

**APPRAISAL NARRATIVES OF BRANDS ON
THEIR WEBPAGES: AN ECO-LINGUISTIC
ANALYSIS**

**By
MAHAM MUSTAFA**



**NATIONAL UNIVERSITY OF MODERN LANGUAGES
ISLAMABAD
NOVEMBER, 2023**

**Appraisal Narratives of Brands on their Webpages: An
Eco-linguistic Analysis**

By

MAHAM MUSTAFA

BS English., National University of Modern Languages, 2019

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

MASTER OF PHILOSOPHY

In English

To

FACULTY OF ARTS & HUMANITIES



NATIONAL UNIVERSITY OF MODERN LANGUAGES, ISLAMABAD

© Maham Mustafa, 2023



THESIS AND DEFENSE 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 Arts & Humanities for acceptance.

Thesis Title: *Appraisal Narratives of Brands on Their Webpages: An Eco-Linguistic Analysis*

Submitted by: Maham Mustafa

Registration #: 22-MPhil-Eng-Ling-S20

Master of Philosophy

Degree name in full

English Linguistics

Name of Discipline

Dr. Hazrat Umar

Name of Research Supervisor

Signature of Research Supervisor

Prof. Dr. Mohammad Safeer Awan

Name of Dean (FAH)

Signature of Dean (FAH)

Date

AUTHOR'S DECLARATION

I Maham Mustafa

Daughter of Mohammad Mustafa

Registration # 22-MPhil-Eng-Ling-S20

Discipline English Linguistics

Candidate of **Master of Philosophy** at the National University of Modern Languages do hereby declare that the thesis **Appraisal Narratives of Brands on Their Webpages: An Eco-linguistic Analysis** 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 canceled, and the degree revoked.

Signature of Candidate

Maham Mustafa

Name of Candidate

Date

ABSTRACT

Title: Appraisal Narratives of Brands on Their Webpages; An Eco-linguistic Analysis

This study ventures into the domains of semiotics and eco-linguistics. The study analyses linguistic devices of appraisal on the web pages of four green beauty brands that are KVD Vegan Beauty, Fenty Beauty, Aveeno, and Juice Beauty. The web pages of these four beauty brands utilize different linguistic devices for appraisal in order to greenwash their products. Stibbe's 2015 framework is used as a lens to study appraisal and evaluation that is present on the web pages of these brands. In addition to this, it is argued by Stibbe (2015) that stories about an area of life being good or bad are created in the minds of people using these devices which he calls appraising items. Some of the appraising items mentioned by Stibbe (2015) include positively or negatively appraising items that can be explicit or implicit, metaphors, and collocation. The aforementioned linguistic strategies in the discourses have been investigated in this study to see how the appraisal has been constructed. Through the analysis of these linguistic devices, it has been discovered that the four brands construct positive appraisals along the lines of sustainable, natural, clean, and organic. In the study, it is also noted that each brand provides its own perspective on sustainability, natural, organic, and clean. As a result, the positive appraisals that get constructed are consistent with their own ideologies and personal beliefs. Moreover, negative appraisals are constructed by these brands for anything that is not sustainable, clean, organic, or natural. Non-probability purposive sampling technique is used in the collection of data. The study's findings suggest that while many environmental product attributes have meritorious qualities, greenwashing is encouraged and made easily achievable as a result. The study suggests new ways to look at language related to ecological discourse. It further suggests how the creation of negative and positive binaries while talking about environmental issues can have destructive ecological implications. The merits of these green beauty brands have been called into question in this study and the drawbacks that their so-called eco-friendly products and claims can have are highlighted.

TABLE OF CONTENTS

Chapter	Page
THESIS DEFENSE APPROVAL FORM.....	ii
AUTHOR’S DECLARATION.....	iii
ABSTRACT.....	iv
TABLE OF CONTENTS.....	v
ACKNOWLEDGMENTS.....	viii
DEDICATION.....	ix
1. INTRODUCTION.....	1
1.1 Ecology and Eco-linguistics.....	3
1.2. Role of Media.....	6
1.3. Greenwashing.....	6
1.4. Statement of the Problem.....	8
1.5. Research Objectives.....	9
1.6. Research Questions.....	9
1.7. Research Methodology.....	9
1.8. Significance of the Study.....	10
1.9. Delimitation.....	10
1.10. Organization of the Study.....	11
2. LITERATURE REVIEW.....	13
2.1. Introduction.....	13
2.2. Eco-Linguistics.....	14
2.3. Erasure in Linguistics.....	15
2.4. Erasure in Eco-linguistics.....	16
2.5. Salience and Reminding in Eco linguistics.....	17
2.6. Salience and Reminding in Multimodality.....	18
2.7. Appraisal in Psychology.....	19
2.8. Appraisal in Eco-linguistics.....	21
2.9. Evaluation.....	23

2.10. Linguistic Devices of Appraisal Patterns.....	24
2.10.1. Positive Appraisal Patterns.....	25
2.10.2. Metaphors.....	26
2.10.3. Collocations.....	27
2.10.4. Negative Appraisal.....	29
2.11. Multimodality	30
2.12. Multimodal Corpus Linguistics.....	33
2.13. Multimodality and Eco-linguistics	34
3. RESEARCH METHODOLOGY.....	37
3.1. Research Method.....	37
3.2. Appraisal Patterns.....	37
3.2.1. Positive Appraisal.....	38
3.2.2. Metaphors.....	38
3.2.3. Collocation.....	39
3.2.4. Negative Appraisal.....	39
3.3. Multimodality.....	39
3.4. Sample.....	42
4. ANALYSIS AND DISCUSSION.....	43
4.1. Introduction.....	43
4.2. KVD Vegan Beauty.....	43
4.2.1. Positive Appraisal on KVD Vegan Beauty Webpage.....	45
4.2.2. Metaphors on KVD Vegan Beauty Webpage	48
4.2.3. Collocations on KVD Vegan Beauty Webpage.....	52
4.2.4. Negative Appraisal on KVD Vegan Beauty Webpage.....	53
4.3. Fenty Skin	54
4.3.1. Positive Appraisal on Fenty Skin Webpage.....	56
4.3.2. Metaphors on Fenty Skin Webpage.....	59
4.3.3. Collocations on Fenty Skin Webpage.....	61
4.3.4. Negative Appraisal on Fenty Skin Webpage.....	61
4.4. Aveeno.....	62
4.4.1. Positive Appraisal on Aveeno’s Webpage.....	63

4.4.2. Metaphors on Aveeno’s Webpage.....	68
4.4.3. Collocations On Aveeno’s Webpage.....	69
4.4.4. Negative Appraisal on Aveeno’s Webpage.....	71
4.5. Juice Beauty.....	72
4.5.1. Positive Appraisal on Juice Beauty’s Webpage.....	73
4.5.2. Metaphors on Juice Beauty’s Webpage.....	79
4.5.3. Collocations on Juice Beauty’s Webpage.....	80
4.5.4. Negative Appraisal on Juice Beauty’s Webpage.....	81
4.6. Evaluations.....	82
5. CONCLUSION.....	90
5.1.1. Summary.....	90
5.1.2. Findings.....	90
5.2. Recommendations for Future Researchers.....	93
5.3. Conclusion.....	94
REFERENCES.....	96

ACKNOWLEDGEMENTS

In the name of Allah, the Most Gracious and the Most Merciful. I am thankful to Allah, who has invested in me the ability to complete this fruitful task in the given time. I am extremely grateful to my parents, whose prayers have enabled me to reach this stage. I express my sincere gratitude and a deep sense of appreciation to my research supervisor, Dr. Hazrat Umar, for his constant supervision, scholarly guidance, encouragement, co-operation, constructive suggestion and valuable advice to conduct my research work. Lastly, I would like to express my gratitude to my honorable research teachers, who aided and guided me at every step of the task and were always available for assistance whenever I needed them. I extend my gratitude to the Department of English (GS), NUML for offering me the space and support to carry out this study.

DEDICATION

This thesis is dedicated to my parents, whose endless love and support gave me the motivation and discipline to tackle this task with determination and enthusiasm. Without their support, I might have never been able to complete my thesis.

CHAPTER 1

INTRODUCTION

In the age of constant change, growth, and advancement, technology has become central to everyone's life. Rudimentary human activities get performed by machines, so technology has become a necessity. Life is becoming more digitalized. Because of the internet and cellular phones, everything has become one click away. People can explore the world, get an education, connect with people that live thousands of miles away, and buy groceries while being comfortably seated on the couch.

In the era of technology, everything is becoming online. Going to stores or meeting people in person has pretty much become a thing of the past. Since everything has become digitalized in the era of technological advancement, brands are making webpages for their online customers where they can purchase products online without bothering to leave their houses. Brands, in order to make the online shopping experience pleasurable, employ different marketing tactics and make use of multiple modes such as images, audio, video, verbal, and written modes for promoting their products. They construct narratives by using different modes. Since contemporary messages, for example, messages on webpages are constructed using several different modes, language alone can no longer give us full access to its meaning. Therefore, analyzing all the modes through multimodal analysis would give us full access to the meaning behind a message. The exploration of these modes and the narratives related to the environment that the brands establish is important from a research standpoint for several reasons. Firstly, narratives provide a means of understanding the diverse perspectives and experiences that shape our relationship with the environment. By analyzing narratives, researchers can uncover the underlying beliefs, values, and attitudes that influence human behavior toward the natural world. Secondly, narratives can serve as an important tool in promoting environmental awareness and action. By identifying and analyzing stories that resonate with people, researchers can create effective messaging strategies that inspire individuals and communities to take action to protect the environment. Finally, analyses of these appraisal patterns and the stories that get created

by these appraisal patterns can help to bridge the gap between scientific knowledge and public understanding of environmental issues. By framing scientific information into compelling and relatable stories, researchers can communicate complex concepts and findings in a way that is meaningful and accessible to broader audiences. Overall, the exploration of narratives related to the environment is an important avenue for research that can deepen our understanding of human-environment interactions and inform strategies for promoting environmental sustainability. According to Kress 2010, modes are constructed in a social setting. Moreover, these modes are semiotic resources whose meaning get culturally constructed (Kress, 2010). The cultural meaning that these semiotic resources carry has an underlying ideology attached to it. These ideologies construct evaluations, appraisal patterns and establish stories in people's minds.

Additionally, global warming, climate changes and the drying out of natural resources are some major concerns that occupy everyone's mind. Political parties, in order to persuade the voters, come up with eco-friendly policies. Joe Biden's election campaign was eco-centric, and he made promises and proposed projects that would diminish environmental dilapidation. He went as further to state that he would make America a carbon-neutral country. This claim, if worked on, could be a major step forward in preserving the environment. Similarly, brands are jumping on the eco-friendly bandwagon and developing an eco-centric stance. How they build this stance and what modes they employ in order to promote this is an important thing that needs to be highlighted. As Halliday has stated, environmental concerns are not just the concerns of one person, it effects the society as a whole and everyone including linguists should work together to put an end to environmental dilapidation. Since we live in this ecosystem, anything that poses harm to it should concern everyone equally (as cited in Stibbe, 2015).

Human activities are continuously reshaping and modifying our planet. Anthropogenic behaviors are the ones that are time and again proven to be environmentally destructive. These human activities have accelerated the process of environmental degradation which is a major threat faced by planet Earth today. As a result of this ecological degradation, there has been a reduction in the quality of the ecosystem, water, air, and soil. The flora and fauna are dying at an alarming rate which is causing a reduction

in biological diversity. Ecological depletion is as bad for humans as it is for other species, and the flora and fauna. Environmental degradation has a domino effect as our lives are intertwined with each other to such an extent that an imbalance in the ecosystem would affect every species including humans. Anthropogenic environmental destruction is a consequence of the self-centeredness of humans and the ideas that they are above everything else and are not part of nature. This idea of human being the center of everything could also be observed in the language they use in which the natural world is reduced to a mere object that should be conquered and controlled (Stibbe, 2015). Industrial and personal footprints have increased to the extent that they are causing global catastrophes like global warming and climate crisis. The idea of growth and advancement is encouraged through language and anthropocentric grammar. Stibbe states that the layout for economic system and human progress is created through language (2015). Furthermore, new business and financial models are created via language when existing ones are recognized to cause great pain and ecological harm (Stibbe, 2015).

