CRITIQUING THE ECOLOGICAL CONCERNS: A STUDY OF PAKISTANI MEDIA DISCOURSE FROM AXIOLOGICAL-COGNITIVE LINGUISTICS PERSPECTIVE

BY

SABAH SHAFIQUE

NATIONAL UNIVERSITY OF MODERN LANGUAGES

ISLAMABAD

SEPTEMBER, 2017

Critiquing the Ecological Concerns: A Study of Pakistani Media Discourse from Axiological-Cognitive Linguistics Perspective

By

SABAH SHAFIQUE

M.A., National University of Modern Languages Islamabad, 2016

A THESIS SUBMITTED IN PARTIAL FULFILMENT OF
THE REQUIREMENTS FOR THE DEGREE OF

MASTER OF PHILOSOPHY

In **English (Linguistics)**

To

FACULTY OF ENGLISH STUDIES

NATIONAL UNIVERSITY OF MODERN LANGUAGES, ISLAMABAD

© Sabah Shafique, 2017

NATIONAL UNIVERSITY OF MODERN LANGUAGES   FACULTY OF ENGLISH STUDIES

THESIS AND DEFENCE APPROVAL FORM

The undersigned certify that they have read the following thesis, examined the defense, are satisfied with the overall exam performance, and recommend the thesis to the Faculty of Languages for acceptance:

Thesis Title: Critiquing the Ecological Concerns: A Study of Pakistani Media Discourse from

Axiological-Cognitive Linguistics Perspective

Submitted By: Sabah Shafique   **Registration #:** MP-ELING-F17-051

Master of Philosophy

Name of Degree

English Linguistics

Name of Discipline

Dr Ansa Hameed   _____

Name of Research Supervisor   Signature of Research Supervisor

Prof. Dr. Muhammad Safeer Awan   _____

Name of Dean (FES)   Signature of Dean

Brig.Muhammad Badr Malik   _____

Name of DG   Signature of DG

_____

Date

CANDIDATE'S DECLARATION

I, <u>Sabah Shafique</u>

Daughter of <u>Muhammad Shafique</u>

Registration # <u>MP-ELING-F17-051</u>

Discipline: <u>English (Linguistics)</u>

Candidate of **Master of Philosophy** at the National University of Modern Languages, do hereby declare that the thesis: **Critiquing the Ecological Concerns: A Study of Pakistani Media Discourse from Axiological-Cognitive Linguistics Perspective** submitted by me in partial fulfillment of MPhil degree, is my original work, and has not been submitted or published earlier. I also solemnly declare that it shall not, in the future, be submitted by me for obtaining any other degree from this or any other university or institution.

I also understand that if evidence of plagiarism is found in my thesis/dissertation at any stage, even after the award of a degree, the work may be cancelled and the degree revoked.

_____

Signature of Candidate

_____

Name of Candidate

_____

Date

ABSTRACT

Title: Critiquing the Ecological Concerns: A Study of Pakistani Media Discourse from Axiological-Cognitive Linguistics Perspective

Advertisements announcing various ecological concerns or green advertisements are prevalent which draw attention towards the investigation of their verbal and visual modes of communication. The study focuses on the value study, analyzes the language of Pakistani print advertisements from ecological point of view and critically evaluates the reflected ecological concerns of the advertising companies in general sense. It adopts axiological-cognitive linguistics perspective since it accommodates the doctrine of values from cognitive linguistic perspective. The main aims are: to study values; highlight metaphors, metonymies, image schemas and colors for their role in encoding of ecological values; and to investigate how advertisers utilize or exploit the cognitive tools for reflecting ecological concern. The categories extracted via inductive approach of the content analysis; conservation, reduction, renovation, saving, environmental protection, eco-friendly, natural, preservation, ecological, recycling and nature are the dominant ecological values found in the selected discourse of advertisements. The advertisements by NGOs and government campaigns are spreading environmental consciousness; therefore marked as greening while the other companies selling products are promoting consumption in disguise of ecological concern; therefore regarded as greenwashing with exception to the advertisements of National Bank of Pakistan and Pakistan Telecommunication Company Limited. The striking resemblance in linguistic encoding of the ecological values for both greening and greenwashing advertisements is quite thought-provoking which highlights manipulation and exploitation of cognitive tools by advertising companies. The most commonly exploited ecological value in selected sample is eco-friendly which suggests contesting and revising Pakistani media discourse of advertisements at linguistic levels. The study was delimited to the ecological perspective for advertisements but the axiological parameter could have been extended or replaced by Critical Discourse Analysis to gain more insight into the manipulation and power play by these NGOs and government campaigns.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

ACKNOWLEDGEMENT

All praise and thanks to Allah Almighty, the most merciful and beneficent.

I owe thanks to Prof. Dr. Muhammad Safeer Awan, Dean English Studies for his valuable feedback in the research process. I extend my deepest gratitude to Dr. Sibghatullah Khan Head of Department for his guidance and support in finalizing my thesis. I am greatly thankful to my supervisor Dr. Ansa Hameed. Without her aspiring guidance and encouragement this study would not have been possible. I am highly obliged to my family for their consistent support at every step during the research. I am thankful to Rebecca, my friend who has remained an inspiration for me and she has motivated and encouraged me during my research work. I feel myself lucky to have competent seniors, supervisor, caring friends and family, I thank you all for your sincere efforts and persistent love and care.

I would like to express my deepest thanks and love to my mother Samina Shafique (Late) who in spite of being cancer patient always inspired and encouraged me. She gave me the vision and made me trust in my capabilities. She always wanted to see me as a good scholar. I also give my sincerest thanks to my teacher Dr Zawar Hussain Hashmi who has consistently appreciated as well as challenged my ideas with the intent of bringing out the best in me. I am sincerely grateful to my teacher Dr. Ejaz who has guided me consistently during the whole research study despite his own busy work schedule. Thanks to the English Department of NUML for offering me the academic and creative space, to bring this thesis to life.

Thank you all.

DEDICATION

I dedicate this thesis to Charag-e-Badr, a selfless, dedicated and kind effort by NUML for kids who get the chance to live their dreams.

CHAPTER 1

INTRODUCTION

This chapter introduces the key terms and central ideas, setting the background of the study. The concepts highlighted here are thoroughly explained, evaluated, and critically reviewed in the literature review section. The overall aim of the section is to establish a base of the current inter-disciplinary study by connecting three disciplines; axiology, language, and advertising, maintaining language as the main basic element in modern linguistics. In addition, the chapter outlines the problem statement, research objectives, and research questions to identify the directions of the present study. Further, the significance of the study has been shared to explain the contribution of present work in different domains. Finally, the delimited factors have been identified along with the organization of the present study.

1.1 A Primer to Language and Values Connection

Long ago language was regarded as the 'system of values' by Saussure (1960, p. 112), who exemplified that idea or thought is merely a 'vague uncharted nebula' in the absence of language. This establishes two things, one that language is an essential part of thought, values, and ideas and secondly that values, thoughts, and ideas are dependent on language both in expression and communication. The expressive function and communicative function of language have been acknowledged by various prominent and renowned linguists, including; Jakobson (1956), Halliday (1999), and Sapir (1921) who vindicated for emotive function, experiential function or ideational function and communicative function respectively. The language performing these two overall important functions leads to the inevitable outcome that values are also expressed or encoded via language usage.

Values constitute the important part of society that sets standards of evaluation Grunberg (2000) proclaimed that everybody is aware of the values for entities surrounding them; whether it is the nourishing value of food, behavioral value, moral value, scientific value, or artistic value. The entities instigate us to estimate, evaluate, and covet these. We usually search for the meanings of words by looking into a dictionary for antonymous pairs like good/bad, beauty/ugliness, ethical/unethical, honest/dishonest, etc.

He has linked the value which is an objective yet abstract entity to the subjective and concrete object in the real world, suggesting that we have necessities, desires, attitudes on the one hand while objects on the other hand. Such valuation sets standards for moral, social, political, environmental, and even personal perspectives about both the ideas and objects (Grunberg, 2000).

Similarly, Permilovskiy (2012) aligned with this thought of linking ideas and objects or phenomena when he recommended that it is the function of value to describe the attitudes of the world as well as the object or the phenomenon. Zerkina, Lomakina, and Kostina (2016) further extended the valuation to almost everything under the umbrella of the value system of humans because it makes people differentiate between the opposite ideas like good/bad, vice/virtue, moral/immoral, honor/dishonor, harmful/beneficial, etc. So in simple words values enable us to evaluate or judge the worth of an entity by linking it with its opposite.

Zerkina, Yekaterina, and Natalia (2015) regarded language as the reflection of the value system which influences people since the valued thing, object, or entity has an important role in an individual's life. From the above-discussed ideas, it can be insinuated that evaluation leads to an expression which means if we evaluate something, we need to show our alignment with the concept of our contrastive intuitions through expression and communication of ideas and for that purpose we ultimately and essentially need language. Thus, language tends to accommodate this doctrine of the system of values.

Axiological linguistics is the domain where this connection between language and axiology has been explored by Zerkina et al., (2016) who considered language as the mirror of the society's value system. The function of a mirror is to reflect, which implicates that values are reflected in the language system, which justifies the need to study the language for the sake of value study. They suggest that the language is also the source of information for values and the information source points to both the coding of values and the transmission of values which highlights the communicative function of language for the sake of value. Therefore, language needs to be studied for its reflexive function as well as communicative function from the axiological perspective.

Cognitive Linguistics promoted by Lakoff and Johnson (1980) bridged cognitive science and language, indicating that language reflects and communicates ideas, attitudes, and thoughts of humans from their cognition. They highlighted Idealized Cognitive

models (ICMs) i.e., metaphor, metonymy, image schemas, and propositions which assist in understanding concepts and ideas. These ICMs are also regarded as cognitive tools since they are considered to aid in cognition. Metaphor comprises two domains—source domain and target domain, where the concept we try to understand is the target domain and the concept we use for understanding is the source domain. Metonymy, on the other hand, contains one sub-domain instead of two distinct domains. Image schemas are referred to as skeletal images that are recurrent and dynamic and act as source domains from both metaphor and metonymies. Propositions are not discussed because the study focused on only these ICMs for the current area of study. The examples and more details about ICMs are more appropriately included in the next section where each ICM is shown as a linguistic item reflecting and communicating values.

Axiological Cognitive linguistics was proposed by Krzeszowski (1990, 1993) who supplemented ICMs with the axiological polarity to develop the connection between language and axiology even to a greater extent. He identified the role values in the structuring of concepts via metaphor, metonymy, and image schemas. His suggested perspective implies that metaphor, metonymy, and image schemas are prone to axiological polarity since he believed that language is inherently bipolar. He gave the example of abstract ideas like friendship, tragedy, motherhood, etc., asserting that there are things besides material entities that are found in human conceptualization and that humans are quite capable of understanding such ideas. It suggested that the cognitive ability of humans is involved in conceptual understanding of abstract entities. The link which he maintained between values and cognitive ability ensures the understanding, reflection, and transmission of values in society. Thus, it can be proposed that the mentioned cognitive tools not only reflect values but also encode and transmit values that signify both reflexive and communicative functions of language respectively.

The next important concept of the study is how linguistic items are used to present to represent different types of values. The following section sheds light on it.

1.2 Linguistic Representation of Values

Cortes de los Rios and Lago (2017) concluded that axiological charge resides in the lexical unit and it cannot be separated from the core meaning after reviewing both prominent paradigms, i.e., structuralist and generativist. It is also agreed upon by Krzeszowski (1990, 1993) that lexical items carry an axiological semantically relevant

load. Krzeszowski (1990, 1993) contributed to axiology, semantics, and cognitive linguistics and he is of the view that values are encrypted or encoded with the aid of lexical items that are of relevance semantically. He explained in words; 'Axiological Semantics describes the values and ways in which they determine both the structure and functioning of human language as manifested in human language.' (Krzeszowski, 1993, p 309) Furthermore, he (Krzeszowski, 1990) presented the axiological principle following Axiological Semantics which holds that:

> Words have a tendency to be axiologically loaded with 'good' or 'bad' connotations in proportion to the degree of human factor associated with them. The axiological principle will be seen to be responsible for the fact that metaphorical concepts are more prone to axiological polarity than less or non-metaphorical ones. (p. 150)

This tendency is explored and briefed in the case of ICMs. Metaphor is of vital importance in conceptual perception of advertising discourse according to Lago and Cortes de los Rios (2009) as it solidifies the conception and dictates the usage which helps in understanding a concept. Since metaphor solidifies conception and dictates behaviors of acceptance or rejection, it automatically recalls the system of values or evaluation which enables us to decide whether we should accept it or reject it.

The metaphorical example, 'argument is war', has two domains; 'argument' is the target domain while 'war' is the source domain. The imported source domain not only helps us in understanding the concept of 'argument' as 'war' but also instigates us to evaluate it as negative since the concept of 'war' is negative which Krzeszowski (1993) has also proposed that it ignores the disciplined and organized aspects of 'war' and highlights the negative aspect which reveals the polarity in the metaphor.

The metaphor is discussed in several ways but the more prominent is its monomodal and multimodal distinction presented by Forceville and Urios-Aparisi (2009) who believed that metaphors not only appear in language but are also found in pictures suggesting the multimodality of metaphors. He (Forceville, 2006) presented four kinds of pictorial metaphors; hybrid pictorial, contextual pictorial, integrated metaphor, and pictorial simile. He (Forceville, 2006) further developed that pictorial metaphors have exclusive and predominant source and target domains in different modes in advertising.

Ruiz de Mendoza (2006) suggested that the metaphor is not the only linguistic expression in the reflection and encoding of values. Instead, metonymy also plays an important role in value systems with the only difference being it contains a sub-domain. He (Ruiz de Mendoza, 2006) postulated that metaphors and metonymies interact with each other after studying the drug prevention ads and emphasized the interactive nature of metaphors and metonymies in the advertisements. Likewise, Ruiz de Mendoza and Diez (2002) acknowledged the importance of metonymy, suggesting metaphors and metonymies interact in a number of ways. So it is important to study metonymies from two angles, i.e., independently and in interaction with metaphor. Since metonymy is inclined to show interaction with metaphor, it needs even more attention than a metaphor.

Image Schemas are found underlying metaphors and metonymies (Lakoff & Johnson, 1980). Therefore, it is also important to study as it is incorporated in the meaning of metaphor and metonymy and the performed function of making us understand the concepts (Turner & Fauconnier, 2009). Evans and Green (2006) outlined some of the image schemas. One of those is 'space' image schema which is very similar to 'orientation metaphor' (Lakoff & Johnson, 2003). The space schema refers to orientation schemes like up-down, front-back, left-right, center-periphery, etc. This two-side schemas distribution leads to an understanding of positive and negative aspects, for the selection of one side leads to dismissal of the other side. The de-selected side is negatively evaluated as in the case of 'up-down' where 'up' is considered GOOD while down is BAD (Lago & Cortes de los Rios, 2009). Moreover, the latter scholar also argued that image schemas serve the purpose of being a source domain for metaphors. Since image schemas are behaving as source domains, they constitute an important foundation and consideration for the scope of the study.

Color concepts or color categories are interactional according to Lakoff and Johnson (1999). Colors seem to convey emotions, feelings, and sensations affecting our moods and behavioral outcomes. One can get confused when it comes to the direct link between language and colors, but it becomes inevitably crucial, essential, and interesting when we talk about advertisements because no advert is ever complete without colors. Lago and Cortes de los Rios (2009) and Cortes de los Rios (2010) highlighted that colors are closely linked with the metaphorization of values. Thus, it is intended to analyze color scheme to see if it has a similar or significant effect in the realization of values through ICMs.

Values have a variety of categories that are represented through various linguistic items. However, the present study is focused on the representation of ecological values, in general, and environmental values in particular; thus, the next section gives a brief introduction to environmental values.

1.3 Ecological Values and Eco-advertisements

Ecology seems one of the most important concerns in the contemporary era as evident from the Griggs (2013) report which suggested Sustainable Development Goals (SDGs) be achieved by 2020. Ecology is one of those 17 sustainable goals to make the planet better. Ecological values are those values that are explicitly linked with the ecology, ecosystem, and environment. Cordell, Murphy, Riitters and Harvard (2005) defined ecological value as 'the level of benefits that space, water, minerals, biota, and all other factors that make up natural ecosystems provide to support native life forms'. Ecological value according to Bell and McGillivray (2000) is something that is allotted with significance to the environment by people. Thence, ecological values include benefits to nature, flora, fauna, and natural resources ensuring sustainability and bio-diversity.

Paehlke (2000) outlined the essential core of values in environmental perspective when he presented the list of central environmental values including; appreciation of all life forms, sense of humility regarding humans and other species in the ecosystem, concern for the quality of human life, a global view instead of a nationalist view, preference on population decentralization, concern for long-term perspective and love of simplicity. All the values have three core items which are; protection of biodiversity or wilderness, minimizing the negative impacts on human health, and development of sustainable use of natural resources.

Since values are reflected through the language system (Permilovskiy, 2012) language usage determines whether we value nature or devalue it as Cortes de los Rios (2002, 2009, 2010) studied metaphors along with other cognitive devices to elaborate linkage of language and ecological values. The extraction, measurement, or evaluation of eco-values involved analysis of source domains as Lago and Cortes de los Rios (2009, 2017) emphasized that the values are mostly context-independent and can easily be detected after skim-reading the sample. The updated ecological values in previous studies

(ibid) include energy saving, reduction, conservation, renovation, and environmental protection.

Eco-advertisements, Green advertisements, or sustainable advertisements are various terms used for advertisements which are eco-sensitive, Banerjee, Gulas, and Iyer (1995) defined eco-advertisements as 'any advert that meets the following criteria; explicitly or implicitly addresses the relationship between a product/service and the biophysical environment; promotes a green lifestyle with or without highlighting a product/service; presents a corporate image of environmental responsibility'. Lago and Cortes de los Rios (2009) defined it as 'print advertisements announcing different types of environmentally friendly products and services.' The study focused on ecological values within print advertisements from a cognitive linguistic perspective examining cognitive tools in the advertisements.

The ecological values are reflected and communicated in the ecological discourse as Stibbe (2015) also identified three kinds of metaphor concerning ecosophy; destructive metaphors, ambivalent metaphors, and beneficial metaphors. He believed that; 'earth is a spaceship'; 'Nature is a storehouse'; 'economic growth is a tide' are all destructive in nature since they invoke exploitation of nature or destructive attitude towards the environment. He included, 'nature is a person' as ambivalent whereas 'consumerism is a disease' as beneficial metaphors as these either lead to a neutral or positive attitude towards the environment or seeks its betterment.

Lakoff's and Johnson (1980) *Metaphors We Live By* has brought attention to metaphors and metonymies as he argued that metaphors not only are common or '*pervasive*' but metonymies like 'institutions for persons' are also found in the ecological discourse as they behave just like metaphors in structuring our thoughts, attitudes, and actions (Lakoff & Johnson, 1980, p. 39). The common observations for part-to-whole metonymies in ecological discourses may include a drop of water, a plant or leaf or branch, a stone or part of the earth, stars, etc. as parts representing the whole water bodies like the ocean, forest, mountains, and galaxy.

The colors are very prominent in ecological discourse as Aslam (2006) found that four colors represent the four natural elements; red representing fire; white is associated with water; blue is referring to air while black stands for the earth, adding that green color is relatively new in the ecological discourse. He (Aslam, 2006) reinforces that color is an

integral element of advertising for both marketing and corporate communications. Similarly, Brennan (2008) outlined three colors from the perspective of ecology or ecological discourse i.e., blue (hues of sky and sea), green (plants, growth, and fertility) and yellow (sunshine, fire, and warmth).

Thus, all the ICMs are interlinked and these develop an undeniable and rather significant relationship between values, ecology, and cognitive linguistics. The selection of metaphor for a particular aspect of nature seems to invoke either protective or destructive behavior towards ecology. The questions arise then, which ecological values are encoded via metaphors aided with other ICMs, what are the implications, and are the values encouraged or contested in society. Therefore, the study of ecological discourse yields significant information about language reflection and the communication of the values.

Ecological values are thus encoded via language, which gives rise to another specification about their medium or channel of communication. The forthcoming section establishes the link between media and ecological values along with elaborating on how values are transmitted to products by media.

1.4 Advertising and Representation of Values

The Latin term 'media' is a broad term while advertising is one of its forms. McCracken, (1986a) claimed advertising plays a fundamentally interesting role in the context and projects of consumption or marketing a product or a service. It is one of the ways we get into goods and it is a conduit through which meanings are constantly transferred from the culturally constitutes world to the consumer good. The main forms of advertising include; press or print advertising which including newspapers and magazines; outdoor media advertising posters, vehicular ads, and billboards; and others including internet advertising media, film advertising, radio advertising, mail advertising, and TV advertising.

Advertisements or more specifically print advertisements include ads from newspapers, leaflets, brochures, flyers, and magazines. An average ad has six components namely; typography, format, message, style, color, and white space which are adjusted according to the need of the advertiser (Brown, 2016). The components can be roughly distinguished as either verbal or non-verbal, referring to language and other aspects respectively. When it comes to verbal, the language of ads needs to be carefully

determined to convey messages appropriately while for non-verbal, there is a considerable need to reflect that the object is worth buying or consuming.

Print advertisements have been chosen for the undergoing interdisciplinary study following Forceville's (1994) suggestions; advertising provides a fruitful area for research for the conceptions in pictorial metaphors since they reveal intentions. The inherent intentionality makes the advertising media (the corpus of advertisements) an appropriate discipline to study for an interdisciplinary perspective. Moreover, Lago (1999) also believed that 'it is precisely the discourse of advertising and the promotion industry that is particularly sensitive to linguistic, semiotic, and pictorial developments.'

Pollay (1984) regarded advertising as a single most important dimension from both the sender's and receiver's perspective because the whole communication of advertising relies on the 'goodness' which is the heart of advertising. He further put forward that the transmission of value to the product is the core function of advertising. Williamson (1978, p. 23) believed transmission of values is a cognitive activity proclaiming that cognitive tools are responsible for value transmission in advertising.

Cortes de Los Rios (2002) believed that metaphors are capable of transferring values in advertising which makes cognitive semantics and axiology closely related. Lago and Cortes de los Rios (2009) also concluded metaphors, metonymies, image schemas, and color capable of endowing ecological values to the eco-advertisements.

Since advertising reflects the ecological values, there are perceptions; is reflection real or manipulated? As Rohrer (1995) suggested, it is very easy to exploit metaphor for the sake of persuasion or manipulation which can also be applied to metonymies, image schemas and color as these work both independently and collectively to collaborate with assigned values. Cortes de los Rios (2010) independently and with Lago (2009) found that all these devices are exploited to reflect values and influence the audience stressing their benevolence despite being involved in environmentally destructive activities.

Advertising thus seems a strong medium that is used by government and non-government agencies to promote ecological values, often positive ecological values. But, there is another side to this promotion and transmission of values to the products which is linked to the key role of media i.e., the marketing of various products. According to Edelman (1988), advertisers are involved in the social construction of social realities and even more, in the construction of social spectacles. These social spectacles invoke values

in the minds of people and either persuade or discourage them toward certain behaviors or actions. The survey study by Howlett and Raglon (1992) suggested the 'Green Spectacle' which portrays the 'greening' of business and indicates that advertising has collaborated with nature for the sake of corporate image building. They found that companies have always attempted to associate their products with whatever positive attributes of nature existing in their consumers' minds. Thus the incorporation of ecological values by advertisers may also be for the sake of corporate image building.

In regards to ecological discourse as well ecological concern, there is another aspect called '*Greenwashing*' which has been coined by Jay Westerveld (as cited in Watson, 2017) in an essay where he strongly criticized the false promotion of towel reuse by a hotel industry, which was a cost-saving strategy instead of an actual ecological concern (as cited in Becker-Olsen & Potucek, 2013). If dominance, hegemony, gender discrimination, and social stratification are evils of society environmental destruction is the mother of all evils because this is a plague that will eventually destroy everything even the homo-sapiens and the planet Earth. It may be slowly and gradually, but ultimately. Our environment should be protected and preserved safely before it is too late. It is our social obligation and duty towards the environment that we should treat as in-group rather than out-group which will not only retain the ecosystem but also will be able to support the life processes necessary for human life on this planet.

Halliday (1992) believes that not only biologists and physicists are concerned with pollution and destruction of species but, 'they are problems for the applied-linguistics community as well' (p.199). Fill (1998) considers the task of eco-critical discourse analysis as unmasking the surface ecologization by keeping watch of terminology usage, metaphors, and euphemisms since the ideologies and concepts are contained in the discourse of ecology.

Therefore, to deal with these problems is not only our social responsibility but a linguistic obligation too; it is our essential need since the natural resources (especially non-renewable resources) are limited and once we run out of the natural resources, Earth may lose its life-sustaining capability. Therefore, ecological values that can be communicated in various ways are the central focus of the study. Additionally, these values are judged on whether they are really green or superficially green Fill and Mühlhäusler (2001) has noted that **G**reenwashing is a linguistic strategy to make products appear *Greener* or safer when they are not. In simple words, the question is,

whether the promotional products in the ads sync with the reflected '*Greening*' and 'ecological concerns' or it is leading to consequential '*Greenwashing*' and false advertising.

The term 'critiquing' needs some explanation here since it carries the updated established burden in research settings but the study has used it in a general sense for reasons. Firstly, it is the demand of this study since the exploration of values is incomplete without judgments for 'good' or 'bad' and 'right' or 'wrong' which is the core of any critique. The moral evaluations serve here the purpose of critiquing the discourse of eco-advertisements and revising it for the reflection of ecological claims. Secondly, Fill and Mühlhäusler (2001) acknowledged that even before CDA, the language has been criticized for its usage in ecological discourses. Howlett and Raglon (1992) studied advertisement through content analysis and delineated the advertiser's 'green spectacle' via the incorporation of ecological elements for the sake of legitimizing their activities. Lastly, Lago and Cortes de Los Rios (2002) also studied values in eco-advertisements, and critiqued the advertising discourse for the masking and manipulation. Therefore, the study has not employed CDA or MDA for its predominance and pervasiveness in the existing body of literature, instead, it has primarily focused on the value study which itself brings the perspective of critique.

Thus, the present study attempts to analyze selected print advertising discourse in the Pakistani context: firstly by outlining ecological values encoded/encrypted in the eco-advertisements; secondly, by investigating the cognitive tools (metaphors, metonymies, image schema, and color) used in the encoding of the eco-values; lastly, by critically evaluating the claimed ecological concerns in the advertisements and all is done under the umbrella of the axiological cognitive linguistics perspective.

1.5 Statement of Problem

Eco-critical discourse analysis or Eco-linguistics in general has garnered a lot of attention in research academics due to the utmost importance of ecology. However, the study of the ecological values from the perspective of cognitive linguistics is limited. The proliferated green advertisements cannot be taken for granted or accepted as they are since discourses generated through linguistic resources tend to trigger certain behaviors. Eco-advertisements (Green Advertising) employ cognitive devices that need to be studied to find whether the advertised products are eco-friendly both linguistically and socially or

it is deceptive advertising. If the linguistic tools reflect ecological values while the product is harmful to the environment, it will suggest greenwashing or manipulation.

The language of advertising tends to incorporate positive ecological values in advertisements by forging a link between the product/service and the ecological value to suggest positive associations. This necessitates the analysis of eco-sensitive discourses for their implications since the language of advertisements is at times manipulative, deceptive, and misleading. The collaboration of ecological values is not altogether wrong but the claimed eco-friendly product may not be safe on actual grounds.

1.6 Research Objectives

This research aims:

1. To identify axiological elements in the discourse of selected eco-advertisements
2. To explore metonymies, image schema and colors contributing in metaphorical encoding of ecological values in the selected discourse
3. To undermine the promotional agendas of print advertisements
4. To identify the gaps between eco-sensitive text and advertising practices

1.7 Research Questions

The study answers these questions;

1. What ecological values are communicated/ encoded through lexical items in the selected eco-friendly advertising discourse in Pakistan?

2. How do metonymies, image schema and colors, as cognitive modes, contribute to develop the metaphorical encoding of ecological values?

3. How are the promoted ecological values in contradiction with the practices of selected advertising companies?

1.8 Significance of the Study

As Williamson (1978) puts forward the ads perform two important functions, i.e., economic and ideological. The latter function is very closely linked with the language used in the ads. The content analysis of the ads may reveal significant and essential information about how the cognitive devices, specifically metaphors, metonymies, and image schemas collectively reflect the dominant trends. Furthermore, academically, the

study of the doctrine of value systems reflected through these cognitive devices serve as a stepping stone for future researchers in axiological cognitive linguistics.

According to Permilovskiy (2012), the axiological approach to environmental discourse enables us to rethink and revise the contemporary discourse on ecology to generate an ecological value system. Therefore, the present research is also an important contribution in the field, to evaluate discourses from our local context i.e. Pakistan. The research is significant for various stakeholders from the environmental ministry to the education ministry. The research is also valuable for generating social awareness of the ecological values on display in Pakistani advertisements, offering a platform to review these values. For language pedagogies, the research aids language teachers and language learners to explore the value systems in target languages and compare them with their languages to learn a second language more efficiently.

Moreover, Howlett and Raglon (1992) proclaimed that the incorporation of nature in advertisements is not new. On the contrary, the advertisers have lost the charm in competing with each other in advertising practices and they prefer to collaborate with nature. The current critical study of the language of the ads not only clarifies whether the *Greening* of language through cognitive devices is '*Green*' but also seeks an additional aspect which delineates if the '*Greening*' is only superficial or is deep. Thus, ecological values analysis offers a significant contribution to the domain of Axiology and also adding to the Eco-linguistics domain in terms of analyzing ecological discourse for the sake of environmental protection. Thus, at its core, the study is a contribution to social, academic, and linguistic domains.

1.9 Delimitation

The study is revolving around three key premises i.e., values, cognitive devices, and advertisements. There may be various manifestations of values but the study has focused on ecological values, acknowledging the importance of environmental discourse and ecosystem. The cognitive devices selected to study are four, which include metaphor, metonymy, and image schemas, with the color schema asserting its role in the overall structuring and conceptualization of ecological claims. Advertising also has various modes and the study has delimited its analysis to print advertisements.

The study has specifically focused on print advertisements and the selection of ads is not random but particularly eco-sensitive. It has delimited the selection only to the eco-

advertisements (the advertisements reflecting and communicating ecological values) because it facilitates studying ecological values prompted in those ads from the perspective of axiological cognitive linguistics perspective. The study has selected Pakistani advertisements which were in a huge number. It was not feasible to cover all the eco-advertisements due to limited time and space the delimited major sectors for the eco-sensitive text are elaborated in the sample (3.3.3) on page 51.

1.10 Organization of the Study

The study has been organized into five chapters; introduction, literature review, theoretical framework and methodology, data analysis, discussion, and lastly, the conclusion.

The introduction section defines the key terms, explains the major concepts, and establishes the base of the current study. The literature review highlights the previous literature regarding the area of study and mentions the research niche. The research methodology pins down the theory and research design that is followed to pursue the study. The data analysis analyzes the collected data with respect to the theoretical framework. The conclusion is the précis of the overall results, findings, and outcomes of the study.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This section reviews literature in its widest sense from axiology and cognitive semantics to its narrowest sense of the ecological discourse of the print advertisements. The literature review comprises the analysis and evaluation of the work already done in the domain of axiological linguistics, cognitive linguistics, and advertising discourse. It seeks to build a foundation for further implications and significance of the identified themes, issues, and concepts from various articles, journals, reports, dissertations, etc. It will start by introducing the major themes, discussing the scope, and ultimately move towards analysis and evaluation to conclude with the rationale of the overall study.

As the study lies at the interface of Axiology and Cognitive Linguistics, it tends to address the themes, issues, and doctrines related to axiology on the one hand and cognitive semantics on the other. This interface reflects the plausibility that the mental models may be value-laden or in simple words, cognitive devices like metaphor, metonymies, image schemas or colors tend to encode and promote ecological values in the advertisements.

2.2 Axiology or Study of Values

The term 'Axiology' has been derived from two Greek words i.e. 'Axios' and 'logos', meaning 'worth' and 'theory' respectively. So, axiology as a combined term is the study of values that can be traced from the time man began to reflect on the conditions of life or reality. The notions of good or bad, beautiful or ugly, and right and wrong are inevitable and necessitate inquiry into the claims, the truth, and the validity of the value judgments. Values permeate our life as our preference, attention, appraisal, condemnation, selections, etc. all aspects are dependent on value (Hart, 1971). In simple words, axiology exemplifies what is valued or considered good and it constitutes the most important aspect of our life. If linguistic determinism by Sapir-Whorf (1929) stance claims that language determines the world and shapes our ideas and mind, then it would not be wrong to suggest that values determine the way of life along with shaping our

ideas and minds, as they are pervasive and we are constantly reminded by values in our actions and behaviors. As Grunberg (2000, p. 31) also proposes, 'value offers the criteria or the standards for selecting among alternatives and directing preferential behaviors.'

Grunberg (2000) explains value as a notion 'which designates characteristics acquired by things that exist objectively to satisfy human needs.' While Zerkina et al. (2015) define value in these words:

> Value refers to the quality of an object that satisfies a desire of tile subject. That is when an object has a certain quality that satisfies a desire or a wish of the subject and which is recognized as such by the subject, then that special quality of the object is called value. (p. 258)

After defining value in concrete terms, the question arises whether the human agency can be found in the concept of values. Grunberg (2000, p. 7) highlighted the human agency about the very idea that we endow objects with various values like aesthetic, ethical or utilitarian value because they echo our needs and desires, and he assumes that it happens because these values echo our needs and wish to make us value-sensitive by impressing us or appealing to our sensitivity. Therefore, value is not just an inevitable and solely independent entity, it bears human agency in its backdrop. Additionally, values are not things, but they cannot retain without a material carrier or frame and there exists a sort of interrelationship between the subject and the object as Grunberg (2000) puts forward that the characteristics which are acquired by things existing objectively are designated by values to satisfy human needs.

The next question arises if we can measure values and if yes, how this crucial task is done. Values are measured on a pole that has usually two sides and a center with transitional or mediatory fuzzy boundary, but Grunberg (2000) discards the intermediary a transitional center and affirms that axiological temperature is never at zero, since any moral or ethical phenomenon either attracts or repulses us. He claims that our response to evaluation is always positive or negative, indicating our approval or disapproval. The valuation is swinging between the two poles since we approve of beautiful by discarding the ugly and we reject evil by accepting well. This polarity defines the relation of values in pairs (Grunberg, 2000, p. 17). So, we can suggest many probabilities such as that people accept virtues by rejecting vices; approve truth by disapproving of lies. They prefer one thing over another, altruism over selfishness, ethical over unethical, clean over

dirty, respect over dishonor, so on and so forth, but the 'clear cut dichotomies' engulf the existence of intermediate values. It may be argued that the values may not be that smoothly distinguished. Instead, they may be contradictory at times both in one culture and cross-culturally due to ethical, moral, religious, political, utilitarian, financial, regional, and geographical and many more differences. The use of sanitation products like detergents or drain openers maybe for the sake of cleanliness but the waste fluid ultimately entering the sea and incurring damage to the marine life, can provoke thoughtful criticism.

Furthermore, something designated or considered as good may not be good in another region like the Inuit's attire may not be considered good or acceptable in Asian countries during summers; pork eating may be vicious, immoral or not allowed in Arab; but it may be opposite in the West, etc. Therefore, values may be contradictory or different cross-culturally. Besides, the contradiction extends to another angle mentioned by Grunberg (2000, p. 18) who suggested that the negative values are considered a hindrance in the achievement of positive values. This means that negative values act as a hurdle, and to achieve goodness, we should condemn badness, which reinforces the previous idea that there are clear cut boundaries between the poles of good and bad.

