other hand, three British 'quality' newspapers –The Guardian, The Independent, and The Times were systematically compared and analyzed to find out ways the problems have been constructed through discursive strategies.

In another study, Sedlaczek (2015) from the department of linguistics; University of Vienna, Austria studied media representations of climate change in the context of documentary television. Multimodal critical discourse analysis as theoretical framework combined CDA with approaches to semiotics and multimodality. The paper discussed two means of integrating insight views established from ecolinguistics and ecosemiotics into a collective framework. Nonetheless, the first part dealt with analyzing discursive strategies used by the media in projecting climate change, whereas, second part comprised of an epistemological position.

Knowingly, communicating climate change is a paramount contribution to fight against greenhouse gases and largely global warming for the well-being of our planet and its habitats. Foremost, in Pakistan, Prime Minister Imran Khan launched the Clean Green Pakistan Movement on 13th October 2018. However, the movement has been adapted recently on 25th March 2021 by the Ministry of Climate Change Pakistan. This national campaign underpins behavioral change and institutional strengthening while envisaging the need to address five components: plantation, solid waste management, liquid waste management/ hygiene, total sanitation, and safe drinking water. The CGPM has a specific focus on empowering the citizens to seek access to basic services but also making themselves equally accountable and responsible for Clean Green Pakistan.

Research Methodology

The current study follows qualitative research design and seeks to analyse the data in depth in order to highlight climate change issues represented in media narrative. Moreover, the study is exploratory in nature, since it tends to explore climate change narrative from different dimensions.

Method of Data Collection

The data comprises newspaper advertisements published in English newspapers, such as: Dawn and The News. Moreover, the time frame for the data collection is from January 2019 to July 2021. The most repeated advertisements have been purposively selected for the analysis.

Conceptual Framework

The researchers conceptualized a model from Kress & Leeuwan's (2006) theory of multimodality and Stibbe's (2015) theory of Ecolinguics (*The Stories We Live By*). Since the advertisements carry layers of meanings and the text is replete with several signs connoting certain underlying ideologies; therefore, the researchers have tried to analyse such multimodal text by bring along a nexus between these signifiers and what they signify from ecological perspective. To analyse these semiotic resources such as, color, posture, words and shapes etc., Kress and Leewan (2006) has been utilized; whereas, the implications of such modes have been interpreted in the light of Stibbe's (2015) concept of Salience, metaphor and framing from ecological perspective.

Data Analysis and Discussion

Advertisement 1

It is an official poster presented by PTI government and Minister of Climate Change Pakistan. After the climate change policy adaptation made on 25th March 2021, PTI government has come up with different ideas to make people aware of climate change policy. The purpose of Clean Green Pakistan's main five pillars and incumbent objectives is to spread social-environmental wakefulness. On the basis of Kress and van Leeuwen's (2006) visual communication theory, we can witness different symbolic, pictorial and written modes emerged together in the process of making such advertisements for a reason to generate social meaning.

Notwithstanding, these social semiotic resources have been utilized to deploy particular meaning to the text. The placard has used both visual and verbal structures to express meaning drawn from common cultural and ecological sources. In reference to multimodality; the placard consists a prominent tagline at above, MY CITY. MY RESPONSIBILITY. This tagline, undoubtedly, intended with a deeper social, environmental and cultural meanings. Your city, country and homeland is mother to you and it is your sheer responsibility to keep it clean. Moreover, we can see a flower shape like picture, within which five main agendas have been presented symbolically. Besides, symbolic representation, those main points have been mentioned in a written form with numberings such as:

1. Plantation

 2. Safe water

3. Safe sanitation

 4. Hygiene and liquid waste management

5. Solid waste management

Through this placard language, vocabulary and visual-graphic modes have played vital role to communicate social awareness regarding ecological issues in Pakistan. Beneath, this large flower epitome, it is written PM Imran Khan's Clean Green Champion Program. The word champion over here can signify to multiple meanings. Firstly, the term champion is taken as a win-win game towards the elimination of global warming and dire climate change situation in order to lead a path full of greenery and forestry. Secondly, it could be signified to the championship of eradicating health issues in Pakistan. Bad atmosphere and climate lead to many diseases such as skin diseases, breathing problem and so on. Lastly, the word may also ideologically refer back and forth to Imran Khan's captaincy. The champion and legendry captain of Pakistan cricket who won the world cup in 1992 match. Therefore, under his leadership tis very champion program of making Pakistan clean and green has been inaugurated. Discussing signs and their colors, it is viewed that they depict one schema related to plantation, vegetation and cleansing air pollution. The color blue represents water therefore it is written safe water along with symbolic image. Same is with solid waste management associated with brown color representing filth. Liquid waste mostly from industries are extremely toxic. Thus they not only pollute seas but also affect marine life. Hands