1.1 Ecology and Eco-linguistics

Charles Darwin's theories regarding the evolution of creatures and the progression of humans within this evolution gave rise to the concept of ecology in the 19th century. Ernst Haeckel was the person who coined the term ecology. According to him ecology involves the investigation of how living things interact with one another (Haugen & Dil, 1972, p.286). Ecology encompasses the studying of both similar and different types of organisms and their interaction with each other (Haugen & Dil, 1972, p.286). In addition to this, the term was also used in connection with social community by authors such as Amos H. Hawley (Fill &Pez, 2017).

The concept of eco-linguistics would not have been possible without ecology The term "ecology" was first used in relation to language in a 1964 article about Native American languages. The term 'linguistic ecology' in that article states that linguistic ecology is not concerned about one certain language of specific area, rather it has a broader range (Voegelin & Voegelin, 1964, p.2). Linguistic ecology focuses on the investigation of all the languages of a region instead of studying just a few languages of that region (Voegelin & Voegelin, 1964, p.2). In reference to Voegelin paper, Haugen gave his own

opinion and described 'language ecology' as the examination of how a language and its surroundings interact. (1972, p. 323). Ever since, that the discipline has expanded and now includes research on how language and nature are linked.

Every facet of human life is intertwined with language, which is a crucial component of our daily lives. As a result, there are several viewpoints from which to examine a language. Humans are part of the ecosystem and are not separate entities. Therefore, eco-linguistics is the standpoint in which language use in a given environment can be studied. The investigation of language in light of the context in which it is utilized, according to Derni, is known as eco-linguistics (2008, p. 22). Language plays a crucial role in human existence. Humans have an advantage over other animals and are distinguished from other animals due to their use of language. It is the advanced and intricate layout of human language that has enabled them to interact not only with each other, but also with the ecosystem. According to Sapir's theory, language is the primary means through which people perceive the outside world. In other words, our language shapes our thoughts and our way of thinking, and it primarily shapes how we see the world. Therefore, language plays a significant role in our life as it has the capacity to impact how humans interact with one another, other living things and their surroundings (Wu, 2018). Additionally, language may, to some extent, alter how we think about the world, which in turn influences how we behave. In due course, language can motivate us to preserve or ruin the ecology on which life depends. (Wu, 2018). As a result, it is possible to assert that language is fundamental to ecosystems and is crucial to both their destruction and preservation. Due to this reason, it is necessary for eco-linguistics to discourage language that may lead to ecological degradation and to support language that could restore an environment that has already been damaged.

According to Halliday, it is the duty of a linguist to reveal language patterns that could be harmful to the environment. Therefore, with the lens of Eco-linguistics, one can investigate the linguistic patterns that are at play in the deterioration of our environment. Moreover, it can help us investigate the mental modes or the evaluations (the stories we live by) that influence us to adopt behaviors and make life choices that could be detrimental to the eco-system.

In a study conducted by Ramadan children literate specifically the book *“Disappearance of Nile”* is put under analysis both linguistically and visually. The research demonstrates how storytelling can help children become more environmentally conscious. In addition to this, the study unveils the devastating effects of human activity and urbanization on the river Nile and how such catastrophes can be prevented through storytelling. A multimodal analysis using Kress model has been used by the researcher to investigate the different modes employed by the author to raise awareness about the alarming situation of the Nile River. However, the study is limited to children’s books and only explores the positive impact of storytelling and how it can be used as an effective pedagogical tool to promote values through entertainment. The research does not explore the negative aspects of storytelling or language trends that could be detrimental to the environment. As contended by Halliday it is the duty of a linguist to identify language trends that could be deleterious to environment. Therefore, one may look at the language trends that are contributing to the degradation of our ecosystem via the lens of eco-linguistics. Additionally, it can assist us in examining the mental frameworks or evaluations (the stories we live by) that lead us to engage in behaviors and make decisions in life that might be harmful to the environment. This study on the other hand looks at both positive and negative aspects of language with an eye to explore language patterns that could be detrimental to the environment.

Similar to growth and development another aspect of grammar and semantics that is central to human existence is the topic of size, amount and value in language according to Goshylyk (2017). The metaphorical development patterns demonstrate how deeply ingrained the relationship between quantity and quality is in human consciousness. Goshylyk in his research has attempted to analyze metaphors from an eco-linguistics perspective with an eye to show how metaphors can construe the complex reality of quality-quantity-direction relationship. Language is continuously being shaped by its surroundings and language in turn shapes the environment. Therefore, language and its relationship with the environment cannot be neglected. The question of size, amount, and value as expressed in language grammar and semantics has always been of critical concern to humans. Metaphors of size, amount, and value frame the contemporary discourse of sustainable development (Goshylyk, 2017). The researcher came across the finding that

metaphors of more and less co-exist together and are influential in framing the ecological, economical and e-living style. Nonetheless, the eco-linguistics paradigm in his study focuses only on the analyses of metaphors of quality and quantity. This research paper, however, focuses on the interrelationship between language and environment. In addition to this, the eco-linguistic paradigm of this research paper looks at patterns of appraisal and its impact on the environment.

1.2. Role of Media

Media plays a significant role in our day-to-day life. It has a momentous role in portraying binary narratives. For instance, in commercials, the media frames the attitude of people. Reality is represented and interpreted entirely in terms of human values on the anthropogenic mainstream global culture (Joardan, 2014). Human interventions have already caused the deterioration of the ecosystem. The alienation of humans from nature in the mainstream media could further upset the ecological balance. Therefore, the narratives in media that are related to the ecosystem and ecological balance should be carefully analyzed. As for the narratives on the web pages, it is one way communication, and the author has more power and influence over the audience. If the narratives present on the web pages of beauty brands are ecocidal, it could do more harm to the ecosystem.

1.3. Greenwashing

In recent years, there has been an upsurge in the number of companies that are adopting a more eco-centric narrative. A study observed that in recent years the green products available in the market have increased by 73% between the years of 2009 and 2010 (Markham, Khare, & Beckman, 2014). This sudden surge in companies jumping on the eco-friendly bandwagon and constructing a green image for themselves is due to the increase in the customers' concern for the environment and the demand for more sustainable eco-conscious products. The number of brands that claim to be green, sustainable, and eco-friendly has increased, but the danger of upsetting the ecological balance is still at large. This method of green marketing could lead to the creation of narratives that could be ecologically harmful. Marketing companies mask their unethical, unsustainable marketing practices and their environmental footprint in the cloud of green

marketing tactics. What these companies are doing is essentially called “greenwashing”. In order to promote an unrealistically optimistic business image, Lyon and Maxwell 2011, described greenwashing as the careful presentation of positive information without the extensive revelation of negative information. This perspective, however, ignores things like image advertising, visual imagery, and ambiguous promises in favor of the "hard" disclosure of verifiable data on environmental performance (Yang et al., 2020).

The term greenwashing was coined by environmentalist Westervelt in 1986. He used the term for the first time in his essay that was about “Save the Towel” moments in hotels (Corcione, 2020). Notices were placed in hotel rooms asking guests to reuse the towels to save the ecosystem. In the meantime, the hotels enjoyed the benefit of lower laundry costs (Corcione, 2020). These businesses benefited from the rising demand for ecologically friendly items by engaging in "greenwashing." (Corcione, 2020). These items are more natural, devoid of dangerous chemicals, recyclable, animal cruelty-free, and less wasteful of natural resources, according to the messages that green-washed goods communicate. The green image surrounding such companies forces the consumers to adopt a falsely lead green life which could further damage the environment.

Eyewash refers to actions or statements that are intended to deceive or mislead someone by creating a false appearance of effort, concern, or sincerity. It's often used in situations where superficial gestures are made to appear as if genuine efforts are being made. An organization that claims to support environmental conservation but only makes token gestures, like printing "green" labels on products while not implementing any substantive eco-friendly practices, is engaging in eyewash. On the other hand, greenwash specifically relates to deceptive or misleading practices in the environmental context. It occurs when a company, organization, or individual falsely represents themselves as environmentally responsible or committed to sustainability when, in reality, their actions or products do not align with those claims.

Companies make advertisements and create a narrative that appeals to the moral consciousness of the customers to elect for a more sustainable green lifestyle. These environmentally minded customers can choose for such eco-friendly lifestyles by opting for their green products. The narratives that these brands create by using multiple modes

could reveal if their narrative is harmful for the environment or if they are promoting a mindset that could be helpful in fighting global environmental degradation.

The new data monitoring technologies and the active era of social media have led to an overall decline of unsophisticated and overly exaggerated green marketing tactics. However, they have by no means put an end to it completely. Although exposing greenwashing by posting about it and rating products has brought more awareness among consumers, these strategies would not be enough to stop big corporates from greenwashing. In furtherance of halting big corporate greenwashing completely, evaluation methods need to be modified. Moreover, scholars and activists alike must join hands together to come up with a way to evaluate greenwashing.

Brands feed on the human psyche for selling their products and flourishing their businesses. Businessmen and advertisers alike keep up with the latest trends and make use of them for the sake of the promotion of their products. Since ecological concerns are on the rise, businessmen and advertisers are developing a market that centers around these concerns. They construct their market on common cultural and social values with an eye to advertising their products to the masses. The appraisal patterns they construct while doing this should be brought under the limelight with the focus on critically analyzing the narratives that get constructed by brands. These appraisal patterns could be harmful and educating the public about their detrimental effects is necessary. If left unexposed, it could wreak havoc on the environment. The ecological system is at the brink of collapsing and any further damage to it could have disastrous consequences. Therefore, it is important to expose the language that could be harmful and have disastrous consequences.

1.4. Statement of the Problem

Brands, for the purpose of selling their products, make use of different modes for the promotion of their products. The types of modes employed have a particular impact on the consumer. It can be advantageous for the brand as it can have the potential to create a more intense brand experience. The analysis of brands' web pages, therefore, could unveil the modes they employ in order to create a more intense brand experience. Lately, more and more brands are embracing an eco-centric motto. Since environmental problems are on the rise, more efforts are being put to stop any further environmental denigration. An

increasing number of beauty brands are making efforts to become a part of green and clean beauty. This is done with an effort to preserve the environment. These brands also implore their customers to adopt habits that would be beneficial to the environment. Brands, in order to persuade their customers, employ different methods. They construct an eco-conscious narrative on their web page and use different types of appraisal patterns in order to entice customers into buying their products. However, the problem is that these appraisal patterns have not been explored and the eco-linguistics paradigm of this research paper focuses on exploring appraisal patterns. Furthermore, this research attempts to analyze the multiple modes employed by brands with an eye to investigate the appraisal patterns that have an eco-friendly narrative. If left unchecked, the narratives and appraisal patterns they create might denigrate the environment irreparably and cause more harm than benefit.

1.5. Research Objectives`

- 1) The research aims at investigating the multiple modes employed in creating eco-centric appraisal patterns.
- 2) In addition to this, it explores the evaluations that are constructed by brands using appraisal patterns for persuasive purposes.

1.6. Research Questions

- 1) What are the eco-centric appraisal patterns that brands construct by using multiple modes?
- 2) How are appraisal patterns utilized by brands to construct evaluations: stories inside the minds of the readers?