The very common distinction for concepts in linguistics is objective and subjective existences, so there is a need to see whether it falls in an objective zone or a subjective domain, since these bring different perspectives. Value is contingent on desire or feeling and it is a subjective experience that is motivated by extrinsic factors (Hart, 1971). Permilovskiy (2012) argues for both a subjective and objective view, quoting Kant's distribution of values as 'according to the duty' and 'the sense of duty'. The concept of 'according to duty' requires action to be done in full accordance with the principle or law whereas the 'sense of duty' suggests the moral sense of duty or subjective feeling. The value thus may be taken as both objective and subjective as it not only includes intrinsic feelings for evaluation but also extrinsic social factors.

After understanding their existence, there is a need to analyze the engulfing sphere of values within the social realities to see which areas are employing valuations or judgments. There are various manifestations of values, i.e. social, religious, political, ethical, economic, ecological, etc. Rescher (1993, 2004) presents eight types of values including material value, economic value, moral value, social value, political value, aesthetic value, religious value, and intellectual value. The social value includes the other

values related to social phenomena of social reality and it overlaps with different values from Rescher's (1993) classified values. Grunberg (2000) identifies other types of values including, aesthetical, theoretical, and utilitarian besides previously mentioned listed values.

Biedenbach and Jacobsson (2016) establish in their article that the role of values or value theory is very important and beneficial. Therefore, the study focuses and hosts values or axiology as its main element, perceiving value as both subjective as well as objective reality as it tends to reveal the core of individual cognitive experience subjectively (sense of duty) as well as expounds the consciousness of collective social sense (according to duty) of valuation objectively. It also acknowledges the values' polarity, human agency, and various manifestations.

2.3 Values and Cognition: Emergence of Axiological-Cognitive Linguistics

Values or axiology leads to another important question; if axiology has anything to do with linguistics or more specifically cognitive linguistics. Thence, it is imperative to give sufficient space and time to the critical discussion of axiology and linguistics.

Cognitive Linguistics emerged in the 1970s out of dissatisfaction from formal approaches to languages Evans and Green (2006). They perceived language as 'a window into the cognitive function; provides insight into the nature, structure, and organization of thoughts and ideas…Language is assumed to reflect certain fundamental properties and design features of the human mind' (Evans & Green, 2006, p. 5). According to them, language performs two vital functions; one is the well-developed means of encoding or symbolic function while the other is the transmission of complex and subtle ideas or interactive functions. Therefore, in cognitive linguistics, the language is assumed to be very closely linked with the cognition or human mind.

Lakoff (1993) who is considered the pioneer in the cognitive linguistics approach presented two key commitments in the field, the generalization commitment and the cognitive commitment. The former one seeks for the principles of language structure which hold throughout other aspects of language; whereas the latter one ensures that the principles should reflect the human mind's capability from other disciplines.

Cognitive linguistics opposes the rationalist or generativist view that holds that the mind can be studied without recourse to the body and favors the empiricist view (Lakoff & Johnson, 1980) or the concept of an embodied mind. Human minds cannot be studied without human embodiment which leads to the reality that we can only conceive or perceive things which are derived from our bodily experience, and therefore we hold a specie-specific view of the world because of our unique body's nature (Evans & Green, 2006, p. 44-46). The concept of experiential realism holds that language reflects a 'unique construal of the world'. In simple words, language does not reflect the world but our unique experience in the world. (Evans & Green, 2006) Lakoff and Johnson (1980) were the first to establish the 'embodied experientialism' as they believed that such an approach will bridge the gap between objective and subjective both realities.

Lakoff (1987) then considered the cognitive models as directly or indirectly embodied and since they provide a link between experience as well as cognition. The link is non-arbitrary because a concept is considered embodied when it is linked or motivated by bodily social experience. It does not imply that we can predict the concept from mere experience; instead, it suggests that the concept is linked with the corresponding experience (Lakoff, 1987, p. 131).

Now comes the perspective of axiological cognitive linguistics perspective which is a merger of two broad disciplines i.e., cognitive linguistics and axiology. The interface of these two fields formulates the thesis that language or more specifically cognitive elements of the language not only encode values but also manifest values in the discourse. The account of axiology in a linguistics domain is not altogether new even though the explicit account or formal axiology or value theory is missing in both prominent linguistic traditions i.e., structural or generative paradigms (Lago, 2014). There are traces of axiology or values found in their philosophical underpinnings (Krzeszowski, 1990). But if we consider Halliday's Systemic Functional Linguistics, especially Fairclough (2015), values are given special attention. Fairclough (2015) presented a theoretical framework containing three kinds of values concerning their meta-functions i.e., experiential values, relational values, and textual values (Fairclough, 2015, p. 128-130). The experiential values correspond to the knowledge and beliefs, the relational values deal with the social relations while the expressive values help in the depiction of values and are specifically for persuasive language users. These values help in understanding the discourse and critically analyzing it.

Furthermore, there is a cognitive aspect that is very similar to Van Dijk's (2009) mental models which he regarded as personal; unique as well as socio-culturally shared. The socio-cognitive approach to values thus paves our way towards understanding the cognition of discourse both subjectively and objectively, at three different levels for the analysis of values in political discourse. The levels are micro (lexico-grammatical), meso (pragmatic), and macro (social). Though these values are an important contribution in Hallidayan tradition, the study's focus is the encoding of values via language in cognition and the study has precisely selected the Lakoffian 'Cognitive Semantics' theoretical underpinnings to pursue since it has established its reliability for the current domain of study.

The conceptual system of humans is fundamentally metaphorical and it plays a central role in defining our everyday realities. The system is not just the intellectual matter but it also determines everyday life functioning as it structures our perception, actions, and relations with the world (Lakoff and Johnson, 1980, p. 454). They also argue that the metaphorical structure of language is always coherent with the culture. Values like 'more is up', 'bigger is better', 'high is up', etc. are 'embedded in our culture' which proves that 'values are not independent, but must form a coherent system with the metaphorical concepts we live by'. But, the values are prioritized for both culture and personal values (ibid, p. 466). The present study is also in the domain of Cognitive Linguistics where cognition will be tracked and sought in terms of making meaning out of real-life concepts.

The cognitive turn in linguistics was although initiated by Lakoff, it was extended by Krzeszowski (1993) who defined the scope of axiological semantics as revealing the structure and function of human language. Krzeszowski (1990) also argued that ICMs contain 'hierarchies of values' which help people to 'evaluate' the contexts and situations in which ICMs are developed. The hierarchy concept presented three kinds of values, i.e., sensory values—related to pleasure/displeasure; vital values—related to life/death and finally spiritual values—related to moral/immoral. The sensory values are regarded as lower values whereas the spiritual values are considered higher values. Krzeszowski (1990) considered that all lexical items can be assessed on the scale of axiology because the value judgment is 'semantically relevant' and that the axiological load seems to originate from the context which means that the context is important in defining values

linked with the lexical items. Such evaluations depend on ICMs utilized by the language user and the interpretation of ICMs may differ cross-culturally.

Krzeszowski (1990) concluded that the concept of 'good' and 'evil' are metaphorical as we can understand these in terms of other concepts that are usually grounded in our sensory experience. He gave the example of sweet and soft as GOOD while sour and rough are BAD. The evaluations depend on the ICMs or more specifically metaphorical expressions. He stated, 'Possible differences in ICMs often have to do with different concepts of 'good' as related to different levels of the hierarchy of values' (Krzeszowski, 1990, p.160). Therefore, the proposed extended axiological semantics, suggests incorporation of the parameter of PLUS-MINUS to all the pre-conceptual image schemata since it facilitates the dynamism of metaphorization. Each image schemata has a built vector inside which will only be activated when this parameter will be adopted (Krzeszowski, 1993, p. 310).

Krzeszowski (1993) proposed that 'negative and positive experiences are reflected in various conventional and unconventional linguistic forms, all of which undergo metaphorical extensions, which intensify the axiological load as per the axiological principle (Krzeszowksi, 1993, p. 311). The axiological principle holds that good or bad connotations of words are inevitable because words have this tendency and it is because of this axiological tendency of words that metaphorical expressions are more polar than non-metaphorical ones. He put forward that the most general axiological concepts are <GOOD> and <BAD>, giving the rationale that these are the least context-sensitive and respond to values at all levels in the hierarchy of values (Krzeszowski, 1993 p. 325).

The research article by Zerkina et al., (2015) highlights axiological markers in foreign language teaching, assuming that axiology is closely related and closely connected with foreign language teaching as a way of accommodating native values with foreign culture. The study concludes that phraseological units have axiological markers so English as a language of international communication is not only the means of communication globally but also a guide to values and a means of developing a tolerant attitude to the values of the foreign world. The article utilized the approach of axiological linguistics and helped show the connection of values in cross-cultures and foreign languages.

Thus, the undergoing study serves the purpose of studying values encoded in the discourse because axiology is closely linked with language usage. The cognitive doctrine of values proposed by Krzeszowski (1990, 1993), the axiological parameter of cognitive semantics, ICMs, and the concept of 'context' appear to assist in understanding the discourse, its manifestation, structure, and function in both objective and subjective terms. As the connection between axiology and cognitive linguistics has been established, it further leads to an in-depth analysis and review of linguistics tools or cognitive devices that may be responsible for the transmission of values.

2.4 Tools for Value Transmission: Theoretical Dimensions

There may be several tools for the transmission of values but the study has adopted a Lakoffian trend. It focuses on three of the ICMs; metaphor, metonymy, and image schema as proposed by Lakoff (1987), 'language is among the most characteristic of human cognitive activities'. Cognitive models characterize the structure of thought. There are four types of models including propositional, image schemas, and metaphoric. The mappings are characterized by metaphoric and metonymic models whereas structure is characterized by propositional and image schematic models (1987, p. 131). Such models are thought significant in characterizing the overall category structure and join the links in the internal chains (ibid, p. 101). Lakoff and Turner (1980) claimed that image schemas are used as source domains for metaphor whereas Kuczok (2016) invokes the concept of metaphtonymy while Ruiz de Mendoza's (2001) argument that there is a sort of conceptual interaction and an interplay in combining metaphor and metonymy. Image schema and metonymy, hence, both facilitate in reinforcing the metaphorical concept. Palmer (1981) claims that some colors are more obviously familiar in our experience and the color system is important in semantics because it is the system that can be compared with the linguistic system in objective terms.

The cognitive view of metaphor is not new. It dates back to Aristotle who expresses the importance of metaphors in words, 'the greatest thing by far is to be a master of metaphor. It is the one thing that cannot be learned from others and it is also a sign of genius since a good metaphor implies an intuitive perception of the similarity in dissimilar' (Aristotle, 1940 p. 62). Furthermore, the explanation states 'Metaphor consists in giving the thing a name that belongs to something else; the transference being either from genus to species, or from species to genus, or on grounds of analogy' (ibid, p 56).

The famous rhetorician Richards (1936) presented two parts of metaphor i.e. tenor and vehicle. The tenor roughly referred to the target domain while the vehicle was the source domain. Thus it can be accepted that metaphors or metonymies are not figures of speech instead they are approaches to ground our conceptual systems experientially and to reason in a constrained but creative fashion.

There exist vast studies in the domain of metaphors but the pioneered study on metaphors is attributed to Lakoff (1980, 1987, 2003, 2008, 2009, 2012 and 2016). Lakoff (1980, p. 486) believes that 'metaphor is conceptual in nature, that it is pervasive in our everyday conventional language'. It is a rhetorical device and we understand one concept in terms of another. The concept of idealized cognitive models (ICMs) emerged from Lakoff (1980) which was later elaborated in *Women, fire, and dangerous things* (Lakoff, 1987) in which the different kinds of ICMS were introduced, namely; propositional, image schematic, metaphoric and metonymic. All the ICMs are interlinked in establishing the conceptual meaning of everyday language. The propositional refers to propositions about concepts like fire; the fire is dangerous is a proposition. Image schematic structures are like trajectories that invoke patterns in the mind while metaphoric mappings refer to both either propositional or image schematic but involve cross-domain mapping. It comprises two discrete domains; the concept we try to understand is called the target domain whereas the concept which is used for understanding is the source domain. The knowledge of the latter concept helps in understanding the concept of the former. Such mapping is regarded as a structural metaphor (Lakoff, 1980; Cortes de Los Rios, 2002). Since the concept is metaphorically structured, the activity is metaphorically structured and consequently, language is metaphorically structured. Hence, the human thought process is largely metaphorical (Lakoff & Johnson, 1980). The metaphors are thus the fundamental part of our conceptual system. Lakoff and Johnson (1980) claim that our metaphorical expressions are tied to these concepts which are also metaphorical. They suggest we can study the nature of metaphorical concepts to gain an understanding of the metaphorical nature of our activities.

Lakoff (2003) highlighted the *systematicity* in metaphorical expressions as well as outlining the essential properties of metaphors. Metaphors highlight the experience and provide coherence to certain aspects of our experience. These may create social realities for us and can guide us in future actions, so one can study metaphorical linguistic expressions to understand the nature of our activities. Lakoff and Johnson (1980, p. 132)

presented a few essential properties of metaphors; these have entailments and these create social realities, a guide for future action, give coherence to experience, and above all, are self-fulfilling prophecies. The properties of metaphors highlight a very important phenomenon which is that metaphors act as prompts and require action or we can say the use of metaphor trigger certain action specifically, social action. So, it is imperative to study metaphors from the perspective of understanding everyday discourse.

While Lakoff (1980) sought monomodal metaphor, Forceville (1996) on the contrary argued for a multimodal metaphor. He (Forceville, 1994) proposed that metaphors are not merely found in language; they are also in pictures. This led to the foundation of pictorial metaphors or multimodal metaphors, where metaphors are found in different modalities from written language to images or pictures. In simple words, if the source domain and target domain are found in the same mode, the mapping is considered mono-modal but if the source domain and target domain are in different modes, this leads to the formation of a multimodal metaphor. As the discourse selected (media discourse) for the study involves pictures and images as their foundational elements, so pictorial metaphors as presented by Forceville (1994, 1996) will assist in understanding the phenomenon of social reality in terms of pictorial representation of linguistic expressions.

Metaphors can be understood by merely sensory-motor experience. Feldman (2006) proposed a rather different neural simulation perspective of metaphor in *Molecule to Metaphor*, where the link between sensory neurons and subjective experience is established. The theory holds that the source domain is some sensory-motor activity and the metaphor is comprehensible in subjective terms from that neural experience. The book by Feldman (2006) is groundbreaking and very interesting as the neurons are the "heroes" of the book and the comprehension of metaphor is primarily linked with the brain in objective terms. As the current study is focused on Lakoffian semantics, this perspective (Feldman, 2006) can be the scope of future studies to study metaphor embedding in the neural simulation. But the aspect of color has been after the theoretical underpinnings of this simulation theory because colors tend to be much closer to the sensory-motor experience.

Since metaphorical expressions are considered more prone to axiological polarity than non-metaphorical ones (Krzeszowksi, 1990), metaphors need special attention when it comes to valuation. Cortes de Los Rios (2002) puts forward a new proposal to study

metaphor, implying that cognitive semantics and axiology are very much related, in advertising discourse, and more specifically in banking institutions. The metaphors are studied from the axiological cognitive linguistics approach and this new domain was opened up when the study concluded that metaphors are capable of transferring values to the concepts and thoughts. The results of the study highlight the dual functioning role of metaphors i.e. cognitive as well as rhetorical. The study was delimited to the banking advertising discourse, so it yielded the idea that the approach is not only reliable but also applicable to advertising banking discourse, though it has only focused on one cognitive device i.e., metaphor. The undergoing study included banking discourse as one of the several other advertisement discourses and has studied more cognitive devices than this article has pursued to give more generalizable results for other discourse.

Pauwels and Vandenbergen (1993) also asserted that metaphors express value judgments and they classify metaphors into two groups i.e. context-dependent and context-independent. The context-independent metaphors are either positively or negatively valued regardless of the context of the domain it is used in like 'drool' or 'fumble' whereas context-dependent metaphors vary the values to the context. They (Pauwels & Vanderbergen, 1993) introduced two kinds of transfers of the values to the metaphors; the direct transfer and the new value judgment. The direct transfer is the most frequent type which retains the original association or connotation of the donor domain (source domain) while in the latter transfer the donor domain was neutral and takes the negative or positive connotation according to the context.

Since metaphors are considered '*pervasive*', they are also common in other discourses like ecology and environmental discourses. Nerlich, Craig, and Victoria (2006) studied the role of metaphor in foot and mouth disease (FMD) management discourses, shedding light on the fact that employing certain metaphors leads to certain effects and triggers certain behaviors. They believed that the metaphors are 'cognitively, emotionally and politically important', sorting the framing of two kinds of diseases, avian flu, and FMD. The use of metaphors for such outbreaks; war, journey, and house, reduced the threatening situation and provoked the risk management strategies.

Metaphors perform another very important function which has been elaborated by Evans and Green (2006). They claimed that the idea of the conceptual metaphor theory is linked with 'hiding' and 'highlighting', leading to the axiom that the metaphor is making a few aspects of the concept prominent while putting other aspects in the background.

When the target is mapped on the source, this illuminates a few aspects only. They exemplify this by using the metaphor "argument is war" to show how it highlights the adversarial aspect of war and ignores the potentially organized and disciplined aspect of the argument. They believed that 'metaphors can perspectivise a concept or a conceptual domain (Evans & Green, 2006, p. 304).

Therefore, since metaphors are pervasive in everyday life and perform various functions from merely rhetorical to cognitive and persuasive, there is a need to study them, and analyze their functions in the discourse of advertising. One needs to see if there is any other cognitive tool that can be given the same importance or a bit of lesser importance. Mittelberg and Waugh (2009) argued that metonymy should also be given attention implying that metaphor and metonymy are equally important.

Metonymy is a basic characteristic of cognition and it is extremely common for people to comprehend one aspect by association with the part or whole of another aspect (Lakoff, 1987 p. 73). Radden and Kövecses (1998, p. 39) regarded it as a cognitive process where mental access is provided from one conceptual domain to another, keeping the target within the same domain.

Littlemore (2015) dedicated a book to 'Metonymy' and argued that since the 1990s, there has been a proliferation of books on metaphor, but a lack of extensively written book on metonymy for its role in communication and cognition. This has given ubiquity to metonymy and its functions. She asserted that metonymy is more indirect in comparison to metaphor which means it serves a function of euphemism, hedging, and vague language usage because it serves the very important evaluative function. It underpins a huge amount of humor, irony, and other creative usages of language. She also took metonymy to be quite different from metaphors and warns the readers not to misinterpret or to confuse metonymy for metaphor as both are distinct since the relationship in metonymy between its domains does not involve comparison.

Lakoff and Johnson (2003) elaborated on the function of metonymy. They argued that metaphors are used for understanding a concept while metonymies serve the referential function of providing that understanding. They added that metonymy is very active in our culture and not only can structure our language but has a tremendous capacity to structure our thoughts, attitudes, and actions since it is well-grounded in our experience. Littlemore (2015) has drawn attention to another important function of

metonymy which is somewhat similar to metaphor's function; highlighting and construal, suggesting that metonymy can foreground the information that is most important to the speaker (Littlemore, 2015, p. 73).

It may be difficult to decide which one is more important whether metaphor or metonymy but it is clear that both interact and reinforce each other. Goossens (2002) and Ruiz de Mendoza (2001) suggested that though, metaphor and metonymy are distinct, they do not work in isolated zones. Instead, they create a sort of interplay when combined or used together. Metaphor and metonymy may interact in several ways (Goossens, 2002; Ruiz de Mendoza, 2001). Goossens (2002) further introduced the phenomenon of 'metaphtonymy' to show the interaction between metaphor and metonymy. The concept of 'metaphtonymy' comprises two logical interactions between metaphor and metonymy; metaphor from metonymy (e.g., close-lipped) and metonymy within metaphor (e.g., Minister's ear).

Similarly, Mittelberg and Waugh (2009) contented that metonymy should be the first in comparison with metaphor and they also agreed on the idea that metonymy leads towards metaphor. They further elaborated that the metonymic mapping is a pre-requisite for metaphorical mapping between the abstract ideas which are usually the target domain and the object which is the source domain. Moreover, a cognitive study (Wei, 2010) of metaphor and metonymy also reveals that metaphor and metonymy are motivating aspects to perceive the abstract world and these are universal and relative in the human conceptual system. Rodríguez (2016) also emphasized the important role of metonymy in commercial advertising implicating its strong link with metaphors.

Another important cognitive device that seems to assist metaphorical mapping is image schema. Image schemas are considered the most basic building blocks of cognition and constitute another type of ICM (Littlemore, 2015, p.13). Lago and Cortes de Los Rios (2009) defined image schemas as 'abstract representations of recurring dynamic patterns of bodily interactions that structure the way we understand the world'. Hampe (2005) characterized image schemas as directly meaningful, pre-conceptual structures either embodied or experiential. He found them to be highly schematic gestalts that capture our sensory-motor experience and are capable of integrating information from multiple modalities. They are not only internally structured but highly flexible. The characteristics of image schemas point towards their importance in understanding concepts, ideas, and attitudes besides our cognitive embodied experience.

Evans and Green (2006) outlined ten essential properties of image schemas, which will give insight into the functions as well as the importance of image schemas in understanding concepts, ideas, and attitudes. They are fundamental, emerging first in the mind and since we are not consciously aware of them, they are *pre-conceptual in origin*. Specific image schemas arise from the basic or fundamental ones giving them the property of *giving rise to more specific concepts*. They are derived from the way we interact with the world so they *derive from interaction and observation*. They are *inherently meaningful* as they have predictable consequences. They mirror the sensory experience so they are *analog representations*. They have multiple components which that are *internally complex*. Since they are more abstract and tend to emerge from embodied experience, they are *not the same as mental images*. They arise from a vast range of modalities in pre-conceptual experience, so, they are *multimodal*. They *are subject to transformation* as they have the potential to change one image schema into another. Lastly, they can *occur in clusters* since they bear a network of closely related image schemas.

Image schemas also do not work in isolation just like metonymy or metaphor. They are structural patterns that are used as source domains for metaphors (Lakoff & Turner, 2009). They further declared that some conceptual metaphors do not have fixed mappings. Thence, an image schematic constraint governs all kinds of metaphors which Lakoff (1995, p.199) regarded as cognitive typology. He argued that metaphorical mappings preserve this image schematic structure of the source domain. This idea of preservation is very similar to Langacker's (1986) invariance principle, which holds that the image schematic structure of the target domain must be preserved and the image imported from the source domain should be limited or else it may violate the image schematic structure of the metaphor.

Thus, image schemas not only help in understanding metaphorical concepts but also serve as source domains themselves (Evans & Green, 2006). They are well-grounded in metaphorical mapping so a thorough understanding of image schemas that underlie the source domains or serve to be the source domain itself is necessary. Since the image schemas, just like metonymies are reinforcing metaphorical mapping, and since metaphors are transmitting values, the axiological parameter is extended to all the other cognitive tools including color scheme.

The colors around us are a reality which we usually take for granted and we may not acknowledge their presence but we surely can crucially feel its absence. As a demonstrative example, if one looks around and sees only black or white, one may feel irritated. Vibrant hues in a working environment may instigate us to work efficiently while dark tones in a bedroom may induce better sleep in a cozy environment. Fresh bright colors may remind us of youth while lighter or sober tones flash the memory of mature or senior citizens. Colors are everywhere from bodily tones like eye color, hair color, skin tones, etc. to the things around us, our daily routine things.

We usually make judgments about the freshness of edibles from mere colors. We assume the taste of a sweet apple or sour apple from the shades red or green respectively (Feldman, 2006). The colors are perceived with motor neurons and as they are linked with our sensory experience, they tend to convey sensations like changes in moods, feelings, and emotions. Color thus seems to be an integral element in understanding discourse since vivid images and pictures with unique color schemes tend to constitute the overall impact in any discourse.

This study's focus is the metaphorization of linguistic expressions, keeping in mind the four cognitive devices serving the purpose of encoding values. It strives to reveal the phenomenon of the metaphorical encoding of values in the selected discourses.

2.5 Ecological Values and Linguistic Modes

Environmental value or ecological value appears to be one of the social values that is defined according to the United States Department of Agriculture, National Agricultural Library (2014) as, 'The worth attributed to an organism, ecosystem, product, resource or activity, in terms of benefit to the environment'. Permilovskiy (2012) defined ecological value as 'the valuation or value judgment of ecology or the environment for its betterment or improvement, so the value as an entity is allotted with significance to the environment, ecological policy or environmental law'. The linguistic elements have been analyzed to study ecological values manifestation in advertisements. The link between cognitive devices—metaphors, metonymies, image schema, and color and ecological discourse is forthcoming in this section.

Metaphors are of key importance in the ecological domain as Stibbe (2015, p.81) stated that metaphors should be analyzed as to whether they are destructive, ambivalent, or beneficial concerning the ecosophy because metaphors bring vivid images to the

readers' minds. He further explained the task of an ecolinguist is to question or to expose the prevailing metaphors, search for new metaphors, and promote these so that we have new metaphors to live by. Hence, metaphors are already important for ecological discourse. Since the selection of metaphor in discourse may lead to significant effects on the environment. Therefore, ecological values are inevitable when it comes to the use of metaphors in the ecological discourse.

Values are of various kinds but this study seeks ecological values. The selection is not random; instead, the link between language and ecology in Ecolinguistics has recently opened the horizon for discourses on ecology as well as ecologization of language. Therefore, ecological value is the core premise of the study. Ecolinguistics emerged when Haugen (1971) used the term 'ecology' in language when he regarded the 'environment' of language as a society. Language and environment are deeply linked. The link is that in a sense the former both affects and is affected by the latter and vice versa.

On the one hand, many scholars, Mühlhäusler, (1983); Halliday, (1992) and Chawla, (1991), criticize the language system itself, believing that language is inherently flawed and that the distinctions, divisions, and limitations of vocabulary are the reasons for the destructive behavior towards nature and environment. Halliday (1992) provides a solution to this discriminative attitude towards the environment which is the 'ecologization of language', which means making the language eco-friendly and green by giving preference over whole instead of parts and dissolving distinctions to get the desired positive behavior towards the environment. Therefore, instead of making distinctions in the language system, we are supposed to dissolve any discriminations or boundaries found in the language system.

On the other hand, other scholars, Kahn (2006), and Schultz (2001) criticize language use or discourse. They hold the usage of language responsible instead of blaming merely the language system. Schultz (2001) presented three exploitative devices used for ecology which consequentially resulted in the disruption of ecological harmony. The first is 'exploitative connotations' e.g. develop, resource, and progress. She took them as clichés and considered them harmful since they implicitly suggest that nature can be exploited. The second device is 'euphemism' which minimizes the impact of unpleasant or harsh reality. If 'harvest' is used to euphemize 'deforestation', it should be replaced by 'forest stripping'. The third device is the use of pejoratives which tend to downgrade or denigrate things or people to harm or destroy them. The word 'hummus' is

used for plant material on the forest floor which is very often regarded as either 'litter' or 'trash'. It is debasing as it could have been regarded as 'earthworm food' or 'animals home'. Language thus plays a vital role in environmental discourse and evokes certain actions towards the environment. The use of language creates an impact on overall behavior and outcomes.

The above criticisms point out the fact that either the language system or language use needs to be contested or revised after scrutiny because it may be directly or indirectly affecting the environment. Penman (1994) proposed a rather different, optimistic approach, saying that we can change reality by talking about it more efficiently. His article concluded with the suggestion that we should play an active role in construing less constraining ideologies and more positive discourse. He believed in the creation of new stories and changing the narrative by adding to it. As new stories can only be construed by knowing about previous stories and understanding them, this study may prove helpful in understanding already established discourse and its patterns.

The values concerning the environment or ecology can also be regarded as eco-centric values with ecology as its central pivotal point (Stibbe, 2015). According to Tadaki, Sinner and Chang, (2017), there are four fundamental concepts of approaching environmental values i.e. value as the magnitude of preference, value as a contribution to goal, value as individual priorities, and value as relations regarding the environment. They explain that all four concepts for environmental valuations include a citizen's participation in different ways. The exercise of the magnitude of preference and goal appeals to economic factors to satisfy human preferences and goals since both are monetary evaluations. The other two concepts of value, on the contrary, promote personal obligation and civic participation because they help to understand, 'how ecosystems' matter to livelihood and wellbeing'. They finally hope that values practitioners may identify these variations in valuation concepts and understand their wider context, playing their role as 'reflexive facilitators' rather than 'objective experts'. Their study pursues the relational approach to ensure civic participation in the valuation of the environment.

Thus, the ecological values reveal the core of individual cognitive experience subjectively as well as expound the consciousness of the collective social sense of valuation objectively. It also creates a plausibility of language facilitating the transmission of those values. So, this study focuses on ecological values transmitted via language usage or discourse to reveal how language may be used to encode the ecology

or environment. In other words, the main focus is on ecological values and the cognition of those values in the minds of the people. Therefore, the study of values incorporation and encoding are the sole domain of this study to contest and revise the contemporary discourse and construct positive ecological discourse.

2.6 Print Advertising and Values Manifestation

In 1477 William Caxton printed what could be described as Britain's first advert, for a book called 'The Pyes of Salisbury'. But advertising goes back much earlier than Caxton's days; almost certainly it emerged alongside trading. From simply displaying one's wares outside, to painting murals to entice customers, the roots of advertising run deep. As advertising runs parallel with consumer society it isn't really surprising that the industrial revolution, late in the 18th century, marked an expansion in advertising. Advertising started to become a serious business and it wasn't long before people started to offer themselves as specialists in advertising - the earliest known record of an advertising agency dates back to 1786. Newspapers rapidly became a dominant advertising medium during the first half of the 19th century, a position that would remain virtually unchallenged until the emergence of television in the 20th century. A Londoner printed the first English newspaper in 1622 and the first ad appeared in 1625 (Montenegro & Daymette, 2017).

The basic purpose of an advertisement is to increase the profitability or in other words sale of the product. According to the present marketing strategies, the basic purpose of an advertisement is to create a desire and thirst in consumers' minds which may ultimately affect the consumer in such a way that it can lead to the sale of the product (Shahnaz, 2013). Leech in his book (1966) writes that the language of advertising belongs to so-called 'loaded language'. He (Leech, 1966) sets the following principles for the advertising texts: Attention value, readability (by means of a simple, personal, and colloquial style), memorability (most important in the process of advertising is to remember the name of the product) and selling power (Leech, 1996, p.25-27).

Shahnaz (2019) concluded after the linguistic analysis of Pakistani e-print media advertisements that the advertisements have their own peculiar style which makes the language of advertisements a science as well as art. Content writers employ various linguistic techniques at phonological, morphological, syntax, and semantic level to make advertisements more attractive and memorable. It is noticed that the language of

advertisements also carries explicit as well as implicit meanings. These are usually full of various linguistic devices like clichés, blending, repetition, alliteration, emphatic constructions, etc. to grab the attention of consumers.

Moreover, Vaičenonienė (2006) also established the fact the advertising texts use a variety of manipulative language devices to capture attention, convey the message, and persuade the consumer. The language of advertisements appears to be pithy as well as witty. It is so attractive and fascinating that it creates a possibility to retain in the long term memory of the client which is the ultimate objective of the advertisers. Carlson, Grove, and Kangun (1993) also pointed out misleading or deceptive advertising in terms of claims; product orientation, process orientation, image orientation, environmental fact, and combination of multiple facets.

Advertising Discourse surrounds us all the time. Whether we are at home or in public, we are bombarded with countless advertisements. Pollay (1986) suggested that the media's 'proliferation' and 'intrusion' has made advertising so natural and environmental in nature. We are being encountered persistently and whether we like it or not, or ask for it or not, we are being exposed to advertisements all the time. These advertisements can be in the e-form across the internet (World Wide Web) or in print versions in newspapers, magazines, billboards, utility bills, etc. We come across advertisements every now and then and the interesting thing remains that even if we do not like certain ads, we still understand it or it may be stored in our cognition unconsciously. Such proliferation creates a need to closely analyze or scrutinize the content which is being advertised. This study approaches print advertisements in Pakistan to gain an insight into their discourse to see if their content needs to be contested or encouraged.

Pollay (1986) outlined the finding of content analysis for 2000 print ads and stated that in half of these ads rhetorical style was primarily adopted dependent on the consumer's acceptance of the assertions in the advertisements and the values were employed to give positive associations to the products. In political discourse, values have been studied already by Sowinska (2013) who concluded that 'values are a powerful tool in political discourse used for persuasion, legitimization and, most notably, coercion.' She has used CDA to study George Bush's speech from a socio-cognitive perspective and put forward a number of tools employed for the speech including 'metaphor, assertion-based patterns and thesis-antithesis in the service of axiological proximisation'. As a political speech is a special address to the public to make them believe in the actions and policies

of the government, the values are invoked and reflected through the use of language to create solidarity with the public. If values are being inculcated in political discourse and as she (Sowinska, 2013) remarks the value of 'freedom' has been manipulated in the speech, and then there is surely a need to analyze advertisements because the discourse of advertisements may also bear underlying agendas.

Values are not only limited to political discourse but extend to all social movements as they juxtapose ideas and values in order to mobilize public opinions by appeal to those values (Franz, 2001). The protection of ecology or conservation of natural resources is also inculcated through juxtaposing of 'good' vs. 'bad' or 'beneficial' vs. 'harmful' (ibid). The ecological values are of key importance when it comes to the life-sustaining potential of Earth. Ecosystems contribute to their greatest ecological value when they are in their most natural state. In their most natural state, they are at their peak of natural health and provide their greatest level of native life support. Native life support is the ecological value of Wilderness (The Natural Ecological Value of Wilderness, 2005). Cole and Elliot (2005) believe that ecological value is directly or indirectly related to the degree of naturalness. As ecological value seems to be a dominant consciousness in today's era, it can be used as an appeal or reason. Therefore, the prime concern of the study is to analyze the ecological values encoded through language or lexical items to reveal if the dominant consciousness of ecological discourse as 'ecological value' is encrypted for the sake of appeal to reason or logic.

Williamson (1978) believed in the linguistic codification of values as inevitable because advertising utilizes the structured domains of characteristic and affective values from human experience and then transposes those domains to the product which are advertised. This implies that advertising does transmit values and the selection of those values is not random. Instead, these are carefully determined and selected from human experiences.

Lago (1999) applied axiological linguistics to branding and found that brands are axiologically loaded and the brand names not only are axiological but also create social class distinction. The results of this study are not generalizable to the larger audience as it led to different contradictory thesis statements. Initially, the study focused on social stratification on the basis of axiological terms used in the branding of products; later on, the manifestation of values in brand names was highlighted. This idea is innovative and may turn out fruitful in analyzing social discriminations in advertising or brand names but

it can be the scope of future research. For the current study, this established the reliability of the axiological cognitive linguistic approach. Values are an important feature of advertising and values are transmitted to the product or services to enhance its importance in the eyes of consumers.

2.7 Axiology, Ecology and Advertising: From Linguistic Perspective

Metaphors are important in advertising both from an axiological perspective and ecological perspective. According to the study by Cortes de los Rios (2002), metaphors perform two functions in advertising, firstly, through the cognitive function as it reflects our thinking and builds concepts and secondly, through a rhetorical function because it is employed by a specific purpose which is to persuade readers or influence their behaviors or thoughts. It implies that metaphors, being the cognitive tool, not only assist in understanding concepts but also persuade people to accept, which is ultimately valuation. The language used in advertising seems to build a corporate image as well as shape the ideas and behaviors of people.

Zaltman and Coulter (1995) also emphasized the role of metaphors and deduced that metaphors act like windows and the windows are for the purpose of viewing the thoughts and feelings of consumers. This implies that through advertising, one can understand people because it's like a window into their lives from where one can peep and see the feelings and thoughts of people in order to turn them in to consumers. Thus, one can develop goods and services in marketing efficiently following those lines, projecting the thought that thoughts and behaviors are metaphorical to each other.