are symbolic illustration of safe sanitation and convey a deeper message to fight against Covid-19 and to follow SOPs. Last but not the least a graphic scenery illustrates vision of green Pakistan. Green hills along with trees undoubtedly portray the national adaptation plan for building resilience to climate change.

4.1.2 Advertisement 2

In the above placard, we can see that it has been bifurcate into two parts. On the right side the picture of PM Imran Khan has been incorporated. He is addressing to the nation regarding the Clean Green Pakistan movement, its objectives and significance. The background color is also green indicating the nature and color of solace. Under his picture we can see the caption PAKISTAN CLEAN GREEN INDEX. The caption or we can say the official logo or icon of the CGPM. Along with written text; the map of Pakistan has also been infused. Two colors have been used green and orange. The words Pakistan and Green are in green color while the words Clean and Index are in orange color. Similarly, we can scrutinize the map sign. It is also made with the fusion of green and orange insignia. On the left part, the placard consists pertinent message which states that Prime Minister Imran Khan's address at the launch of clean green Pakistan. Different color schemes and font size have been used to highlight the conveying message. Additionally, at the top four flowers are representing visual and symbolic communication of clean green concept. The background color at the right part of the placard is white. The color white is mostly associated with peace and prosperity. Indeed, the green color represents planation, orange may represents the trunk of trees, and white signifies progress towards clean green Pakistan. Furthermore, if we view

the ideological significance of these social semiotic resources, they can be linked with the national flag of Pakistan. It consists of two colors white and green. Green signifies majority Muslims while white stands for minority non-Muslims. Yet both together live in peace and harmony. Secondly, Pakistan's diversity extends to its climatic, socioeconomic, and environmental characteristics, which differ significantly from region to region. Though Pakistan produce less than 1% of the global greenhouse gas emission, yet according to the long-term German Watch index Pakistan is constantly among top 10 climate vulnerable countries.

4.1.3 Advertisement 3

Above is a very carefully crafted advertisement where the technique of salience is creatively employed. It is unconsciously compelling the addresses to plant trees by asking them in bold to JOIN the movement. Red colour font is used for the invitation because it is of higher frequency and anyone who looks at the advertisement will read the words without even having any such intentions. Similarly, a slogan is used in the advertisement which is further signifying the importance of the project. The slogan ONE CHILD, ONE TREE is also printed in bold and red. The picture of two children explains the meaning of this slogan where children are planting trees so it points towards the government initiative where the school children are asked to plant one tree each. As children are our future so in order to give a better environment to our future generation, the masses need to support the government in making the project of billion tree tsunami successful.

Furthermore, the badge in the advertisement is having a graphic design of a tree but if one looks at it from a little closer, the trunk of the tree is actually the image of a child so it also indicates the one child, one tree policy of the government and the importance of trees for our future generations. Thus, salience patterns are observed in the form of typography, slogan and pictorial representation

4.1.4 Advertisement 4

In the above advertisement, metaphor is used in order to show the salience of the Billion Tree Afforestation Drive by the provincial government of Khyber Pakhtunkhwa. Tree plantation is called as charity in order to convince more and more people to plant trees and contribute to the project of tree plantation initiated by the government. Similarly, the words Tree are written in bold fonts in order to address the targeted audience which is also an evidence of the use of salience and due to such typography, the reader is able to read the advertisement randomly instead of reading the whole information. Moreover, the salience feature can be seen in the above advertisement from the fact that a hadith is used in order to show the importance of planting a tree. So the salience features of metaphor, religion and typography are used in the advertisement given above.