1.7. Research Methodology

The current research follows a qualitative model. It ensues qualitative and descriptive design. In order to carry out this research, the web pages of green and clean beauty brands that use multiple modes are analyzed using Kress and van Leeuwen's 2001 and 2006 social semiotic model. The social semiotic model allows for the analysis of a variety of modes. Hence it would prove beneficial in analyzing the multiple modes that are employed on the web pages. Here, the multimodal discourse analysis framework is used to demonstrate how visuals, in addition to the verbal mode, may be used as an effective method of

communication to convey the message beyond the story. In addition to this, these multiple modes create appraisal patterns and evaluations in the minds of the consumers. Therefore, analysis of the modes could reveal the common appraisals and cultural evaluations. The evaluations that the multiple modes constructed are revealed using by Stibbe's 2015 appraisal theory. The evaluations depict the stories that are present inside the mind of an individual and these stories carry different narratives. The narratives which these brands construct and the semiotic resources that are at play in the construction of these narratives and evaluations have a common cultural meaning that can disclose some underlying ideologies. According to Kress 2010, modes are culturally given semiotic resources for the construction of meaning. On that account, studying these modes and unveiling the hidden ideologies of the green brands are of great significance. It is important to put under scrutiny the greenization messages that brands put on their web pages. By doing so, one could reveal if these messages have any real significance for the ecosystem or if they are constructing messages that can be ecocidal for the environment.

1.8. Significance of the Study

The study aims at investigating the appraisal patterns and narratives of brands that claim to be eco-friendly. The research is conducted by analyzing the multiple modes that are at work in constructing these appraisal patterns and narratives. A qualitative investigation of these modes is done by the researcher in order to unveil the hidden motives, appraisal, and evaluation of the brands. Brands greenwash their products with the claim that their best interest is in the protection of the environment. Greenwashed products entice the consumers who are concerned about ecological dilapidation. However, these companies more often than not capture the consumers through lack of transparency and informational context. That is to say, their green washed labels do not tell the entire story of how a product is eco- friendly and how these companies are working for the betterment of the environment. This study analyzes the evaluations and appraisal patterns which tell us how companies manipulate their consumers through language.

1.9. Delimitation

The study is mainly focused on analyzing web pages of beauty brands that claim to be eco-friendly and have an eco-centric approach. Kress, Leeuwen 2001 and 2006 social semiotic

model, and Jewitt's 2009 model for multimodal analysis is used. Their models allow for the analysis of different types of modes. Stibbe's 2015 definition of appraisal patterns is also employed with the aim to examine the evaluations and appraisal patterns used in the construction of stories inside the minds of people. This study examines how brands create an eco-friendly narrative and what appraisals are constructed while creating such eco-friendly narratives. The research is a multimodal analysis of webpages. Webpages of KVD Vegan Beauty, Fenty Skin, Aveeno, and Juice Beauty are put under analysis. Owing to time and space restrictions the number of webpages has been reduced to four. Through the linguistic techniques outlined in Stibbe's 2015 framework, only appraisal has been studied in the language of the web pages of four beauty brands. Due to space restrictions, only textual and multimodal analysis of the web pages have been done. Lastly, in order to fully investigate the web pages of the given beauty brands, the researcher has used only Stibbe's 2015 eco-linguistic model of appraisal.

1.10. Organization of the Study

The chapter breakdown of the thesis is as follows:

Chapter 1: Introduction

The first chapter is the introductory chapter, which deals with the introduction of my research subject, defines essential terms, and provides a succinct explanation of how research is conducted. It also defines essential terms and provides a quick overview of how research is conducted. It has emphasized the major themes while also taking into account the fundamental ideas and notions. As the core of any thesis, it also serves as a statement of the problem. Moreover, the study's importance, rationale, delimitations, and research questions are also postulated.

Chapter 2: Literature Review

The literature review for the present research project is included in this chapter. A critical investigation of methodologies has been done in this section, in addition to exploring and investigating different ideas that are pertinent to this research work. It has also taken into account the previous work relating to this research project. To fill the research gap and make sure the chosen research topic has not been explored previously a thorough

investigation relating to this research problem has been carried out in this section of the research study. Moreover, it has especially looked at studies that are slightly comparable to this research study.

Chapter 3: Research Methodology

The third chapter discusses research methodology. It is also regarded as the research plan that draws out the stages and methods of my research. This research served as the foundation for my research study's crucial structure. It has developed ideas, defended the theory, and discussed many factors and presumptions.

Chapter 4: Analysis

This chapter has included the analysis of the textual data in the light of the theoretical framework.

Chapter 5: Conclusion

The conclusion and findings of the study are covered in chapter five. Additionally, it describes the study's conclusions and provides a quick summary of the whole investigation. It provides recommendations and suggestions for future researchers interested in the same topic.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Eco-linguistics is the study of how language and the environment interact with an eye to critiquing forms of languages that contribute to ecological dilapidation (Stibbe, 2015). Language shapes the way we perceive the world. Therefore, it has the ability to encourage the destruction of eco-system or its protection. Eco-linguistics can investigate the more pervasive linguistic patterns that affect how individuals perceive and interact with their external eco-system (Stibbe, 2015).

Eco-linguistics may be broken down into two main categories. One focuses on how the language system and environment interact, and the second is concerned with the psychological and sociological ecology of language. The first strand of eco-linguistics, which places the idea that language both influences and is affected by the environment, is used in this study. Through the use of appraisal patterns, the interaction between language and the environment is investigated in this research.

The notion of progress is promoted through language. Anthropocentric grammar encourages the idea of human supremacy. Natural resources are used in order to progress and gain power. However, these natural resources are not given their rightful status through language. Natural resources are considered mere assets that could be used to excel. The idea of a utopian world is put inside the minds of the general masses by selling them the dream of development, and technological advancement, and all this is done through language. Eco-linguistics can aid in the investigation of stories we live by, where stories are used to describe the beliefs and perspectives we have of the world (Stibbe, 2015). This chapter details the role investigation of appraisal patterns play in stories we live by. Appraisal patterns portray an area of life as good or bad, positive or negative (Stibbe, 2015) and the simplification of ideas can have serious ecological implications. Positive stories

about economic development, technical advancement, nature as a resource to be exploited or conquered, profit, and success impact the way we approach the system that supports life.

The anthropological pursuits of progress could be dangerous as they exhaust the natural resources and lead to habitat destruction. The hierarchical world systems and capitalist societies are constantly in pursuit of power to stay at the top of the hierarchy pyramid. With an eye toward power and progress, humans exhaust their natural resources. For the purpose of survival, they must conquer and control what is around them. The positive portrayal of anthropological pursuit of progress through appraisal patterns removes nature from the minds of readers. The way these ideologies are embedded in the discourses' text can be determined through linguistic analysis. Then, from an ecological standpoint, these ideas may be contested (Stibbe, 2015). Therefore, analysis of these appraisal patterns and the role it plays in constructing destructive environmental patterns is of great importance. This chapter explains greenwashing and appraisal while also describing in-depth eco-linguistics principles. Furthermore, it lists the pervasive linguistics patterns and their impact on the environment. It also describes how media plays a part in spreading environmental messages and how different modes are employed in creating these messages.

2.2. Eco-linguistics

According to Halliday, environmental problems are not just a cause of concern for biologists, environmentalists, ecologists, and other organizations that work for the prevention and protection of the environment. Linguists should be equally concerned about it as well (Halliday as cited in Stibbe, 2015, p. 83). Humans are part of the ecosystem, and they are not separate entities. Global warming, mass species extinction which creates an imbalance in the ecosystem, coral reef bleaching, and pollutions of different kinds such as water, land, and air, do not just harm animal's life, they pose a direct threat to humans as well. Halliday suggests that a linguist could utilize his linguistic knowledge in order to reveal the language that could be dangerous or damaging to the environment. He could play his part in the protection of the environment (Halliday as cited in Stibbe). Halliday emphasized on the connection between language and growthism, consumerism, speciesism, and classism in his seminar at the AILA conference in Thessaloniki. Marketers,

corporates, and advertisers alike make use of language to promote ecologically destructive habits like consumerism.

Language world system is a system of experience whereas ecosystems are systems of life (Fill, 1998, p. 5). Language carries an ideology. It is representative of a society's culture. Our language can provide us with an ideology that could have destructive consequences. Humans set themselves apart from nature through the ideology that gets constructed from a language, and they also place themselves above other creatures through a language. As pointed out by Halliday, we make use of pronouns for people and a dehumanizing "it" for other things (as cited in Luu, 2019). Natural resources are viewed as mere commodities that must be exploited for the growth and prosperity of humans. Moreover, by using mass and uncountable nouns for natural resources such as water, oil and gas, we imply that these resources are inexhaustible (Halliday as cited in Luu, 2019). Industrial agricultural language makes use of techno-economic ideology in which taking away and killing is promoted over production and giving (Trampe, 1990; Fill, 1998). Similarly, people have this notion that growth and progress is good. Sales, economic growth, and increases in GDPs are ways of measuring progress. Environmental concerns are not brought into consideration while establishing evaluations (Stibbe, 2015). Evaluations according to Stibbe are "stories inside the minds of people" in which "an area of life is seen as good or bad" (2015, p. 84). This research looks at the techniques that brands employ to connect humans to nature through the use of appraisal patterns that create evaluations in the minds of the readers.

2.3. Erasure in Linguistics

As defined by Baker and Elle 2011, erasure is a type of discrimination against different species or people i.e. it can especially be observed in "identity categories" (p. 40). People or species are marginalized, and their presence is reduced to being insignificant. In postcolonial studies, the idea of erasure has been investigated. Words like silencing, marginalizing, and othering have been used to describe it (Stibbe, 2015). According to Roche 2019, erasure is especially prominent in the language of colonial and imperial literature. People who are indigenous or who are members of minority groups are treated unfairly and represented inaccurately in such texts. The voices of people of color,

indigenous peoples, and minorities are silenced. Stigmatization of these groups and the way they are portrayed in text makes them prone to violence as their position is deemed insignificant. Furthermore, institutionalized exclusion culminates in material hardship and social isolation of certain communities, which is a deliberate practice of denying life to some while conferring it on others. Exclusion can be seen in a variety of modes. As van Leeuwen 2008 has noted, exclusion can take two forms: suppression and backgrounding. The social actors are completely removed from the text in suppression. In contrast, backgrounding involves actors who aren't there for a portion of the text but then show up afterward.

2.4. Erasure in Eco-linguistics

Similar to appraisal, erasure also forms a pattern when it occurs in a text. However, instead of categorizing anything as good or bad, it appraises it as unworthy or unimportant (Stibbe, 2015). As Stibbe states, “erasure is a story in people’s minds that an area of life is unimportant or unworthy of consideration” (2015, p. 146).

The stories we live by i.e., the mental modes are an important aspect in the analysis of language when it comes to eco-linguistics (Stibbe, 2015). Furthermore, the story of anthropocentrism as asserted by Kingsnorth and Hine 2009, are some of the most dangerous stories we live by. It is because it puts humans at the center of everything while everything else is marginalized. In the same vein, discourse about technological advancement and ecological modernization is a dangerous story we live by (Everett & Neu, 2000). Other than the erasure of people from such discourse, this pervasive narrative suggests that environmental issues are resolved through technology without changing the way society is organized. (Everett & Neu, 2000).

Erasure can take several forms; for example, some language techniques entirely conceal a significant thing or event, leaving a gap, while other techniques just vaguely or obliquely depict it. Three stages of erasure are described by Stibbe 2015: void, which occurs when anything significant is entirely gone; mask, which occurs when a warped version of reality is shown; and trace, which occurs when an entity is present but leaves only very weak traces. Stibbe 2015 provides nine linguistic techniques to accomplish

erasure in discourses: the passive voice, nominalization, hyponymy, co-hyponymy, transitivity, massification, formation of noun phrases, metaphors, and metonymy.