Persuasion through language use is inevitable in advertising according to Forceville (1994) who suggested the salient axioms; language as an anchor in the advertisement for image and pictorial metaphor presenting the important role of language. He also suggested pictorial metaphor and the anchoring text as common especially for the heading. Advertisements are linked with intentionality so it can reveal significant information about persuasion techniques (Forceville, 1994).

Metaphors are usually assisted by metonymy as the conceptual interaction of metaphor and metonymy is of significant relevance in advertising (Lago & Cortes de los Rios, 2009). The article suggested that values are being encoded with the linguistic tool and that the metaphor and metonymy interact in the process of encoding values. Zaltman

and Coulter (1995) postulated that metaphors are key windows or mechanisms to view the thought and feelings of consumers.

Metaphor, metonymy and image schemas were examined by Lago and Cortes de los Rios (2017) as cognitive devices to assign positive values to a chairman's letter to civil aircraft manufacturers. They affirmed that the metaphorical expressions aided by other cognitive tools are aimed at reinforcing a positive axiological load. They believed that these cognitive devices are able to transmit messages along with values to influence existing shareholders. They found that metaphors along with metonymy and image schemas are used to establish a favorable corporate image and at the same time promote their products and services.

Feldman (2006) argued that color is an integral element in advertising because it induces moods and emotions which affect the perceptions and behaviors of people. The colors are cognitive in the sense that they convey sensations. The colors' effect on us is not conscious but is very powerful and endowed with emotions and feelings. And ultimately the colors along with image schemas legitimize the conceptual building of values in advertisements.

Advertising where the natural environment has collaborated is regarded as 'Green Advertising' and the use of natural imagery by business to sell products is nothing new. Corporations and advertisers have always attempted to associate their products with elements of the natural world in order to create a positive view in the eyes of consumers (Howlett & Raglon, 1993). They further claimed that though Green Advertising is not new; the new is the effort on the part of advertisers to no longer compete but to collaborate with 'nature' or 'the dominant consciousness.'

Alternatively, the study (De Jong, Harkink, & Barth, 2018) revealed contradictory results. They examine the effects of *Greenwashing* on consumers and conclude that it has limited benefits, poses a major threat and possesses no true competitive advantage or purchase interest. The benefits are limited and the major threat appears when the products in the ads are not aligned with or in contraction with the overall natural ecology performance and the integrity of organization becomes the target. The study shows that collaborating with nature can build a positive image of the organization as 'they have the ambition to do better or claim their environmental intention to the public' but seems to contribute to a very limited extent, claiming it to be a 'useless' or 'myopic' strategy. The

example of the ad of perfume named 'Dew Drops' is shared with eco-friendly but in real it contains aggressive chemicals and environment damaging bottles. Such *Greenwashing* is not only useless it poses a serious threat to the integrity of the advertisers.

The advertisements usually employ many elements of cognition as well as persuasion. Cognition and persuasion are deeply linked as it is very much dependent on the use of the cognitive device that how far the audience will be persuaded. The study has selected metaphor, metonymies, image schemas and colors, retaining the fact that the discourse of advertisement is not only limited to these resources, to understand the cognition as well as coding of values in advertisements but there are other aspects of language which can be studied from a different angle and can lead to further research in the area but as far the scope of the current study is concerned, the four main cognitive devices will be analyzed.

2.8 Values Encoding or Masking Values: A Critical Dimension

Leiss, Kline, Jhally, Botterill, and Asquith (2018) introduced advertising as the 'integral part of modern culture' and not merely business expenditure. They argued that 'promotional communication permeates and blends with our cultural environment' and become an 'accepted' part of our everyday life. It is also regarded as part of the economic sector as it is linked with the production, distribution, and consumption of goods. In their book 'Social Communication in Advertising', they acknowledge both the positive and negative perspectives of advertising. They refer to it as 'celebrated by marketing enthusiasts' and 'critiqued by mass culture gurus'. They assert that advertising embodies both good and bad in transforming the 'relationship between producers and consumers'. They neutrally suggested two main reasons for this transformation; firstly, 'granting unfettered access to media channels to gain control over psychic reins of the consumers' desires and satisfaction' secondly, being 'broken from its original mandate to persuasive and seductive form of communication'.

Williamson (1978) also took advertising as a 'ubiquitous and inevitable part of everyone's life'. She acknowledged the 'inescapable' influence of advertising and explained that advertisements are selling us consumer goods but it is also selling something else which is 'interchangeability'. The interchangeability is not naïve but serious as it carries out the exchange of consumer goods and humans; they are selling us ourselves. (Williamson, 1978, p.13)

She (Williamson, 1978) warns the reader not to get distracted with only a superficial criticism of advertising. She argues that the information in advertisements is either untrue or convincing us to buy unnecessary products that are damaging the environment. It is not enough to understand the role of advertisements; but instead, she focuses on the overlay meaning or overt ideologies incorporated in the advertisements. She strongly argues that the images, ideas, or feelings are attached to the products to make us anticipate the consumption of products such as bringing us close-ups of food. This creates a false dangled future and leaves us in mythic time. According to her, advertising is uncontrollable since even after imposed restrictions on verbal content, there exists no way of controlling images and symbols (Williamson, 1978, p. 172).

Williamson (1978) further states that advertising performs two main functions; one is linked with the economy which is selling products while the other is the ideological function that involves people or consumers as individuals within its discourse. The ideologies are incorporated in the advertisements and they can absorb anything. They 'will bounce back uninjured from both advertising restriction laws and criticisms of its basic functions' since ideologies are reflected and produced by society, the point is not to change advertisements but 'to change society'. In simple words, advertising is merely reflecting ideologies that are not easy to change, which means they can be regarded just like a mirror reflecting ideologies.

Packard (1957) presented a groundbreaking book, revealing mind-shattering realities related to advertising. He demonstrates how advertising persuades us as consumers by sharing views about 'depth boys' which he called the 'breed of persuaders', who are the ad men. Some of the highlighted statements about views from the book include; 'we don't sell lipstick, we buy customers'; 'What makes this country great is the creation of dissatisfaction with the old and outmoded'; 'If buyer shopping gets any worse, we'll have to hit the customer over the head and get him to sign while he's unconscious.'; 'to women, don't sell shoes--sell lovely feet'; 'people have a terrific loyalty to their brand of cigarette… they are smoking an image completely' etc. These quotes are collected from different pages throughout the book. Packard sums up to eight needs of marketing which are selling emotional security, a reassurance of worth, ego gratification, creative outlets, love objects, sense of power, sense of roots, and immortality.

Packard (1957) significantly raised the question of morality and integrity, when he showed how advertisers play upon weaknesses and frailties, like our anxieties, aggressive

feelings, fear of non-conformity, and infantile hand-overs to sell a product. 'The Persuaders' even realized that these 'practices are a little coldblooded' and the most offending act which advertisers commit is the invasion of the privacy of our minds which Packard believed should be protected.

The book was though severely criticized (Leiss et al., 2018) for exposing 'subliminal advertising techniques' and portraying 'devious forms of advertising' since it put forward two challenges i.e., to overcome the manipulation of advertising and to question the integrity of ad-men. Nelson (2008) employed a historical approach to reply to how 'The Hidden Persuaders' work. He quoted the example of a Campaign launched in 1957, which failed to sell automobiles, asserting that, it is not always guaranteed that advertising will persuade. He (Nelson, 2008) concluded that due to developments in psychology and media the claims put forward in 'The Hidden Persuaders' are not 'sensational' today.

Pollay (1985, 1986, 1987, 1990, and 2012) has greatly contributed to the values' study and also suggests repairing the advertising practices. He started by discussing the cultural character of advertisements and ended up establishing a method of measuring values in advertisements. Pollay (1985) outlined the features of advertising, claiming that values are not only profound but they are also prosaic as they are taken for granted 'until they are threatened or violated'. He also argued that advertising strives to make prominent the 'core value premise' so that the product is perceived as good and that advertising incorporates values to a great extent. He believed that there is an incorporation of values in advertising because the transmission of value instigates persuasion. It is the business of advertising to sell good instead of products by enhancing the values perceived in them (Pollay, 1985)

Finally, the question arises whether advertising is encoding values for the sake of social obligation or it's just superficial ecologization. There is a long-standing debate in this regard as there are 'two sides of the coin' in this scenario. There are proponents of advertising or enthusiasts who celebrate advertising as just neutral and naive activity which does not pertain to the responsibility of the consequences while the critics or scrutinizers accuse advertising of its manipulative agendas.

Cortes de Los Rios (2010) further explores the economic discourse to see how the economic crisis is reported by advertising. The cognitive axiological approach was again

used to study cognitive devices but this time it captured economic discourse and studied not only a metaphor but also metonymies and image schemas. The study was not merely introducing and giving insight into the phenomenon of encoding. Instead, it was critical scrutiny since it concludes that the journalists were found exploiting metaphor, metonymy, and image schemas to reflect an economic crisis. It means values were being manipulated since the study focused on economic discourse yielding the manipulation of language and cognitive devices to reflect economic crisis. It gave the idea of critiquing the discourse of advertising instead of merely studying it.

Advertising has also been considered a colonizer Fairclough (2015) notes its tendency to 'colonizing' when he asserts that it transforms people into consumers by bringing change in the way people are and since advertising restructure personal lives it is regarded as colonizing. He (Fairclough, 2015) states 'these colonizers have had some effect in restructuring family life as well as other aspects of non-economic life' (Fairclough, 2015, p.208) Therefore since the prime motive of advertisers is to gain consumers, the advertising discourse tends to foreground most acknowledged and positive values to increase consumption and production of products.

Pollay (1986) regarded advertising as 'The Distorted Mirror' and shows his concerns about the unintended consequences of advertising. He reviews the works of social science scholars and agrees with their proposition of CWPO's (Conventional wisdom or Prevailing Opinion about advertising). Its indictment is that advertising reinforces 'materialism, cynicism, irrationality, selfishness, anxiety, social competitiveness, sexual preoccupation, powerlessness, and a loss of self-respect. But, he shows his keen observation when he says that advertising has the potential for self-correction and the capacity for moral action in the light of new knowledge.

Holbrook (1987) severely criticized the indictment presented by Pollay (1986), calling it the 'weakest thread of logic' or merely 'assertions' and asks, 'What's unfair in the reflections on Advertising?' It was the response to Pollay's (1987) 'The Distorted Mirror' as Holbrook's perspective for advertising is quite different. He called the term 'distorted mirror' by Pollay (1986) as 'unnecessarily destructive' and believed that advertising is just reflecting society's values. Pollay's assertions are accusations that are misleading or unfair (Holbrook, 1987).

So, the 'Mirror' according to Holbrook is not 'Distorted' rather it is just reflecting what is out there in the society. Pollay (1987) extended the discussion by responding to Holbrook, accepting a few observations while refuting others. He first of all recalls the manifestation of values by proclaiming, 'Advertising communicates values. The values that are the core of these messages are made manifest and publicly applauded'. He also stated that the 'communication of values lies at the heart of advertising'. Later on, the concept is clarified that the mirror is distorted as 'it reflects only certain values and lifestyles.'

Pollay (1987) critically remarks that Holbrook is 'joining the evil queen' from the Grimm fairy tale by forgetting the mirror was always truthful. He warns us not to blind ourselves with our desires and concludes, 'We must tolerate our imperfections and not sweep aside the indictment of "The Distorted Mirror" to avoid its dissonance…None of us is either evil incarnate or Snow White.' He (Pollay, 1987) posed future research questions that need to be addressed. One of the questions suggested, as essential research for the future, is also the part of this current study which is, 'What is the role of values in advertisements?'

In later studies, Pollay (2012) analyzed the content of magazine advertisements and established a method of measuring values in the ads. He solemnly believed that 'advertising draws attention to values which are inherent, to point to values which may be realized by the purchaser' which thus, shows the product useful to the purchaser. Sometimes the values are linked with the 'product, brand, and identity— part of its image.' He put forward another thought-provoking truth related to advertising, —it plays its part in shaping the views and perceptions of people. He believed that a particular magazine or show or any other medium of advertising can create 'mental sets and attitudinal dispositions' which affects the comprehension of the product for the viewers by influencing their salience for needs and aesthetic valuation (Pollay, 2012).

Such advertising is not apparent or easy to analyze because an advertiser forges a link (Forceville, 1996) between the product and the ecological values through lexical choices. The ads not only contain a verbal message but also a visual and conceptual message with it. The verbal along with the visual collaborate in building a metaphorical expression. The verbalization of metaphor in ads is thus significant in analyzing advertisements for their depicted concerns as well as the real intentions of the advertisers.

Lago & Cortes de Los Rios (2009) additionally study eco-advertisements from a cognitive-axiological approach. The eco-advertisements are an inspiration to study ecological values as a social obligation since there is a need for preservation of the environment. The conclusive remarks highlight the evident importance of the interface between axiology and cognitive semantics since it has proved significant in revealing axiologically loaded positive values as activated in eco-advertisements. Besides, cognitive devices are regarded as persuasive tools and resources which are used to attract the consumers or to project a good corporate image of the advertised companies, stressing their benevolence, even though they belong to production sectors that produce significant pollution in the environment. The contradiction between the projected ecological values and the destructive or polluting products gave rise to the essence and spine of the current study.

2.9 Greening or Greenwashing

The research in Ecolinguistics or the merger of inter-disciplinary fields is not new. The survey study by Chen (2016) indicates the growing research attention to daily metaphors by implying that the metaphors surround perceptions as well as interactions among various species. The study by Delmas and Burbano (2011) highlights the drivers of *Greenwashing*, the advertising firms by suggesting *Greenwashing* as prevalent and consequential for both consumer and investor.

The social semiotic approach of multimodal discourse analysis was adopted to inquire *Greenwashing* by Maier (2011) which revealed the exploitation of verbal and visual means of communication or semiotics more specifically in a CNN environment protecting promotional video. Bonnefille (2008) on the other hand, has gained insight into to *Greenwashing* phenomenon following tenets by Lakoff and Johnson (1980). The current study could have selected the former social semiotic approach but due to its established reliability in case of determining ecological values by Lago and Cortes de Los Rios (2017), the framework by Lakoff and Johnson (1980) with an extension by Krzeszowski (1990, 1993) has been used which not only proved effective but also found the concept of *Greenwashing* prevalence in advertisements.

Therefore, the selection of content analysis was to encapsulate advertisements and explore cognitive tools as categories for the encoding of broader ecological claims in the form of ecological values. The concepts of *Greening* and *Greenwashing* are studied by

Bonnefille (2008) where she identifies the incorporation of environmental issues in George Bush's speech as *Greenwash* because climate change has been conceptualized for political purposes. The current study specifies *Greening* and *Greenwashing* as ecological values on broad terms and is similar to Bonnefille's (2008) for the selection of cognitive linguistics with this study. Moreover, the current study sample is print advertisement while the mentioned study has analyzed the political genre of spoken discourse.

Perez-Sobrino (2013) surveyed a relationship between the metaphors and metonymies, presenting their interaction in establishing the construction of meaning in *Greenwashing* advertisements in multimodal contexts. The author has taken the visual aspect of metonymy following and extending the metonymy model by Ruiz de Mendoza and Diez (2002) for two categories of metonymy; SOURCE IN TARGET and TARGET IN SOURCE. Sobrino (2013) proclaims that the advertisers activate the conceptual domain of NATURE to characterize their product as positive and suggests that metonymy and metaphor interact and together enhance the covert communication in advertising discourse.

Stokes (2009) indicated that the importance of color aspect specifically, green color that is strong enough to persuade the consumer for ecological friendliness. The green color is highly associated with the environment. He (Stokes, 2009) highlights that it is because of this green color that the consumer was unable to distinguish the green ad from *Greenwashed* ad. A *Greenwashed* ad is conveying ecological concern but in fact, it is falsely claiming. The study highlighted that consumers cannot perceive differences between *Greening* and *Greenwashing* which is causing harm to the credibility of the advertising industry.

The environmental claims are inevitable for the advertising company to persuade the environmentally-conscious consumer (Stokes, 2009). The companies' manipulation may be for several reasons but Danciu (2014) highlighted one possible reason that when the interests of companies do not align with the consumers or they fail to persuade the consumer, they employ deceptive advertisements which are not only manipulation but disguised manipulation due to the controversial nature and content.

2.10 Establishing the Research Niche

Thus the chapter gains an understanding of the existing body of literature and concepts relevant to the interface of axiology and cognitive linguistics to study the language of print advertisements for their claims in terms of ecological concerns.

The cognitive linguistics approach with the incorporation of CDA or MDA to various discourses is not new as Maier (2011) analyzed CNN environment protecting promotion video for greenwashing claims, Bonnefille (2008) has examined George Bush's speech for ecological elements, Qanita (2018) from Pakistan has studied the discourse of Orange Line Train Project to delineate its issues for language usage causing ecological destruction and Shahnaz (2019) studied advertisements from a linguistics perspective. The particular axiological cognitive linguistics perspective to print advertisements has been employed by Lago and Cortes de Los Rios (2009); and Lago and Hernandez (2008); Lago (1999) and Cortes de Los Rios (2010).

However, there is scarcity in the study of axiological cognitive linguistics in Pakistan as per my best of knowledge. For this reason, international research work has been shared for establishing the framework and validity of the study. The previous studies remained the inspiration for the current dissertation. Hence, though the axiological cognitive linguistic perspective is innovative and unique, it has its roots in previously published research articles.

The pathway from cognitive semantics to axiological semantics is significant for studying the linguistic encoding in advertisements for studying ecological values. The ecological turn has scrupulously affected various disciplines and it is the need of the hour to study it for understanding the semantic cognition of the values. As the research in axiological cognitive linguistics in Pakistan is limited, it will serve as the basis of future research studies and studies in the domain. The study hence explores the cognition of ecological values by tracing metaphors, metonymies, image schemas, and color and evaluating the values on the axiological scale.

CHAPTER 3

THEORETICAL FRAMEWORK AND RESEARCH METHODOLOGY

3.1 Introduction

This section introduces the theoretical underpinnings and tends to justify the selection of the framework suitable for the current research problem. As the primary concern of the study was values' from a cognitive perspective, it adopted the framework encompassing both axiology and cognitive science from a linguistic perspective.

This section elaborated on the cognitive semantics by Krzeszowski (1990, 1993) and the inductive approach of content analysis (Marrying, 2000 & Krippendorf, 2012) method appropriate for the study of advertisements and for gaining insight into the cognitive structures for the inherent axiological implications within them.

3.2 Theoretical Framework

The current study has analyzed the print advertisements following Krzeszowki (1990, 1993) conceptual framework of cognitive semantics. Since he (Krzeszowski, 1990) has integrated the *Metaphor Theory* by Lakoff and Johnson (1980) with his axiological tenets, this study has also followed the salient features of the axiological cognitive linguistics approach. The study has incorporated the following theoretical points in the analysis;

1. There should be no distinction between connotative and denotative meanings.
2. Values need to be studied objectively besides experientially.
3. Words are axiologically loaded and metaphors are more polar.
4. Experiences, both negative and positive are reflected in linguistic forms (both conventional and non-conventional) and all undergo metaphorical extensions.
5. Axiological parameter of <good> and <bad> should be incorporated to ICMs.
6. ICMs contain hierarchies of values.
7. Evaluations are not universal; instead, they depend upon the ICMs of the particular language.

8. Goodness and evil are metaphorical since they are understood in terms of other concepts.

9. Words that are in the middle of the g-b (good-bad) scale either gravitate to one side or rotate to both sides at the same time.

10. Good and bad are the most general concepts since they refer to values at all levels and emerge from almost all the image schemas. (Krzeszowski, 1990, 1993)

Besides Krzeszowski (1990, 1993), other contributors were also considered for the study including Pauwels and Vandenbergen (1993, 1995); Vandenbergen (1995); Bhatia (1992); Pollay (1985, 1986, 1987, 1990, and 2010) etc. The framework has been adopted following others who contributed to the relevant area of study Lago (1999, 2009, 2014) and Cortes de Los Rios (2002, 2010).

The present study is aimed at metaphor and other cognitive devices including metonymy, image schema, and color following the theorizing done by Lakoff and Johnson (1980), *Metaphors We Live By* (2003). This notion is adopted by Krzeszowski (1990) who extended Lakoff and Johnson's (1980) view of metaphor as understanding one thing in terms of another, to understanding the product/service/concept in terms of values. In simple words metaphors or more specifically, it can be assumed that mental models are value-laden in Krzeszowski's (1990) extended framework. Pauwels and Vandenbergen (1993) also invoke value as an important concept for the sake of metaphors and imply that they are context-sensitive, highlighting the important outcome that metaphors are motivated by value judgments. The researcher employed 'pragglejaz' (Steen, 2007), a method (which is elaborated in detail in the upcoming section) devised on the framework of Lakoff and Johnson (1980) to extract metaphors from the content of ads.

This study also focused on metonymy in the light of Lakoff's (1987) contributed the idea of metonymy as the basic characteristic of cognition. He further includes that it performs a referential function, allowing us to use one entity to stand for another (Lakoff, 1980). Cognition is neither random nor arbitrary, instead, it is systematic and prototypical as Lakoff (1987, p. 83) asserts that metonymic models not only bear cognitive status (which is helpful in reasoning) but also yield to prototypical effects. The metonymic models are of various kinds including; social stereotypes, typical examples, ideal cases, paragons, generators, submodels, and salient examples. Some of the important categories of metonymy are; The Part for Whole, Producer for The Product, Object Used for User,

Institution for People Responsible, Place for The Institution and Place for The Event (Lakoff, 1987).

Lakoff and Johnson (1980) assert that the metonymic concepts not only structure our language but they are also capable of structuring our thoughts, actions as well as behaviors. This indicates that just like metaphoric concepts, metonymic concepts are grounded in our experience. Since, Krzeszowski (1990) incorporated the axiological element to all the ICMs this study has also taken metonymies as bi-polar. Since metonymy is another ICM, it also bears this axiological charge within the theoretical underpinnings. Metonymies are somewhat more important as they can be witnessed playing a role both independently as well as in combination with metaphors as many scholars suggested including Goossens (2002), Ruiz de Mendoza, and Diez (2002), Herrero (2002) and others. Hence the cognitive status of metonymy along with the axiological parameter both individually as well as in interaction with metaphor is of significant relevance in media discourse, more specifically eco-discursive practices of advertising as proven by Cortes de Los Rios (2017) and Lago (2010). Therefore, it is imperative to study metonymy from both angles to know its role in the realization of values in the advertisements.

Another important dimension of ICMs for this study was the image schemas. For the analysis of image schemas in the advertisements, Lakoff and Jhonson's (1980) and Lakoff's (1987), theoretical concepts are employed; image schemas serve as the source domain for the metaphors. Lago and Cortés de Los Ríos (2009) assumed image schemas as 'abstract representations of recurring dynamic patterns of bodily interactions that structure the way we understand the world' (p. 61- 62). Forceville (2017) states, 'image schemas are the irreducible embodied building blocks of meaning-making metaphors' (p. 20). The researcher has adopted the list of schemas given by Evan and Green (2006) which is derived from Lakoff's (1980, 1987) cognitive semantics' tenets, to extract image schemas. Later on, the image schemas are analyzed as per the axiological canon suggested by Krzezowski (1990). The axiological principles enriching the image schemata are given by Krzeszowski (1993, p. 325) as follows;

1. Image schemata are bi-polar, i.e. they have a plus pole and a minus pole.
2. Being is plus, no being is minus; negation is fundamentally experienced as a lack
3. WHOLE, CENTER, LINK, IN, GOAL, UP, FRONT, RIGHT are plus; PART, PERIPHERY, NO LINK, OUT, NO GOAL, DOWN, BACK, LEFT are minus.

4. BALANCE is plus, IMBALANCE is minus.

5. In their canonical form, all things are plus, because they are in a state of BALANCE.

6. When OFF-BALANCE everything tends to RESTORE BALANCE.

7. When IN-BALANCE everything is prone to LOSE BALANCE.

8. 6 and 7 underlie the dialectical struggle between plus and minus, positive and negative, and, on the conceptual level between <good> and <bad>, as basic axiological concepts.

Thus metaphors, metonymies, image schemas and color after extraction and examination are analyzed in the print advertisements following the aforementioned theoretical framework. The final dimension of the present study is to study the colors of the selected advertisements with metaphors, as a contributive factor. Color is one of the aspects of our sensory experiences that aid in the development of the conceptual structure of a metaphor (Lakoff & Johnson, 1980). Lakoff (1987) believed that colors are categories through which we understand the world and that these colors are characterized in part by human neurophysiology. These colors depend on the embodiment which is the essential characteristic of cognitive linguistics. The simulation theory by Feldman (2006) proposed that colors are our sensory experiences that interact with our subjective experience. He gives the example of a red and a green apple, explaining that the change in color from red to green in the apple transforms our gustatory experience because red is expected to taste sweet while green is more associated with a sour taste.

Furthermore, Feldman (2006) claimed that to deeply understand the advertisements' language, it is imperative to study color schema since they speak the language of marketers (p. 66). Lakoff & Johnson (1999) are also of the view that colors are interactional in the sense that they communicate certain messages and codes. In other words, colors are also the cognitive modes that are related to certain concepts in our brain, or in other words, have conceptual schemas. Though Krzeszowski (1990, 1993) has not explicitly mentioned color as value-laden, he applies the axiological component to all the ICMs. Since color is one of the ICMs according to Lakoff, (1987), the parameter of axiology can be extended to color categories as well.

As the study's primary focus is the ecological discourse, Aslam (2006) has narrated the value of four basic colors that are used for nature in the advertisements. These colors include blue, purple, red, and white, each indicating a specific realm of nature, air, water,

fire, and earth respectively. On the other hand, Brennan (2008) considers blue, green, and yellow as the most popular colors used in advertising discourse to convey certain related concepts or ideas. Lago and Cortés de Los Ríos (2009) have used colors as indicators of ecological values in the advertising discourse. The last research question demands the study to identify eco-friendly content as '*Greening*' or '*Greenwashing*'. The purpose of outlining eco-values and differentiating them leads to the fulfillment of moral obligation by unmasking the advertising practices.

To sum up, the present study encompasses the theoretical underpinnings from Lakoff and Jhonson, (1980, 1987, 1999 & 2003) and Krzeszowski (1990, 1993) for axiological semantics. It also draws from the contribution of Evans and Green (2006) for image schemas and Aslam (2006) and Brennan (2008) for colors. All these theories are combined under the perspective of the axiological-cognitive linguistic framework by Krzeszowski (1990, 1993) who considers language as a means of encoding ecological values for the sake of persuasion or manipulation.

3.3 Research Methodology

3.3.1 Research Design

The research design of the study was qualitative. It strived to investigate and gain insight into the cognition of ecological values through the verbal and visual means of communication. In this study the ecological values were related to ethics and moral judgments which people have in their minds as positive or good so, the study focused on qualitative variables. The identification and analysis of metaphors, metonymies, image schemas, and color with respect to axiological semantics were involved rather than their quantification. Therefore, the study was purely qualitative in nature because it deals with qualitative data, purposive sampling, and interpretative subjective analysis. The categories of greening and greenwashing in advertisements are also qualitative.

3.3.2 Data Collection and Sample

Ads reveal intentionality (Forceville, 2004) and they are sensitive to linguistic developments (Lago, 1999); therefore, it was appropriate to select the advertisements for the study. Since the ecological turn was visible in advertising and ecological approach is the need of the hour, eco-advertisements from different companies of Pakistan in the last

decade (2010-2019) were selected. The eco-advertisements proliferation in this time was evident due to awareness among people for ecology which justified the selection of time frame. Since the study has aimed to analyze eco-values encoded in advertisements to highlight possible greening or greenwashing, the selection of data was appropriate to examine eco-values in the selected eco-advertisements. Therefore, the selection of eco-sensitive content was pertinent to the current area of study.

The ads were delimited to the print advertisements published in newspapers, magazines, and flyers. The print ads were easily accessible in newspapers, magazines, and brochures. Detailed information for retrieval of ads was shared in Appendix B. The data was relevant to the study since it assisted in achieving answers to all the research questions—it enabled one to find the eco-values, it provided sufficient and even superfluous usage of ICMs to better understand their interaction in the overall encoding and lastly, it marked the ecological concerns on axiological grounds as genuine or manipulation. To some extent, this data fulfilled the civic duty as well as linguistic responsibility as suggested by Halliday (1992, p.199).

The sample was collected through purposive sampling following Lago and Cortes de Los Rios (2009). As the purpose of this study was to examine ecological values for their implications and usage in the advertising zone, the eco-advertisements were selected to see their implications in the advertising discourse. Since the advertising companies tend to convey positive aspects of the product/service or positive values (Pollay, 1986), therefore the cognitive tools under scrutiny were sought for encoding positive ecological values. Ecological protection or concern was the claim via verbal and visual means by various advertising companies that needed evaluation for their reflected ecological values/concerns and activities on actual grounds.

Advertisements were pervasive and it's impossible to collect and analyze such huge data but the main sectors which were most commonly observed using eco-sensitive content was selected for the study. The companies were selected from both government and private sectors. The sample comprised a total number of 40 ads. The researcher included eco-ads from various sectors including; energy, manufacturing, food groups, government campaigns, NGOs, real estate, cosmetics, etc. to see two things. First, if ecological values were encoded in them via cognitive tools and secondly if those values were in contradiction with their reflected ecological concerns. The number of advertisements provided a scale for the encoding of ecological values across various

advertising companies. Although these belonged to different sectors, the similarity in the employment of ecological content seemed to direct towards understanding advertising discourse framing ecology.

However, the ads available were in a huge number. It was difficult to select and deselect due to their similarity in the employment of ecological values. The advertising companies changed the product but used the same ecological values. The prime focus was the content of the ad for ecological implications, therefore; most relevant ads were collected for studying the encoding of ecological values. The advertisements which contained green hues, depicted nature, used words like eco-friendly, safe for the environment, natural, recycling, reduction, etc. after multiple readings following Mayring (2000) content analysis method were finalized as a sample because these sub-categories were relevant to the study.

Lago and Cortes de Los Rios (2009, 2017) asserted that values are mostly context-dependent and can easily be detected after skim reading. They have preliminary enlisted ecological values based on cognitive tools; energy saving, reduction, conservation, renovation, and environmental protection. The inductive approach to content analysis (Thomas, 2003) also supports the outlining of categories tentatively after multiple readings and later on updating the values/categories after the interpretation of raw data. Moreover, Mayring (2000) elaborated an inductive approach to content analysis stating that it is used to form categories that emerge from the theoretical background of the research project or the research questions guiding the study. The ecological values focused and considered for the collection of samples are given below. The first five ecological values were already established by previous studies (Lago and Cortes de Los Rios, 2009, 2017) while the rest five were sought from source domains after the pilot study of the selected sample.

Ecological Values

1. Reduction/ Recycling
2. Conservation/ Preservation
3. Energy Saving
4. Renovation
5. Environmental Protection
6. Environment/Ecological
7. Organic
8. Natural
9. Eco-friendly
10. Green/Nature

Some of the ads are from promotional industry and other ads are government campaigns spreading environmental consciousness. The breakdown for selected advertisements for different sectors is given in the table 3.1 below:

Table 3.1

Selected Sample

S#	Sector	Name of Companies	Number of ads
1.	Government Eco-campaigns	Ministry of Climate Change	01
		Sui Gas Company	01
		National Energy Conservation Center	01
		Forestry and Wildlife Department	01
		Prime Minister's Plantation Drive	01
2.	Private NGOs Campaigns	Green Island	01
		Sustainable Development Policy Institute (SDPI)	01
		World Wildlife (WWF)	04
3.	Energy Sector(Fuel)	Pakistan State Oil (PSO)	01
		BYCO Petroleum	01
4.	Automobile Companies	HINO Pak Motors	01
		TOYOTA	01
5.	Real Estate	Green Palms	01
		Capital Smart City	01
		Gulberg Greens	01
6.	Manufacturing Industry	Mitsubishi Air Conditioner	01
		Gree Air Conditioner	01
		Yamaha Generator	01
		Haier Eco-Life	01
		Mitsubishi Printer	01
7.	Cosmetics Industry	Oriflame	01
		English	01
		The Body Shop	02

8.	Banking Sector	JS Bank	01
		National Bank of Pakistan	01
		Khushhali Bank	01
9.	Bottled Water Companies	Primo	01
		Murree Sparkletts	01
10.	Paints & Hardware Companies	Happilac	01
		Nippon	01
11.	Food Groups	Kashmir Oils (Unilever Limited)	01
		K & N s Chicken	01
12.	Miscellaneous	PTCL	01
		Sapphire	01
		Fatima Fertilizer	01
		Schwabe	01
	Total		40 ads

3.3.3 Research Method

This section elaborates on the content analysis method and explains its relevance in the current study.

The content analysis method suggested by Mayring (2002) was drawn to pursue the study, focusing on the content, its interpretation, and the construction of meaning. The rationale for opting for the method was that it helps to uncover underlying meanings found in a text or series of texts (Krippendorff, 2012). According to Krippendorff, (2012) it involves close reading of the relevant texts and making notes of important elements that fix preexisting categories or elements that might give rise to emergent categories. The ontological view for this method is that texts play a vital role in the social construction of reality. In the study, the social reality was the value system which was reflected through the use of language. The method facilitated in uncovering the embedded and encoded ecological values which were laden in the advertisement discourse, through the identification of the cognitive tools (metaphor, metonymy, image schema, and color). Above all, it described a phenomenon and served to explain how the cognitive modes encode ecological values in cognition.

Mayring (2000) put forward inductive category development explaining that the inductive approach of content analysis involves the examination of texts to discern narrative components and as significant components are identified, categories are developed. The development of categories in turn reveals underlying meanings in the selected discourse. In the current study, in the first step, the tentative ecological values were enlisted extracting from the sample collected as categories because the coding schemes were data-driven in this approach of content analysis. According to that list of eco-values discussed earlier, the sample was collected and organized systematically.

The selection of this particular method was appropriate as it dealt with both verbal and visual communication which was important when it comes to ecology and green issues as Hansen and Machin (2008) also suggested that if we want to understand advertising discourses shaping the perception of people in the care of the environment, we should consider visual aspects of these discourses along with verbal elements. Moreover, advertisements were appropriately studied using this method, the interface of print adverts contains both verbal and visual modes whose examination was accommodated in this method.

In the light of inductive content analysis, the aforementioned cognitive tools; metaphor, metonymy, image schema, and color were extracted following methods suggested by past study (Lago, 2017). Though there are various distinct ways to find metaphors in discourse Pragglejaz is one of the prominent methods in cognitive linguistics according to Steen (2007) and it was used in the study accordingly. Steen (2007) explained that The Pragglejaz Group is an international collection of metaphor researchers who joined forces to examine whether it was possible to devise an explicit and precise method for canonical metaphor identification in discourse. The name pragglejaz has been derived from the initial letters of their first names:

P eter Crisp, Chinese University Hong Kong, China

R ay Gibbs, University of California, Santa Cruz, USA

A lan Cienki, VU University (Amsterdam) Netherlands

G raham Low, University of York, UK

G erard steen, VU University (Amsterdam) Netherlands

L ynne Cameron, Open University (Milton Keynes), UK

E lena Semino, Lancaster University, UK

J oe Grady, Cultural Logic LLC (Washington DC), USA

A lice Deignan, University of Leeds, UK

Z oltán Kövecses, Eötvös Loránd University (Budapest), Hungary

Pragglejaz was employed for a few reasons. Firstly, the Pragglejaz group is an international collaboration of metaphor's researchers who has collectively devised an explicit and precise method for canonical metaphor identification in discourse. Secondly, it has adopted Lakoff's model of metaphors to find source domain and target domain. Lastly, it has reduced the risk of unintentional omitting of important elements during analysis and the researcher has gone through the whole content of the ad leaving no string behind. Moreover, it has established its reliability in previous studies in the similar domain. The pragglejaz method includes the following six steps (Steen, 2007).