4.1.5 Advertisement 5
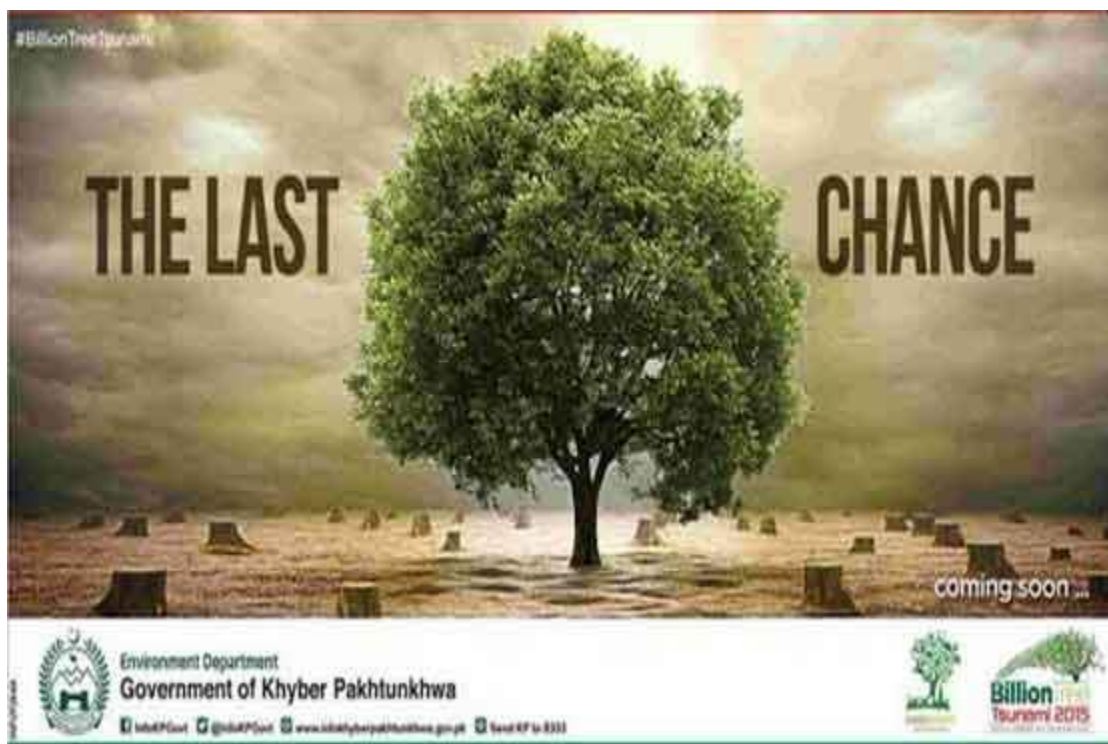
In the above printed advertisement, the image of a tree is focused. It is fore grounded whereas in the background, a dry desert can be identified. It suggests that trees or greenery is more important and significant. Similarly, a large numbers of trees that have been cut down are depicted in the background which gives a look of a graveyard as if some dead bodies are buried. It shows that in order to make life possible on this planet, more and more trees should be planted. Moreover, the words 'The Last Chance' also indicate the use of salience patterns that signifies the importance of afforestation and protecting the environment. Typography is used in order to warn the addresses and compel them to save the environment. Therefore, human beings need to avail this last chance and plant trees in order to save earth from turning into a graveyard of trees and eventually human life.

Conclusion

In order to restore ecosystem, Pakistan has used nature-based solutions and national ecosystem-based adaptation to achieve climate change resilience. The National Adaptation Plan or The Clean Green Pakistan Movement is an initiative taken by the government to manage environmental and health issues. Under this adapted climate change policy, the inauguration of

"Ten Billion Tree Tsunami Programme" is the foremost objective. Studies have shown that it has become a dire need to communicate climate alteration for the well-being our planet, humans, and non-human inhabitants. Therefore, the researchers have stepped into the new millennium, the field of ecolinguistics in order to communicate and aware people regarding the issues related to environment with the help of linguistic properties. In order to safeguard the environment and spread awareness among the masses regarding the wellbeing of environment, salience can be used as an important tool. There are different ways for making a message salient, some of these methods include, the use of metaphors, bold prints, sharp colours, highlighting text, specific lexemes, typography and pictorial orientations etc. These methods make the message salient and unconsciously persuade the public to contribute towards the project launched by the government and thus protect the environment for the future generations.

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