2.5. Salience and Reminding in Eco-linguistics

As articulated by Stibbe 2015, Salience is the idea that an aspect of life is significant or deserving of attention in people's eyes. Consequently, there are two different approaches to raising salience in people's minds: one is re-minding, which is an explicit request to bring something that has been forgotten back to remember; the other is a more direct approach that involves providing vivid and clear examples (Stibbe, 2015). A topic of life is rendered important in the thoughts of the readers or more widely in a society if the salience patterns are consistent and pervasive in a discourse (Stibbe, 2015). Furthermore, Stibbe 2015, asserts that by analyzing a variety of language qualities, such as focus, liveliness, levels of abstraction, transitivity, and metaphor, it is feasible to uncover salient patterns that vividly and concretely depict a particular aspect of life.

In addition to this, Stibbe alludes to how the area of eco-linguistics, since it draws attention to the ecosystem and how it has been marginalized in discourses, is a reminder in itself (2015). The relationship between humans and the wider ecosystems that sustains life has been obliterated by mainstream linguistics, according to eco-linguists, given its concentration on the use of language in person to person communication. Similarly, through the use of linguistic device of appraisal and area of life is show as good or bad. By doing so, one area of life is silenced, and limelight is brough to the other therefore acting as a reminder.

In Embodied Cognition theory, Lakoff and Wehling 2012, contend that meaning originates in the body and that words that refer to real or potential physical experiences have a considerably greater ability to evoke mental imagery and emotional responses than more abstract phrases. Importantly, Lakoff and Wehling discuss how the 'basic level' is the most imaginable level among all potential degrees of concreteness and abstraction (2012, p. 41). Our brains' motor networks are activated by simple words as part of our speech processing (Lakoff & Wehling, 2012, p. 41). For instance, the word "cat" triggers motor responses associated with prototypical interactions with cats, such as cuddling them

(Lakoff & Wehling, 2012, p. 41). On the contrary, no such motor programs are activated by the word animal. Therefore, basic-level representations are the most salient as elucidated by Lakoff and Wehling. In addition to this, due to their relationship to the body and the way that different components of their meaning are combined, fundamental concepts are, in essence, the most potent and successful in communication (Lakoff & Wehling, 2012, p. 41). This could also be observed when the writer wants to create an evaluation by appraisal patterns. Words that could evoke positive responses in the minds of the readers are used to create a positive appraisal thus resulting in an overall positive evaluation of that thing.

2.6. Salience and Reminding in Multimodality

Salience patterns in texts use multiple modes which are created by combining language that gets accompanied by visuals. Given that they place the viewer into a scene and force them to examine a subject from a specific aspect and viewpoint, visual pictures are a particularly effective technique of increasing or lowering salience. Frequently used in visual analysis, salience as defined by Kress and van Leeuwen is "the degree to which an element draws attention to itself due to its size, its place in the foreground or its overlapping of other elements, its color, its tonal values, its sharpness of definition, and other features" (2006, p. 210). These kinds of visual feature patterns congregate in photographs to highlight specific subjects. In the same vein, salience patterns, which highlight particular participants in a text, can be formed through the integration of patterns of linguistic features (Stibbe, 2015). In addition to this, it is possible to increase personalization and individualization salience by emphasizing participants in sentences (Stibbe, 2015). Activation is one way through which people or other species are foregrounded in a language (van Leeuwen, 2008). The social actors are represented as involved and engaged, for instance by doing things, thinking, feeling or saying things rather than having things done to them (van Leeuwen, 2008). On the contrary, in passivation, these social actors are represented as "undergoing" the activity or are on the receiving end of it (van Leeuwen, 2008).

2.7. Appraisal in Psychology

According to Jomel et al., we view the world in “appraisal dimension” which is a multidimensional evaluation that influences our emotions (2017, p. 543). Emotions are extracted from our appraisal and these emotions can lead to specific reactions in different people. For instance, news of bombing can lead to specific reactions in different people. According to Arnold, an important voice in the field of psychology and one of the pioneers of the theory, in order to experience an emotion, appraisal of that situation is the first step we take (Susanna, 2019). Emotions do not occur due to psychological changes as previously proposed by psychologist and philosopher James. In fact, individuals make appraisal about situations and how those situations would affect them (Arnold as cited in Susanna). In short, experiencing an emotion follows a specific pattern. First a situation is appraised as being good or bad. Then there is an emotional reaction to that situation. After that, the emotional reaction leads to action. Depending on the situation or stimulus, the appraisal and emotional reaction would be accordingly. For example, in a life-threatening situation where the visual stimulus is fire, the person experiencing the threat would make an appraisal (i.e., good, or bad) that the situation is dangerous and life threatening. He would have an emotional reaction, triggered by psychological and neurological changes in the mind and body of that person, which is of fear, for instance, and would take action accordingly, either putting out the fire, calling the fire brigade, or running away from that place. This is like the appraisal that writers create in the minds of the reader where they represent an area of life as being good or bad. Once an appraisal is created it leads to the creation of an evaluation which is a story in the minds of the reader about an area of life. These evaluations play a vital role in the decision-making process therefore in this research evaluation related to eco-system have been analyzed using an eco-linguistics paradigm.

In emphatic social appraisal, people make assumptions about how other people are appraising an event and this could lead to liking the other person if one has similar appraisal due to similarity effect in which a person develops a liking for those whom they view as being like them (Jomel et al., 2017). This was tested by Jomel et al., and it was noted that the participants were more likely to disclose their personal information such as phone numbers and email addresses to people whom they thought have similar appraisal as them.

The participants did not know about the appraisal of the other person. They based their judgment on emphatic social appraisal. However, the research does not look at appraisal from an eco-linguistic standpoint and only addresses the psychological aspect of appraisal. However, this research draws on the paradigm of appraisal from an eco-linguistic perspective and tries to elucidate environmental problems that occur due to misuse of appraisals. Advertiser, politician, corporates, and businessmen make use of the appraisal similarity effect in order to persuade the general mass. For instance, cloudy weather is negatively appraised by people living in the UK. It has appraisal such as “gloomy”, “damp” and “miserable”. On the other hand, sunny weather has positive appraisal such as “lovely”, “good”, and “glorious” (Stibbe, 2015, pp. 96-97). Travel company advertisers make use of the appraisal similarity effects and construct a negative appraisal of cloudy weather and promote traveling to places with hot, and warm weather. These marketing strategies can lead to the destruction of ecological systems as traveling creates a carbon footprint and involves the burning of fossil fuels. Stibbe has given a detailed analysis of the weather reports. However, this research talks about beauty brands that claim to be eco-friendly and how they make use of different linguistic devices to construct appraisal.

Emotions play a vital role in determining the stance of a person. According to Appraisal Tendency Framework (ATF), emotions of the same valence such as anger and fear can have different effects on the evaluation of a person (Lerner & Keltner, 2001; Watson et al., 2007). On the contrary, emotions of different valence such as anger, joy or fear can have similar effects. The impact of an emotion can be carried over to affect future choices and judgments (Watson et al., 2007). For instance, a bad experience of a certain brand after buying a product can have an emotional effect on the future purchases from that same brand. This is sequential consumer choice which serves as an incidental emotion for future choices. Appraisal tendencies can also affect future choices and judgments (Lerner & Tiedens, 2006; Watson et al., 2007). These appraisal tendencies are goal-directed processes and serve as a guideline for making future decisions without the full awareness of the person (Lerner & Tiedens, 2006; Watson et al., 2007). The consumption decisions of customers are based on positive emotional experiences. Therefore, marketers and ad agencies emphasize on eradicating any negative emotional experience and go to great lengths to engineer positive emotional experiences for their customers (Watson et al.,

2007). These positive emotions can be evaluated through sensory experiences. Ad agencies display visually pleasing pictures and play music to create this positive emotional experience. Salespersons strike up conversations with customers in order to gain their trust and elevate positive emotions regarding the brand and product (ibid). Take for example, the fashion catalogs. Viewing the pictures in the catalogs has a gratifying effect on people giving birth to positive emotions. Looking at the pictures grants pleasure to the person and he can try on the clothes without actually going through the hurdle of putting them on (Phillips and McQuarrie, 2010, p. 371). Engagement can have multiple modes such as visual and auditory. Visual modes of engagement can have a stronger and more intense brand experience, so they have a potential advantage for the brand (Phillips & MCQuarrie, 2010) and positive emotional experience for their customers (Watson et al., 2007). These positive emotions can be evaluated through sensory experiences.

2.8. Appraisal in Eco-linguistics

Appraisal patterns are linguistic features that describe an area of life as negative or positive (Martin & White, 2005). Because of their effects on individuals and their view of something as good or negative, appraisal patterns are important in eco-linguistics. There are several linguistic features that get utilized to create an appraisal pattern. These linguistic features are what Martin and White refer to as appraising items (2005). Stibbe 2015, continues by pointing out that there are appraisal items that are more apparent and noticeable, such as good, terrible, pleasant, or unpleasant. In addition to this, implicit appraisal items are more indirect and can carry a negative or positive connotation. Furthermore, metaphors, grammatical structures, and morphologically marked words are also part of appraisal items. One example of the use of positive and negative appraisal is in the reports of economic growth where economic growth is positively appraised. In the reports, economic development is coupled with positive characteristics of the source frame such as speed and mobility. On the contrary, an absence of economic development is linked with negative characteristics of the source frame such as being stuck, stalled, or in low gear (Stibbe, 2015).

The language system itself can provide words with potential positivity and negativity (Stibbe, 2015). This potential positivity or negativity can be harnessed by

different cultures to varying degrees and directed in certain directions (Stibbe, 2015). Similarly, unmarked terms, although, have limited power, can still trigger positive appraisal in the minds of the reader. Take for instance, the word conventional. It is an unmarked term of the pair inconvenient/ convenient and has positivity within the language system (Stibbe, 2015). Another type of appraisal happens through “expression of affect”, which are focused on capturing pleasant and negative feelings (Martin & White, 2005). Although there is no clear linguistic formula to judge emotions as positive or negative, emotions are “popularly constructed by culture as positive” (Martin & White, 2005, p. 42).

We live in a complex world and have been entrusted with the responsibility to make decisions on a day-to-day basis. Therefore, reducing the world into positives and negatives and creating such binaries is only natural. Additionally, this simplification of the world into positive and negative is also the result of the “limited power of human cognition” (Stibbe, 2015, p.88) However, this simplification is not without its dangers. As a matter of fact, this generalization results in uncritical appreciation for things that are harmful or have become harmful as the world has changed (Stibbe, 2015, p.88). To set an example, we can look at the ecological implication of words such as growth and progress that are positively appraised. Yet growth and progress come at the cost of ecological depletion and exhaustion of natural resources.

Similarly, appraisal theory in eco linguistics looks at how writers or speakers approve or disapprove, applaud, or criticize something and they likewise position their readers or listeners to think so (Martian & White, 2005; Stibbe, 2015). A mood or tone is established by appraisal patterns. An essential concept is how this mood or tone is established by writes using appraisal patterns. The term Martian and Rose, 2003 used in order to describe this type of appraisal pattern is “prosodic pattern of appraisal choice” (as cited in Stibbe, 2015). The appraiser's attitude or voice is formed by the prosodic pattern of appraisal choices, and this stance or voice indicates the type of community that is being formed around shared values (Martian & Rose, 2003 as cited in Stibbe, 2015). The “community” that gets formed around shared beliefs comprises of writers and readers (Martian & Rose, 2003 as cited in Stibbe, 2015). The readers get positioned by the text that either appraises an area of life negatively or positively (Martian & Rose, 2003 as cited in

Stibbe, 2015). The readers, however, have the freedom to be critical of the text and it is up to them whether they refute those appraisal patterns or embrace them. Once the readers embrace a certain appraisal pattern, they become evaluations. This research paper, however, focuses on the interrelationship between language and environment. In addition to this, the eco-linguistic paradigm of this research paper looks at patterns of appraisal and its impact on the environment. It looks at how appraisal patterns are used to create evaluations in the minds of readers.