1. Reading the whole text or transcript to understand what it is about
2. Deciding about the boundaries of words
3. Establishing the contextual meaning of the examined word
4. Determining the basic meaning of the word (most concrete, human-oriented and specific)
5. Deciding whether the basic meaning of the word is sufficiently distinct from the contextual meaning
6. Deciding whether the contextual meaning of the word can be related to the more basic meaning by some form of similarity. (Steen, 2007, p. 12)

The extraction or more appropriately sorting image schemas was done according to Evans and Green (2006) proposed list of image schemas. The list includes;

a) Space: up-down, front-back, left-right, near-far, center-periphery
b) Containment: in-out, full-empty
c) Multiplicity: part-whole, count-mass
d) Balance: axis balance, point balance equilibrium
e) Force: compulsion, blockage, counterforce, diversion, enablement, attraction, resistance
f) Attribute: heavy-light, dark-bright, big-small, warm-cold, strong-weak (Evans & Green, 2006)

3.3.4 Method of Analysis

Thus the inductive approach to content analysis facilitated outlining eco-values after skimming the advertisements and updating after multiple readings. It followed the extraction of metaphors; that were analyzed for the axiological impact following the principles of axiological semantics (Krzeszowski, 1990). Simultaneously, metonymies

were analyzed concerning Lakoff and Jhonson's (1980) contextual model along with the extension proposed by Krzeszowski (1990). These were seen both as autonomous individual cognitive tools as well as in interaction with metaphors and image schemas reinforcing the metaphorical concept. Image schemas were first sought through Evans and Green's (2006) list of image schemas which then came in the cannon of Cognitive Semantics presented by Lakoff and Johnson (1980). Finally, the aspect of color was analyzed which was very natural and inevitable to advertising discourse. The concept of four basic colors for nature proposed by M. Aslam (2006) and Brennan (2008) yielded the data for the ecological aspect, along with Feldman's (2006) proposed color schemas.

After extraction of all cognitive tools—metaphors, metonymies, image schemas, and colors, the interpretation followed discussing the underlying meanings in the overall advertising discourse via theoretical lens. The critical interpretation or evaluation of ecological concerns in the form of encoding eco-values in advertisements was shared. This critique was based on axiological tenet from the perspective of right or wrong. The eco-values reflected in the advertisements were greening or greenwashing or in other words, eco-advertisements were really concerned about ecology or simply manipulated to legitimize their activities or it was a promotional agenda to sell their products.

3.4 Conclusion

Thus, the axiological cognitive perspective has been established following the lines of Krzeszowski (1990, 1993) for axiological tenets while Lakoff and Johnson's (1980) theoretical underpinnings have been employed within the inductive approach of content analysis. The theoretical framework along with the specified and described methodology is applied to the collected sample.

CHAPTER 4

DATA ANALYSIS & INTERPRETATION

4.1 Introduction

This section provides an analysis of the selected advertisements. The analysis comprises three major stages in accordance with the research questions. Firstly, an account of ecological values linked with the ecological discourse has been given. Secondly, metaphors, metonymies, image schemas, and colors are sought to delineate their individual roles, interconnectedness, and interaction for the sake of encoding ecological values. Lastly, the critique follows for whether the ecological values depicted are true ecological concern (*Greening*) or exploitation of the ecological values (*Greenwashing*).

4.2 Government Campaigns and Environmental Consciousness

Firstly, in this section the ads from government agencies have been analyzed. Firstly, figure of each ad is given and then below, the analysis part is presented.

Figure 01

This ad is taken from one of the government ministries whose concern is the environmental betterment in the country. It contains both verbal and visual messages. The distribution of these modes is discussed in this section. The prominent value updated in the ad is *Green* which is encoded via various cognitive structures. Table 4.1 presents the cognitive devices in the ad.

Table 4.1

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Green	climate change is a draught	Map	Link	green
	planting is action		containment	white
			attribute	grey

The pictorial metaphor 'climate change is a draught' recalls the source domain of draught which is a drastic condition and it is compared with a climatic condition and the need for planting. The metaphor implies that planting is the dire need of the hour and it is the only available solution to overcome the 'draught' or more specifically the extreme climatic conditions.

The verbo-pictorial metaphor 'planting is the action' emerged from verbal as well as visual elements. The lexical item 'Act' is invoking the action source domain and 'planting' which can be seen via a map of Pakistan is the target domain. Since the two domains are not mono-modal instead they show multimodality, the metaphor is regarded as multimodal or verbo-pictorial. This metaphor also reinforces the previous metaphor since it sends a similar message across which is 'plantation is an action' that is required because we are too late and the situation is like now or never. One has to take the action in order to make the country safe and *Green* or else we will end up in 'draught'.

The prominent value of *Green* and the metaphors are strengthened via another cognitive mode; metonymy. The image of Pakistan's map is working here as a metonymy because it stands for not only the whole country but also all the major cities of Pakistan in particular. It represents the topography of Pakistan as well as the nation or public from major cities. It suggests that the whole nation for their contribution is of utmost and significant importance. It also suggests that it's important to take the action at the national and state level because we are all at risk of 'draught'. Therefore, it is expected the citizens of the nation of Pakistan to unite in this effort and plant more trees to overcome the impending threat to climate change.

The metonymies can be understood independently, but they are observed, in this case in interacting patterns within the metaphorical domains. It gives the axiological implication that 'whole' map is PLUS while the part is MINUS which is corroborating the value *Green*.

The image schemas used in the ad are containment; 'in-out' and 'full-empty' along with attribute schema of 'dark-bright' and 'link schema'. The link schema shows a

connection between draught and planting. Since the axiological principle holds that being is PLUS and not being is MINUS, implying that one side of the schema is PLUS while the other is not. In the ad, the containment 'full' is the map that is clearly seen full of plants which have been shown as GOOD because it is needed for Green value whereas the draught is empty with no tree in it, not even the smallest plant. Additionally, the map inside the draught implies the impending threat of being engulfed by the severe drastic conditions outside it which remind 'in' is BAD while out is GOOD as we need to get out of the threatening state by taking the necessary action. In other words, being inside that alarming situation is bad while 'out' is the relief from such a traumatic position. Another image schema is the pattern of the dark background of draught contrasting with the bright plantation in the map which also leads to the mental cognition of bright as GOOD while dark is discouraged or BAD.

Hence the image schemas not only reinforce the metaphors but also interact with the metaphors to strengthen the main dominant value which is *Green*. Draught is also the source domain for the metaphor and it's also representing the mental image in terms of image schemas as PLUS-MINUS.

Lastly, the colors in the ad are green for the map of Pakistan, and the font for the lexical item act, white is for the font of the time, and grey or darker hues are used for draught around the map. The color selection is not random instead it is quite smart and tricky for mental cognition. The green color in the map could have presented the Muslims or religious association but the presence of leaves in the map points towards planting activity or *Green* in terms of the flora of Pakistan. It is also present in the font of 'Act' which reinforces the above established metaphorical implication that the action of the plantation is required of the Pakistani nation. The white tone in font 'time' might refer to purity and cleanliness. One can discard the first two meanings due to the fact that the contrasting item, in this case, is draught so the option left for the reader is the significance of time in this context. If one accepts the white tone in the overall context it signifies the cleansing or purifying effect of planting for the sake of improving extreme climatic conditions.

The ad belongs to the Ministry of Climate Change in Pakistan. Its interest aligns with the interest of people or ecological sustainability. The axiological cognitive linguistic analysis for ecological values has been elaborated in detail above. The prime theme which emerges to the surface is that plantation can save the country while in

axiological aspects one can state that *Green* is the need of the hour and it is GOOD since it is the vital value in the ad encoded by various mental modes or cognitive structures.

Since, the value depiction and the intended practices are parallel and these align with the same interest and concerns, there is a rare chance of manipulated agenda or the exploitation of metaphor, metonymy, image schema, or color from axiological linguistics perspective. It has been deduced on the grounds that the Ministry of Climate Change is responsible for environmental sustainability and the ad is reflecting the value of *Green* for the sake of public awareness and their contribution to the national cause. So it can be concluded that the ad is GREENING for the sake of *Green* and not *Greenwashing*.

Figure 02

The ad is a public message from Sui Southern Gas Company Limited to the general public or consumers. It depicts the ecological values of *Saving*, *Conservation*, and *Reduction* reflecting concern for the sake of the environment. The encoding of these ecological values via cognitive tools is given in the table below which delineates the mental modes and it is followed by the details with respect to an axiological cognitive linguistics perspective.

Table 4.2

The distribution of values and cognitive structures

Values	Metaphors	Metonymies	Image Schemas	Colors
Conservation	gas bill is an organization	Female	containment	blue
Reduction	natural gas is a treasure	geyser	force	yellow
Saving	saving is conservation	bill	link	

your

appliances

white dress-

shirt

The metaphors are basically verbal in the selected sample. Gas bill is asked to be managed which recalls the source domain of an organization. Just like any organization has its rules and policies which are implemented, and authorities ensure the abiding of rules, the gas bill can also be managed by following some basic general rules suggested by the SSGC. It presupposes the need for an organization on behalf of gas consumers. The axiological parameter highlights the GOOD aspect of the organization since it depicts disciplined management and implies that mismanagement or haphazard consumption is BAD.

Another metaphor is 'Natural gas is a treasure'. It is a verbal metaphor that recalls the source domain of 'treasure' to conceptualize 'natural gas' as a precious natural resource. A treasure demands to be conserved or preserved which is also imported to the target domain of natural gas. It suggests that 'natural gas' is a national wealth that invokes the patriotic domain as well as inculcating the ownership among citizens. The polarity of the metaphor thence mandates the treasure as GOOD and implies the *Conservation* as a GOOD ecological value.

Additionally, the metaphor 'saving is conservation' has been deduced from the metaphorical expressions; consume less to save more. It's an appeal to consumers to reduce the consumption of gas in order to save it. It is reflecting its connection with the previous metaphors too since the consumption is related to the management of gas bills as well as the safety of national treasure.

The axiological principle working in this ad tends to promote *Conservation* and *Reduction* as GOOD ecological values via source domains of organization, treasure, and resource, but the metaphors are also supported with other cognitive structures which will be discussed further in the upcoming paragraphs.

The visual metonymies in the ad are female, geyser, bill, white dress shirt, and appliances while the verbal metonymy is 'your'. The former stand for domestic consumer, gas appliances, organization, consumers while the latter stands for the reader,

citizens, and the whole nation. The use of metonymies suggests that the consumers should utilize a natural resource wisely and sensibly in order to conserve a natural resource and contribute to *Saving* the national wealth. The axiological tenet follows 'less is good' and *Saving* by consumers or readers implies that the whole nation including distributors, consumers, and readers contributes to the effort to *preserve* the national treasure.

The link schema reflects a link between consumers and natural gas. The containment schema has also been witnessed suggesting 'in' is GOOD on the axiological scale. The gas bill 'in' control and retaining national wealth preserved in the country supports the metaphorical domains. The image of a gas bill in the sky in front of the sun recalls the utilization of a natural resource and it also hints at the use of solar energy as an alternative for Sui gas. Thence, 'in' schema suggests GOOD while 'out' of control implies BAD. Another force schema can be seen in which a compulsion force is visible. At one side of the ad is the image of female cooking in the kitchen, while at the other end is a man thoughtfully going through a gas bill. The consumption is linked with due payment for the consumed units. Both represent the consumers with a force of compulsion that the more gas consumed, the larger will be the bill to be paid. In order to control the gas bill, domestic users should contribute. The force schema is also supported by the balance schema too since balance is GOOD in consumption and utilization with imbalance is BAD.

The visible colors are blue and yellow. The blue sky stands for the natural elements while yellow represents the Sui gas as well as the sun. Since the sun is an alternative thermal energy source, it replaces the Sui gas in the form of solar energy to some extent. The less yellow shade also signifies *Reduction* due to its lesser hues in the ad.

The analysis finds no manipulation and it cannot be suspected of a promotional agenda in the background. The SSGCL holds a responsibility to distribute and manage natural resources along with enlightening people with maximum information and awareness about the management of natural gas. There is a message in the depiction of positive ecological values *Conservation, Reduction, and Saving*; the public needs to cooperate at the national level or state level. Thus the ad cannot be regarded as *Greenwashed* on ecological grounds since it portrays what is intended to practice—to spread awareness and encourage ecological values.
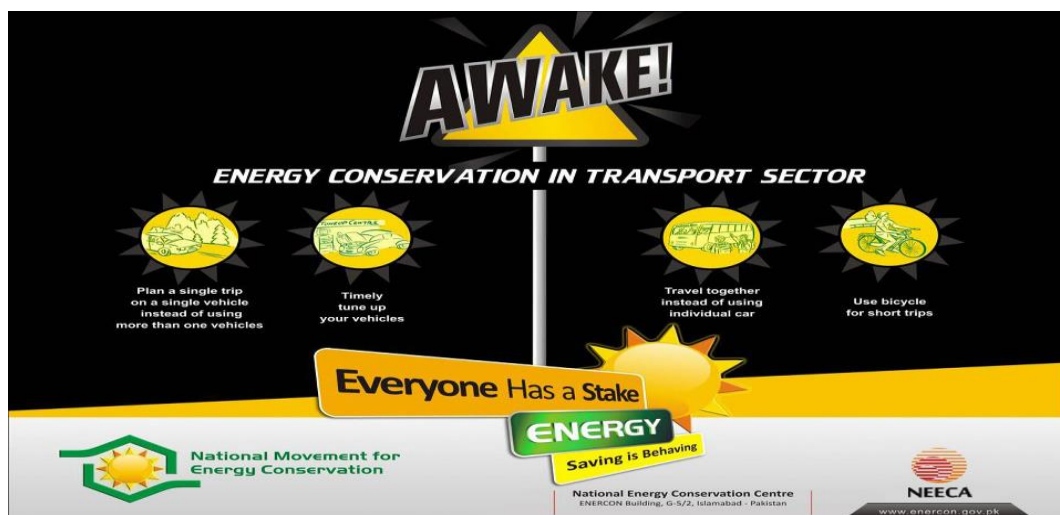
Figure 03

The ad is a public message from the National Movement for Energy Conservation. The dominant values depicted in the ad are *Conservation and Reduction*. The distribution of cognitive tools for the encoding of values is given in table 4.3 which is followed by a detailed analysis.

Table 4.3

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Conservation	conservation is	Sun	balance	black
Reduction	awakening	everyone	attribute	yellow
	energy is a crisis	consumers	link	green
	saving is rising	energy		

The first verbal metaphor employed in this ad is 'conservation (energy) is awakening' in which the target domain is energy conservation while the invoked source domain is awakening from sleep. It presumes public's ignorance or lack of attention towards energy resources and instigates people to wake up. The sleep metaphor is directed at domestic users and instructs them in a few tips to follow to attend the wake-up call. The axiological parameter extends the cognition of awakening or awareness towards GOOD while sleep refers to ignorance on the BAD pole of the axiological scale.

Another verbal metaphor is used which signifies the alarming situation; energy is a crisis. Energy is here signified as the scarcity of electrical energy resources. The advertiser refers to it as an impending threat to the state by metaphorical expressions, 'everyone has a stake' and 'energy'. The expressions are juxtaposed to conceptualize a

link between 'energy' and 'stake'. This suggests that natural resources are limited and need to be conserved and reduced consumption. A minute explanation would help delineate the hazy boundary between the values of *Conservation and Reduction.* The former one is more related to retaining the natural resource by not using it while the latter one encourages lesser consumption to save, but both of them are interlinked and interdependent. *Conservation* leads to *Reduction* and vice versa. The imminent threat is also evident from the metaphorical domain of 'crisis' which implicates and necessitates *Conservation* along with *Reduction.*

A multimodal metaphor is also visible in the ad in which 'saving' is the verbal target domain and 'rising' the pictorial source domain indicated from the image of the sun. The metaphor 'saving is rising' strengthens two ideas; on the one hand, the sunrise is linked to the awareness or awakening, while on the other it suggests the use of solar energy which is also corroborated with other metaphoric expressions such as 'use solar panels' and 'use daylight to the maximum'. The cognition thence obtained is that 'saving is rising' from the darkness of ignorance and awakening from sleep. The axiological support places *Saving* and *Rising* as Good ecological values.

The metonymies adopted here are energy, everyone, and consumers. Energy refers to the electrical energy in this ad. Energy may have various forms; thermal, hydro, electrical, nuclear, etc. but the ad has particularly specified the electrical energy via visual metonymies of appliances. The verbal metonymy 'everyone' stands for all the consumers, readers as well as distributors of the electrical energy. It refers to everyone in general who should share the information about the crisis of energy. It implies everyone has to contribute to efforts for *Saving and Conservation.* 'Domestic' and 'users' stand for the consumers as well as household appliances users who need to amend their ways of behaving and living.

The balance schema can be witnessed with the division of the ad into two halves which suggests the cognition of balance between consumption and reservation of electricity. Another schema of the attribute has also been employed, reflecting the dark-bright poles. The dark schema is facilitating the metaphorical domain of sleep while the bright hues represent awareness. The balance and bright image schemas both tend to reflect the GOOD pole of the axiological scale.

Three colors have been used in the ad; green for electrical energy, yellow for awareness, and black for sleep. The black color usually associated with dark omens forms the major backdrop of the ad, referring to ignorance of the energy crisis in the public. Yellow is the color of nature, suggests the overall implication of the metaphor rising is good. The green shade in the font of 'energy' signifies the concern for the natural elements and ecology. Hence, the color selection is facilitating the reinforcement of metaphors and the axiological implications also treat colors like natural or ecological GOOD in their depiction of ecological concern.

The ad belongs to one of the government departments responsible for Energy Conservation. Since the dominant ecological values in the advertisements are *Reduction* and *Conservation,* encoded via both verbal and visual modes, the advertiser tends to promote the conservation of electrical energy to retain it for the future. The advertiser has employed metaphors, metonymies, image schemas, and color to ensure the spread of awareness about the limited resource of energy and the need for conservation. Since the underlying agenda of the advertiser doesn't seem to contradict with the reflected ecological values, it is regarded as *Greening.*

Figure 04

This ad is one of the government's campaigns by Khyber Pukhtunkhwa, Forestry, Environment, and Wildlife Department. The ad depicts the value of *Planting* by employing various cognitive structures which are given in Table 4.4 below and it is followed by comprehensive analysis afterward.

Table 4.4

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Planting	planting is Tsunami	Pakistan	link	green
			path	blue

The metaphor 'planting is Tsunami' is brought visually and verbally. It frames tsunami as its source domain while planting is the target domain. The invoked source domain tsunami needs a sort of explanatory clarification since it is more associated with a negatively connoted natural disaster. But, since its recent association has been with a political party to show its massive number of supporters, it is more appropriately comprehended as a positive one. Another reason for this selection is that the advertising campaign's province Khyber Pukhtunkhwa is ruled by the same political party. So, a Tsunami is more of a positive metaphor instead of a distressing and devastating natural disaster.

The metaphorical expression is, in fact, more appropriately metaphtonymy since Tsunami stands for the huge number of people contributing to planting which is the target

domain as well because the metaphor is interacting with the metonymy. The metaphtonymy implies the planting be done on a large scale through the contribution of many people. Since planting is a GOOD ecological value, its axiological aspects are extended to the tsunami as well. It appeals to the reader to take the positive connotation and contribute to the planting for a GOOD cause.

The metonymy 'Pakistan' has also been used to stand for the government officials, citizens of Pakistan as well as the readers. This indicates the drive is initiated by officials and it needs the contribution of citizens in mass numbers. The image schemas of link and path have also been employed in the ad. The visual entity of a tree is establishing the link with the verbal expression 'billion trees' which evokes the cognition of planting on a large scale. The path schema, derived from the verbal expression 'drive', directs the reader towards a path by showing the destination or goal of a billion trees. The link schema serves as a source domain for the metaphor and strengthens the encoding of the ecological value of *Planting*. Thus, the goal is set and seeks the contribution of people.

The green color has been used across the blue sky to represent a clear and clean green environment, portraying green trees as cleansers or purifiers. The green hues induce a positive mood and attitude towards planting, instigating the reader to participate.

The ad as a government campaign reflects its environmental concern for the sake of people as well as the ecosystem. Since it does not sell a product or service under the *Greening*, it cannot be considered as manipulated or masked. One can cast doubt on the grounds of political agenda for the sake of popularity but as far as cognitive structures are not in contradiction with each other, the ad cannot be accused of *Greenwashing* as it does not promote any ecologically harmful activities.

Figure 05

This ad belongs to one of the government campaigns and it maintains the ecological values of *Planting* as GOOD. The encryption of value via cognitive modes is analyzed starting from the distribution of cognitive structures towards the axiological implications and it ends up with the critique in this section. Table 4.5 shows the cognitive model along with axiological distinction.

Table 4.5

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Planting	planting is saving	Tree	link	green
Green	tree is a need	Prime Minister	enablement	white
	planting is future	Let's		
		Hands		

The verbal metaphor which has been used in this ad-is 'planting is saving'. The metaphor conceptualizes planting as the target domain via the source domain of saving. This indicates that the saving of trees and ecology is required and it can be done through planting. The 'saving' suggests that the future is insecure and it awaits a savior and that people's contributions are for the sake of saving the future. Another metaphorical expression that can be seen as an interaction between metaphor and the metonymy is '10 Billion Trees'. At a metaphorical level, it invokes the source domain of necessity while as a metonymy it stands for the abundance of a huge number of people as contributors or

trees as planting. The number 10 Billion is an exaggerated expression due to agrarian limitations. Altogether both the metaphors collectively reinforce the metaphorical target domain plantation retaining it as a GOOD ecological value on the axiological scale.

The metonymy 'Lets' stands for the contribution of people from government, non-government, semi-government as well as citizens and the reader. The use of Prime Minister both verbally and visually, also suggests the similar source domains supporting the expression 'lets'. The latter one needs consideration since Prime Minister recalls the Head of the State, and in a democratic country, the Head represents the whole nation due to its democratic selection. This leads to the cognition of the whole organization at a governmental level in working for the service of people and ecology since one man cannot plant ten billion trees. The association of this metonymy with the nation's contribution is the result of the source domain 'join hands' because the whole nation's contribution is necessary to achieve the goal of ten billion trees. Thus, planting is required from people and the metonymies are witnessed assisting the metaphorical expressions.

The link schema is obvious with the 'future' beside the 'tree' to conceptualize ecology as a necessarily linked entity with the future of the world. The link schema serves as a source domain for the metaphor. The force schema is also visible in which enablement is achieved by depicting removal of constraint. The force to act planting trees without any counterforce or blockage promotes enablement. The idea of securing the future can be implemented and people can save the future for their future generations without any hindrance. They are enabled to fulfill their need which is the tree. In simple words 'tree is a need' suggests that planting can save the future which is the collaboration of all three metaphors in this case. The metaphors support the value of *Planting,* presenting the ad as ecologically GOOD.

The link schema becomes interestingly vital when it establishes the link between the future and planting. It serves as the source domain for the metaphor 'planting is the future'. It symbolizes the connection between two eras or times i.e. present and future. It also shows the link between the planting and a political leader. The overall link motivates the cognition of planting and ecological concern as a GOOD ecological value.

The color selection of the ad also supports natural imagery, ecology, and more specifically planting. The green color in the font 'future' signifies a link between *Green* and 'future'. The white background supports the purifying nature of

ecology. Thus the values *Green* and *Planting* are confirmed from the metaphors individually as well as the metaphors, metonymies, and image schemas in collaboration collectively. Green and white colors also suggest patriotism for Pakistan since these colors stand for Pakistan's flag which is also visible in this ad.

The ad being a part of a government campaign could be suspected as a political agenda for the sake of popularity or publicity. Since the cognitive structures are found in alignment with the encoding of ecological values, it emphasizes saving and planting, this cannot be validated for this ad. The *Greening* and *Planting* is visible in both verbal and visual means of communication, reflecting concern for the ecology as well as the future. Thus it would be better to acquit the ad of *Greenwashing* and to accept it as a true concern for the sake of the environment in the current research setting.

4.3 Greening and Private NGOs' Ads

In this section the ads from private Non-governmental Organizations (NGOs) have been analyzed.

Figure 06

This ad has been taken for a private NGO Youth Forum named Green Island. It is a part of a campaign for *Planting* and *Green* ecological values. The values are encrypted with the contribution of cognitive structures which are given in Table 4.6 below 4.6 and are followed by a detailed analysis of the ad.

Table 4.6

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Plantation	planting is patriotic	You	link	white
Green	tree is a person	Green	path	green
	planting is life-saving			

The metaphor 'planting is patriotic' is a verbo-pictorial metaphor due to its multimodal domains. Planting is the target domain that is deduced from the linguistic evidence while patriotic is suggested via the image of Pakistan's flag. This implies that the act of planting is a patriotic act that designates a civic duty to all the citizens of Pakistan. The spirit of the homeland is regarded as the 'beloved motherland' indicating

the source domain of nurture and nature. It signifies the natural state of ecology and planting. If one measures patriotic on an axiological scale, it is as GOOD as planting.

Additionally, another metaphor 'tree is a person' or 'nature is a person' which is a verbal metaphor is visible in the ad. Its source domain is a person or living feature of a human which is invoked to conceptualize the target domain of plantation. The person is equivalent to a tree in this metaphor via metaphorical expression. If a tree is cut, life is killed. If it is saved, life is saved' and life is given if we plant a tree. The metaphor suggests planting, as vital to mankind since more trees will support more life on the planet. The source domain of a person mandates the protection of life or green and tends to encode *Planting* as a GOOD ecological value for the ad. 'planting is life-saving' is another metaphorical derivation depicted verbally as well as visually. The image of a hand planting a tree or more theoretically, the metonymy of the hand which stands for part of a whole, along with the phrase 'join hands' symbolizes the contribution on a large scale of the whole nation. The ad thus encodes *Planting* and *Green* as GOOD ecological values via metaphor individually up till here. The further paragraphs establish collective efforts on behalf of cognitive tools to reinforce these ecological values.

The proper noun Pakistan is a metonymy since it stands for the whole nation as one because it is accompanied by the flag. Furthermore, this very idea is linked with another metonymy 'you' which refers to the reader, citizen, and every patriot more specifically. The metonymies collectively present the conception of the whole and it is considered as GOOD on the axiological scale as opposed to parts that are considered BAD.

The interesting metaphtonymy is visible in this ad too as a sort of interplay between the metaphor and metonymy which is obvious with green. It stands for the flora and fauna of Pakistan since green is the color of plants and trees due to chlorophyll dominance in the leaves. The source domain stands for relation, conveying *Planting* as an ecological value. The analysis is also supported by the image schemas of link and path. The link between life and tree serves as a source domain for the metaphors since it ensures the perception of two entities tree and life as closely related. The path schema can be corroborated via both verbal and visual means of communication. The expressions 'ways' and 'come forward' along with the image of a baby plant symbolizes the starting point of a journey highlighting the path towards a GOOD ecology.

The major color of the ad is green which supports the value of *Green* as it shows a green plant, a tree, a flag, and the font. The dominant green hues establish the *Green* and *Plantation* as GOOD ecological values.

The ad is promoting 'planting' as an important need for a secure future. The advertiser is promoting ecological values for the sake of ecological concern. It doesn't seem to promote any other value which can cast doubt on its reflection of ecological values. Therefore, it is regarded as *Greening*.

Figure 07

The ad belongs to the Sustainable Development Policy Institute (SDPI) which a private NGO. The visionary development of research and the provision of research-based recommendations to the government of Pakistan is the main agenda of this NGO. The ad utilizes both verbal and visual modes to reflecting ecological concern by encoding the values of *Environmental Protection* and *Plantation*. The values are highlighted on account of metaphor, metonymies, image schemas, and color selection in the ad which are given in the table (4.7) below.

Table 4.7

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Environmental	climate change is a threat	Lets	containment	Green
Protection	planting is help	policies	path	white
Planting		planet	link	blue

The verbal metaphor 'climate change is a threat' is used here. Climate change as the target domain is understood by the source domain of a threat or alarming situation. It appeals to cognition since people react in quite a different way to alarming or warning domains. The state of imminent threat is shown with the metaphorical expressions, 'no planet b' and 'change the policies, not the climate' which presupposes two alarming perceptions. One that we are destructing the planet a (The Earth) while the second is we are exploiting or destroying the environment by being the cause of change in the climate, which will ultimately lead to extinction of life from this planet. Since the threat seeks preventive measures, the ad directs towards planting as a way to overcome the grave situation of the ecology.

The second metaphor; 'planting is help' is linked with the previous metaphor and assists in strengthening the cognition of *Planting* as a GOOD ecological value on the axiological scale. It implies that climate change is a threat so planting helps, which means by growing more trees, climatic change can be controlled. Help is a good value and so is planting in the ad.

The metonymy; 'planet b' also reinforces the same cognition of the metaphor. It symbolizes the alarming situation so that people realize they are running out of options and need to reconsider the policies. The metonymy is seen interacting with the metaphorical expressions in a way that supports the metaphor-metaphtonymy. The metaphor 'climate change is a threat' is supported by 'planet b' which stands for the alternative or solution to the threat. These are inter-linked to encode the value of *Environmental Protection*. Another such metaphtonymy is the expression 'policies' which stands for the rules and policies at the governmental level. It also evokes the source domain for the action and behavior of people towards the environment and climate change. It reinforces ecological value to convey that we need to change our policies at a government level as well as change our behavior or way of living to support this planet, or else we are out of options. This cognition is assisted by metonymy 'lets' since it invokes the people's contribution and addresses the reader to contribute to the *Environmental Protection* and *Planting*.

The image schemas of link, containment; in-out, and path schema have been employed by the advertiser. The link schema shows the inherent connection between trees and ecology. The 'in' schema suggested by 'in the heart' and the visual image of a capital city in the greenery or natural elements – sun, trees, clouds, plants, and the planet aligns

with the axiological implication of in as GOOD. The path schema is expressed via the image of cars and the expressions 'let's change', signifying a change of course or change of path. The former one represents the starting point with a car while the latter one evokes a change of ways towards betterment, which is also the change in the attitudes of people towards the environment. The image schemas are serving as facilitators to the metaphors shown in the ad already.

The green color constitutes the major part of the ad reflecting nature and highlights the significant consideration for plantation. The green color instantly invokes the mental modes and cognition to comprehend the ad as eco-friendly which unconsciously establishes trust in the SDPI organization for its sincere efforts but it can be challenged in a different research setting.

The organization SDPI is appealing to the general public to protect the environment and plant trees to save the planet by maintaining the values of *Environmental Protection* and *Plantation* as GOOD ecological values. Since no marketing motives or contradiction in cognitive modes is marked, the ad can be regarded as *Greening* and one can disregard the notion of *Greenwashing* for this ad.

Figure 08

The World Wildlife Fund is an international organization working for the protection of wildlife and this ad has been published in Pakistan. The NGO works for the sake of nature, the natural environment, and ecological conservation and protection. The ecological values of *Environmental Protection* and *Saving* have been encoded in the ad via the employment of various cognitive structures which are elaborated in Table 4.8 below which is followed by a detailed analysis in the forthcoming paragraphs.

Table 4.8

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Environmental	man is an eraser	white leopard	Link	white
Protection	endangered	man	center-periphery	
Saving	species are colors	nature	force	
			attraction	

The verbal metaphors in the ad are 'man is an eraser' and 'endangered species are colors'. These metaphors are linked together since they encourage each other to imply the cognitive perception; Man is the reason for the extinction of endangered species. The stated implication has verbal as well as visual evidence in the form of these metaphors which suggest that nature is in constant threat of extinction due to man. If a man plays the

role of facilitator, only then can endangered species be saved from extinction. This thereby maintains the *Saving* ecological value.

The visual metonymy of the white leopard stands for the endangered species of the polar region which is also obvious from the white ice-caps of the mountains in the ad. The link schema associates the white leopard with other animals in the polar region. The metonymy 'man' stands for the whole since it represents people and the reader. The 'man' is further held responsible for the extinction of endangered species which reinforces the previous metaphor, strengthening the source domain of eraser.

The metonymies 'man' and 'white leopard' on the other hand signify the consequential role of man and seeks help or support from people to save their habitat and other species. The expression 'nature' refers to two things in this context; the endangered species and the polar ice which is the habitat of the endangered species in this ad.

The image schema of attraction is evident since the white leopard is establishing direct eye contact with the readers, which compels the reader to reconsider their role in *Saving* the endangered species. The force schema is employed in the ad, but a struggle between opposing entities or more appropriately counterforce is also observed. The white leopard with its sheer beauty is protruding forward towards the audience which implies it as coming out for relief since the habitat is disappearing or fading. The counterforce is seen when in the habitat is also suggested as GOOD and the schema containment is in the constant struggle since in and out both are GOOD in this particular example. The leopard in the risk of extinction points towards BAD but it is limited to the example and cannot be applied to the ad overall.

The center-periphery schema outstands the contradiction of in-out schema as the leopard permeates the central place in the ad to signify the importance of endangered species and to promote the *Saving* as a positive ecological value.

The colors in the ad align with the verbal and visual cognitive structures in the ad. Black and White colors have been used in a faded style to refer to the worn-out or distressing situation of the extinction of endangered species. The maximum portion of the ad is faded and it is merging with the color or the white leopard to suggest its extinction. The color scheme thence supports the metaphors and image schemas of the ad.

The ad spreads the message that mankind is responsible for the exploitation of the natural balance in the ecosystem or more particularly the extinction of endangered

species. It implies that actions led by people are consequential and they should help and support in *Saving* the nature. Since the intended meaning is to spread awareness for the sake of people and the ecology overall, the literal meaning or cognitive conceptualization as per linguistic evidence also supports the same concern for the ecology. This marks the ad as ecologically *Green.*

Figure 09

This is another ad by WWF in which *Environmental Protection* has been encoded using various cognitive structures which are demonstrated in the table below. The detailed analysis of these cognitive modes is after table 4.9.

Table 4.9

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Environmental Protection	plastic is a person association is a crime	association you plastic bag a dead whale	link containment center-periphery	black white

The verbo-pictorial metaphor 'plastic is a person' reflects the source domain of a person who is capable of committing a crime or killing someone. The metaphorical expression 'serial killer' indicates the brutal murder of marine animals in a series—one after the other, which signifies the cognition of marine animals' extinction with time. Since plastic is non-biodegradable, its numbers are increasing day by day which makes it a 'serial killer'.

Moreover, the 'association' is the link between person and plastic, and the metaphor states; 'association is a crime'. The use of plastic is the association that can be regarded as metaphtonymy as it stands for production, distribution, and consumption of plastic on one side while on the other it reflects the metaphorical domain of crime. It refers to the conception that being linked to plastic makes one guilty. It states that the use of plastic leads to the destruction of marine animals. If someone is associated with the serial killer, one is supporting the crime or facilitating the crime, therefore, the abolishment of the use of plastic is necessary to be acquitted from charge.

The source domain of crime highlights the graveness of the situation, that plastic is hazardous and a serial killer which should not be left out on the streets to roam. Furthermore, not committing a crime directly does not free someone from a guilty charge. It becomes worse when someone indirectly supports or facilitates the killer. Both the metaphors are related to each other and imply that plastic should be abandoned and renounced for the sake of the *Protection* of marine life.

The visual metonymy—the polythene bag filled with contents of marine life; a dead whale represents the marine life extinction while the plastic reflects its choking effect on the marine life as it is air tightly sealed from the top. Since plastic is suggested BAD due to its association with the killer, the choking effect reinforces the BAD pole on the axiological scale.

The verbal metonymy 'you' has been employed to refer to the reader uniquely. It points the finger at the reader, accusing them of destructive actions and seeking help from the reader in catching the serial killer. Since 'you' is whole, it is considered GOOD on the axiological scale because it reflects the contribution of people. Additionally, the visual metonymy of a dead whale skeleton—a vertebrate stands for the ruined marine life as a victim of the crime. The image represents the devastated, extinct, and dying creatures,

supporting the metaphorical domain of a serial killer which has left nothing but the remains of dead animals.