2.9. Evaluations

Martian et al., (2005) suggest that in eco-linguistics, appraisal theory can be used in order to investigate evaluations. Evaluations are the “stories or mental models about whether an area of life is good or bad” (Stibbe, 2015, p. 84). Cultural evaluations are those that are overly pervasive in people's minds and exist across a culture (Stibbe, 2015, p. 84). The potential positivity and negativity that the language system gives to words can be taken up by culture and get focused in a certain direction. By analyzing a language's appraisal patterns, we are able to both uncover the underlying evaluation, but also open them up to queries and examination. People, for example, have the evaluation that “fast is good”. However, the evaluation becomes dangerous as it gives a positive image of fast food (Stibbe, 2015). The purpose of investigating evaluations that is also relevant to this research is to highlight potentially harmful evaluations, explain the intricate workings of their related appraisal patterns, and look at strategies to counteract them or replace them with better options. To illustrate this, in America, obesity has become an epidemic. As a result, the eating habits of American people have come under scrutiny. Talukdar and Lindsey 2013, upon analyzing the consumption patterns of American people noticed that the demand response pattern had a link with the changes in the prices of products. Extensive data from a supermarket was collected for analyzing the response of price change to demand response. The demand sensitivity was greater for healthy food when prices increased. However, the patterns were reversed for unhealthy food i.e., demand sensitivity reduced when the prices for unhealthy food increased (Talukdar & Lindsey, 2013). People have a natural inclination towards eating unhealthy food as revealed by research in consumer psychology. People have an impulse for the overconsumption of unhealthy food

(Finkelstein & Fishbach, 2008; Raghunathan et al., 2006), which is why, there is an asymmetrical pattern for the demand sensitivity of food (Talukdar & Lindsey, 2013). Although it is up to the writers to create a stance or set a tone by appraising or criticizing something, readers have the freedom to be critical and adopt or refuse it. They have the choice to enable it to influence their mental judgement and let it influence their lives (Stibbe, 2015). As stated by Stibbe if an appraisal pattern becomes a cultural evaluation and appears in a significant amount of text collocating a representative sample for such a text becomes difficult to obtain. The analysis of archetypal examples of the pattern across many discourses and fields can, nevertheless, be used to understand the text (Stibbe, 2015). Furthermore, the assessments that are subsequently disclosed might be categorized as damaging, ambivalent, or constructive according to the analyst's philosophy of ecology (Stibbe, 2015, p. 86). One example of cultural evaluation is the appraisal of whether in the UK which is as follows:

- In the UK sunny and warm weather gets appraised with positive appraising items such as 'lovely', 'glorious', 'good', beneficial, 'pleasant', 'cheering', and 'comfortable'. On the contrary, cold, and wet weather or rainy and cloudy weather get appraised with negative appraising items, such as "nuisance, 'unlucky', 'worst', 'spoiled', and 'threatening'. In addition to this, words with negative prosody such as 'lingering', 'mulling', 'plaguing', 'encroaching' and 'outbreaks' tend to collocate in everyday use with unpleasant things like disease, infection or convicts (Stibbe, 2015, p. 96).

2.10. Linguistic Devices of Appraisal Patterns

Stibbe 2015 draws on a number of linguistic techniques used in texts to generate appraisal patterns. Appraising items include the use of metaphors, collocation, grammatical structures, and morphologically marked words for the construction of appraisal patterns. One thing to keep in mind is how these appraisal patterns set a tone or mood and create a community based on those common ideals and shared values. These patterns of appraisal are in charge of creating evaluations in readers' minds that have an impact on their lives. Investigating evaluations serves the objective of identifying potentially detrimental evaluations, elucidating the complex interrelationships of those

evaluations' associated appraisal patterns, and considering measures to mitigate their effects or replace them with more advantageous alternatives.

2.10.1 Positive Appraisal Patterns

It is a technique whereby authors use positive appraising elements to instill a favorable evaluation in the minds of the readers regarding an area of life (Stibbe, 2015, p. 84) The appraising items can be explicit or implicit. Additionally, metaphors, morphologically marked words, collocation with positive terms and sentence structure can all be utilized to evaluate something favorably or unfavorably. One of the techniques that gets employed by the writer is the use of optimistic and positive-sounding words that non-linguists call *purr-words*. Such words and phrases convey a self-assured, unwavering, and essentially unchallengeable stance, especially given their propensity to cluster or their cumulative impact when employed frequently together (Stibbe, 2015, p. 84-85). Another way through which positive appraisal is achieved is the use of positive prosody. Positive prosody are expressions that tend to be frequently employed in positive contexts (Stibbe, 2015). Cook 2004, found the use of positive prosody in his detailed analysis of the genetically modified (GM) debate. He also pointed out in his study that “hooray words” (positive words) were us alongside “boo words” (negative words). Additionally, he discusses how persuasive tactics are rarely as truthful and straightforward as they claim to be and frequently combine scientific research with commercial, ethical, and political concerns. Politicians, scientists, and biotechnology corporates alike make use of such strategies to convince people of the benefits of GM food and other goods. Cook’s research aimed at showcasing the many disturbing trends in the arguments of GM. One example of this that Cook gives is in the public use of contemporary English by powerful individuals and organizations that at first glance the language seems comprehensible, honest, rational, and informative. However, the reality is quite the opposite i.e., the language is obscure, misleading, and one-sided. One of the dangers that such language poses is its use in public discourse. Moreover, what should be considered even more disturbing is the fact that such a language mostly goes unnoticed and unchallenged, only due to its sheer quality and familiarity.

2.10.2. Metaphors

Metaphors are used to create a relationship between two contradictory things (Stibbe, 2015). The process of making a metaphor incorporates new putative descriptions (Stibbe, 2015). Moreover, these putative descriptions correspond to what is viewed as a distinct, but a familiar entity. In other words, two entities that have a standout, unique feature about them is shared by both of them. As a matter of fact, it is usually due to that one standout feature that allows for the analogy to be drawn between the two entities in the first place. The process of metaphor is not a simple process of redescribing or restating (Stibbe, 2015). In addition to this, Nerlich and Jaspal 2012, claim that metaphors are such crucial components of worldview and cognition that the use of an incorrect metaphor may lead to the extinction of species. Metaphors in cognitive science, as described by Lakoff and Johnson 1980, include the process of mapping from the source domain to the target domain. The topic being discussed is known as the target domain, whereas the terminology, vocabulary, and structure are taken from a source domain (Lakoff & Johnson, 1980). Metaphors often employ source frames that are tangible, simple to visualize, hear, feel, smell, and taste, related to physical activity, and are exact rather than ambiguous (Semino, 2008). Although, as stated by Stibbe, there are similarities between metaphorical and non-metaphorical framing, for instance, in the way they both perform cognitively. However, “metaphors have an extra dimension of difference and concreteness which can make them powerful and vivid” (Stibbe, 2015, p. 66). Generally, analyzing a metaphor entail determining the source frame and the target domain, then determining which parts of the source frame are translated onto the target domain using textual clues. The function of metaphors in the creation of the natural world is described in depth by (Stibbe, 2015). He especially discusses how language uses metaphors to objectify the natural world. What matters most from an eco-linguistics viewpoint is whether metaphors are harmful, neutral, or advantageous from an ecological standpoint (Stibbe, 2015). One such example a of metaphor that could be destructive for the ecosystem is as follows:

- As pointed out by Keulartz (2007) the metaphor of “ecological restoration” is a harmful one and he condemns its use as it allows nature to be treated as a work of art. He further states that such a metaphor can be used if the state of the ecosystem

is only slightly degraded, and the desired state of restoration is clear. However, if the ideal state to which the ecosystem needs to be restored is unclear such a metaphor use should be avoided.

The spatial direction of up is cognitively aligned with good (Lakoff & Wehling, 2012; Stibbe, 2015). They have also claimed that phrases that are seen to be good are enhanced when they are aligned with the spatial direction of up (Lakoff & Wehling, 2012; Stibbe, 2015). This strategy of using positive terms alongside “up” is what Lakoff and Wehling describe as “verticality metaphors” (Lakoff & Wehling, 2012; Stibbe, 2015). In addition to this, Stibbe states that such metaphors are essential for appraisal theory as they depict an area of life as positive or negative and create communities around feeling (2015).

Stibbe has also divided source frames for metaphors related to ecology and nature into a few major categories. Most source frames fall into one of five broad groups: locations, machines, things, creatures, and networks (Stibbe, 2015). A few frames, such as those for a competition, do not fit into any of these categories. Furthermore, numerous studies have looked at how various source frames, such as a garden, an island, a spaceship, a lifeboat, a clock, a storehouse, a work of art, a library, a web, a community, a tapestry, an organism, a person, or a goddess, can structure the target domains of "nature," "the planet," or "ecosystems." (Stibbe, 2015, p. 68).

2.10.3 Collocation

Collocation as described by Lewis 2000, is predictable patterns of words found or placed together. In addition to this, collocation can range from two-word combinations to more complex ones. These linguistic patterns are predominant in both speech and writing. The word collocation itself was adopted into English somewhere around the sixteenth century with the purpose of explaining new concepts (Barnbrook, Krishnamurthy, & Mason, 2013). The word collocate means “to put into proper or requisite order; to adjust” (Barnbrook, Krishnamurthy, & Mason, 2013, p.7). One speculation regarding the borrowing of the word into the English language is that the word “placing” had too general of a meaning and was being used too widely. Therefore, a need for a new word to describe requisite order was created. In order to create a positive appraisal regarding something, the writer constantly collocates it with positive terms. These terms can either be intrinsically positive or given

positivity through context (Stibbe, 2015). Following are a few examples of collocation explained by Alexander (2009)

- Alexander has demonstrated how Shiva has constantly collocated small with positive terms and large with negative terms such as “industrial monoculture”, and “trading companies”.
- Another such example can be seen in use by companies and politicians and pro-GMO voices promoting genetically modified (GM) crops. GM products get collocated with positive expressions such as “beneficial”, “help”, “solution”, and “new” (Alexander,2009).

Terms used on the webpages could be analyzed to check if those words are intrinsically positive or given positivity through context. This research is also interested in the evaluations that these collocations produce. Collocations are a crucial concept in many branches of linguistics. In the same vein collocation is also crucial to eco-linguistics and how it could benefit the environment. Collocation can help with deeping the understanding of environmental problems and aid with finding better solutions to eradicate environmental problems. Aijmer, Altenberg, and Khellmer (1991) suggested that bigger phraseological units, both stable and more changeable, as well as single words make up our mental lexicon. Writing dictionaries, and using natural language processing, and teaching languages all benefit from the knowledge of collocations (Aijmer, Altenberg, & Khellmer ,1991). However, if one is not a native speaker of a language or linguistic variation, it might be difficult to tell whether co-occurrences constitute significant collocations (Aijmer, Altenberg, & Khellmer ,1991). Collocation is the process of deriving a word's meaning from a series of words or phrases (Sinclair, 1991). Consequently, a word's collocation has propensity to get linked to just one sense of the term (Sinclair, 1991). In addition to this, collocation provides a deeper understanding of the meaning and use of words than simply studying the word alone (Sinclair, 1991). One way to measure collocation is through the corpus. Furthermore, the degree to which a word's (lexical item) likelihood rises in the presence of a certain other word (the node) within a predetermined range is the measure of collocation (Halliday & Matthiessen, 2013, p. 59).