The containment schema; in previously suggested GOOD and out as BAD are reversed in this context. The contents in the polythene bag are BAD due to the dead creatures inside the bag. So, in this context, it is BAD while the out is the relief and GOOD. The 'in' image schema does not support the value of *environmental protection* or GOOD in this ad. The center-periphery schema on the other hand maintains the central focus on plastic as BAD which is the obvious focus of the advertiser. The reader is attracted to concern for marine life through the depiction of a brutal reality in the center position.

The major white color in the background of the ad with the dark polythene bag supports the metaphors in reflecting as white as clean nature which is being polluted with the black or dark effects of the plastic. The black represents BAD which can also be seen in the black color of the font for a serial killer. The white background reinforces and assists the image schema center-periphery to convey the same gravity of the situation by invoking concern in the form of the ecological value *Environmental Protection*.

The use of metaphors and other cognitive tools established the ecological value of *Environmental Protection* to highlight the alarming situation to promote awareness, thereby, focusing on the concern for the alarming situation. Dsepite the reversal of axiological implications for the containment image schema, it does not encode any political, economic, or any other agenda cognitively or axiologically. It is clean of *Greenwashing* and can be regarded as *Greening* for the sake of the environment.

Figure 10

The ad belongs to WWF and mostly contains visual modes of cognition with a few verbal expressions. The message is undoubtedly clear and encoded via metaphors, metonymies, image schemas, and colors. The ecological value of *Environmental Protection* is manifested in the ad as a GOOD or positive value. Table 4.10 and the upcoming paragraphs shed light on this encryption in detailed analysis.

Table 4.10

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Environmental	waste is an explosive	Marine	link	blue
Protection	waste is fatal	Life	containment	white
		7up can	balance	
		cargo ship		
		sea birds		

The metaphor 'waste is an explosion' has employed the source domain of explosive (grenade) to facilitate the cognition of waste (empty can). Since the connotation of an explosive is BAD or dangerously negative, it is suggested that the waste is fatal and it is killing the marine life. The destructive nature of waste is implying that it should not be dumped in oceans since it exploits marine life. Marine life is the verbal metonymy as it stands for the sea birds, reptiles, and fish in the oceans.

The empty can of 7up—a carbonated fizzy drink stands for the waste material. The cargo ship indicates another manifestation of waste—oil spills which are harmful to the sea birds, which is obvious from the image of birds across the blue sky. The oil sticks to the feathers of birds which hampers their flight and ultimately kills them. This metaphtonymy suggests that the cargo ship spills oil which is hazardous or explosive for the sea birds. Both of these cognitive tools are supporting the previously mentioned metaphors.

The verbal metonymy 'your' stands for either the reader or the audience. It signifies the importance of the whole as compared to parts or individual efforts. The metonymy seeks contribution at a collective level from people after making them aware of their consequential actions. The whole is GOOD for the sake of contribution as well as awareness of the whole. The link schema is witnessed when the can of 7up is shown in two halves—one half is the waste 7up can, while the other half is the explosive or grenade. It reflects the link between waste and the explosive which serves as a source domain for the above metaphor. Since the link is hazardous and invokes the BAD connotation of waste and explosive therefore, both are condemned or discouraged. Thus no waste, no explosion, or no waste equals no destruction is implied from the positive ecological and axiological implications.

The balance schema is also visible since the can is half above the surface of water and half below it. The can is imbalanced which strives to achieve the balance. The balance is the sustainability in oceans and marine life. The axiological parameter retains balance as GOOD which strengthens the metaphor as well as the axiological perspective established above. The containment schema seems to reverse its implications for the context of this ad. The waste 'in' the ocean is BAD and 'out' will be GOOD bringing relief for marine life.

The colors are shades of blue. The aqua blue for water presents the natural element of water. The sky blue is not promising for a clear blue sky which signifies the disruption in the ocean or marine life. Thence, the *Environmental Protection* for marine life is encoded via the unseen reflection of the darker side of the harsh reality. The metaphorical expressions; fatal, explosive, and waste are shown to suggest the necessary *Protection* of marine life.

The ad focuses on the environment and *Environmental protection* to spread awareness to people. There is a reversal in axiological implication for the containment schema which is a deviation, but it surely does not account for any *Greenwashing* suspicion. The advertiser neither sells any service/product nor does he promote any publicity. Instead, the harsh reality is depicted; therefore, the ad is conceived as *Greening*.

Figure 11

The ad has been taken from WWF which utilizes various cognitive structures to encode the values of *Green* and *Environmental Protection*. Table 4.11 gives the distribution of cognitive modes while the forthcoming paragraphs onwards present the detailed analysis.

Table 4.11

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Environmental	trees are lungs	Lungs	link	green
Protection	deforestation is a threat		center-periphery	
Green				

The metaphor 'trees are lungs' is visible as a verbo-pictorial metaphor in the ad. The embodied cognition is obvious since the human body's anatomical structure of lungs

has been portrayed as forests or trees. The link schema creates cognition of the connection between trees and lungs. The trees being the producers of oxygen suggest the humans as producers as they consume that oxygen to survive. The link serves as a source domain for the metaphor. The axiological implication follows; lungs are protective and important organs in the human body as they facilitate respiration, thereby needs *Protection.* It is suggested if lungs are to be protected, trees are vulnerable in the same way.

Moreover, the verbal metaphor—'deforestation is a threat' with the metaphorical expressions 'Before it's too late' signifies an impending threat to both trees and lungs. The lungs stand for people or consumers of oxygen prepared by trees, thence regarded as metonymy but as the expression delineates the interaction between metaphor and metonymy it is suggested as metaphtonymy. The visual image of lungs depicted as the forest is additionally shown as being infected from one side which is evident for deforestation in the context of the ad. The infection is spreading or deforestation is increasing, which is the impending threat of the disappearance of trees ultimately. The threat instigates people to take initiatives to save *Green* and ensure *Environmental Protection.*

The balance schema is enabling the cognition of balance between producers and consumers or more particularly between trees and lungs respectively. Since imbalance is BAD and the ad reflects that sort of imbalance between two halves of the lungs, caused by infection or deforestation. The balance thence is GOOD on an axiological scale supporting the ecological values in the ad. The centrality of the grave situation of being 'too late' can be justified with its position in the center schema since the lungs specify the center position to gain maximum attention towards the importance of *Green* and *Environmental Protection.* Therefore, 'too late' is a warning reflected from the deteriorating state of the lungs.

The ecological values are further backed up by the color schema with the superfluous use of green color to support natural elements. The color green not only represents plants or trees but it also updates the value of *Greening.*

The ad reflects its concern for the trees and people by the spread of awareness about the alarming situation to instigate the people to take necessary steps to recall *Environmental Protection* and save *Green*. The motives of the advertiser are clear

from the suspicions of *Greenwashing* because the ad reflects nothing but the concern for nature in axiological cognitive settings.

4.4 Ads from Energy Sector (Fuel): What They Hide?

This section presents the analysis of fuel supplying companies which are basically from energy sector.
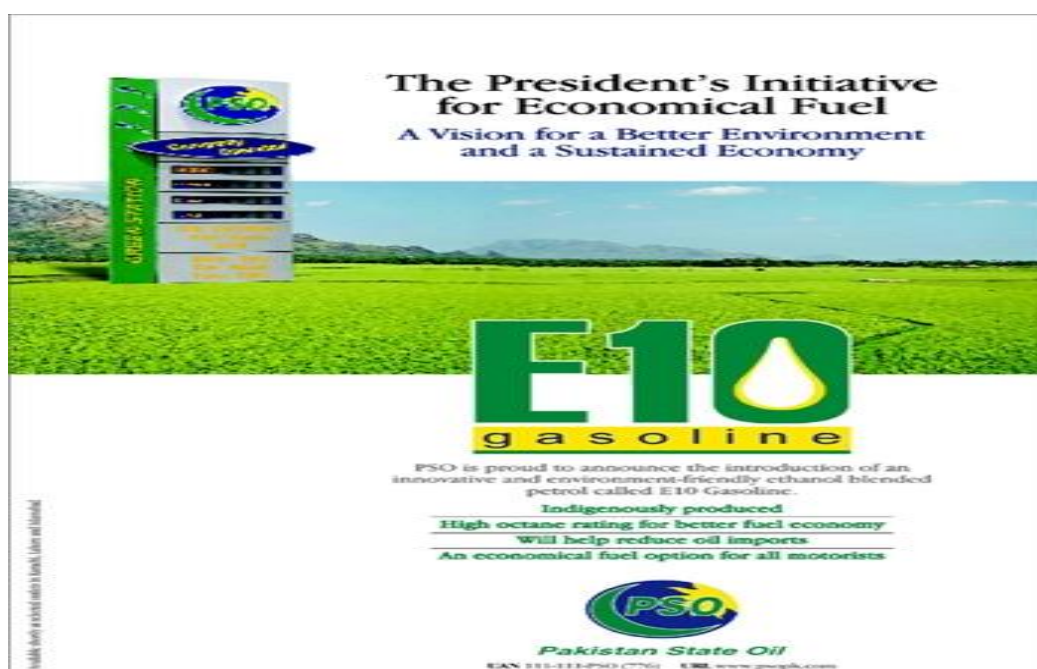
Figure 12

The ad has been taken from the energy sector—Pakistan State Oil (PSO), a fuel company that is owned by the government and is responsible for the distribution of petrol and gas to consumers. The advertiser encodes *Saving, Eco-friendly*, and *Natural* as positive ecological values. There is significant visibility of other values besides the ecological ones, including economic values, innovation, progress, etc., but due to the specified focus of this research, the analysis particularly delineates ecological values. The values have employed the cognitive structures given in table 4.12, which is followed by a detailed descriptive analysis.

Table 4.12

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Saving	fuel is nature	drop of fuel	link	green
Eco-friendly	e10 is eco-friendly	environment	containment	blue

Reduction	reduction is saving	fuel	center-periphery	white
		motorist	force	yellow

The metaphors in the ad are supported by both verbal and visual modes of cognition. The metaphor 'fuel is nature' is suggested on verbal as well as visual grounds. The metaphorical expression 'environment' and the image of natural elements in the background invoke the link schema which establishes the inherent connection between the natural elements and the fuel. This symbolizes the fuel as nature. The axiological principle holds nature as good, as per the context, to the fuel which makes the 'fuel is nature' which is good.

Additionally, the metaphor 'E10 is eco-friendly' invokes the source domain of ecology and safe to portray the fuel (E10) which is corroborated verbally and visually. The cognition of safe and harmless substantiates the E10 as eco-friendly. The containment schema strengthens 'in' the schema as GOOD since the fuel in the natural elements retains that the 'in' schema is GOOD on the axiological scale.

The metaphor 'reduction is saving' maintains the idea that less is good which is the reversed cognition for the context of the ad since previously the axiological parameter took more as GOOD and less as BAD. For the context of the ad, the reduction is saving suggests otherwise. The cognition is substantiated with the visual metonymy of the drop of fuel use suggesting less. Moreover, the center-periphery schema facilitates the metaphorical reflection by keeping nature in the center of focus and attention. For the sake of nature, *Reduction* is GOOD, and less is GOOD.

The verbal metonymies 'environment' and 'fuel' stand for biodiversity and the PSO Company respectively. The former one recalls nature while the latter one refers to the company's concern for nature. Both the metonymies work in collaboration to propose that the company is striving for *Saving* nature. Since the environment is the whole while the natural elements are the parts, the metonymy of the whole is good on the axiological scale.

The green color for *Nature,* blue for the sky, and the *Ecofriendly* aspect of fuel and yellow in a small quantity for fuel supporting *Reduction* are altogether reinforcing the metaphorical encoding of the ecological values in the ad. Thus the overall appeal of the ad is nature is good and fuel is nature.

The ad depicts concern for the environment by invoking positive ecological values for nature—*Eco-friendly, Saving,* and *Reduction.* But, a significant contradiction is found in metaphors when 'reduction is saving' contrasts with 'reduction is consumption' which is evident from the metonymy 'motorist', since it stands for consumption rather than saving. The two source domains for reduction contradict and oppose each other.

Besides the emergence of other values, the force schema also contrasts on the axiological scale. The consumption of fuel emits pollutants that are destructive for nature but it is reflected as nature, eco-friendly, and saving which poses a serious question to reduction since it is not the reduction in emissions. It is a reduction in oil imports, which are beneficial for the company only. The advertiser launches the product on the one hand, while on the other embedding nature to suggest the positive ecological values and concern for nature. This subjects it to the accusation of *Greenwashing*. Nature is employed specifically to encode GOOD and manifest ecological values, but underneath the promotional agenda of launching a new product is visible. Fuel consumption can never retain nature in its natural state due to its polluting effects.

Figure 13

The BYCO, a Petroleum Pakistan Limited, conveys the ecological values of *Green* and *Environmental protection.* The distribution of cognitive structures is given in Table 4.13 and they are elaborated in the following section.

Table 4.13

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Green	fuel is green	fuel	link	green
Environmental	green is up	Pakistan	containment	black
Protection	climate change is a war	Fuel gauge	force	white
	consumption is greening		balance	red

The verbo-pictorial metaphor 'fuel is green' is suggested in the ad for its juxtaposition of metaphorical expressions—'green up' and 'fuel up'. It depicts the up is GOOD for both fuel and green. The link schema inevitably establishes the connection between fuel and green. Fuel, a target domain also stands for the specific fuel by BYCO or more appropriately, BYCO itself. The value of *Green* is encoded to reflect their concern for the green. It additionally suggests that green will be up if fuel is up which

needs consideration due to its inherent contradictions. However, it is in the critique section of the analysis of this ad.

Another metaphor is suggested by the ad –'climate change is a war', which has been deduced by metaphorical expressions; protect and combat which implicates that the country is at war with climate change and it needs defense. This poses climate change as the enemy and BYCO is the army. *Environmental Protection* –an ecological value is strengthened with a metonymy—Pakistan, signifying the *Protection* of the country and 'community service' which stands for the BYCO company and its efforts as an army to serve the country to protect against climate change.

The third metaphor; verbo-pictorial metaphor more specifically; consumption is greening is linked with the previous two metaphors as well. The link schema reinforces the connection between the consumption of fuel and greening. The visual metonymy of the fuel gauge indicates the fuel tank as full which reflects a counterforce with the balance schema since the full tank is an imbalance. The up schema is GOOD and imbalance is BAD on axiological parameters, thence the counterforce is obvious when the ad establishes the directly proportional relation between fuel and green. It also symbolizes the compulsion force since the lesser the fuel, the lesser the green will be. This elaborated on the shady side of the company which raises the question of rethinking and reconsidering the cognitive structures on the axiological scale.

The colors green for the trees, red for the indicator needle presumed for fuel and black for the font can be comprehended as important colors belonging to the natural values. The colors facilitate the cognition of natural imagery and the encoding of ecological values by inducing positive moods and manifesting GOOD ecological values.

The ad when critically analyzed reveals many shortcomings. Firstly, BYCO's distribution of seeds does not assure *Green* since it requires a consumer to stop and sow. On the contrary; there is a bigger chance of overlooking the small packet of seeds. Secondly, the condition for obtaining or winning the complimentary seeds is refueling above Rs.500. The refueling is connected via the link schema with more seeds. This is neither *Green* nor *Protection* since the emissions of vehicles are ultimately destructive for the metaphorical expression 'GREEN' as well as the exploitation of the GOOD ecological value *Green*. Moreover, if BYCO uses the incentive of seeds for refueling, the original cost of the seeds is way lesser than the cost of fuel the company is asking to

refill. Lastly, BYCO presents a concern for the environment by encoding ecological values of *Green* and *Environmental Protection* but it ends up in deceptive efforts to promote fuel. It can be roughly summarized on behalf of the advertisers; 'If you want to save the environment, consume more fuel'. Instead of *Greening*, they have *Greenwashed* the ad for the sake of their manipulation and sales promotion.

4.5 Green Movements as advertised by Automobile Companies

The automobile companies' ads have been analyzed in this section.

Figure 14

HINO is a Japanese owned automobile company. Its ad has been published in Pakistan which strives to encode GOOD ecological values—*Green* and *Eco-friendly* via various cognitive structures. Table 4.14 illustrates the distribution of values, metaphors, metonymies, image schemas, and color which is followed by inferential analysis afterward.

Table 4.14

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Green	driving is natural	Commitment	link	green
Eco-friendly	Hino vehicles are safe	greener miles	containment	blue
	consumption is green	vehicles	path	
		dashboard		

The metaphor 'driving is natural' has been suggested on account of the source domain of natural which implies that the driving equals growing like trees and can turn distance on road into green or make the roads green. The axiological aspect maintains the

driving in this regard as GOOD since natural is GOOD from an ecological perspective. It has been suggested due to the presence of other cognitive structures like the metonymy of 'greener miles' which stands for the distance covered by the vehicles while the metonymy of 'commitment' conveys the sense of concern for the green on behalf of Hino Company.

The link schema can be seen working in this ad too since the view of scenic greenery from the front windscreen conceptualizes the mental image of a green and natural environment. The dashboard which is a visual metonymy also creates a link between the consumer and the Hino Company. The two link schemas are strengthening the connection between the consumer and Hino since both are linked with green. One is showing concern, while the other is acknowledging the concern for the environment. The image of driving and contributing is subjected to critical inquiry in the coming critique section.

The *eco-friendly* value is evident in the metaphorical conceptualization of Hino vehicles as non-polluting or eco-friendly. The metaphorical source domain suggests that the vehicles are safe in terms of their ecological implications. The containment schema strengthens the metaphor since the consumer is in the vehicle and driving in the natural environment. It ensures the safety of the consumer as well as the safety of the environment in the mind of the reader. The path schema, with expressions 'drive' and 'miles' also reinforces the metaphorical encoding of the *Green* Ecological value since the path is 'road to success' that equals 'greener miles' in the context of the ad.

Green color for trees and blue for clear sky depict the natural environment as natural and unharmed by the emissions of vehicles. It conceptualizes the cognition of the ecological values. The use of natural elements invokes not only positive moods but also establishes GOOD ecological values.

The metaphor 'driving is natural' has serious consequences since it reflects vehicles as GOOD in terms of ecology. The driving of vehicle or automobiles is an action which does not contribute to either *Protection* or *Green.* Instead, it implies another metaphor which is that 'consumption is green'. The first metaphor suggests vehicles as safe and harmless, but the emissions of pollutants in the air cannot be ignored. The Hino Company should be held responsible for encouraging overconsumption or deceiving the public in its deliberate *Greenwashing* for the sake of corporate image building or selling vehicles in name of Greening. The Company proclaims that the vehicles are safe, despite

the association with highly polluting activities starting from the manufacturing industries to the vehicles. The emissions are inevitable which are never helping the green.
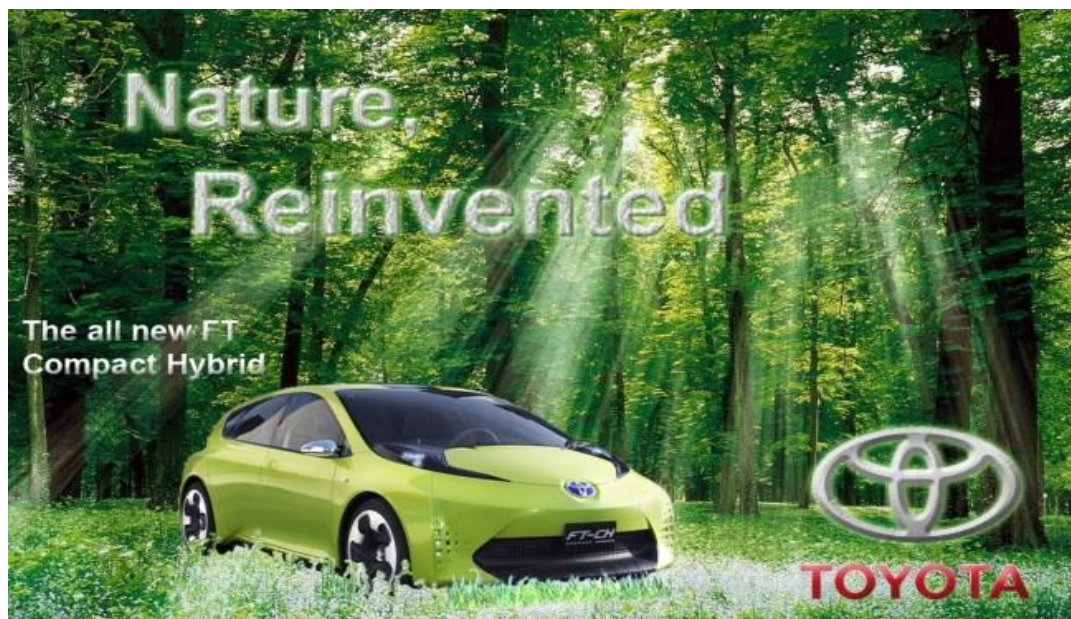
Figure 4.15

The ad belongs to Toyota Company, promoting the launch of their new Hybrid car—Prius. The ad encodes and reflects the value of *natural* employing a variety of cognitive structures which are discussed after the table 4.15 given below.

Table 4.15

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Natural	nature is a manufacturer	Nature	link	green
	Prius is organic	Reinvention	containment	
	consumption is natural			

The metaphor 'nature is a manufacturer' recalls the source domain of a person or manufacturer since nature is personified, suggesting it as capable of manufacturing a car. Nature stands for the plants, trees as well as sunlight in the ad. Since it simultaneously serves as a source domain for metaphor as well as the metonymic domain, it is regarded as a metaphtonymy in its linguistic cognitive essence. The metaphtonymy implies nature has produced the car which is also suggested by the containment schema that retains 'in' as GOOD for the current ad too. Nature as the creator, producer or manufacturer encapsulates and signifies the car as organic or natural. This gives rise to the next

metaphor. The axiological parameter for the manufacturer metaphor invokes the cognition of nature making things as GOOD.

Additionally, the metaphor 'Prius is organic' is linked with the previous metaphor in a way that suggests that what nature has manufactured is organic or natural; a Prius Hybrid car. The link schema can be witnessed through the metaphorical expressions of nature. The visuals of nature in the background create a connection between the Prius and nature. The metonymy 'reinvention' stands for the innovation or redefined new product which is the hybrid car in this context. Since the organic or natural are GOOD ecological values, these are extended to the Prius hybrid car as well.

The trees are green along with the green color of the car which is linked to solidify the connection between trees and the Prius car. The major green color for the natural imagery reinforces the natural, organic, and green thereby, strengthening the ecological value of *Natural.*

The ad is about the launch of a new hybrid car which is thought to consume less fuel as compared to other cars, therefore, producing less pollution. The link between the Prius car and nature is undoubtedly very deep and significant but it is usually the other way round to the depiction of the ad. The emissions of a vehicle, the spare parts production, the industrial emissions from manufacturing industries, the waste of plastic and metals, and the scrapyard of wrecked cars are worthwhile issues to consider sociologically. Besides, the emergence of the metaphor 'consumption is natural' is dangerously false. If there is a link between nature and vehicles, it can only be a destructive one since it brings disruption in the natural balance of the ecosystem. This leaves the Toyota Company as a culprit in destroying the green or nature. This makes the vehicles allegedly destructive towards the environment. While it is a good effort to make cars more sustainable, they can never be fully natural or environment enhancing.

The contrast between the depiction of environmental concern and the advertising practices is even more obvious since the Prius hybrid car encourages consumption leading to the overproduction of hybrid cars. The promotional agenda for the sale of the car is implicitly stated in the ad through the encryption of ecological values via various cognitive structures. Therefore, the ad is exploitation of metaphors, metonymies, image schemas, and green color for their means leading it to be considered as *Greenwashing.*

4.6 Real Estate Advertising Green Projects:

This section analyzes the language of the eco-advertisements by real estate companies.

Figure 16

This is a real estate ad for the promotion of a new housing project. The ad encodes the ecological value *Green* through the cognitive structures given in the table 4.16 below.

Table 4.16

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Green	houses are palm trees	opportunities	Link	green
	construction is green	palm tree	containment	black
			force	white
			balance	red

The verbo-pictorial metaphor 'houses are palm trees' is invoking the source domain of palm trees to conceptualize houses as trees. It suggests that the housing project will be equivalent to trees in the sense that the project will not only contribute to the environment but also it will be safe for the ecology or palm trees which stands for the 'nature' domain in this context.

The metaphtonymy—opportunities, reinforces the same thought since it has been used metaphorically to suggest the opportunities of owning a house on one hand while on

the other, it stands for the houses. Therefore, the metonymy and metaphor seem to interact to convey the ecological value of *Green*.

The image schemas of link and containment are obvious since the palm Tree establishes both verbal and visual links between the houses and trees. The metaphorical expressions 'Housing Project' and 'Land of Opportunities' indicate the infrastructure while the 'Green Palms' in both verbal and visual terms highlight the link between the real estate and the green implicitly. The containment schema is aligning with GOOD since houses in the green are suggested as a GOOD ecological initiative.

The green color which covers the major portion of the ad reflects the importance of green and it appeals to the reader to conceive houses as palm trees and to conceptualize real estate as ecologically GOOD since concern for the environment is depicted.

Although the ad has established the ecological value of *Green* to reflect the benign and concerned attitude towards the green, there are contrasting elements. There is a visible emergence of a contradictory metaphor—construction is green which seems to collide with the rest of the reflection of the ecological value *Green*. Furthermore, the palm tree is imbalanced since it is tilted which also serves as BAD for its axiological implication since it strives to restore balance. This imbalance is suggesting the imbalance between construction and green since the former one exploits the latter one. The balance seeks *Sustainability* which is not reflected in the ad.

The diversion force schema has been employed by the advertiser by encapsulating the natural images without any direct symbolic representation of infrastructure. This seems to be unique as the real estate company is launching housing projects without any reference to a building, offices, malls, etc. Instead, the directed attention is towards green palms both verbally and visually. The diversion is not capable of changing the reality of the consequences of a housing project—stripping of a forest, construction hazards, waste material, demand for construction material, noise pollution, and much more.

The encryption of the *Green* ecological value is not for the sake of the environment on actual grounds and is limited to the surface. It is a shallow reflection based on the exploitation of metaphors, metonymies, image schemas, and color. The ad is considered *Greenwashed* due to the above mentioned contrastive aspects, both from a cognitive and axiological perspective.

Figure 17

The ad is from a real estate company in which *Ecofriendly* has been encoded as a GOOD ecological value. The value is suggested by evaluating cognitive devices in the ad for their contribution to the encryption of the ecological value. Table 4.17 shows the distribution of cognitive structures which is followed by a comprehensive analysis in later paragraphs.

Table 4.17

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Eco-friendly	eco-friendly is an advantage	Investment	link	Green
	more is good	infrastructure	containment	blue
	investment is eco-friendly		balance	white

The ad reflects many values but due to the specified scope of the study, the analysis will focus only on *Eco-friendly* which is an ecological value. The metaphor 'eco-friendly is an advantage' is suggesting the advantage as a source domain which helps to conceptualize eco-friendly as one of the advantages of investing in the real estate company. The link schema serves as a source domain to connect the advantage with eco-friendly which is also achieved from the juxtaposition of two ideas in the ad. This implies

the reader should approach Capital Smart City Real Estate Company since it is maintaining eco-friendly as an incentive or advantage.

The metonymy 'investment' stands for the investment of money to achieve the advantage of eco-friendly. The containment schema also facilitates the overall depiction of the metaphor besides the visual metonymy. The visual metonymy of 'infrastructure' in the ad in the green trees also retains 'in' as GOOD or advantageous.

Last but not least, the green color in the ad for greenery and the blue for clear sky invoke nature to suggest the value of *Eco-friendly*. The colors not only encode values directly but also support the metaphors and link schemas to efficiently incorporate the ecological value.

The ad can be seen as a successful utilization of cognitive structures for establishing the construction as GOOD ecological value due to its *Eco-friendly* depiction but there are several consequences of accepting the incentive of the ad without considering its harmful effects on the ecology. Eco-Friendly cannot be merely stated as an advantage unless it includes harmless activities such as planting, conservation, and reduction which the ad fails to encode. Moreover, it gives rise to the metaphor more is GOOD suggested by more infrastructures in the background with huge buildings and lots of houses. The ecological value as per axiological terms holds that less is GOOD in facilitating conservation and preservation of natural resources. This is not the agenda of the advertiser of this ad. Therefore, 'more is up' is in contradiction with the practice of construction as it requires more land which is obtained by deforestation. Additionally, the imbalance schema between the infrastructure and the ecology results in unmasking the manipulation by the real estate company.
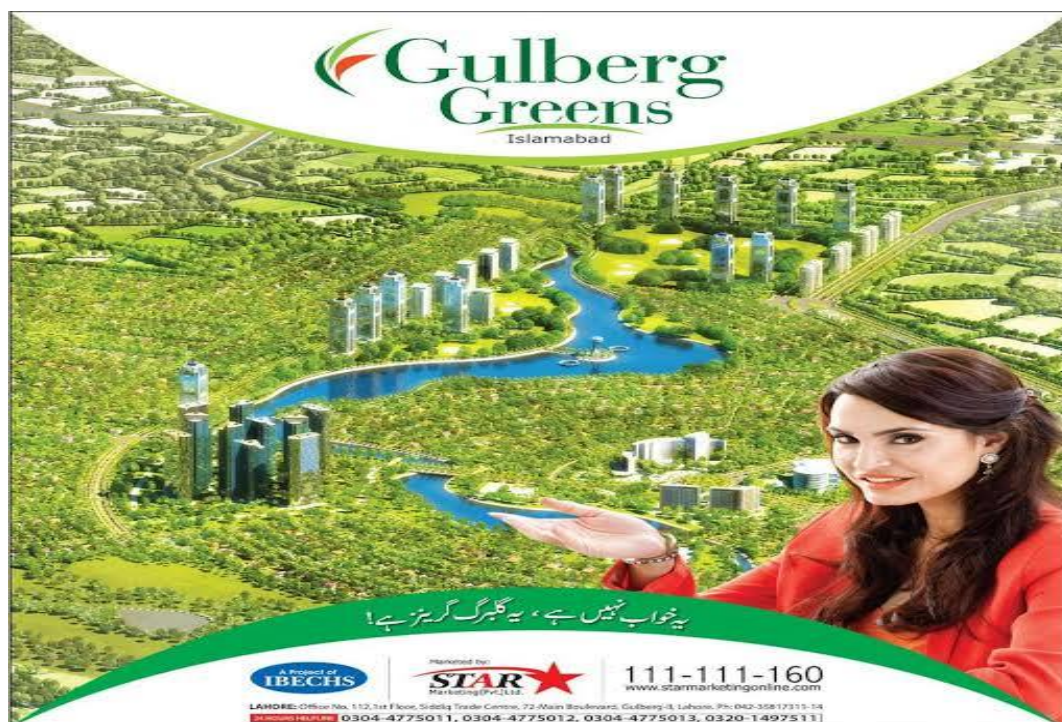
Figure 4.18

The ad belongs to another real estate company; Gulberg Greens which has utilized its caption lines in Urdu, since the lines were not significant in a contribution to the encoding ecological values, these are disregarded in the analysis.

Table 4.18

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Green	construction is green	Green	link	green
	more is good	infrastructure	containment	blue
			balance	

The metaphor 'construction is green' is based on the target domain of construction and the source domain of green. It points towards the conceptualization that the construction of infrastructure is green. Green is considered as metaphtonymy due to its dual representation in both metaphor and metonymy. It not only serves as a source domain for construction but also stands for the planting of trees and plants which are elements of the natural environment.

The link schema can easily be noticed where lots of trees are surrounding fewer buildings; their proximity to each other refers to beneficial ties. The huge buildings are

suggesting 'up' on the axiological up is good, which is also extended to green. Therefore, up is green and is considered GOOD on the axiological scale. The containment schema also suggests the construction in the green as GOOD.

The green color which constitutes a major portion of the ad triggers the conception of natural elements while the clear blue sky refers to a clear sky without any pollution. The building in white hues in the green is quite fascinating for the reader since it represents purity and purely living in the natural environment. Thus the green signifies the construction is GOOD since it is *Green.* Although the ad encodes the ecological value of *Green,* it also refers to the metaphor 'more is good'.

Just like the previous real estate ad, this is very unlikely to be a sound ecological value. The construction should be demonstrating less is good on the axiological scale to be a GOOD ecological value. The up schema contrasts with green as construction requires more land. Therefore, it reflects an inverse relationship rather than a direct one. As construction increases, the green will decline to create space land for construction. The up seems to collide with the down which marks the ad as *Greenwashed.*

4.7 Manufacturing Industry's Environment Focused Ads

The advertisements from electronics manufacturing companies have been analyzed in this section.

Figure 19

The ad has been taken from the electronics company Mitsubishi. It's about an air conditioner, which is being portrayed as a product that ensures the *Saving* of electrical energy. *Saving* has been established as a GOOD ecological value it has been aided with various other cognitive tools to incorporate the ecological values which are analyzed after the distribution of these structures in table 4.19 below.

Table 4.19

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Saving	energy is a resource	Specialist	link	green
Reduction	AC is a person	technology	containment	blue
	less is good	AC	center-periphery	white
	consumption is reduction			

The metaphor 'energy is a resource' is suggested by verbal as well as visual elements in the ad. Since the ad focuses on *Saving*, the resource needs to be consumed carefully. AC consumes electrical energy that is created by utilizing natural resources e.g.

solar power, thermal power, and hydro-power thereby. This constitutes the inherent link with natural elements in nature. The energy is thence, a resource that is to be saved.

The link schema and the containment schema work in collaboration with the conception of the metaphor. The visual metonymy of AC in the ad with the background of a natural scene highlights the link schema. The expressions 'specialist' stands for the Mitsubishi Company while the technology is the *Saving* capacity of the AC. The visual backdrop of the ad comprises the natural elements and reinforces the schema as GOOD in ecological terms.

Another metaphor that is linked with the previous metaphor is visible —'AC is a person/conserver. Since energy is a resource and AC is *Saving*, it leaves the AC as the conserver. The source domain of savior highlights the *Saving* of energy as a GOOD ecological value. The metonymy of 'specialist' indicates the company workers and board of directors which further reflects the concern for the natural resources on behalf of the Mitsubishi Company thereby, connecting the domain of 'saviors' with the company. The conservers suggest less is a GOOD metaphor or *Saving* as GOOD on the axiological scale.

The colors of the natural elements contribute by stirring GOOD emotions with respect to ecology that facilitates the cognition of ecological values.

The image schema center-periphery poses a serious question to the integrity of the advertiser for the positioning of AC in the center. The center draws the attention of the reader in comparison to the backdrop or periphery which indicates that the encoding of ecological values is for the sake of consumerism in the disguise of the ecological value of *Saving*. The advertiser sells electronic products with harmful emissions from its compressor in the name of *Saving* by exploiting cognitive tools and reflecting the conceptualization of *Greening* which is in actual fact, *Greenwashing*.

Figure 20

The ad has been taken from Gree Company which is selling AC. The ecological values which have been updated on account of the cognitive structures are; *Saving* and *Eco-friendly.* Table 4.20 gives the account of the cognitive tools below.

Table 4.20

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Saving	energy is a resource	Energy	link	green
Eco-Friendly	AC is a person	AC	attribute	purple
	less is good	Plant	force	white
	AC is eco-friendly	Saves	center-periphery	
	consumption is saving			

The metaphor 'energy is a resource' has been employed in the ad where the source domain of natural resources has been recalled. It is linked with another metaphorical expression 'saving' leading to the metaphor AC is the savior/person. Both metaphors suggest the axiological implication *Saving* is GOOD. The link schema develops the connection between the AC and the energy. It has also been supported by other cognitive

structures like metaphtonymy—energy which refers to a resource as well as standing for the electrical energy that AC consumes.

The eco-friendly metaphorical domain suggests the beneficial and harmless features of AC, inferring that being harmless is companionship and therefore the AC is eco-friendly. The metonymy 'saves' and the visual metonymy of a plant in a vase reflect the *Saving* of nature or plants which also supports the *Eco-friendly* ecological value in the ad.