2.10.4. Negative Appraisal Patterns

Writers can set the mood or tone for any subject and can persuade their readers to do the same. Writers utilize negative appraising items for the development of a negative image of a certain area of life. They can do this explicitly or implicitly. Additionally, they can make use of sentence structure, collocation with negative terms, morphologically marked words, metaphors, and more to assess anything negatively. The language system confers words with 'potential' positivity and negativity (Stibbe, 2015). It is up to the culture to take this 'potential' to varying degrees and direct it in a certain direction (Stibbe, 2015). However, there are ecological implications if certain appraisals become wider cultural evaluations. One way to counteract evaluations that are apparently positive, but carry environmental ramifications is by creating alternative appraisals. Following are some examples of creating an alternative appraisal:

- “Economic growth is good” is a widespread cultural evaluation and is seen as a desirable thing by most countries. However, a growing economy is associated with the denigration of the ecosystem and does not always bring about well-being and happiness for the people of a country. An alternative would be “economic growth is bad”. However, this alternative is too simple and not valid enough to tackle the more widespread evaluation of economic growth being good. The way to go about challenging the evaluation of economic growth being good is by talking about Gross Domestic Product GDP, its ecological implications, and its impact on the well-being and happiness of people. By bringing into the limelight the undesirable aspects of GDP such as air pollution, violence, resources depletion, diseases, and climate change, one can challenge the cultural evaluation that GDP and economic growth is good (Stibbe, 2015).
- Jackson also offers the contrary evaluation that "prosperity is good". Although prosperity seems to have remarkable similarities with economic growth, Jackson has redefined the concept of prosperity. Instead of thinking of prosperity as material gain, he defines it as “transcending material concerns”. Additionally, according to him, it is reflected in our relationships with one another, our quality of life, our health, the happiness of our families, and our faith in the community. Our capacity

to thrive as humans within the natural constraints of a finite world defines prosperity (as cited in Stibbe, 2015).

In addition to this, the cultural evaluations can be counterbalanced by creating a positive appraisal of what is perceived as negative and bad. One example of counterbalancing a negative appraisal by talking about it in a more positive light as:

- There is a widespread evaluation that the dark is bad. The dark is repeatedly described in the literature and understood in daily life through the means of negative appraising items such as “grim”, ‘wicked’, ‘devilish’, and ‘death’. Nevertheless, Jamie (as cited in Stibbe, 2015) rejects the evaluation of “dark is bad”. Rather she offsets this evaluation by associating dark with numerous positive items for example, ‘love’, ‘intimacy’, ‘natural’, ‘good’, ‘courteous’, ‘real’ and ‘starry’ (Jamie as cited in Stibbe, 2015). Brightness, on the other hand, is associated with the negative appraising items ‘brash’, ‘brutal’, and ‘dazzled’(Jamie as cited in Stibbe, 2015). The term "light pollution," which is widely used, matches the pattern Jamie is aiming to establish. The semantically negative noun "pollution," gets used with "light" as the modifier and as a result, the statement subverts the positive connotation that "light" naturally carries (Jamie as cited in Stibbe, 2015).

The eco-linguistic paradigm of this research looks at the negative appraisal that writers utilize on the webpages of different green beauty brands and its wider cultural implications while providing alternative to those widespread cultural evaluations. Different instances of negative appraisal used by writers have been examined in the above-mentioned examples, an examination of websites comparable to those mentioned in the preceding instances is conducted in this research to find negative appraisal.

2.11. Multimodality

Text that features the “interplay and fusion” of “two or more semiotic forms of communication” is considered to be multimodal in specific (O Halloran & Smith, 2012, p. 2). In addition to this, Kress and van Leeuwen state that “like linguistic structures, visual structures point to particular interpretations of experience and forms of social interactions” (2006, p. 2). They proposed the idea of "visual code" and the idea that the meaning is

formed by combining verbal and visual structures. In other words, a particular message can be delivered through the use of different modes. These multiple modes are employed to achieve the text's communicative function. Texts are also comprised of appraisal patterns. Appraisal patterns as defined by Stibbe 2015, are linguistic features that represent an area of life as positive or negative (p. 84). These linguistic features can reveal the underlying evaluations. Additionally, it can establish mood or stance in a text for the appraiser.

According to Kress 2010, every sign used in every form of communication has a purpose. Modality, then, is a multimodal idea that may be used to describe images or any other visual representation. Multiple modes can be utilized for the construction of appraisal patterns in order to create a stance. Brands can make use of textual and visual modes for the construction of an appraisal pattern.

With a view to delivering a message beyond the story, a multimodal analysis framework could be applied to show how together with verbal communication, visuals may be an efficient form of communication.

According to Kress, every sign used in every form of communication has a purpose (2010). As a result, photographs or any other visual representation may be used to apply the multimodal idea of modality. Kress and van Leeuwen claim that: "Just as grammars of language describe how words combine in clauses, sentences and texts, so our visual 'grammar' will describe the way in which depicted elements — people, places and things — combine in visual 'statements' of greater or lesser complexity and extension." (2006, p. 1).

The sign makers make use of clear representational modes, the signifier, such as drawing, painting, or speech to express a certain meaning in the mind i.e., the signified. Additionally, according to Kress and van Leeuwen, signs are "motivated" rather than "arbitrary" and that "motivation" should be defined in connection to the sign-maker and the environment in which the sign is made. (2006, p. 8). For instance, they can use visual mode in the form of pictorial and can construct a narrative. This narrative could be constructed through gaze, facial expression, hand gestures, clothing, and posture. In addition to this, the background and foreground colors, and spaces used, all these serve an important purpose in multimodal analysis and add to the narrative. Genette reduced the

meaning of narrative and limited it to verbally narrated texts only. Green and Brock also argued that ads are rhetorical documents and cannot have a narrative (2000). However, Chatman, Bal, Barthes and some other theorists disapproved of this idea. According to them, anything that tells or presents a story consists of a narrative, be it oral, written, or a pictorial mode (Jahn, 2017). Green and Brock argued that certain types of text have the ability to evoke a particular response. Keeping that in mind, ads that have picture only can have a narrative. Phillips and McQuarrie 2010 demonstrated this in their work on fashion ads. The fashion ads made use of metaphors and imagery among other literary devices in order to construct a narrative. The use of such devices and imagery creates narrative transportation for customers. Narrative transportation happens when one is carried away into the story world as a result of being involved in the story (Green & Brock, 2000; Phillips & MCQuarrie, 2010). Narrative transportation for customers also occurs when they connect the ideas of brand experience with the narrative that is constructed in ads (Phillips & MCQuarrie, 2010). On the other hand, narrative voice markers tell us about the textual elements that point out the narrator's voice. This could include content matter, subjective expressions and pragmatic signals (Jahn, 2017). The content matter includes voices that the narrators could use that are culturally appropriate (Jahn, 2017). Take for example, voice for portraying tragedies. Likewise, the subjective expressions point to the personal beliefs of the narrator, his education, Ideological beliefs, and his views on certain matters (Jahn, 2017). On the other hand, the pragmatic signals indicate the narrator's awareness of his audience and his orientation towards them (Jahn, 2017). The pragmatic signals could be studied through the ways the author chose to address his audience. For example, addressing the audience either directly or indirectly.

Modes in multimodality can be referred to as different resources of communication for communicating messages. Modes are culturally bound; they are "semiotic resources for meaning making that are employed in a culture" (Jewitt, 2009, p. 1). The social and cultural norms co-determine which mode is to be applied as different societies or the same society at different times, do not have access to different technological resources that could deliver the multimodal communication. Kress has also stressed the culturally and socially bound nature of modes. According to him "modes are socially made and culturally given semiotic resources for meaning making" (Kress, 2010, p. 79).

As far as images are concerned, Kress and van Leeuwen 2006, have divided them into two types: high modality and low modality. The division is based on how much reality they reflect. To put it simply, if the items in the pictures appear the identical to its real life counter part not (Kress & van Leeuwen, 2006; Ramadan, 2020). In order to investigate a picture, they have listed three items: the representational meta function, the interpersonal metafunction, and the compositional meta function (Kress & van Leeuwen, 2006; Ramadan, 2020). The interpersonal metafunction is about the relationship between the producer and the viewer of the image (Kress & van Leeuwen, 2006; Ramadan, 2020). The producer's use of the image's frame, colors, focus, etc. to effectively convey their intended meaning to the spectator is all part of interpersonal metafunction. In other words, the interpersonal metafunction creates the connection between the producer and the viewer (Kress & van Leeuwen, 2006; Ramadan, 2020). The compositional metafunction is equivalent to syntactic structure in the verbal language (Kress & van Leeuwen, 2006; Ramadan, 2020). This metafunction shows how the representational and interpersonal metafunctions are combined together to form a meaningful whole (Kress & van Leeuwen, 2006, p. 41-44; Ramadan, 2020).

2.12. Multimodal Corpus Linguistics

In a study conducted by Nasti et al., (2017) on the websites of different universities in the UK, it was noted that the discourse of these universities had undergone a significant amount of marketization. The research also pointed out that by altering the communicative style, these universities tend to adopt commercial models and words from the business domain and make use of persuasive techniques (Nasti et al., 2017). The study was carried out by combining both qualitative and quantitative approaches with an aim to provide institutions with a monitoring tool.

The study was done by providing both a visual and verbal analysis of the British university's websites. Multimodal corpus linguistics was employed for the investigation of both visual and pictorial modes along with the written text. In addition to this, data for the UK corpus of universities' websites were collected from academic Web-as-corpus in Europe, or AcWaC-EU for short. This is also done in order to examine how effectively, by making use of both modes of communication, students are addressed. The paper's

investigation on the UK corpus consisted of 37,466,190 tokens and 61,465 texts in order to identify the specific linguistic patterns that native universities made use of to address students.

The multimodal analysis of the websites confirmed and reinforced these patterns. The research also brought to the limelight the fact that universities in the UK are able to utilize certain verbal and visual language patterns that have a tendency to be dialogical and persuasive since multimodal communication is interactive. Furthermore, the analysis showed, in particular, that the use of numerous tactics, that comprises the use of vivid colors, enlarged, colored typography, incorporating videos and images, and linguistic advertising strategies, help to promote university courses and services and reduce the distance between the institution and potential "customers.". On the websites of beauty businesses, advertising also uses these strategies. However, the major environmental implications and evaluations that result from the use of these tactics are not extensively explored. The modes that are employed to create appraisals are investigated in this research paper.

2.13. Multimodality and Eco-linguistics

A multimodal discourse analysis framework is utilized to demonstrate how two different modes such as verbal and pictorial can be used together to communicate effectively in pursuance of delivering a message beyond the story (Ramadan, 2020). In a paper by Ramadan 2020, an ecological method has been implemented to highlight how storytelling can aid in raising awareness regarding the climate and environmental crisis among children. In the research paper, Ramadan has put under analysis specific Arabic stories "*Disappearance of the Nile*" that are written and illustrated by Rania Amin 2007. In distinction to this, Amir's book comprises of big pictures of the Nile along with written information about it written underneath the picture. Furthermore, the children look at the image first and later read the words written below the picture. By employing such a strategy, the children are able to see the stark differences between how the Nile was in the past and today.