The attribute image schema of bright-dark is visible with a contrasted background of a bright tone which is collaborating with the force schema of attraction by a luxurious, serene, and eco-friendly environment. The bright schema is signifying GOOD in this context. The image schemas reinforce the metaphors by recalling the conception of *Eco-Friendly* as GOOD.

The green color of the sofa, cushion, and the vase with a plant invoke the perception of the eco-friendly source domain, assisting the metaphor, while the white background and AC merge in the white color in a sort of camouflage to keep the serene impact of the ad intact.

The manufacturing of electronics, the emission of gases, the consumption of energy resources, and above all, the harmful effects in terms of health are significant issues linked with the overall depiction of ecological values in the ad. The metaphor 'energy is a resource' implies the resource is to be consumed or even exploited. The advertiser has camouflaged the AC in the white wall but the luxurious atmosphere creates the synthetic personalization which provokes consumption of the AC. The synthetic personalization is reflected since the luxurious sofa with AC presumes the personal need of the consumer. The natural environment or *Ecofriendly* atmosphere requires natural fresh air not a sealed room with luxury furniture. The advertiser has although encoded ecological values but has also promoted consumption. Therefore, the ad is considered to be *Greenwashed.*

Figure 21

The ad has been taken from Yamaha Company in Pakistan. The value of *Natural* has been presented via cognitive tools. The ecological value along with metaphors, metonymies, image schemas, and colors are given in Table 4.21 which is followed by a detailed analysis.

Table 4.21

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Natural	generator is a pacemaker	Tree	link	green
	heart is a machine	generator	center-periphery	blue
	nature is a machine	your		white
	generator is			
	natural			
	consumption is natural			

The value *Natural* being a GOOD ecological value has been encoded via the metaphor 'generator is a pacemaker' or 'heart is a machine', which is also supported by the link schema which suggests a connection between a generator and the human heart or nature. The metaphor implies that the generator stimulates the heartbeat and it is as *Natural* as any human heartbeat can be. The *Natural* value is further backed up by the visual metonymy of trees, clouds, and grass.

The link schema draws attention towards nature and the generator. The green grass, blue sky, and the tree surrounding the generator prompt the conceptualization of the generator as *Natural* or part of nature. This reinforces the metaphor 'nature is a machine'. The center-periphery schema is employed showing nature and its concern as

important for the company's shareholders. The generator posted in the periphery suggests the lesser importance of the generator which reflects concern for the environment.

The metonymy 'your' stands for the reader or the consumer which evokes the feelings of belonging or ownership. The metonymy extends to the metaphorical encoding suggesting the generator as *Natural* for both people and the natural environment. The expression, 'super silent' also refers to protection from noise pollution.

The natural colors are backing up the metaphor as well as the metonymy. The green color for trees and grass, the blue for the sky, and the intermittent white induce positive ecological feelings in the cognition of a reader or a consumer. Since the heart is considered an important organ of the body and the heart's beating is necessary for pumping blood to all parts of the body, it is made analogous to the generator which supplies electrical energy to the circuits. If the heartbeat is GOOD, so is the generator. Additionally, the natural elements are GOOD. These transform the generator into a *Natural* element too assigning it a GOOD ecological value.

Although the verbal and visual examples point towards a positive ecological value and create an image of concern for the environment on behalf of the Yamaha Company, it has some serious issues to consider. Firstly, the generator creates noise no matter whether less or more. It has been contrarily depicted as 'super silent'. It disrupts the pulse or heartbeat instead of 'revving' it. Secondly, the manufacturing process of generators in the industries is environmentally hazardous since it involves harmful emissions. Both of the consequences of generators raise questions about the integrity of the advertised product as well as the advertiser's concern for the environment. The concern for the environment contrasts with the effects of the product being advertised; therefore it is regarded as *Greenwashing.*

Figure 22

The ad belongs to Haier Company in which eco-friendly products have been launched. The ad successfully retains the value of *Green* via various metaphors, metonymies, image schemas, and colors. There is the existence of several other values in the ad but the specified research question led the analysis to focus on ecological value.

Table 4.22

The distribution of values and cognitive structures
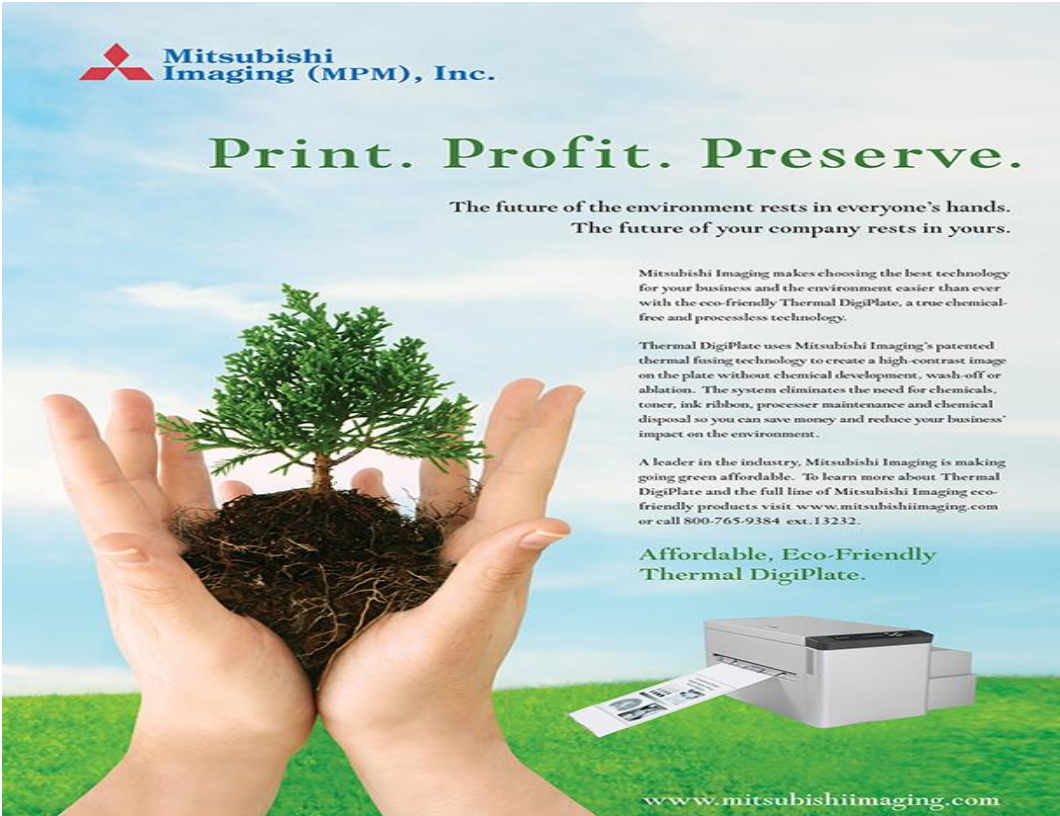
Values	Metaphor	Metonymy	Image Schema	Color
Natural	Eco-life is savior	Leaf	link	green
Green	environmental issues are	our	center-periphery	white
	shackles	you		
	consumption is greening			

The ad suggests *Green* via various metaphors 'environmental issues are shackles' which make people into slaves and 'eco-life is savior'. The above-mentioned metaphors suggest environmental degradation and pollution are enslaving people, while eco-life is capable of granting freedom from the shackles. The metonymy 'you' refers to the reader or consumer who should be aware of the slavery, while the metonymy 'our' signifies the benefactor Haier Company and its shareholders along with the advertisers. The metonymies in fact strengthen the conceptualization of eco-life as savior and their salvation from environmental issues.

The visual metonymy of the leaf being part of the whole plant specifies *Green,* reinforcing the cognition of environmental issues that can be solved by *Green* or eco-life. The metonymy of a leaf also incorporates the link schema, establishing the connection between ecology and the Haier Company's products. This conveys the conceptual link as well as establishing the reflection of concern for both the environment and people. The center-periphery schema, as denoted by the central position of the leaf, also suggests the similar prime importance of ecological concern.

The green color which comprises the major part of the ad emphasizes the importance of *Green* even more by suggesting the cognition of ecology. Thus, eco-life succeeds in the reflection of their ecological concern via eco-values encoded by means of various cognitive structures, including metaphor, metonymies, image schemas, and colors.

Eco-Life portrays its deep concern for the future of ecology, but this becomes questionable when another metaphor seems to exist in the same context—'consumption is greening', which conveys that the consumption of eco-life is supporting *Green*. It is substantiated with the following metaphorical expressions; 'using Haier products, making Pakistan, cleaner, and greener' with their products. These are contradictory in eco-linguistic terms. The perception of consumption leads to either over-production or over-consumption which does not contribute to *Greening*. Thus, it can be concluded from the ad that the ecological value of *Green* is just a cover. Beneath it, the promotional agenda is visible due to its contradictory depiction of values and practices. Therefore, *Greenwashing* is obvious in this ad.

Figure 23

This is an ad for a printer, manufactured by Mitsubishi Company. The ad has encoded the ecological values of *Preservation* and *Eco-friendly*. The former value was not listed in the preliminary defined ecological values. It was updated after its emergence in this ad. The distribution of cognitive tools for the sake of encoding ecological values is given in table 4.23 below.

Table 4.23

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Preservation	preservation is a need	hand	link	blue
Eco-friendly	printer is a preserver	tree	center-periphery	green
	printer is eco-friendly			white
	consumption is			
	preservation			

The ad has utilized the metaphorical source domain of necessity for the concept of preservation. It recalls concern for future needs. It further collaborates with another metaphor—'printer is a preserver', in which the source domain preservation is invoked to

conceptualize the target domain of the printer in the ad. Since the metaphorical expression eco-friendly supports the metaphor, it assigns the positive charge of axiology to the printer.

The visual metonymy of the hand which stands for the people's contribution to the preservation of the ecology for the sake of the future and the metonymy of the tree reinforces the eco-friendly aspect of the printer. Thus, both the metonymies strengthen the metaphors by supporting the conceptualization and cognition of ecology and the preservation of ecology. The latter metonymy also signifies the importance of contribution from 'you' or the reader/consumer, which establishes the concept of concern for the preservation of ecology on behalf of the advertiser and the Mitsubishi Company.

The link schema works as the source domain for the metaphor to show the inherent link between the printer and eco-friendly, while the center schema with the tree in the center and printer in the periphery, provoke the reader to assume ecology as the most important concern of the company and advertiser. Since the center is GOOD on the axiological scale, the printer attains the same axiological value due to the link schema.

The natural colors green for tree and grass, blue for the sky, and white for nature's purity, invoke the conceptualization of natural and *Eco-friendly* values for the printer. This is supported by the metaphors, metonymies, and image schemas too.

Since the ad has successfully encoded and transmitted positive ecological values, it could be regarded as *Greening* or true concern for the environment. However, there are a few reservations in terms of cognitive linguistic perspective and ecological values. The cognitive perspective highlights the contradiction of values via the same cognitive devices. The value of *Consumption* contradicts with the ecological value of *Preservation* since consuming an entity cannot preserve it.

Additionally, the consumption of a printer presumes the consumption of wood pulp from which paper is made (which implies deforestation). The metaphorical expressions; preservation and the 'future of the company rest in your hand' are seated next to 'the future of the environment rests in everyone's hand' creates a condition of consumption on behalf of the company shareholders. On one side *Preservation* is established, while on the other consumption is being promoted which is evident with the display of a printer in the ad. The assisting natural images and cognition of *Eco-friendly* seem to be just a cover with deliberate exploitation in the background even with

the depiction of ecological values in the foreground. Therefore, from an axiological cognitive linguistic perspective, the ad is *Greenwashed*.

4.8 Cosmetic Effects of Nature by Cosmetics Industry

This section analyzes the metaphorical encoding of language by ads of cosmetics industry.

Figure 24

The ad belongs to the skincare line by Oriflame Company which supplies beauty products. The ad has encrypted the value of *Natural* via various cognitive structures which have been discussed in this section.

Table 4.24

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Natural	nature is a person	nature	link	green
	products are natural	Aloe-vera	containment	white
	heat is a competitor			
	consumption is natural			

The metaphor 'nature is a person' recalls the source domain of a person to conceptualize nature. The link schema can be witnessed, assisting the establishment of a bond between nature and the skincare line which gives the rise to another metaphor, 'products are natural'.

The visual metonymy of the Aloe-vera plant stands for nature or the natural elements of the environment. The metonymy supports the metaphors in the depiction of products as natural since it invokes a love for nature. It is further reinforced by the containment schema where products are in the natural elements. The green-colored Aloe-vera and the green in the rest of the ad give an environmental soothing effect and the white tone suggests the pure nature of the ad.

The axiological parameter in regards to cognitive structures maintains *Natural* as a GOOD ecological value both in terms of ecology and the cognitive perspective. The ad presumes love for nature as a value and the conception is also aided with the metaphorical expression, 'love nature' in the ad.

The ad becomes contradictory when another metaphor appears to the surface— 'heat is a competitor'. This is supported by the expression; 'beat the heat'. The source domain of competition requires the beating of an opponent which is heat in this context. If nature is to be loved as perceived by the analysis, how come the element is the competitor? This is a critical yet significant question. One cannot ignore the imaginary beating of the opponent. The contradiction is the result of a promotional strategy of the advertiser that strives to convey unnatural products as natural. It also results in bringing more attention to consumption rather than the love of nature.

The interesting point is that the metonymy and other cognitive tools aiding the previous metaphors also facilitate the metaphor of 'heat is a competitor'. On one hand, nature is to be loved, while on the other it becomes a competitor where beating nature is GOOD which is BAD. The contrasting elements lead to the conclusion that this ad is *Greenwashing*.

Figure 25

This is an ad for soap by the company English. The ad conveys *Natural* via cognitive structures to present the product (soap) as GOOD. Detailed analysis is forthcoming after table 4.2

Table 4.25

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Natural	soap is natural	skin	link	green
	nature is a resource	naturally	containment	white
	consumption is natural	Neem leaves		

The verbo-pictorial metaphor 'soap is natural' recalls the source domain of natural elements to target the concept of a synthetically produced soap. The metaphor implies the soap to be inherent to nature. It is prepared using natural ingredients that suggest nature as a resource.

The metonymy of 'skin' is whole covering the parts of the body which assists in suggesting the soap is GOOD for the whole body. 'Naturally' refers to the natural ingredients which are used in its preparation. The Neem leaves of Azadirachta indica, in the background, stand for nature creating the link between nature and soap. The

metonymy and link schema both suggest the advertised product; soap is GOOD on the axiological scale.

The containment schema IN further suggests the soap in Neem leaves as natural, thereby, reinforcing the metaphor. Besides the image schemas the color green for the Neem leaves and the whole backdrop of the ad as well as minute hues of white, collectively reflect soap's purity and harmony with nature and natural resources.

The overall ad seems GOOD since it successfully encodes GOOD ecological values. But a careful consideration of the metaphor 'soap is natural' has some implications. Firstly, it is linked with the expression; '100% natural Actives' which suggests 'nature is a resource'. Since a resource is presupposed to be used, nature consumption is being promoted in the ad. 'Natural Actives' implies the Consumption as GOOD. Secondly, if the soap is natural 100%, then how is the need for soap justified, when it suggests that natural elements are GOOD enough to be used directly? The soap-making factories emit smoke, use machinery, and produce byproducts and waste which ultimately destroy nature and natural elements. Hence, the ad though seemingly natural is *Greenwashed*. It has encoded the ecological value of *Natural* via cognitive devices to mask the polluting impact of the soap factories and exploitation of nature by implying that it is a resource.

Figure 26

This ad is from one of the most famous cosmetic brands in Pakistan. It depicts two main ecological values; *Environmental Protection* and *Eco-friendly* employing various cognitive structures from the domain of cognitive linguistics given in Table 4.26 below.

Table 4.26

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Environmental Protection	enrichment is protection	Our hands	link containment	-
Eco-friendly	the products are shields	planet	center-periphery	
	consumption is enrichment	rabbit		
		animal testing		
	vegetarian is not exploitation	cruelty		

The first metaphor which is verbal is 'enrichment is protection' which utilizes the source domain of protection to encapsulate enrichment. The metaphor suggests the protection of ecology is vital and it employs metonymies 'our' and 'hands'. The former one stands for the producers, consumers, or the reader while the latter one suggests the contribution from people. Since enrichment possesses a GOOD axiological charge, the contribution implies a similar conception.

The link schema serves as the source domain, relating products with the enrichment of ecology or more appropriately the protection of ecology. The containment schema retains 'in' as GOOD via expression; 'in our hands' which also strengthens the metaphorical encoding for contribution.

The second ecological value which has been encrypted is *Eco-friendly* which is suggested through the metaphor involving the source domain of safety. It implies that the products are safe and *Eco-friendly*. The metonymies; 'animal testing' and cruelty refer to the range of painful procedures done to animals for testing a product, making the animal a victim of cruelty. The metonymy also strengthens the perception of the environmental protection in depicting that the products are shields from such cruel practices and;

therefore, safe for the environment. The visual metonymy of the rabbit also signifies the animals which are used in the testing of products but not in their company.

The ad was found on the glass door of The Body Shop outlet so it's transparent but the study's scope has included color aspect. Therefore another ad has been analyzed from the same company to gain depth insight into the encoding of ecological values. The importance of the color aspect was in the previous analyses, so it cannot be neglected for this company as well. Therefore, color use will be analyzed in the next ad.

The center-periphery schema symbolizes the prime concern of the advertiser is ecological enrichment. The verbal expressions are bold and in the center, but there exist a few contradictions in the employment of cognitive tools. The first metaphor 'enrichment is protection' is found to be in contradiction with 'consumption is enrichment' as suggested by the metaphorical expression 'enrich products'. Since, enriching products or more specifically, consumption is not aligned to enriching the planet. The 'planet' metonymy stands for environment enrichment making the planet better which contrasts with the consumption of products. Product enrichment in fact implies two things in the context of the ad. Firstly, products are enriched with natural ingredients and secondly, usage of products is an enrichment which is on actual grounds consumption.

Additionally, the second metaphor also faces somewhat similar contradictory challenges with 'vegetarian is not exploitation'. If animal testing is considered cruelty, why is vegetarian, being the excess use of plants, not considered exploitation? Although vegetarianism is not always the excessive use of plants or exploitation the advertiser is using it as a distraction tactic. The advertising company suggests that we are not cruel to animals, so we must be good for the world, which is a distraction strategy. The company claims the enrichment of ecology and the whole planet yet treats nature as a resource. Therefore, the ad is considered *Greenwashed* due to its promotional practices in the name of *Environmental Protection* and *Eco-friendly* values.
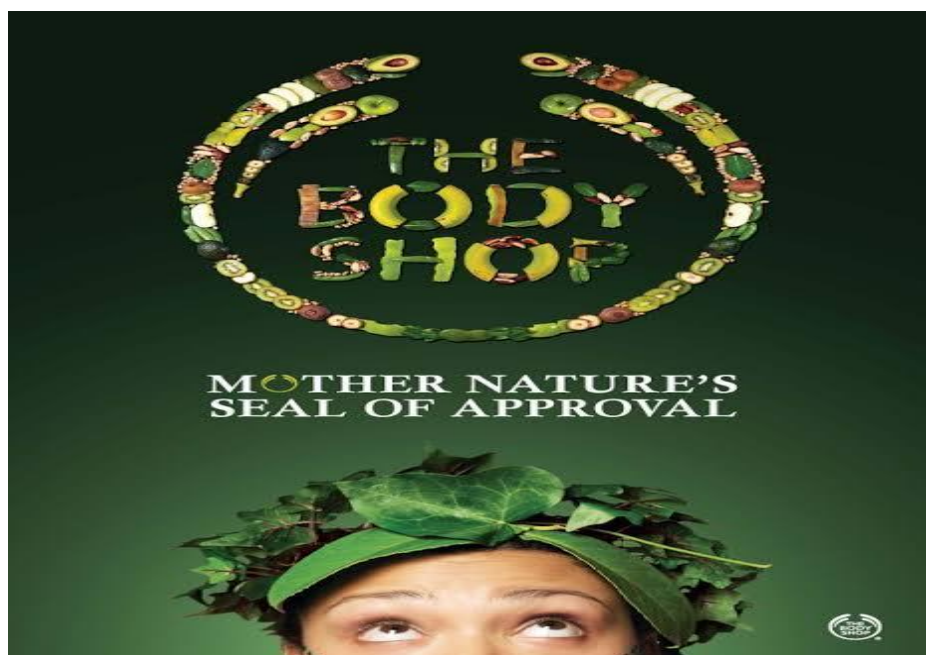
Figure 27

This is the second ad from The Body Shop cosmetic brand. The reason for using this ad is the missing color aspect of the previous ad. It has been analyzed to gain a clear understanding of the cognitive structures in the ad. The ad encodes the same two ecological values again; *Environmental Protection* and *Eco-friendly* but via different combinations of other cognitive structures. Table 4.27 gives the elaborated cognitive structures which are followed by the detailed analysis.

Table 4.27

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Environmental	nature is a person	Mother	link	green
Protection	products are eco-friendly	nature	containment	
Eco-friendly	nature is a machine	seal		
	consumption is protection			

The ecological values are encrypted simultaneously since they are intertwined throughout the ad. The metaphor 'nature is a person' is derived from both verbal and visual evidence. It recalls the source domain of the embodied cognition of a person which stands for humans or more appropriately in this context the mother. The verbal metonymy 'Mother' stands for nurture, care, and the supportive role of a mother on one side while

on the other it is meant for females, the intended readers, or the consumers of the products.

The containment schema is good since being in or under the nurture of a mother is GOOD. The link schema establishes the connection between nature and the person with the help of a visual metonymy of the person in the ad. The metonymy of 'seal' in this context signifies *Protection* but this is discussed in later paragraphs due to its association with other cognitive interpretations and implications.

The green color in the ad is for the leaves around the headband of the female, and the major portion of the ad altogether refers to two things, firstly, the ecological concern of the advertiser and secondly, the products as *Eco-friendly*.

This ad by The Body Shop also brings up some serious reservations when the metaphor 'nature is a machine' appears to be encoding the ecological value. The metaphorical expression 'seal' in fact implies a company or a machine putting a seal on the products to ensure their authenticity or eco-friendly aspect. Nature is a machine that implies nature as a producer and sealer so that consumers accept them. In this situation, The Body Shop takes the role of producer and utilizes nature as a resource. This is a serious thought-provoking implication since consumption is neither *Greening* nor does nature approve such exploitation. The advertising practices contrast with the reflected concern for the ecology, and the ad is more of a culprit in the consumerist agenda. This lurks as a *Greenwashing* value rather than reflecting true *Green.*

4.9 Selling Nature, Saving Face: Ads by Banking Sector

The Banking Sector has been included in this section for its axiological cognitive linguistic analysis.
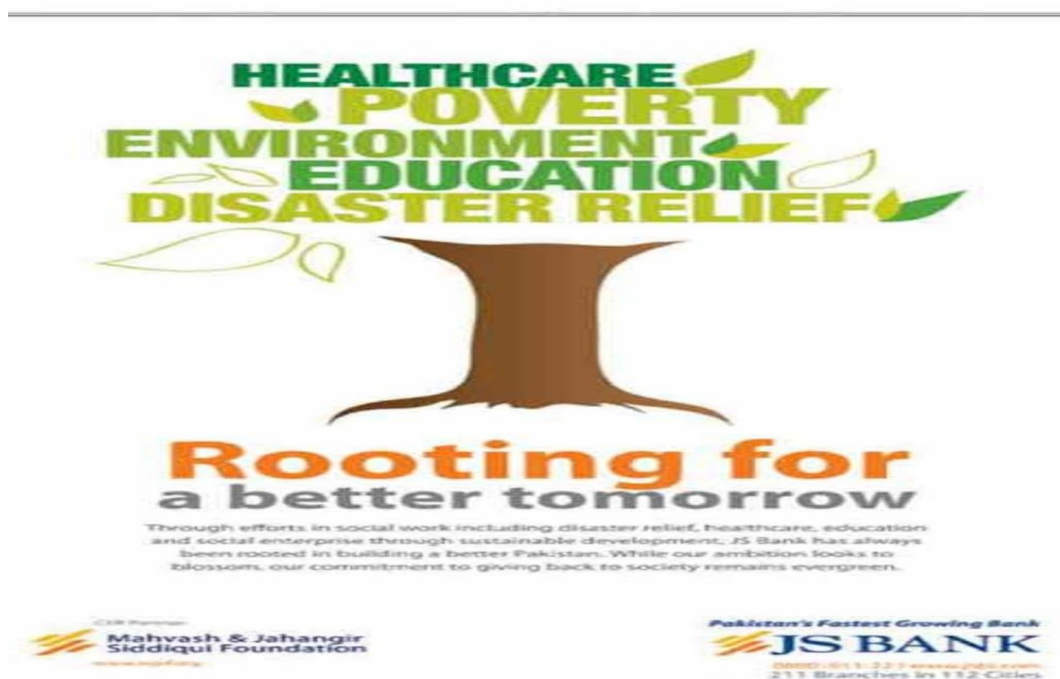
Figure 28

The ad belongs to the banking sector. JS Bank has incorporated various cognitive tools to encode *Green and Eco-friendly* as ecological values in the ad. The distribution of cognitive devices is given in Table 4.28 below.

Table 4.28

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Green	bank is a tree	tree	link	green
Eco-friendly	leaves are services	rooting	center-periphery	brown
Renovation	green is future	leaves		white
	consumption is green			

The ad has used the metaphors 'bank is a tree' and 'leaves are services' via the metaphorical expressions; rooting, rooted, blossom, and evergreen. The metaphors are supported by the visual metonymy of a tree, and its leaves and roots as a whole. The

metaphtonymy tree stands for the JS bank while the leaves stand for its services and the roots for the commitment to *Green.*

The metaphor the 'future is green' aligns with another metaphor 'green is better', making the advertiser appear GOOD on the axiological scale. The advertiser and the bank reflect their company and their services as *Eco-friendly*. The link schema seems to be working here assisting the metaphor by serving as a source domain for both metaphors since it develops the cognition of the inherent connection between *Green*/nature and the bank.

The green color for tree leaves, brown for the tree trunk, and the white background for the purity of nature suggest good ecological values on the whole. Thus, JS bank is conceptualized as *Green* and *Eco-friendly* utilizing the aforementioned cognitive structures.

Although the advertiser seems to reflect the concern for *Green,* there are some implications despite consistency in cognitive tools. Firstly, the advertising bank claims to be *Green* but it fails to ensure ecological safety since it does not suggest or instruct any activity helpful for the ecology. Secondly, banking belongs to sectors which heavily rely on paper obtained from wood. The advertiser does not suggest reductions or alternatives in this area. Lastly, the services of the bank in the form of healthcare, education, environment, poverty, and disaster relief are not exempt from mark-up or the interest which is in the favor of the bank.

Therefore, the ecological values are manipulated and the real motives are not only controversial but also misleading. This marks the ad as *Greenwashed.*
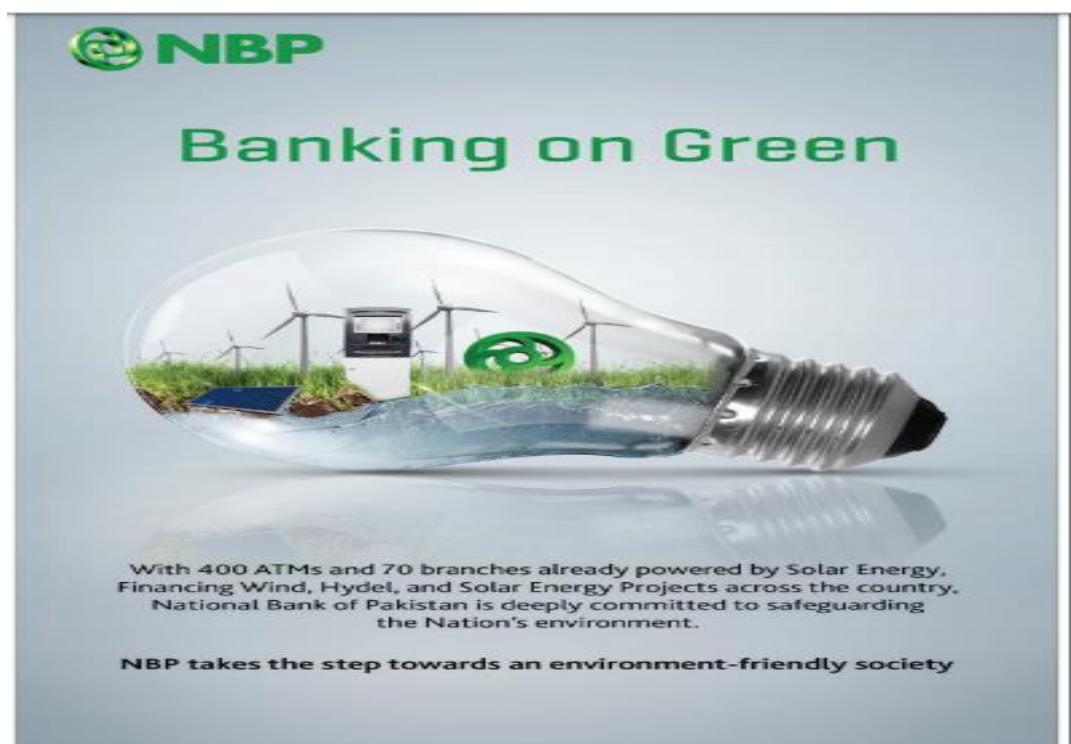
Figure 29

The ad has been taken from the National Bank of Pakistan. It encodes the value of *Green* and *Environmental Protection* via different cognitive tools which are given in Table 4.29 below.

Table 4.29

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Environmental	bank is a protector	Bulb	link	blue
Protection	institution is a person	ATM machine	containment	green
Green	NBP is green	Windmill	attribute	
Saving	nature is a resource	Nation		
	banking is green	Environment		

The metaphor is this 'institution is a person' where a person adopts the role of a protector who safeguards the environment. The metaphor is seen interlinked with the metonymy 'nation' which stands for the whole nation implying NBP saves the whole country's flora and fauna from destruction and exploitation.

The visual metonymy of an ATM contained in the energy saver bulb stands for the NBP while the windmill and solar panel are energy generating sources. The visual

metonymies imply that the NBP relies on natural resources of energy and contributes to *Saving* the national assets of the country. The metonymies IN the bulb recall the containment schema which bears a GOOD charge axiologically.

The bright-dark schema has been presented by contrasting bright as GOOD, opposing the dark. This suggests *Green* as GOOD since it's in the bright zone. The big-small schema is obvious in the visual metonymy of the energy saver bulb, since, it is far bigger in the ad in comparison to the reality and the contents of the bulb on the other hand, which are big in reality, are shown much smaller. The interplay of the big-small schema suggests *Saving* by *Reduction.* This implies the *Saving* should be bigger than consumption which is small. It also enhances the importance of *Environmental Protection* and *Green.*

This ad has an interesting contradiction, not only in its metaphorical encoding but also in the overall display of concern for the environment. The metaphorical expression; 'Banking on Green' gives rise to metaphor—nature is a resource since the bank relies on money which is a resource. It has twofold implications; firstly, a GOOD one that banking relies on naturally produced electrical energy natural resources for its ATM machines and buildings are consuming. Secondly, the evident one; the bank relies on money transactions, investment, saving, interest, debit, credit, etc. due to the use of paper that mostly comes from wood, which is resource exploitation. The metaphor 'banking is green' suggests both things at the same time where one is greening while the other is BAD in ecological terms.

Since the main area for the interest of a bank is the circulation of money, the use of better natural energy can be considered a GOOD initiative on behalf of NBP or the advertiser. However, the failure to encode or suggest the *Reduction* in paper consumption or encouragement of *Conservation* is obvious. Therefore it is partially vacuous and just another form of *Greenwashing* to build a corporate image for the banking sector.

Figure 30

This ad is from another Pakistani bank; Khushhali Bank Limited. The ad encrypted the ecological values of *Saving* and *Natural* with the aid of metaphors, metonymies, image schemas, and color which are given in Table 4.30 below.

Table 4.30

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Natural	the sun is a profit	Sun	link	blue
Saving	saving is brightness	fields	attribute	green
	investment is saving	tree		white
		brighter future		yellow

The metaphor 'the sun is a profit' invokes the naturally occurring sun to conceptualize profit which is a commonly used term for the banking sector. The visual metonymies sun, fields, and tree are parts of a natural environment which strengthen the metaphorical encoding via the link schema. The link schema shows the connection between nature and banking. The verbal metonymy 'Brighter Future' creates the link between bright hues of nature too where two image schemas work in collaboration to assist the metaphor.

Additionally, 'saving is brightness' is another metaphor that is supportive of the encryption process. The brightness source domain has been recalled to suggest bright as GOOD on the axiological scale, leading to saving is GOOD. Saving here is ambiguous as

it stands for saving accounts in the bank as well as the ecological saving of green. The saving is a green theme supported by the color aspect. The green color for tree and fields, the blue sky and yellow sun with a white background recalls the cognition of ecologically GOOD values.

Saving is suggested from another metaphor, 'investment is saving', invoking the source domain of money investment via the metaphorical expressions; deposits and 12% profits which clearly indicate the main motive of advertiser—seek investment in the name of ecology. *Saving* is regarded as ecologically GOOD. The advertiser has manipulated the ecological value to suggest savings accounts or investment planning. Moreover, if the concerns for ecology were genuine, then it would suggest *Environmental Protection, Conservation, Reduction,* etc. On the contrary, the ad has invoked *Saving* for its manipulation. It exploits metaphors, metonymies, image schemas, and color to conceptualize banking in investment as a GOOD ecological value which is untrue. The prominent strategy by the advertiser has been delineated implicitly claiming the concern for the environment but meaning investment in their services instead.

In reality, money and nature are never interchangeable since the former one ultimately becomes the reason for destruction for the latter one at some point.

4.10 Water supplying Companies: All is Green !

This section analyzes the eco-sensitive discourse of water supplying companies.

Figure 31

The ad is from another bottled water company that encodes *Natural* and *Eco-friendly* as ecological values employing a variety of cognitive structures given in Table 4.31 below.

Table 4.31

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Natural	water is life	baby girl	link	green
Eco-friendly	water is eco-friendly	leaves	containment	white
	plastic is eco-friendly	water		
	consumption is eco-	droplets		
	friendly	plastic		
		bottles		

The metaphor 'Water is life' suggests water as an essential *natural* compound. The visual metonymy of a girl drinking water and leaves with tiny water droplets support the source domain of life since the former one stands for people or overall life on the planet. The link schema establishes the connection between the girl and the glass of water in her hand, which forms the source domain for the metaphor. The ICMs further suggest that Primo water is natural, including the brand or company suggesting the domains of safe and eco-friendly.

The visual metonymies with the droplets of water relate the ecology and the Primo water bottle invoking the link schema as well. The visual metonymies of water bottles of all sizes in the leaves imply 'in' as GOOD ecological value leading to the implication that Primo water is safe since these are in the *Natural* Environment.

Although the ad efficiently encodes ecological values, if one reconsiders the metaphor Primo water is life and Primo water is eco-friendly, one will realize Primo water is selling the bottle since water is found *naturally* and is a part of nature.

The problematic relation between the Primo company and ecology surfaces when one recognizes it is plastic containers of water that are being sold. Primo is encoding plastic as *Natural* and *Eco-friendly* which needs reconsideration and revision. The company is framing its ad in terms of ecological values to promote the sale of plastic bottled water which is *Greenwashing*.

Figure 32

The ad is published by a famous bottled water company Murree Sparkletts. It depicts ecological values *Natural* and *Eco-friendly* employing various cognitive structures.