In his research, Ramadan analyzed the book both linguistically and visually using Kress and van Leeuwen's 2006 multimodal approach. Amin 2007 makes use of personification for the Nile. This is done with a view to increase the empathy among children for the river Nile. Furthermore, the author has shown the river Nile as the protagonist of the story claiming it to be precious (Amir as cited in Ramadan, 2020). In addition to this, numerous reasons have been stated that contribute to the desertion of the Nile which includes development and human activities. Through the lens of "grammar of visuals" by Kress and van Leeuwen, it is shown that the inclusion of two modes of communication, namely written and visual, makes storytelling more effective and children can understand the ecological crisis the world faced with. Narey states that a "multimodal approach to learning promotes children's higher mental function as they explore common objects and pursue ideas generated through multimodal processes" (2017, p. 12; Ramadan, 2020). Furthermore, it is also illustrated how in the times of the Pharos, the Nile was glorified and treated kindly. Moreover, it was closer to pyramids, in contrast, the to present day where it is further away from civilization and is covered by tall buildings far from human sight. This displays the indifference humans have towards nature. The researcher has further noted that the objects in the early images—animals, plants, and trees—serve a representational metafunction by depicting how nature was before human activity ruined it. In the contemporary imagery of the narrative, the natural elements have been replaced by tall buildings, highways, and overpasses. He further states that the things in the photos and the way they are displayed are tied as one to accomplish the compositional metafunction of creating a meaningful whole (Ramadan, 2020). The image creator might convey meaning to the observer by modifying the things in the image and their representations. Children are now more equipped to behave properly to defend the Nile because they have been made more aware of the problem of pollution and the extinction of the Nile. The study uses a comprehensive methodology because it examines both the book's language and pictures. However, the study is limited to children's books and only explores the positive impact of storytelling and how it can be used as an effective pedagogical tool to promote values through entertainment. The research does not explore the negative aspects of storytelling or language trends that could be detrimental to the environment. As contended by Halliday, it is the duty of a linguist to identify language trends that could be

deleterious to the environment. Therefore, one may look at the language trends that are contributing to the degradation of our ecosystem via the lens of eco-linguistics. Additionally, it can assist us in examining the mental frameworks or evaluations (the stories we live by) that lead us to engage in behaviors and make decisions in life that might be harmful to the environment. This study on the other hand looks at both positive and negative aspects of language with an eye to explore language patterns that could be detrimental to the environment.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Method

The researcher has used a qualitative approach to study the linguistic strategies used in the selected web pages of environmental beauty brands to accomplish appraisal. Stibbe's model given in his book, *Eco-linguistics: Language, Ecology, and the Stories We Live By* (2015) has been used as the lens to analyze appraisal on the webpage of different beauty brands. It is exploratory research focusing on the different modes and language employed by beauty brands to entice their customers. Within appraisal patterns, it has been seen in all its aspects, including the positive, negative appraisal, metaphors, and collocation are found. For the purpose of this study, Kress and Van Leeuwen's social semiotic model for multimodal analysis is employed since they allow for the analysis of different modes including visuals, written, and verbal modes. This research paper focuses on the interrelationship between language and environment. In addition to this, the eco-linguistic paradigm of this research paper looks at patterns of appraisal that are created through different modes and their impact on the environment.

3.2 Appraisal Patterns

Arran Stibbe's appraisal theory focuses specifically on how language is used to express emotions, evaluations, and attitudes. It examines the emotional and evaluative dimensions of discourse, which are essential for understanding how people respond to environmental issues. As Stibbe (2015) puts forward, appraisal patterns "are linguistic features which come together to represent an area of life as good or bad" (p. 84). There are several linguistic features that get utilized to create an appraisal pattern. These linguistic features are what Martin and White refer to as appraising items (2005). Stibbe 2015 continues by pointing out that there are appraisal items that are more apparent and noticeable, such as good, terrible, pleasant, or unpleasant. In addition to this, implicit appraisal items are more indirect and can carry a negative or positive connotation. Furthermore, metaphors, grammatical structures, and morphologically marked words are also part of appraisal items.

Appraisal theory identifies four main systems for evaluating language in discourse:

Affect: This system deals with the expression of emotions, such as anger, sadness, or joy, in response to environmental issues.

Judgment: This system involves the expression of evaluations, including positive or negative assessments of environmental actions, policies, or conditions.

Appreciation: This system relates to the expression of values, including what is considered important, good, or ethical in the context of the environment.

Emotional Engagement: Appraisal theory highlights the emotional engagement of readers or viewers with environmental texts. It allows for the analysis of how language can evoke emotional responses, such as empathy, concern, or indifference, toward environmental issues.

Through the analysis of appraising items these four systems are examined and put under scrutiny.

The webpage of the four brands has been examined looking for appraisal across different modes. Analysis has been done at four levels depending upon the type of appraising item used on the webpage: positive appraisal, negative appraisal, metaphors, and collocation.

3.2.1. Positive Appraisal

It is a technique whereby authors use positive appraising elements to instill “a favorable evaluation in the minds of the readers regarding an area of life” (Stibbe, 2015, p. 84).

Positive appraisal can be achieved through the use of euphemistic-sounding words and positive context.

3.2.2. Metaphor

Metaphors are used to create a relationship between two contradictory things (Stibbe, 2015). The process of making a metaphor incorporates new putative descriptions and the process of metaphor is not a simple process of redescribing or restating (Stibbe, 2015).

3.2.3. Collocation

Collocation is the process of deriving a word's meaning from a series of words or phrases (Sinclair, 1991). In order to create a positive appraisal regarding something, the writer constantly collocates it with positive terms. These terms can either be intrinsically positive or given positivity through context (Stibbe, 2015).

3.2.4. Negative Appraisal

It is a technique whereby authors use negatively appraising elements to instill a negative evaluation in the minds of the readers regarding an area of life (Stibbe,2015). Negative evaluation can be counterbalanced by creating a positive appraisal of what is perceived as negative and bad.

3.3. Multimodality

Semiotic models are concerned with how people utilize different signs and symbols i.e., different semiotic resources to communicate and interpret. While comparing visual structures with linguistic structures, they stated that visual structures, like verbal structures, point to forms of social interactions and experiences. In addition to this, Kress 2010 and Jewitt 2009 have stressed the culturally bound nature of modes. According to Kress 2010, “modes are socially constructed and culturally given semiotic resources for making meaning” (p.79). Similarly, Jewitt 2009 has defined modes as “semiotic resources for making meaning that are employed in a culture.” (p.1). Moreover, according to Kress and van Leeuwen’s 2006, all structures including verbal and visuals, draw from common cultural sources and point to forms of social interactions. They call this the “grammar of visual design”. Web pages, like any other semiotic resources such as advertisements, are the result of a design.

Kress and van Leeuwen's social semiotic model is a comprehensive framework that combines linguistic analysis with visual semiotics. It focuses on how both linguistic and visual elements in texts contribute to the construction of meaning and the expression of social and cultural ideologies. When Kress and van Leeuwen social semiotics model is applied to environmental texts:

Visual Semiotics: This model considers the visual aspects of texts, such as layout, color, typography, and images, in addition to the linguistic choices. In environmental texts, visual elements can play a crucial role in conveying messages related to nature, ecology, and sustainability. For example, the choice of images or the use of specific colors can influence how readers interpret environmental issues.

Linguistic Resources: Kress and van Leeuwen's model also look at linguistic resources, including vocabulary, grammar, modality, and cohesion. In the context of environmental texts, it can analyze how language is used to frame environmental problems, convey urgency, or express values and ideologies related to the environment.

Social Context: The model emphasizes the social and cultural context in which texts are produced and interpreted. It explores how environmental texts reflect and reinforce societal attitudes, beliefs, and power structures. For example, it can reveal how certain discourses may prioritize economic interests over environmental concerns or vice versa.

Furthermore, brands, to persuade their customers and lure them into buying their products, construct certain appraisal patterns. Martin and White 2008, relate appraisal theory to how a writer or a speaker adopts a stance either positive or negative by criticizing or applauding something and they position the addressee to do likewise. The speakers or writers encode their point of view in their narration (Stibbs, 1996, p. 197). Martin and White provide us with the framework that systematically lays out how the addresser linguistically achieves positioning (2005, p. 93). This framework supplies us with the means to characterize the addresser's style and his rhetorical strategies. Moreover, it shows us the kind of heteroglossic background that other voices and other views create for their texts as well as how those voices interact with that background. (Martin & White, 2006, p. 93). Appraisal patterns are linguistic features such as morphemes, grammatical structures, or metaphors (Stibbe, 2015, p. 84). These linguistic features when combined together represent an area of life as good or bad (Stibbe, 2015, p. 84). As Halliday described, newspapers use appraisal to portray the increase in air travel as positive (Stibbe, 2015, p. 83). The increase in air travel is a sign of development and a step closer to advancement. Appraisal patterns have cultural and social values. When combined, appraisal patterns create evaluations - stories inside the mind of people (Stibbe, 2015, p.84). These stories

talk about whether an area of life is good or bad. The evaluations that are more widespread and common in a society or culture become cultural evaluations. Brands feed on common cultural evaluations and create appraisals that would persuade like-minded customers. This pattern could be seen on the web pages of green beauty brands that create evaluations about the environment and create negative and positive appraisals about sustainability, green beauty, ecological depletion, and carbon emission. Evaluations can be investigated using appraisal patterns. In the research, Stibbe's method is used to find out the evaluations through appraisal patterns that are prevalent on the web pages of brands that fall under the realm of green or clean beauty. Furthermore, the environmental effect of such evaluations and appraisal patterns are assessed. The theoretical framework is further explained in the research methodology. Stibbe's appraisal theory allows for the analysis of linguistic features that portray an area of life as good or bad. Moreover, it allows for the study of evaluations- stories inside the minds of people- through appraisal. Hence why, the study focuses on the signifier (the images or words) and on the signified (the mental concepts) created through appraising items.

Similar to Kress and van Leeuwen's model, appraisal theory can also reveal power dynamics and ideologies in environmental discourse. For example, it can expose how certain discourses may attempt to legitimize or delegitimize environmental actions or policies based on emotional and evaluative language.

In summary, while both frameworks offer valuable insights into the analysis of language in environmental texts, Kress and van Leeuwen's social semiotic model emphasizes the multimodal nature of discourse and its sociocultural context, while Arran Stibbe's appraisal theory focuses on the emotional and evaluative dimensions of language, shedding light on how writers engage the readers or viewers and how to assess environmental messages.

3.4. Sample

The researcher has employed the purposive sampling technique for the selection of the web pages of four beauty brands. That includes KVD Vegan Beauty, Juice Beauty, Fenty Beauty, and Aveeno Specific areas from the webpages that fulfill the criteria of the research

objectives and have abundant instances of appraisal have been selected. After the selection of the webpages, different modes that include pictures, and written text, where appraisal patterns were found were selected. Only four web pages have been selected for analysis due to time and space constraints. Moreover, it was seen that saturation of data had reached. Hence, to avoid repetition of the same data, four web pages were selected.

Although the selected web pages belong to foreign companies, these have relevance in the Pakistani context as they set the guideline for Pakistani brands. In addition to this, these foreign companies set the trends for the consumer market that directly affect the trends of the Pakistani consumer market as they are exposed to their contents. For the study, distinctive units have been analyzed.

CHAPTER 4

ANALYSIS AND DISCUSSION

4.1 Introduction

The study is multidisciplinary and ventures into the domain of semiotics and eco-linguistics. Hence why, a multimodal analysis of the data would be done using Kress and van Leeuwen's methods for the analysis of the multiple modes. In addition to this, the framework provided by Stibbe 2015, would be utilized as a lens to study appraisal and evaluation. Several linguistic features are utilized in order to construct appraisal patterns. These linguistic features have the ability to appraise an area of life positively or negatively; what Martain and White, 2005 refer to as appraising items. The appraising item includes metaphors, collocation, morphologically marked words, and grammatical structure.

An area of life, as stated by Stibbe 2015, can be appraised as positively or negatively through linguistic features. These linguistic features are called appraising items. These appraising items can be explicit or implicit. Moreover, morphologically marked words, grammatical structure, and metaphors also have the tendency to appraise a part of life as positively or negatively and therefore are appraising items (Stibbe, 2105, p. 84). This part deals with the multimodal analysis of the web pages of four beauty brands. It contains analysis at two broader levels i.e., negatively appraising and positively appraising. Within these broader categories fall certain features, that are the appraising items, that appraise an area of life as positive or negative.

4.2 KVD Vegan Beauty

A makeup and beauty brand by the name of Kat Von D changed its brand name to KVD Vegan Beauty after controversial news about the founder or face of the brand Kat broke out. The brand founder sold out her share to Kendo which is the parent beauty company and manages other beauty companies such as KVD and Fenty. Kendo the parent company, disassociated itself from the brand's face and changed the brand name to KVD which stands for Kendo vegan beauty. They remodel the brand and introduce themselves as a vegan brand that cares about the environment and are concerned about the degradation that

the ecosystem faces. The webpage of KVD Vegan Beauty vividly and patently displays that they are a vegan beauty brand with ecological concerns set as their priority. The name that they have designated for the brand KVD Vegan Beauty is a self-evident of fact as well.