Table 4.32

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Natural	bottled water is natural	Water	link	Blue
Eco-friendly	bottled water is eco-friendly	dolphin	containment	white
		fish		
	plastic is natural	birds		
	consumption is natural			

The metaphor 'bottled water' is natural utilizes the source domain of nature to conceptualize the water as *Natural* suggesting the value of GOOD on the axiological scale. The visual metonymy of water (metaphtonymy) stands for the water from rivers,

lakes, and other freshwater bodies linking it with nature. The link schema strengthens the link between water and the natural state of bottled water. The blue shade of the water also assists in the depiction of *Natural* or pure water in the bottle.

Another metaphor that contributes to the encoding of *Eco-friendly* ecological values is—'bottled water is eco-friendly'. The visual metonymies of the dolphin, fish, and birds depict marine and freshwater life. The metonymies suggest the companionship between bottled water and nature. The containment schema also aligns with the similar implication that it refers to being in nature. Therefore, 'in' is GOOD. This leads to the cognition of bottled water as eco-friendly. The blue color of the water seems to be supporting this metaphor as well by reinforcing the *Eco-friendly* value.

Water is already a natural element but plastic is not and can never be due to its consequences (non-biodegradable). The metaphor 'plastic bottle is natural/eco-friendly' raises serious reservations to the depiction of *Natural* and *Eco-friendly* values. Another cognitive tool in contradiction is the containment schema which has been established as GOOD in the previous metaphors but the creatures around the bottled water tend to move to create a centrifugal force rather than centripetal which highlights the liberation or out schema as GOOD instead of in.

Thus, as per cognitive as well as axiological grounds for PLASTIC, due to its exploitation and chaotic destruction of marine life, the ad is marked as *Greenwashed*. The company is only selling plastic or bottles since water is a naturally occurring compound.

4.11 Paints & Hardware Industry: Advertising all Good

The eco-advertisements by paints companies have been analyzed in this section.

Figure 33

This is an ad for a paint company, Happilac. It encoded various values but due to the specified scope of ecological values, the analysis only highlighted ecological values. Table 4.33 and forthcoming analysis shed light on the ecological value encryption in deeper details.

Table 4.33

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Eco-friendly	paint is a plant	paints	link	blue
Planting	paint is planting	paint roller	force	green
	consumption is planting	flower		
		grass		

The metaphor 'paint is a plant' is multimodal since its source domain is pictorial and its target domain in verbal. It conceptualizes planting as similar to painting on walls. It is supported by the paint roller, a visual metonymy that stands for the paints, and the Happilac Company who is turning the walls into green gardens. The link schema seems to establish a link between paints and planting. The movement of the roller paint signifies

the enablement force schema reflecting the smooth planting without any intervention or hindrance.

The *ecological* value is suggested by paints as eco-friendly. The axiological implication reflects painting as GOOD value as an extension to the planting which is a GOOD value. The blue color for the sky and green for the garden scene collectively invoke the *Ecological,* reinforcing the metaphorical encoding.

The ad reflects ecological values via metaphors and other cognitive structures yet it fails to promote *Ecological protection or* actual real-life *Planting*. Firstly, the link schema is somewhat controversial since the paints, in reality, destroy plants and do not grow them. Secondly, the corporate image is established by encoding an ecological value, but it says nothing about real planting or saving the ecology.

Although the value of *Happiness* is not the concern of the current study, it's significant in exemplifying the overall value manipulation since it coincides with the *Ecological* value. Both are encoded using the same masking to reflect paints as GOOD in terms of happiness and the ecology. The planting or garden scene is also linked with *Happiness,* so it is appropriate to consider the latter value. Thus, this ad is also *Greenwashed* because of its use of manipulation and its exploitation of cognitive structures.

Figure 34

This is the ad for the paint company Nippon. It encodes the ecological value of *Planting* with the assistance of metaphor, metonymies, image schemas, and colors given in table 4.34 below.

Table 4.34

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Planting	paints are plants	Plant	link	blue
	consumption is plantation	Watering can	attribute	green
		Garden trowel	balance	

The pictorial metaphor 'paints are plants' invokes the source domain of planting to impose the cognition of paints. The link schema further supports the metaphor by reflecting the connection between the plant along with the metonymies of the watering can and the garden trowel with the paints. The components of the garden suggest planting as a whole concept facilitating the metaphors. The axiological parameter extends to the paints as GOOD since they are plants encoding *Planting*.

The attribute schema bright-dark can be seen pointing towards bright as GOOD since the image suggests bright for paints as well as plants. The balance schema which is visible from the perfect symmetry and balanced arrangement of paints signifies GOOD since it is opposing imbalance which is BAD on the axiological scale. The green color for grass and blue color for sky reinforce the *Planting* value.

The ad has used visual messages to encode an ecological value but it has some contradictions and reservations. The link between a garden and paint is questionable at a first glance for the consequential effects of paints on plants. The synthetic contents of paints are hazardous for plants and the containers of paints are made from plastic which is even more dangerous and destructive for the environment. Since the advertiser has forged a link to transmit a *Planting* value to the paints for the sake of a GOOD corporate image, this ad is regarded as an exploitation of the cognitive structures and therefore, *Greenwashed.*

4.12 Food Groups: Ads Masking All that is not Healthy

This section analyzes the advertisements by food groups with analysis leading to critique.

Figure 35

The ad is by United Industries Limited. It is advertising cooking oil by encoding *Environmental Protection* values with the cognitive modes given in table 4.35 below.

Table 4.35

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Environmental	company is a person	others	link	yellow
Protection	consumption is altruism	water		blue
		pigeon		white
		oil		

The value of *Environmental Protection* is encoded via the pictorial metaphor 'company is a person'. The source domain is an altruistic person which is recalled to conceptualize the target company United Limited Industries. Since the ad suggests 'living for others' or an 'altruistic' person, it signifies the concern of the company

towards *Environmental Protection* specifically saving the birds and the pigeons which are visible in the ad. Kashmir Banaspati is a metaphtonymy since it stands for the company at one end while at the other it reflects the encryption of the target domain. As the concept of altruism supports the GOOD pole, it extends to the target domain as well.

The ecological value of *Protection* also emerges due to the use of a few verbal and visual metonymies. The metonymy 'others' stands for the birds while the image of water, sky, birds and the girl signify ecological elements of the ecosystem. The link schema creates the cognition of connection between the natural elements and the company's products as well as the concern for *Environmental Protection*. The blue sky and water, the white birds, and green trees image on the oil can indicate the natural elements coinciding with Kashmir Banaspati. Thus, the cognitive structures collaborate in the depiction of ecological values.

Despite the reflection of concern for the environment, the ad is regarded as *Greenwashed* on several grounds. The linguistic aspect shows a contradiction between the metaphors 'company is a person' (altruist) and 'altruism is consumption' since the latter one promotes consumption. Furthermore, Kashmir Banaspati cooking oil is sold in environmentally unfriendly metal tin or plastic bottles, which is another reason to call it *Greenwashing*. The factories prepare oil while emitting smoke and harmful waste into water bodies and atmosphere, which is not at all *Environmental Protection,* but rather irony.
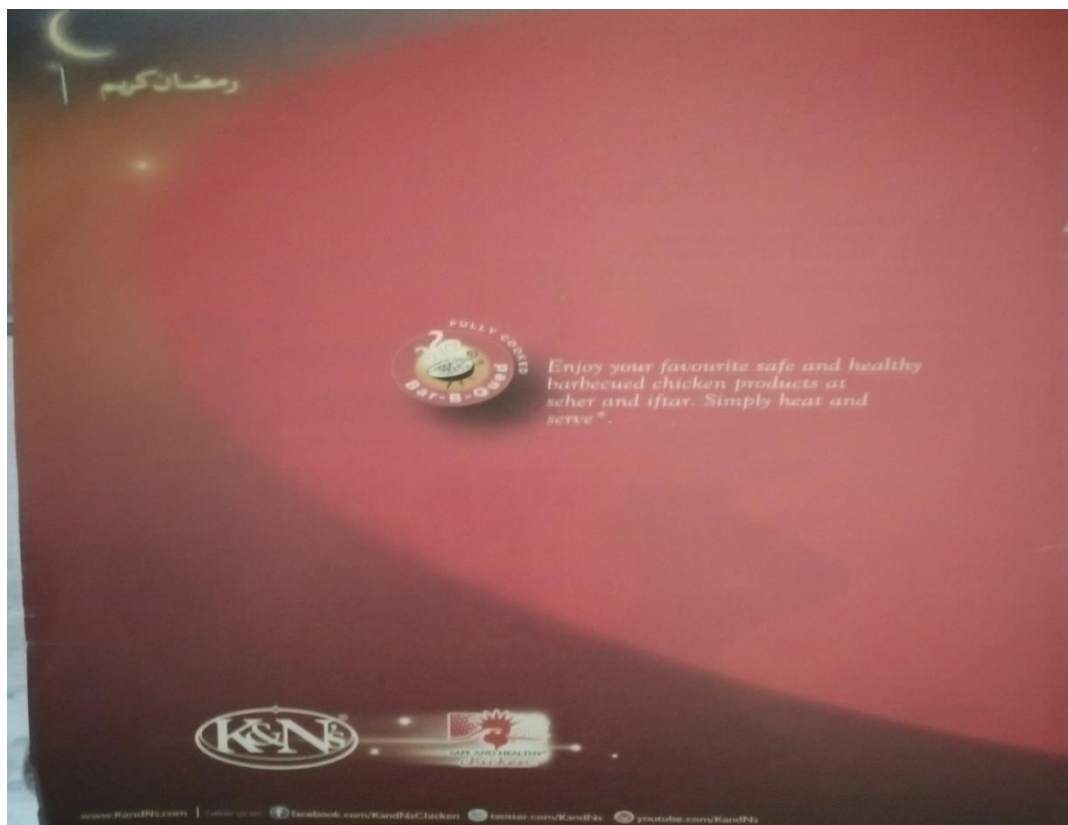
Figure 36

K&Ns is one of the famous chicken's meat and processed chicken products brands. The ad has encoded the value of *Eco-friendly* employing various cognitive structures given in table 4.36 below.

Table 4.36

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Eco-friendly	chicken is eco-friendly processed food is safe eating is entertainment consumption is eco-friendly	your products	Link force	red

The metaphor 'chicken is eco-friendly' has been derived from the source domain healthy and safe for humans which is GOOD as per axiological distinctions; therefore, chicken is depicted as healthy to establish concern for the people. Humans constitute the larger part of the ecosystem and the ad has established its concern for both humans and chicken in this ad. The concern is strengthened with the metonymy 'your' which stands

for the reader as well as the consumer on the perspective that whole is GOOD; the metonymy reinforces consumers as positive.

The link schema establishes the connection between the chicken and the health of people and chicken. Another metaphor that is witnessed is 'processed food is safe'. The source domain of safe is invoked to conceptualize the *Eco-friendly* or harmless nature of processed food by K & Ns. The metonymy of products stands for the company as well as the whole range of processed foods.

The red color which covers the whole ad is unlike previously established color aspects, due to its traditional association with danger or high alert situations. The red color in this context is linked with healthy which is GOOD therefore, it is context-dependent.

The metaphors contrast with the above portray of concern for people, chicken, or the ecosystem. Firstly, the metaphorical encoding leads to treating the chicken as a source or nature as a resource. This provokes the exploitation of the chicken. Consumption is lurking in the facade of environmental concern, the health of people, and the safety of chicken.

Moreover, the metaphorical expression 'enjoy' suggests; eating is entertainment/pleasure which implies the consumption of chicken is a playful activity linked with pleasure and entertainment. The pleasure is falsely encoded as GOOD since the advertiser claims safe and healthy chicken, yet it promotes over-consumption. Overconsumption increases the demand for over-production which is done through various means, including injecting steroids in chickens or adding synthetic dietary supplements to their feed and many more to speed up the growth of chicken. This is a serious threat to health which is contradictory in the context of the ad. Thus, health cannot be guaranteed of a broiler chicken or its products. Thence the ad is *Greenwashed.*

4.13 Advertisements Displaying All is Good!

There are advertisements which are from various areas but since they portrayed ecological values they have been be included in this section for analysis and interpretation. Therefore this section includes various sectors like telecommunication, clothing brand, fertilizers and pharmaceutical.
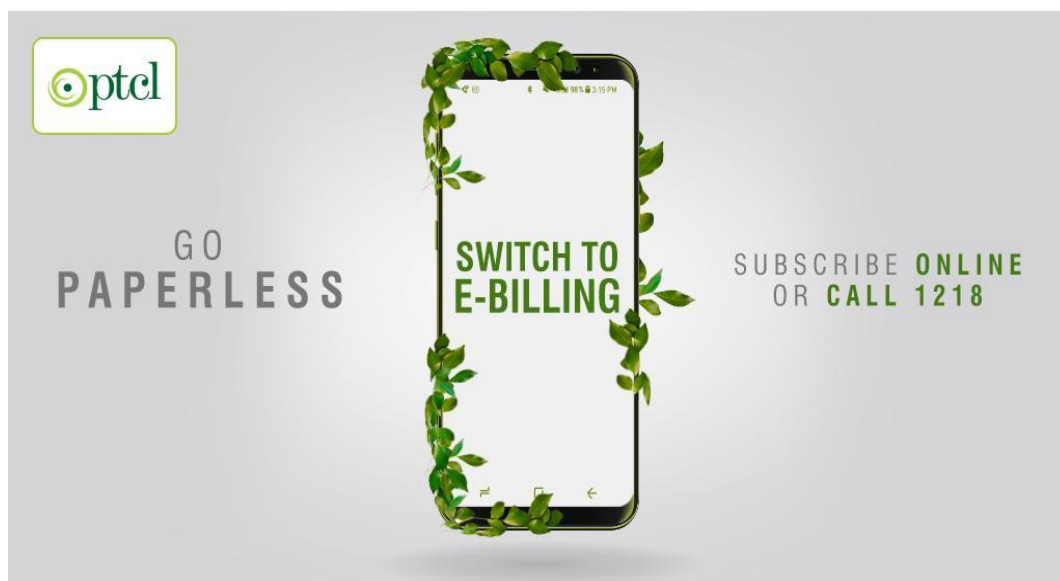
Figure 37

The ad is published by PTCL which is a telecom company responsible for telecommunication across Pakistan. The ad depicts the ecological value—*Preservation* incorporating metaphors, metonymies, image schemas, and color. Table 4.37 gives the distribution of cognitive structures which is followed by detailed analysis.

Table 4.37

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Preservation	paperless is green	Vine/	link	yellow
	e-billing is the	Creeper	containment	blue
	solution		center-periphery	white

The metaphor 'paperless is green' is suggested by the source domain green which is a metaphtonymy as it stands for the plants or trees from which paper is obtained. It indicates that the consumption of paper is the consumption of natural resources or green. The ad suggests 'go paperless' via verbal and visual means. The link schema establishes the connection between the creeper and the mobile phone, visually serving as a source domain for the metaphor. The metaphor highlights the *Preservation* of green since paper uses trees, therefore, paperless is good.

The visual metonymy of creepers or vines encircling the mobile phone also strengthens the metaphorical depiction being the essential link between paperless and PTCL, for the sake of *Preservation.* It further reinforces the containment schema as the

mobile is in the green, leading to schema 'in' as GOOD on the axiological scale. The green and white color reflects nature and its purity which needs *Preservation*. Thus the overall ad seems to portray ecological values by employing cognitive tools.

The ad has used another pictorial metaphor; 'e-billing is a solution', which has been derived from the visual source domain of a mobile right next to the phrase 'go paperless'. It connects the e-billing as a paperless solution to *Preserve* green. The center schema further highlights the central and vital role of a mobile and e-billing solution. This portrays a concern for the environment by seeking the public's approval for going paperless since e-billing is an alternative to paper consumption. Although the ad has promoted the consumption of mobiles and more specifically smartphones, it is not entirely *Greenwashed.*

The ecological value reflected in the ad accounts for the value of *the Preservation* of green. PTCL is incorporating nature to build corporate image and goodwill of the public but is also concerned about the environment and ecology. They are genuinely moving from paper to paperless billing system. Their products indeed consume electrical energy, but it may be a truly green option for them to improve their ways of billing. Moreover, E-Billing not only saves the time of the consumer but also saves natural resources. Hence, PTCL advertisement is reflecting *Greening* in both social and linguistics terms but it needs different theoretical perspective and further research to gain in-depth understanding.

Figure 38

The Sapphire clothing brand has launched its eco-friendly bags for shoppers. The ad reflects the ecological values of *Green* and *Recycling* via various cognitive tools. Table 4.38 presents the cognitive structures and detailed analysis is given afterward.

Table 4.38

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Green	green is a path	bag	link	purple
Recycling	bags are green	sapphire	containment	white
	consumption is recycling	Pakistan		
		Recycled		

The metaphorical expressions 'goes green' utilize the source domain of path to conceptualizing green as a direction in which Sapphire is going. The visual metonymy of the bag stands for the clothing company and its shareholders. The metaphor 'bags are green' invokes green to create the cognition of bags as eco-friendly. The bags are an effort on behalf of the company Sapphire to achieve green.

The bags contain seeds in their material, which can grow into trees that promotes green. The link schema establishes the link between bags and green with the help of seeds. The image schema containment works to show that seeds in bags are GOOD for the environment. The link Schema serves as a source domain since the cognition of bags is dependent on seeds/green.

The metonymy Pakistan refers to a whole which is the country in this context, and Sapphire retains concern for green throughout the country. The metaphorical expression 'recycle' supports green in general since it predicts recycling as an outcome of the gesture from the Sapphire brand. *Recycling* is inevitable since the recycled paper bag supports green via link schema between seeds and the bag. Recycling is obvious from the seed bags.

The white color reflects the concern for nature and *Green* while purple is not linked with natural elements. Therefore, it is merely a distinction for the brand.

Though the ad has well encoded the ecological values of *Green* and *Recycling*, the concept of *Recycling* paper bags raises two questions. Firstly, a tree takes years to grow from seed while the paper is prepared in a few hours. This reflects an imbalance between *Recycling* and even *Sustainability*. The paper bags made from wood pulp (trees) are thought to support *Planting* or *Green*, which is an irony in its true essence. This leads towards conceptualizing consumption for the sake of consumption; consumption requires more paper bags or more deforestation or exploitation of *Green*. In simple terms which is nothing but exploitation of *Green* in the name of *Recycling*.

The metaphorical expressions 'first fashion brand' invokes the competition source domain which unveils Sapphire's main agenda is to build a corporate image or to compete with its competitor brands. The advertiser thus links the consumption and corporate image with dominant ecological issues by portraying concern for ecological values *Green* and *Recycling* via metaphors metonymies, image schemas, and color. This is essentially *Greenwashing*.
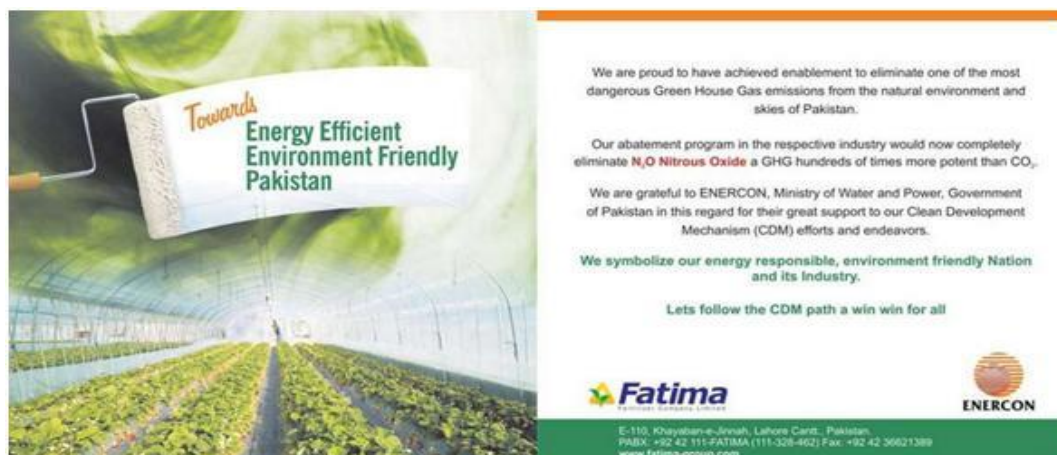
Figure 39

This ad is by a Fertilizer Company; Fatima. The ad establishes the values of *Eco-friendly* and *Environmental Protection* via different ICMs. The distribution of cognitive tools and the analysis with elaboration is forthcoming after Table 4.39 below.

Table 4.39

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Eco-friendly	fertilizers are eco-	paint roller	link	green
Environmental	friendly	white wash	enablement	white
Protection	fertilizers are cleansers	GHG	attribute	
	consumption is cleansing	Plants		

The metaphor fertilizers are eco-friendly seeks the source domain of *Eco-friendly*; ecologically safe to conceptualize fertilizers as harmless. The link schema establishes the link between fertilizers and the ecology which constitutes another source domain for the same metaphor. Since *Eco-friendly* is a GOOD ecological value, fertilizers are also depicted as safe and GOOD for the ecology.

Additionally, 'fertilizers are cleansers' implying Green House Gas (GNG) is a dirty wall that needs whitewash (cleansing) and fertilizers clean the wall by whitewashing it. Since the cleanser is GOOD. This is supported by the FORCE schema of enablement conveyed by a paint roller, a smooth, restraint-free cleansing which facilitates the fertilizer as GOOD on the axiological scale.

The plants in the nursery of plants facilitate the link schema. The attribute schema with bright for cleansers and dark for GHG aligns with bright as GOOD. The green color

for natural plants and white for purity or a cleansed nature is supporting ecological values to depict a concern for the ecology of the environment.

The fertilizer Company Fatima promises to eliminate GHG emissions and has also established its concern for the sake of the environment, but the company itself relies on mechanical attention which not only emits harmful fumes but also discharges huge waste in water bodies. The fertilizers bear harmful effects as the synthetic fertilizers are dangerous. The metonymy 'we' stands for the whole as it represents producers, readers, and the consumers to imply concern as well as a contribution from the whole in saving the ecology.

The irony remains since the industrial impact is strong enough that it cannot be mitigated through the cognition of *Environmental Protection* or *Eco-friendly.* The metaphor 'consumption is cleansing' is worsening the depiction because the advertiser portrays Fatima Fertilizer as contributing to saving the ecology which is ironic. Thus, the ad is regarded as *Greenwashed.*

Figure 40

This is an ad for a bio-chemic solution by a pharmaceutical company Schwabe. The ad encodes the ecological value of *Nature* with different cognitive tools given in table 4.40 below.

Table 4.40

The distribution of values and cognitive structures

Values	Metaphor	Metonymy	Image Schema	Color
Nature	health is nature	your	Link	Green
	healthy skin is happiness	female	force	White
	consumption is health	lotion		

The verbal metaphor 'health is nature' forms the tagline in the ad which recalls the source domain of nature to evoke cognition of health. The link schema strengthens the connection between nature and health through the visual metonymy of lotion right next to the female in the image. The lotion stands for the Schwabe Company or producers while the female reflects the consumers or implies the reader. The reader is also invoked with the metonymy 'your' to suggest the concern for people. The white color for nature's purity and the image schema bright reflecting GOOD collectively create the cognition of lotion as nature. The axiological implications suggest that the product advertised is GOOD for the reader, consumer, and nature.

Nature is also conceived via metaphorical expression; natural and nurture involving the source domains of natural care and purity. The association of nature with health leads to the conceptualization of Schwabe's products (lotions) as nature's element.

The expression, 'Healthy skin begins with a smile' is adapted from the famous quote by Mother Teresa, 'Peace begins with the smile.' If one considers the similarity of the two expressions, the metaphors 'beauty is peace' and 'healthy skin is happiness emerge. The former one is supported by verbal instances while the latter one is strengthened with the visual metonymy of a smile on the face of the female who seems to be happy for owning healthy skin.

The problem arises when the advertiser strives to link the product (bio-chemic lotion) with nature to highlight it as GOOD on the axiological scale. The balance schema is utilized by metaphorical expressions 'regain' to implicate the pH balance of the skin is good for healthy skin. The consumption of the product is health is misleading since a medicine or medicated lotion is not exempted from its side effects. Moreover, the concern for nature and natural disappears when the advertisement promises nature via the consumption of products which are neither *Nature* nor GOOD. Thus the ad is another example of *Greenwashing* since the pharmaceutical company tends to background the darker side of its emissions, packaging, waste products, and exploitation of natural resources and foreground nature for its manipulation and promotional agendas.

4.14 Conclusion

Firstly, metaphors are extracted from the selected data via the PRAGGLEJAZ method. Secondly, other cognitive devices metonymies, image schemas, and color are examined for their individual as well as a collective role in the metaphorical encryption of ecological values. Later on, ads are critically judged to show a contradiction in the encryption of ecological values linguistically and contrasting practices in which the advertising companies are involved.

The sample is analyzed as per the axiological-cognitive linguistics perspective. Some of the advertisements are seen as *Greenwashed* while others authenticated their *Greening* concern. The analysis accomplished the task of gaining insight into the linguistic content of the advertisements for their cognitive implications in the coding of ecological values. Moreover, the advertisements by government campaigns and NGOs promoted *Greening* from the axiological cognitive linguistics perspective while the

advertising companies merely employed cognitive devices or more appropriately exploited them to encode ecological values manipulatively to promote their products for sale. There are exceptions for PTCL and NBP advertisements since these ads are not *Greenwashing* although belong to companies selling products.

CHAPTER 5

FINDINGS, DISCUSSION AND CONCLUSION

This section pins down the results, findings, implications, suggestions, and recommendations based on the selected methodology, analysis, and theoretical framework. The major findings of the study are delineated leading to the discussion on those finding concerning other studies which are then concluded for the research questions.

5.1 Salient Findings

The main findings of the study are outlined below;

- Values are communicated via a language system.
- Valuation sets standards for environmental perspectives.
- The value system distinguishes between good/bad, moral/immoral, plus/minus, etc.
- Idealized Cognitive Models (ICMs) link axiology and ecology.
- Values are encrypted via both verbal and visual means of communication.
- Language encodes and transmits values via cognitive devices.
- Metaphors carry two domains that bear the axiological charge of PLUS and MINUS.
- Metonymies interact with metaphors and are also bipolar.
- Metaphorical expressions are prone to polarity as compared to non-metaphorical ones.
- Image schemas serve as source domains for metonymy and metaphor as facilitators.
- Colors are not only interactional but linked with the metaphorization of values.
- Transmission of values in advertising is the heart of persuasion.
- *Conservation, Reduction, Renovation, Saving, Environmental Protection, Planting, Eco-friendly, Natural, Preservation, Ecological, Recycling, Nature* are the ecological values found in the selected discourse.

- *Green, Planting, Environmental Protection, Eco-friendly, Natural, Ecological, Recycling, and Nature* are context-independent ecological values while *Saving, Conservation, Reduction, and Renovation* are context-dependent values in the current analysis.

- The advertisements by NGOs encoded ecological values to spread awareness, therefore, regarded as *Greening*, since they reflect a true concern for nature.

- The governmental campaigns also utilized cognitive tools and reflected concern for the environment via encoding ecological values.

- The advertisements by advertising companies announcing eco-friendly products though incorporated ecological values via cognitive devices but most of them are *Greenwashed.* The advertisement by NBP is partially *Greenwashed* while the advertisement by PTCL is not *Greenwashed* which are exceptions in this study.

- Ecological values encryption is via cognitive tool; metaphors, metonymies, image schemas, and colors.

- Metaphors; climate change is a threat, energy is a crisis, nature is a person and climate change is a draught is found in governmental campaigns and NGO advertisements.

- Metaphors; fuel is nature, vehicles are natural, houses are palm trees, energy is a resource, nature is a machine, environmental issues are shackles, the printer is preserver, nature is a person, enrichment is protection, the bank is a tree, the sun is the profit, bottled water is natural, paint is planting, nature is an organization, eating is entertainment, paperless is green and fertilizers are eco-friendly are found in advertising companies claiming concern for environment and ecology.

- Metonymies found in NGOs and governmental campaigns are map, draught, your, sun, everyone, energy, Pakistan, tree, Prime Minister, Let's, hand, you, Green, planet, leopard, man, nature, you, plastic bag, a dead whale, association, marine life, grenade, sea birds, cargo ship and lungs.

- Metonymies for other advertising companies are a drop of fuel, motorist, Fuel, Pakistan, fuel gauge, commitment, greener miles, nature, reinvented, opportunities, palm tree, Green, investment, technology, plant, tree, generator, heart, your, leaf, leaves, our, hand, aloe-vera, animal testing, cruelty, mother, seal, rooting, bulb, ATM, environment, sun, fields, girl, future, water droplets, water, dolphin, fish, paints, paint roller, watering can, garden trowel, others, pigeon, oil, creeper, mobile phone, recycled, seeds, whitewash, female and lotion.

- Metaphtonymies are GREEN, NATURE, TREE, and WATER that served as source domains for metaphors as well as metonymies.

- Image schemas prominent are almost the same for all the advertisements (NGOs, governmental campaigns, and other advertising companies) containment, force, attribute, balance, link, enablement, path, center-periphery, attraction, and force schemas.

- The green color is consistent in every ad except for advertisements by Sapphire and K&Ns. Sapphire used purple while K&Ns used red in their ads.

- Cognitive tools including metaphors, metonymies, image schemas, and colors are exploited for the sake of marketing agendas and promotional products.

- Manipulation through ecological values by advertisers is prevalent in Pakistani eco-ads.

- One of the non-ecological value—*Consumption* is prominent in almost all the advertising companies that are selling promotional products except NBP and PTCL advertisements.

- Advertisers mostly construct Green Spectacle for eco-advertisements which are not ecological.

- The ecological values which an NGO or government sector uses to inculcate ecological sensitivity and awareness for ecological issues are exploited by advertising companies to increase consumers and also the demand for consumption.

- Advertising practices are not only controversial but also alarmingly dangerous since their link with ecologically destructive activities is evident.

These findings pose a serious question towards the integrity of the advertising companies, their products as well as the advertising mal-practices.

5.2 Discussion and Critical Interpretations

The analysis delineated the metaphors, aided by metonymies, image schemas, and colors encoding the ecological values both for *Greening* as GOOD ecological value and *Greenwashing* as BAD ecological value. The ecological values, the specified cognitive tools, and concerns of advertisements are discussed in this section concerning other studies. This section authenticates the analysis by outlining the concordant outcomes and the revealing contrasting elements as well as stabilizes the new insights.

The updated ecological values from tentative preliminary defined ones match with Lago and Cortes de los Rios (2009) presented ecological values; *Conservation, Reduction, Renovation, and Energy Saving*. Furthermore, Lago and Cortes de los Rios (2017) concluded another ecological value which is *Environmental Protection.* The mentioned ecological values are obvious in the current study with additional values—*Planting, Eco-friendly, Natural, Preservation, Ecological, Recycling, Nature.* The previous studies selected the energy sector and business genre for the axiological cognitive perspective, whereas the current study includes various other sectors (government campaigns, banking, manufacturing industry, NGOs, cosmetics industry, real estate, paints and hardware, automobiles, bottled water companies and miscellaneous) which is the reason for additional ecological values.

The ecological values are encoded via cognitive tools, also suggested by Lago and Cortes de los Rios (2009, 2017) for the prominence of metaphors while acknowledging the contribution of metonymies, image schemas, and colors. The metaphors encoded ecological values, reflecting ecology by both verbal and visual means of communication. Moreover, the metaphors are seen performing dual functions; rhetorical as well as cognitive which also has been concluded by Cortes de los Rios (2002).

Metaphors encoding ecological values are held responsible for their implications by Stibbe (2015) where he differentiated these into beneficial metaphors, ambivalent metaphors, and destructive metaphors. The metaphors in the current study; 'nature is a machine' and 'nature is a person' are also suggested by Stibbe (2015) as destructive and ambivalent respectively. The former one is found in masking or manipulation by advertisers while the latter one is also ambivalent individually but in collective view with other cognitive tools (metonymies, image schema, and color), it ultimately leads to masking. Therefore, Stibbe (2015) is right in assuming the metaphors as destructive or ambivalent. This is also concluded by the current analysis.

In the metaphor 'nature is a resource', the source domain of resource is a neutral word according to Schultz (2001), who implicitly states that it presumes consumption or exploitation of the natural resources. The metaphorical source domain mother nature in the ad of The Body Shop has the elements of Eco-feminism which Berman (2006) highlights. The metaphor is widespread and accepted but it reinforces as well as legitimizes the role of men as dominant in suppressing women as well as nature. The cosmetics advertisement highlighted the women's importance for the beauty products but

ends up manipulating ecological values and legitimizing the dominant phallocentric values.

Metonymies based on metaphors and vice versa, actualized by Ruiz de Mendoza and Diez (2002) are dispatched by the current study as well. Frequently used metonymies in the selected discourse are nature, Green, plant, tree, your, leaves, leaf, hand, you, sun, and water which suggest ecological aspects in the overall cognition of ads. The image schemas are also found serving as source domains for various metaphors as indicated by Lakoff and Turner (2009). Link schema in the current study is common for all the advertisements and served as a source domain for various metaphors and metonymies. This consistency in metonymies and image schemas for encoding ecological values in media discourse suggests manipulation on cognitive grounds.

The metaphtonymy introduced by Goossens (2002) is also concordant with the current study for interaction and interplay of various metaphors and metonymies. Various metaphtonymies in the current study including tsunami, green, nature, tree, and water are simultaneously facilitating metaphors and acting as metonymies, therefore regarded as metaphtonymy.

The colors green, blue, and yellow as Brennan (2008) highlighted for contemporary advertising are also established in this study. The green color is associated with the environment (Aslam, 2006). It continued to denote the same ecological link in the advertisements. Since Lakoff (1999) focuses on colors as interactional and important in cognition, the study found colors conveying sensations and conceptualization per the study. There is an exception in the red color which is associated with fire as suggested by Aslam (2006). It also denoted charity so; the red color is deviating, since in the current study the ad by K&Ns, a poultry company has used the red color to reflect health or safety. The explanation can be the visibility of the brand as its distinctive red color, which preserves the cognition of the brand name.

Moreover, the green color was strong enough to encode ecological values which are consistent and concordant with Stokes's (2009) conclusion that it can persuade the consumer or consumers' reaction and makes it difficult for consumers to distinguish between *Greening and Greenwashing*. Pérez-Sobrino (2013) also agrees with the pervasiveness of green color suggesting chlorophyll pigment as natural. It leads to cognition of the ad as *Green* which is *Greenwashed*.

The *Greening* and *Greenwashing* in the current study are not only based on previous literature but also suggested evidence of cognitive structures and the practices of advertising agencies. The ads are elaborated after the analyses, on two broad categories; the ecological concerns of the companies are distinguished as per their encryption of ecological values. There is a striking resemblance in the encryption of ecological values in the selected discourse. The advertisements concerning the ecology are marked as *Greening* while the ads with contrastive elements are marked as *Greenwashing*.

The advertisements for the government campaigns and NGOs (both government and private) are highlighted as *Greening* while the rest of the companies are marked as *Greenwashing*. The companies marked as *Greenwashing* are consistent in employing the metaphorical target domain of consumption throughout the ads which are missing in the ads by NGOs and government campaigns presenting *Greening*.

The energy sector, automobiles, real estate, electronics industry, cosmetics, banking, bottled water, paints and hardware, food groups, and miscellaneous ads are although encoding ecological values, it is a manipulative agenda. NATURE is being sold in the name of ecological values. The advertising companies are claiming concern for the environment but are involved in promoting *Consumption*, pollution, and ecologically destructive activities.

The ads by the government and NGOs for environmental concerns are truly *Green* while the ads by most other companies are *Greenwashed* which reveals the manipulation on behalf of the companies for the sake of either promoting their product or building corporate image. Therefore, the current analysis reveals a clear cut boundary between *Greening* and *Greenwashing*.

Greenwashing is also delineated through the content analysis method by Seveg, Fernandes, and Hong (2016) in a journal of advertising, but with rather opposite results. The absence of *Greenwashing* for green advertisements in their study is prominent while the current study highlights the *Greenwashing* for most of the ads by companies selling products or announcing eco-friendly products. *Greening* or true green is only marked for the advertisements by NGOs and government environmental campaigns.

The content analysis is appropriate for ecological values as categories, advertisements as a purposive sample, and the extraction of metaphors, metonymies, and image schemas as well as the signification of colors revealed the vital information

regarding manipulation through both verbal and visual elements in advertisements. The ads by NBP and PTCL in the current study show deviations in the analysis. Those deviations or exceptions align with Seveg, Fernandes, and Hong's (2015) conclusions. Advertisement by NBP is partially *Greenwashed* while the ad by PTCL is not *Greenwashed* from an axiological cognitive perspective too which is concordant with their results.

Sacristan and Cortes de los Rios (2009) employed the content analyses of ten ads for image schematic devices and concluded exploitation of cognitive devices in advertisements for the sake of persuasion. The content analyses of the current study's advertisements though well encoded the ecological values, but the analysis revealed similar manipulation on account of advertising companies. The encryption of ecological values is usually done for the sake of the environment or concern for the environment but the advertising companies have falsely claimed environmental concerns for the sake of persuasion. The contrasts in the claims and practices are suggested based on metaphors, metonymies, image schemas, and colors.

The broad distinction *between Greening* and *Greenwashing* is also suggested by Delmas and Burbano (2011) who suggested *Greenwashing* prevalence and its consequential effects on consumers which is the prominent finding of the current study as well. The prevalence of *Greenwashing* in the selected discourse highlights manipulation and misleading while its consequence includes loss of trust in media discourse or advertising practices. Metaphors with source domains of either nature or natural elements are used for promotional tactics which are in fact exploitation of metaphors.

The concepts of *Greening* and *Greenwashing* are concordant and compatible with Howlett and Raglon (1992) who proclaim that *Greening* is not new in advertising, but the collaboration with nature is new for the sake of building corporate image. The current study reaches a similar conclusion. However, it also includes the competitive phenomenon of advertising companies especially for the advertisement by Sapphire, a clothing brand, while in the aforementioned study; the desire to compete was absent. Therefore, the advertising companies establish the Green Spectacle similar to Howlett and Raglon (1992) to align with the dominant discourse to legitimize their activities.

The exploitation of cognitive tools is persistent as well as consistent with Lago and Cortes de los Rios (2009, 2017). The common metonymies throughout *Green* ads

and *Greenwashed* ads for ecological values encryption include; your, sun, Pakistan, hand, tree, you, planet, green, and nature. The similarity is neither casual nor incidental. The similarity in metonymies highlights the exploitation of cognitive tools for the sake of persuasion. The exploitation of cognitive tools is also developed by Bonnefille (2008) through an analysis of George Bush's speech. That study proclaims *Greenwashing* as disinformation which is disseminated concerning ecology and it also highlights that climate change is conceptualized for the sake of political manipulation. Cognitive devices are thus manipulated and exploited for political reasons whereas the current study reaches a similar conclusion for advertising discourse from axiological semantics view.

Greening and *Greenwashing* are important values, analyzed via the social semiotic approach of multimodal discourse analysis by Maier (2011). She (Maier, 2011) found advertising agencies utilizing verbal and visual means of communication to reflect business identities as *Greening*. However, they are in fact *Greenwashing* which supports the idea of shaping the public awareness and comprehension of environmental issues verbally in the context of *Greening* and *Greenwashing*. She establishes the perception that environmental business identities are represented multimodally and communicated via both verbal and visual means. Moreover, she highlights that the mute shots on behalf of renowned companies with mere logos and products in CNN's green promotional video as acceptance of guilt and responsibility for their environmentally destructive activities (Maier, 2011).

5.3 Conclusion

The conclusion is based on the key findings and the research questions. The research questions are restated to summarize the conclusion more precisely.

The first research question was about the exploration of values that how they are communicated/ encoded through lexical items in the selected eco-friendly advertising discourse in Pakistan. The ecological values which are communicated through lexical items in Pakistani advertisements are; *Conservation, Reduction, Renovation, Saving, Environmental Protection* which is consistent with previously mentioned researches while *Planting, Eco-friendly, Natural, Preservation, Ecological, Recycling, Nature* are updated ecological values. The values are encoded mainly with metaphors—monomodal and multimodal along with metonymies, image schemas, and colors. The encoded values were preliminarily defined categories that were continually updated ongoing during

process orientation. The value of eco-idling was expected to appear in ads by car manufacturing companies but it was absent while the rest of the ecological values were revealed efficiently.

The environmental concern is the consciousness which is increasing in public and it has enhanced the demand for protection of nature as well as natural products which is not left unattended by the advertising companies. The previous studies by Lago and Cortes de los Rios (2009, 2017) highlighted the importance of ecological values in the advertisements along with the concept of manipulation or exploitation of cognitive tools while encoding the values. The study for ecological values depiction in advertisements in the Pakistani context was also important so the study has outlined the somewhat similar ecological values with some additional ecological values that emerged from the data during analysis.

The second question was about cognitive tools like metonymies, image schema, and colors that are used to develop metaphorical encoding of ecological values. Metaphors were the prominent cognitive tools in the encoding process but the individual representation of metaphors was not sufficient. Therefore, metonymies interacting with metaphors, image schemas serving as source domains for metaphors, and colors were also considered. All the cognitive tools were found facilitating the metaphorical encoding of the ecological values. Therefore, their collective and individual roles were both identified and acknowledged.

The metaphor green is consistent with the ecological value *Green* in every advertisement since it promotes the ecological values. The source domains of natural, nature, organic, and eco-friendly are more prominent in companies promoting various products. The NGOs and governmental campaigns, on the other hand, utilize the source domains which are more threatening or warning like explosives, killing, draught, eraser, serial killer, fatal, and crime. The use of metaphorical source domains is somewhat similar in ecological values of *Saving, Planting, Greening*, and *Nature*. In simple terms, the tone of advertising companies is convincing and persuading (for the product). Meanwhile, environmental campaigns used a warning tone to create imminent threats to the ecosystem.

The prominent ecological metonymies are sun, hand, tree, leaves, leaf, plant, you, and your along with metaphtonymies; Tsunami, green, nature, tree, and water. Link

schema is common to every advertisement and served as a source domain for metaphors. The cognitive tools metaphors, metonymies, image schemas, and color contribute to the metaphorical encoding of ecological values. The similarity in the selection of cognitive structures highlights persuasion tactics since the NGOs and governmental campaigns are truly *Green* whereas the other advertising companies are *Greenwashed* which marks the exploitation of cognitive devices.

The last question was about the promoted ecological values that how are these in contradiction with the practices of the selected advertising companies. For that critiquing the encoded values are judged from the axiological-cognitive linguistics perspective. This is determined by cognitive semantics as well as the axiological implications. The former one accounts for the linguistic implications concerning cognitive structures while the latter one suggests value judgments on behalf of the advertising company.

The current study occupies its position in the long heated argument for the advertising that whether it is a distorted mirror (Pollay, 1986) or merely the reflection of society's values (Holbrook, 1987). The advertisements by advertising companies announcing eco-friendly products are undoubtedly distorted mirror except for the ads by NBP and PTCL. Deceptive claims in environmental advertising are not distinguishable for the consumers (Stokes (2009). This highlights that the consumers have an equally positive reaction to green ads and *Greenwashed* ads due to strong levels of environmental concerns reflected in the ads. It suggests that advertising exploits the ecological values for manipulative strategies.

Stokes (2009) also warns that the prevalence of *Greenwashing* is capable of causing damage to the credibility of the advertising industry. The current study also highlights the manipulation of media and condemns *Greenwashing* regarding it as a distorted mirror due to its exploitation of cognitive devices for the sales promotion agendas. The continued practice of linguistic or cognitive exploitation may lead to devastating effects both for advertisers and ecology.

Therefore, the contradiction was found for companies selling the products—the advertised product was neither aligning with the claim nor itself naturally manufactured whereas the advertisements by NGOs spreading awareness for environmental protection were not found in contrastive or contradictory tension. Their claims aligned with the concern for the environment and its protection or welfare.

Lastly, the values encoding for *Greenwashing* via linguistics modes (verbal and visual) is not only ethically disturbing but also bear serious consequences. The current study has revealed that there is a striking similarity between the encoding of ecological values by both companies' ads selling the products and NGO's ads promoting environmental protection. The similarity ultimately results in misinterpretation of *Greenwashing* as *Greening* which misleads consumers or confuses about the intentionality of the advertisers. Hence, *Greenwashing* tarnishes the trustworthy environmental concerns of NGOs, government campaigns, and other companies.

5.4 Recommendations and Suggestions

The suggestions on account of the current study are given below;

- The interface of axiology and cognitive linguistics to study print media suggests studying various other disciplines like politics, law, economy, etc.

- The ecological values were worth studying as per ecological concerns and revealed significant information about how ecological values are encoded via various linguistic devices, but other values can be the scope of future studies including moral values, political values, religious values, scientific values, etc.

- Metaphorical language is inevitable for print advertising along with metonymies, image schemas, and color aspects; it can also be studied in speeches, videos, and documentaries.

- Metaphors were extracted via the PRAGGLEJAZ method with best suited the content analysis approach but for future studies, the framework suggested by Feldman (2006) could be the best option as it deals with the sensory-motor experience which links the mind and language even more closely.

- The deviations or exceptions in the analysis for the advertisements of NBP and PTCL suggest more research in a similar domain. Since advertising companies are capable of promoting ecological values, more eco-advertisements need to be studied.

- Although the advertisements by government campaigns and NGO's are cleared from greenwashing directly, their text can be challenged in CDA or concerning other social or moral values. As this study was delimited to the ecological values, the ads are not found violating ecological values under the current theoretical settings.

- The advertising companies are seen manipulating the consumer. Several other areas need inquiry like political persons, celebrities, stakeholders, etc. Analyzing the written texts as well as oral corpus may reveal significant information about other genres.

- The manipulation of advertising companies is unmasked yielding the disguise of ecological concern which was possible due to the axiological parameter; it can be applied to various other disciplines to see similar contrasts or contradictions.

- The verbal and visual means of communication can also be studied by the social semiotic approach of multimodal discourse analysis for exploring various values in different disciplines.

- It is suggested to contest and revise the discourse of Pakistani print media. Either the contrast in the advertised claim and actual performance can be removed or the ecological values should not be exploited for the sake of persuasion or gaining the trust of the consumer.

REFERENCES

Fill, A. (1998). Ecolinguistics—State of the art 1998. *AAA: Arbeiten aus Anglistik und Amerikanistik*, 3-16.
Aristotle. (1940). *Art of Poetry.* Oxford: Clarendon Press.

Aslam, M. M. (2006). Are you selling the right color? A cross-cultural review of color as a marketing cue. *Journal of Marketing Communication*, 12 (1): 15-30.

Bally, C., Sechehaye, A., & Riedlinger, A. (1960). Ferdinand de Saussure: Courses in General Linguistics. *London: Peter Owen*.

Banerjee, S., Gulas, C. S., & Iyer, E. (1995). Shades of green: A multidimensional analysis of environmental advertising. *Journal of advertising*, *24*(2), 21-31.

Becker-Olsen, k., & Potucek, S. (2013). Greenwashing In: Idwu S.O., Capaldi N., Zu L.,Gupta A. D. (eds.). *Encyclopedia of Corporate Social responsibility.* Springer, Berlin, Heidelberg.

Bell, S., & McGillivray, D. (2000). *Ball & Bell on environmental law: the law and policy relating to the protection of the environment*. Blackstone press.

Berman, T. (2006). The rape of mother nature?. *Ecolinguistics Reader: Language, Ecology and Environment*, 258.

Bhatia, V. K. (1997). Introduction: Genre analysis and world Englishes. *World Englishes*, *16*(3), 313-319.

Biedenbach, T., & Jacobsson, M. (2016) The open secret of values and axiology in project research, *Project Management Journal,* 139-155.

Bonnefille, S. (2008). When green rhetoric and cognitive linguistics meet: President GW Bush's environmental discourse in his State of the Union Addresses (2001-2008). *Metaphorik. de. http://www. metaphorik. de/index. htm*.

Brennan, M. (2008). "What color is your advertising? how color theory can make your marketing more effective."*FashionZona,* 21 Dec.2010, http:/fashionzona.com/what-color-is-your-advertising-how-color-theory-can-make-your-marketing-more-effective.

Brown, N. (2016). " Design components of next-level print ads." *Target marketing,* 9 Feb. 2016, https://www.targetmarketingmag.com/article/the-6-most-important-design-components-of-next-level-print-ads/all/

Carlson, L., Grove, S. J., & Kangun, N. (1993). A content analysis of environmental advertising claims: A matrix method approach. *Journal of advertising*, *22*(3), 27-39.

Cole, M. A., & Elliot, R. J. (2005). FDI and the Capital Intensity of "Dirty" Sectors: A Missing Piece of the Pollution Haven Puzzle. *Review of Development Economics*. 530-548.

Cordell, H. K., Murphy, D., Riitters, K. H., & Harvard, J. E. (2005). The natural ecological value of wilderness. *In: The Multiple Values of Wilderness: 205-249*.

Cortes de los Rios, M. E. (2002). Cognitive semantics and axiology: a new proposal to study metaphor in economics advertising discourse. *Revista Alicantina de Estudios Ingleses.* 39-47.

Cortes de los Rios, M. E. (2010). "Cognitive devices to communicate the economic crisis: An analysis through covers in the *The Economist*. Iberica 20: 81-106.

Cortes de los Ríos, E. C., & Lago, Á. F. (2017). A cognitive-axiological approach to the chairman's letter of the leading civil aircraft manufacturers. *Ibérica, Revista de la Asociación Europea de Lenguas para Fines Específicos*, (34), 111-136.

Chawla, S. (1991). Linguistic and philosophical roots of our environmental crisis. *Environmental ethics*, *13*(3), 253-262.

Chen, S. (2016). Language and ecology: A content analysis of ecolinguistics as an emerging research field. *Ampersand*, *3*, 108-116.

Danciu, V. (2014). Manipulative marketing: persuasion and manipulation of the consumer through advertising. *Theoretical and Applied Economics*, *21*(2), 591.

Daymette, L., & Montenegro, D. (2017). The history of advertising.

De Jong, M. D., Harkink, K. M., & Barth, S. (2018). Making green stuff? Effects of corporate greenwashing on consumers. *Journal of business and technical communication*, *32*(1), 77-112.

Delmas, M. A., & Burbano, V. C. (2011). The drivers of greenwashing. *California management review*, *54*(1), 64-87.

Edelman, M. J. (1988). *Constructing the political spectacle.*Chicago: The University of Chicago Press.

Evans, Y., & Green, M. (2006). *Cognitive Linguistics: An Introduction*. Edinburgh University Press, Edinburgh.

Fairclough, N. (2015). Language and Power. Routledge, London and New York.
Feldman, J. (2006). *From molecule to metaphor: A neural theory of language.* Massachusetts: The MIT Press.

Fill, A. (1998). Ecolinguistics: State of the Art 1998. *AAA: Arbeiten Aus Anglistik Und Amerikanistik, 23*(1), 3-16. Retrieved from www.jstor.org/stable/43025552

Fill, A., & Mühlhäusler, P. (2001). The Ecolinguistics Reader: Language, Ecology, and Environment. London: Continuum.

Forceville, C. (1994). Pictorial metaphors in advertisements.*Metaphor and Symbolic Activity.* 9(1). 1-29. doi. 10.1207/s15327868ms0901_1.

Forceville, C. (1996). *Pictorial metaphor in advertising.* London: Routledge.

Forceville, C. (2006). Non-verbal and multimodal metaphor in a cognitivist framework: Agendas for research. *Applications of Cognitive Linguistics*, *1*, 379.

Forceville, C., & Urios-Aparisi, E. (Eds.). (2009). *Multimodal metaphor* (Vol. 11). Walter de Gruyter.

Franz, E. H. (2001). Ecology, values, and policy: values, whether implicit or explicit, are ineluctably linked to action; in view of human predicament, the science of ecology brings an essential ethic to policy—vivantary responsibility. *Bioscience.* 469-474.

Goossens, L. (2002). Metaphtonymy: The interaction of metaphor and metonymy in expressions for linguistic. *Metaphor and metonymy in comparison and contrast*, *20*, 349.

Griggs, D., Stafford-Smith, M., Gaffney, O., Rockström, J., Öhman, M. C., Shyamsundar, P., ... & Noble, I. (2013). Sustainable development goals for people and planet. *Nature*, *495*(7441), 305-307.

Grunberg, L. (2000). *The mystery of values: Studies in Axiology*. (Grunberg, C. & Grunberg, L., Eds.). Amsterdam: Rodopi.

Halliday, M. A. K. (1999). *Construing Experience Through Meaning: A Language-Based Approach to Cognition*. (C. M. I. M. Matthiessen, Ed.). London. New York: Continuum.

Halliday, M. A. K. (1992). New ways of meaning: A challenge for Applied Linguistics. u: Plenary address at the tenth AILA Congress. *Thessaloniki, Greece*.

Hampe, B. (2005). Image schemas in cognitive linguistics: Introduction. *From perception to meaning: Image schemas in cognitive linguistics*, *29*.

Hansen, A., & Machin, D. (2008). Visually branding the environment: Climate change as a marketing opportunity. *Discourse Studies*, *10*(6), 777-794.

Hart, S. L. (1971). Axiology--theory of values. *Philosophy and phenomenological research*, *32*(1), 29-41.

Haugen, E. (1971). The ecology of language. *Linguistic Reporter*.

Herrero, R. J. (2006). The role of metaphor, metonymy, and conceptual blending in understanding advertisements: the case of drug-prevention ads. *Revista alicantina de estudios ingleses, No. 19 (Nov. 2006); pp. 169-190.*

Holbrook, M. B. (1987). Mirror, mirror, on the wall, what's unfair in the reflections on advertising?. *Journal of marketing*, *51*(3), 95-103.

Howlett, M., & Raglon, R. (1992). Constructing the Environmental Spectacle: Green Advertisements and the Greening of the Corporate Image, 1910-1990. *Environnmental History Review.* doi:10.2307/3984949

Jakobson, R. (1956). Metalanguage as a linguistic problem. *Selected writings*, *7*, 113-121.

Kahn, M. (2006). The passive voice of science. *Ecolinguistics Reader: Language, Ecology and Environment*, 241.

Kövecses, Z., & Radden, G. (1998). Metonymy: Developing a cognitive linguistic view. *Cognitive Linguistics (includes Cognitive Linguistic Bibliography)*, *9*(1), 37-78.

Krippendorff, K. (2018). *Content analysis: An introduction to its methodology*. Sage publications.

Krzeszowski, T. P. (1990). The Axiological aspect of Idealized Cognitive Models in J.Tomaszcyk and B. Lewandoska (eds.), *Meaning and lexicography.*135-165. Amsterdam: John Benjamins.

Krzeszowski, T. P. (1993). "The Axiological Parameter in Preconceptual Image Schemata" in R.A. Geiger and B. Rudzka-Ostyn (eds.), *Conceptualizations and Mental Processing in language,* 307-330 Berlin: Mouton de Gruyter.

Kuczok, M. (2016). The Interplay of Metaphor and Metonymy in English noun+noun compunds. *Studies in lexicogrammar.* 193-210.

Lago, A. F. (1999). Axiological linguistics applied to branding: analysis of trade names related to personal care, cloth and footwear. *Unesco Alsed-LSP Newsletter*, *22*(2), 48.

Lago, A. F. (2014). The emergence of axiology as a key parameter in modern linguistics. *Evaluation in Context, Pragmatic & Beyond New Series*, 27-45.

Lago, A. F., & Cortes de los Rios, M. A. (2009). Cognitive-axiological approach to print eco-advertisements in the Economist: the energy sector under scrutiny. *Revista de linguistica y Lenguas Aplicadas.*59-78.

Lago, A., F., & Hernández, A. C. (2008). Axiological analysis of print advertisements related to ecological issues in The Economist. *Studies in honour of Neil Mclaren*, 177-190.

Lakoff, G. (1995). Metaphor, morality, and politics, or, why conservatives have left liberals in the dust. *Social Research*, 177-213.

Lakoff, G., & Johnson, M. (1980). Conceptual Metaphor in Everyday Language. *The Journal of Philosophy*, 453-486.

Lakoff, G., & Johnson, M. (1999). *Metaphors we live by.* Chicago, IL: University of Chicago Press.

Lakoff, G., & Johnson, M. (2003). *Metaphors We Live by*. London. Chicago University press.

Lakoff, G. (1987). *Women, Fire and Dangerous things: What categories Reveal about the Mind.* Chicago: Chicago University Press.

Lakoff, G. (2008). *The political mind: A cognitive scientist's guide to your brain and its politics*. Penguin.

Lakoff, G., & Turner, M. (2009). *More than cool reason: A field guide to poetic metaphor*. University of Chicago press.

Lakoff, G., & Wehling, E. (2012). *The little Blue Book; The Essential Guide to Thinking and talking Democratic*. New York. Free press.

Lakoff, G. (2016). *Moral Politics*: Third Edition. Chicago. Chicago University Press.

Langacker, R. W. (1986). An introduction to cognitive grammar. *Cognitive science*, *10*(1), 1-40.

Leech, G. N. (1966). *English in advertising: A linguistic study of advertising in Great Britain*. Longmans.

Leiss, W., Kline, S., Jhally, S., Botterill, J., & Asquith, K. (2018). *Social Communication in Advertising: Consumption in the Mediated Marketplace*. Routledge.

Littlemore, J. (2015). *Metonymy Hidden Shortcuts in Language, Thought and Communication.* Cambridge University Press.

Maier, C. D. (2011). Communicating business greening and greenwashing in global media: A multimodal discourse analysis of CNN's greenwashing video. *International Communication Gazette*, *73*(1-2), 165-177.

McCracken, G. (1986). Culture and consumption: A theoretical account of the structure and movement of the cultural meaning of consumer goods. *Journal of consumer research*, *13*(1), 71-84.

Mittelberg, I., & Waugh, L. R. (2009). Metonymy first, metaphor second: A cognitive semiotic approach to multimodal figures of thought in co-speech gesture. In *Multimodal metaphor* (pp. 329-356). Walter de Gruyter GmbH.

Mühlhäusler, P. (1983). Talking about environmental issues. *Ecolinguistics Reader: Language, Ecology and Environment*, 31.

Nelson, M. R. (2008). The hidden persuaders: Then and now. *Journal of Advertising*, *37*(1), 113-126.

Nerlich, B., Hamilton, C., & Rowe, V. (2006). Conceptualizing Foot and Mouth disease: The Socio-Cultural Role of Metaphors, Frames and Narratives. *Science, Technology & Humain Values,* 32(4), 432-457.

Packard, V. (1957). *The Hidden Persuaders*.London. Lowe & Brydone Ltd.

Paehlke, R. C. (2000). Environmental values in public policy. *Environmental Policy*. 77-97.

Palmer, F. R. (1981). *Semantics.* New York: Cambridge University Press.

Pauwels, P., & Vandenbergen, A. M. (1993). "Value judgment in the Metaphorization of linguistic action", in R.A. Geiger&B. Rudzka-Ostyn (eds.). *Conceptualizations and Mental Processing in Language*. Berlin: Mouton de Gruyter: 331-367.

Pauwels, P., & Simon-Vandenbergen, A. M. (1995). Body parts in linguistic action: underlying schemata and value judgements. *PRAGMATICS AND BEYOND NEW SERIES*, 35-70.

Penman, R. (1994). Environmental matters and communication challenges. *Australian Journal of Communication*, *21*(3), 26.

Pérez-Sobrino, P. (2013). Metaphor use in advertising: analysis of the interaction between multimodal metaphor and metonymy in a greenwashing advertisement. *Metaphor in focus: Philosophical perspectives on metaphor use*, 67-82.

Permilovskiy, M. (2012). The Axiological Approach to the Regulation of the Right to a Favorable Environment. *Arctic Review on Law and Politics*, vol. 3, (2): 162–185. ISSN 1891-6252.

Philipp, M. (2000). Qualitative content analysis. In *Forum: Qualitative Social Research* (Vol. 1, No. 2, p. 10).

Pollay, R. W. (1984). "The Identification and Distribution of Values manifest in Print Advertising", 1900-1980 in R.E. Pitts and A.G. Woodside (eds.) *Personal Values and Consumer Psychology*. Lexington, MS: Lexinton Press: 11-129.

Pollay, R. W. (1985). "American Advertising and Societal Values During the Twentieth Century", in SV-Historical Perspective in Consumer Research: National and International Perspectives, Jagdish N. Sheth ans Chin Tiong Tan, (eds.): *Association of Consumer research*, Singapore, 60-71.

Pollay, R. W. (1986). The distorted mirror: Reflections on the unintended consequences of Advertising. *Journal of marketing*. 18-36. DOI: 10.1353/asr.2000.0012

Pollay, R. W. (1987). On The Value of reflections on the values in "The distorted mirror". *Journal of Marketing.* 104-110. DOI: 10.2307/1251651

Pollay, R. W., & Gallagher, K. (1990). Advertising and cultural values: Reflections in the distorted mirror). *International Journal of Advertising.* 359-372. DOI: 10.1080/02650487.1990.11107165

Pollay, R. W. (2012). Measuring the cultural values manifest in advertising, *Journal of Current Issues and Research in Advertising.* 71-92. DOI: 10.1080/01633392.1983.10505333

Paehlke, R. (2000). Environmentalism in one country: Canadian environmental policy in an era of globalization. *Policy Studies Journal,* 160-175. doi. 10.1111/j.1541-0072.2000.tb02021.x

Rescher, N. (1993). *A System of Pragmatic Idealism, Volume II. The Validity of Values, A Normative Theory of Evaluation Rationality.* Princeton University Press.

Rescher, N. (2004). *Value Matters: studies in axiology.* Frankfurt: Ontos Verlag.

Richards, I. A. (1936). The Philosophy of Rhetoric. Oxford University Press, London, 109.

Rodríguez, M. I. M. (2016). Analysing Metaphors in Commercial Advertising. *VERBEIA VERBEIA VERBEIA*, 107.

Rohrer, T. (1995). "The metaphorical logic of (political) rape: The new wor(l)d order." *Metaphor and Symbolic Activity.* 115-137., doi: 1-.1207/s15327868ms1002_3. *Communication.* Albolote (Granada): Comares.

Ruiz de Mendoza Ibanez, F. J. (1997). Metaphor, metonymy and conceptual interaction. *Atlantis: Revista de la Associacion Espanola de Estudios Anglo-Norteamericanos.* 281-295.

Ruiz de Mendoza Ibáñez, F. J. R., & Hernández, L. P. (2001). Metonymy and the grammar: motivation, constraints and interaction. *Language & Communication*, *21*(4), 321-357.

Ruiz de Mendoza, F. J., & Díez, O. (2002). Patterns of conceptual interaction. *Metaphor and metonymy in comparison and contrast*, *20*, 489-532.

Sapir, E. (1921). *Language: An introduction to the study of speech.* New York: Harcourt, Brace.

Sacristan, M. S. V., & Cortes de los Rios, M. E. (2009). Persuasive nature of image schematic devices in advertising: their use for introducing sexism. *Revista Alicantina De Estudios Ingeleses,* (22), 239-270. doi: 10.14198/raei.2009.22.15

Schultz, B. (2001). Language and the natural environment. In A. Fill & P. Mühlhäusler (Eds.), The Ecolinguistics Reader: Language, ecology, and environment (pp. 109-114). London: Continuum.

Shahnaz, A. (2013). Linguistic analysis of e-print media advertisements in Pakistan: practices and functions.

Simon-Vandenbergen, A. M. (1995). A study of value judgements. *By Word of Mouth: Metaphor, metonymy and linguistic action in a cognitive perspective*, *33*, 71.

Segev, S., Fernandes, J., & Hong, C. (2016). Is your product really green? A content analysis to reassess green advertising. *Journal of Advertising*, *45*(1), 85-93.

Sowinska, A. (2013). A critical discourse approach to the analysis of values in political discourse: The example of freedom in President Bush's State of the union Addresses (2001-2008). *Discourse and Society*. 792-809. Sage Publications.

Steen, G. (2007). Finding metaphor in discourse: Pragglejaz and beyond.

Stibbe, A. (2015). *Ecolinguistics: Language, ecology and the stories we live by*. Routledge.

Stokes, S. A. (2009). *Deception in environmental advertising: consumers' reactions to greenwashing* (Doctoral dissertation, Kansas State University).

Tadaki, M., Sinner, J., & Chang, K. (2017). 'Making Sense of the Environmental Values: A Typology of Concepts". *Ecology and Society* 22(1):7. https://doi.org/10.5751/ES-08999-220107

Turner, M. (1993). An image-schematic constraint on metaphor. *Conceptualizations and mental processing in language*, 291-306.

Turner, M., & Fauconnier, G. (2009). Metaphor, metonymy and binding: *Metaphor and Metonymy in Comparison and Contrast*. 469-487. Doi 10.1515/9783110219197.4.469

Vaičenonienė, J. (2006). The language of advertising. Analysis of original and translated texts. *Darbai ir dienos*, (45), 215-237.

Van Dijk, T. (2009). Society and Discourse. Cambridge University Press.

Van Dijk, T. (2016). Handbook of Discourse Analysis. Routledge.

Watson, B. (2017). The troubling evolution of corporate greenwashing. *Chain Reaction*, (129), 38.

Wei, L. (2010). A Cognitive Approach to Metaphor and Metonymy Related to the Human Body. Kristianstad University. Sweden. Retrieved from http://www.diva-portal.org/smash/get/diva2:397474/FULLTEXT01.pdf

Williamson, J. (1978). *Decoding Advertisements.* London: Calder & Boyars.

Zaltman, G., & Coulter, R. H. (1995). Seeing the voice of the consumer: Metaphor based advertising research. *Journal of Advertising Research*, 35-4: 35-51.

Zerkina, N., Yekaterina, L., & Natalia, K. (2015). Axiological linguistics and Foreign Language Teaching. *Procedia - Social and Behavioral Sciences,* 199: 254 – 260.

Zerkina, N., Kostina, N., Urazayeva, N., Lomakina, Y., Emets, T., Gallyamova, M., … Lukina, O. (2016). Axiological Role of English Adjectives in English Language Teaching. *International Journal of Environmental & Science Education,* vol. 11 (12): 5146-5154

APPENDIX A

Advertisements Retrieval Information

Figure 01: Ministry of Climate Change [Image] (2018) Retrieved from URL
https://www.facebook.com/Plant4PakistanOfficial/

Figure 02: Gas Bill [Image] (2013) Retrieved from URL
https://www.ssgc.com.pk/web/?portfolio=manage-your-gas-bill

Figure 03: Campaign [Image] Retrieved from URL
http://www.enercon.gov.pk/images/sliderimages/303074_164918737002039_203594760
8_n(1).jpg

Figure 04: Plantation Campaign [Image] Retrieved from URL
https://twitter.com/plant4pak

Figure 05: Plantation Campaign [Image] (2019) Retrieved from URL
https://twitter.com/pid_gov/status/1131807665024380929

Figure 06: Plantation Campaign [Image] (2018) Retrieved from URL
https://twitter.com/communitynewspk/status/1015250695853936640

Figure 07: Plantation Campaign [Image] (2016) Retrieved from URL
https://pk.boell.org/2016/09/22/reclaiming-green-areas-islamabad

Figure 08: WWF-Man Aids [Image] Retrieved from URL
https://www.pinterest.com/pin/669136457107950084/

Figure 09: WWF-Plastic Serial Killer [Image] Retrieved from URL
https://www.adsoftheworld.com/media/print/wwf_serial_killer_fish

Figure 10: WWF- Fatal Waste [Image] (2019) Retrieved from URL
https://www.pinterest.at/pin/789678115887650996/

Figure 11: WWF- Earth's lungs [Image] (2019) Retrieved from URL
https://www.pinterest.com/pin/339107046919149811/

Figure 12: PSO-E10 Fuel [Image] Retrieved from URL
https://psopk.com/en/media-center/advertising-campaigns/product-campaigns

Figure 13: BYCO Fuel [print ad] (2019) *Women's Own Magazine*

Figure 14: HINO [Image] (2014) *Dawn Magazine* Retrieved from URL
http://www.pakistanjobsbank.com/Jobs/30954/Hinopak-Jobs-Karachi-2014-March-
Latest-Hinopak-Motors-Limited/

Figure 15: TOYOTA CARS [Image] (2014) Retrieved from URL
https://jonathanlengkong114b.files.wordpress.com/2014/03/car-ad-hybrid2.jpg

Figure 16: Green Palms Real estate [Image] (2016) Retrieved from URL
https://localads.pk/real-estate-property/land/green-palms-gwadar-payment-plans-residential-and-commercial-plots-for-sale_i11168

Figure 17: Capital Smart City Real Estate [Image] (2019) Retrieved from URL
https://www.pakprobiz.com/Plots-Available-on-Installments-in-Capital-Smart-City-Islamabad-Islamabad-104681

Figure 18: Gulberg Greens real Estate [Image] (2011) Retrieved from URL
http://www.pakrealestatetimes.com/showthread.php?tid=15790

Figure 19: Mitsubishi Electric AC [Image] (2018) Retrieved from URL
http://aircondesigns.com.sg/product/mitsubishi-electric-starmex-system-1-inverter-3-ticks-muy-ge24va-msy-ge24va/

Figure 20: Gree AC [Image] (2017) Retrieved from URL
https://techprotect00786.wordpress.com/2017/03/29/gree-introduces-new-models-of-lomo-series-air-conditioners/

Figure 21: Yamaha Generators [Image] (2019) Retrieved from URL
http://www.ypel.com.pk/index_old.php

Figure 22: Haier [Image] (2011) Retrieved from URL
https://advertisingpak.blogspot.com/2011/08/haier-inspired-living-our-passion-is.html

Figure 23: Mitsubishi Printer [Image] (2011) Retrieved from URL
https://www.coroflot.com/mitchkayden/Print-Advertising

Figure 24: Oriflame Cosmetics [Image] (2018) Retrieved from URL
https://pk.oriflame.com

Figure 25: English Soap [Print ad] *Women's Own Magazine* (2018)

Figure 26: The Body Shop [poster ad the Centaurus outlet] (2019)

Figure 27: The Body Shop [image] (2019)
https://www.pinterest.es/pin/84442561734204543/?autologin=true

Figure 28: JS Bank [Print Ad] Dawn Newspaper (2015)

Figure 29: National Bank of Pakistan [Image] (2019) Retrieved from URL
https://www.pressreader.com/pakistan/the-financial-daily/20190220/281582356906319

Figure 30: Khushhali Bank [Brochure] (2016)

Figure 31: Primo Bottled Water [Brochure] (2019)

Figure 32: Murree Sparkletts Bottled Water [Print Ad] *Women's Own Magazine* (2019)

Figure 33: Happilac Paints [Image] (2019) Retrieved from URL
https://aurora.dawn.com/news/1141720

Figure 34: Nippon Paint [Image] Retrieved from URL
https://nipponpaint.com.pk/corporate/about-us/green-choice-series

Figure 35: Kashmir Oil [Print Ad] Dawn Magazine (2015)

Figure 36: K&Ns Processed Food [print Ad] *Women's Own Magazine* (2019)

Figure 37: PTCL [Image] (2019) Retrieved from URL
https://www.techjuice.pk/ptcl-encourages-customers-to-pay-bills-online-and-go-paperless/

Figure 38: Sapphire [Image] (2018) retrieved from URL
https://aurora.dawn.com/news/1143196/sapphire-goes-green

Figure 39: Fatima Fertilizer [Image] (2011) Retrieved from URL
https://advertisingpak.blogspot.com/2011/08/fatima-fertilizer-company.html

Figure 40: Schwabe [Image] Retrieved from URL
https://repcom.com.pk/images/ourwork/17a.jpg