Everlasting Liquid Lipstick

NO CARMINE

We use a kinder vegan alternative to this ingredient
(derived from beetles) for reds and purples that still pop

Figure 1, Carmine free Liquid Lipstick by KVD



Figure 2, Cruelty free cosmetics by KVD



Figure 3, Banned ingredients by KVD Vegan Beauty

4.2.1 Positive appraisal on the KVD Vegan Beauty webpage

It is a strategy through which writers create a positive appraisal in the minds of the readers by using positive appraising items (Stibbe, 2015) The appraising item can be explicit or implicit. Moreover, grammatical structure, morphologically marked words, and metaphors can also be used to appraise positively or negatively.

Following are some instances of positive appraisal patterns on KVD Vegan Beauty webpage:

- 1.1 “Smart vegan alternatives”
- 1.2 “Kinder vegan alternative”
- 1.3 “high performance”
- 1.4 “100% vegan and cruelty free”
- 1.5 “Vegan makeup”
- 1.6 “Vegan cosmetics brand”

The brand has made use of explicit appraising items such as “smart”, “kind” and ‘high performance’ alongside the words “vegan” and “cruelty-free”. By doing this they appraise both their product and veganism in a positive light. The brand has built up the narrative that they make use of vegan ingredients in their makeup products. They have displayed this narrative of theirs by using both visual and written text. Signs and symbols of animals that are not used in their products are displayed (such as in Figures 2 and 3) on their web page followed by written text. The brand claims to be ethical vegans and they do not support cruelty on animals. They have used “we” to display that the brand as a whole has a cruelty-free and vegan stance. The stance is very overt, as the way this narrative has been put forward is very loud and clear. The narrative is very certain of where they stand and what they support, and they implore the viewers to do the same. The “respectful use” of animals, plants, and nature i.e., “ecological animalism” acknowledges natural resources and other beings and accepts the fact that they are quintessential for the continuation of human survival (Stibbe, 2015). The brand has adopted ‘ecological veganism’ exerting that being cruelty-free and vegan is essential for human survival. They have come forth about the environmental changes which can be made possible by adopting veganism and they have done this in a very loud and striking manner.

Kress and van Leeuwen's 2006 social semiotics framework allow for the analysis of how these color choices influence the communication of biodiversity-related messages. By examining the use of colors in visual and linguistic elements within this framework, researchers can gain insights into how biodiversity is represented, perceived, and communicated in various forms of discourse, including scientific literature, educational materials, public awareness campaigns, and art. In addition to this, color is a crucial component of the visible world. Color is used as a significant identifying characteristic in the classification and description of items. In Figures 2 and 5 a black color background is used to highlight endangered species or ecosystems that require immediate conservation efforts. It is also used to create a visual impact and draw attention to specific environmental issues, such as animal cruelty, and habitat loss. In some contexts, black can symbolize the potential for renewal and ecological restoration. After a forest fire, for example, blackened areas can regenerate with new growth, and this symbolism of rebirth may be represented

through black. In the context of figures 2 and 5, a black background is used to draw attention to animal cruelty and the need for ecological restoration.

In addition to this, the appraisal pattern that they have constructed is that being vegan is good for the environment, and animal-free ingredients and products are good. They have positively appraised veganism, but being non-vegan is negatively appraised. A grotesque image of non-veganism is constructed. Brands mostly overly exhaust natural resources which have wreaked havoc on the environment. Undoubtedly, ingredients including animal ingredients are unethically sourced by some brands. It is necessary to bring to attention that overconsumption of products, and increased consumerism has a negative environmental consequence. Overuse of animal or vegan products both could contribute to environmental degradation and disrupt the natural balance of our ecosystem. An alternative appraisal that the brands could come up with is that of minimalism and the adoption of minimalistic lifestyles would bear positive results for the environment. Furthermore, people and brands should aim at striking a balance in their ways of life.



Figure 4, Earth conscience initiatives

Figure 5, at first glance, seems like a simple image that tells the reader that the brand is conscious of the Earth's ecological degradation, and they are taking initiatives to stop it. However, the image tells a more complex story than that. The leaves in the image are not just representing nature and plants, they also signify animals as the leaves are

shaped like bunny ears. It indicates that the brand is not only vegan but also cruelty-free. It narrates that the brand is making conscious efforts and are taking initiatives to replace animal ingredients with plant extracts in their formulas. It also tells its consumers that the products that they make are not tested on animals and they stand against cruelty to animals. The brand is striving to save the planet by adopting veganism and becoming cruelty-free. By embracing these morals and values they are not contributing to ecological changes that could lead to our planet's destruction. They used a plain background to foreground this narrative.

4.2.2 Metaphors used by KVD Vegan Beauty



Figure 5, Cat eyes for all

Figure 5 has both written texts along with a visual story. The image expresses the idea that humans, animals, and nature are not separate from each other. As we share the same planet and thrive in the same ecosystem, it is our duty to look after each other and have compassion for each other. If we show compassion towards each other, only then can we truly prosper. The fact that humans and animals are the same entities is well narrated in

the picture. The model holding the cat is wearing eyeliner that gives her cat-like eyes. This displays the fact that humans and animals are connected, and humans should compassionately care for them. This also alludes to the cruelty-free stance of the brand and tells the viewers that the products that they make do not get tested on animals. Colors are often used in visual design to signal messages related to environmental conservation, sustainability, or eco-friendly practices. In eco-linguistics, these colors act as visual cues that accompany and reinforce the linguistic messages about ecological responsibility. By opting for a plain dark background, they have put the model and the cat in the foreground exerting a connection between humans, animals, and plants. The message that the brand has put forward through this is of environmental conservation, animal protection, and compassion towards animals. They have blatantly portrayed this idea making it an overt narrative. Humans place themselves above nature and animals and think of it as mere resources that should be exploited by them for their development, well-being, and opulence. As a result of this fallacious thinking that promoted destructive behaviors, humans launch programs that have chaotic consequences, and ravaging lifestyles are adopted that are devastating to the ecosystem. The narrative of the brand shuns such a mindset and establishes the idea that having empathy for nature and animals would have profitable results for humans. They are luring the customers by telling them that they have adopted these eco-friendly measures. By using images of animals, the brand arouses ethos and pathos in its audience i.e., its customers. If people purchase products from brands that tolerate cruelty to animals, their morals and values are brought into question because cruelty towards animals is an inhumane act. Likewise, by bringing to attention the unethical and inhumane treatment of animals and the negligence of the environment, pathos is evoked.

There are individual and group actors in a medium or close-up shot that, according to Kress and van Leeuwen 2006, provides a more intimate atmosphere. One can notice in figure 5 the interaction between the human and the cat. Additionally, in both figures, 5 and 2 animals are foregrounded placing more importance on them. In the same vein, as these animals are up close in the picture, this creates a closer relationship with the viewer (Kress & van Leeuwen, 2006). The actors depicted in the photographs are standing on an equal footing, sending a notion of equality and balanced power dynamics.

In Embodied cognition theory, Lakoff and Wehling 2012, contend that meaning originates in the body and that words that refer to real or potential physical experiences have a considerably greater ability to evoke mental imagery and emotional responses than more abstract phrases. Importantly, Lakoff and Wehling discuss how the 'basic level' is the most imaginable level among all potential degrees of concreteness and abstraction (2012, p. 41). As part of human speech understanding, words at the basic level cause our brains' motor programs to operate. For instance, the word "cat" triggers motor responses associated with prototypical interactions with cats, such as caressing them (Lakoff & Wehling, 2012, p. 41). On the contrary, no similar motor programs are activated by the word animal (Lakoff & Wehling, 2012). Therefore, basic-level representations are the most important. In addition to this, owing their relationship to the body and the way that different components of their meaning are combined, fundamental concepts are, in essence, the most potent and successful in communication. The brand, through the use of the images of cats and bunnies, has evoked this basic level of communication. However, by using the umbrella term of the animal while talking about veganism and cruelty towards animals, this basic level of communication is eliminated.

Following are some instances of positive appraisal for veganism on KVD Vegan Beauty 2021, webpage:

- 1.1 “We all know a vegan diet can help support a healthy planet.”
- 1.2 “KVD Beauty, we’re taking vegan to the next level with new earth-conscious initiatives.”
- 1.3 “We offer several refillable and reusable products to help reduce waste.”
- 1.4 “We combine the best of Mother Nature and high technology to create unbelievable, high-performance vegan makeup products, without sacrificing the rich pigment and long wear we’re known for.”

In the following examples, innovative vegan formulas and technology are connected with the source frame's advantageous qualities. Growth and advancement are positive as long as they are vegan and do not harm animals and mother nature. While describing the metaphors that are important for appraisal theory, Stibbe, 2015 describes how the spatial direction of “up” is cognitively aligned with good. Lakoff and Wehling,

2012 describe this as “verticality metaphors”. In addition to this, when something that is generally seen as favorable is in line with “up” the positivity is accentuated. Therefore, as the brand’s vegan stance is placed alongside growth and advancement, the positivity is magnified.

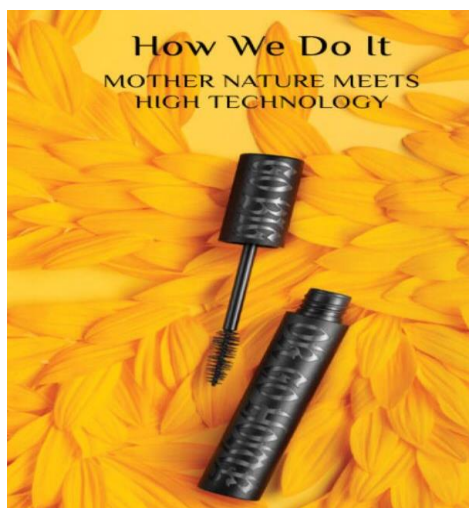


Figure 6, Use of technology in cosmetics to preserve nature

“We shattered the myth that vegan makeup doesn’t perform. We combine the best of Mother Nature and high technology to create unbelievable, high-performance vegan makeup products, without sacrificing the rich pigment and long wear we’re known for.” (KVD Vegan Beauty, 2021).

Using the verticality metaphor again by using “high” the brand has constructed an image that technology is not harmful to Mother Nature as long as it is vegan and cruelty-free. It is a known fact that technological advancement and industrialization are major contributors to the depletion of our ecosystem. However, they are exerting that technology does not have to be harmful to the environment if it is used carefully and wisely. It is due to the carelessness of people while using technology and making technological advancements that wreaks havoc on Mother Nature. Technology gets negatively appraised when it comes to its role in the destruction and degradation of the environment. On the contrary, technology is considered positively appraising when it comes to the development of humans. Technological advancement is a step forward when it comes to the prosperity, growth, and progress of the human race. KVD Vegan Beauty has positively appraised

technology with Mother Nature. They state that technology is not bad. It can help in the restoration of nature if used wisely. They are also alluding to the fact that they have already moved in that direction using technology to save and restore the degrading ecosystem. Furthermore, both through visual and textual modes, they indicate that they are a vegan brand. According to them, their product is made without animal ingredients. That is the reason that their product delivers good results and performs really well.

Kress and van Leeuwen's framework emphasizes the visual composition of images. Social semiotics also consider how visual elements interact with linguistic elements in communication. The use of flowers in the background in figure 6, highlights the company's commitment to being cruelty-free. Instead of using animal-based ingredients they resort to plant-based ingredients without compromising the performance of the product. Flowers also symbolize the potential for ecological restoration and regeneration. This restoration and regeneration are achieved by the brand by not practicing animal cruelty.

4.2.3. Collocation on KVD Vegan Beauty's Webpage

Following are some examples of collocation found on KVD Vegan Beauty 2021, webpage:

- 4.1. "Being both vegan & cruelty-free is so important to us because we are firm believers in supporting a healthier, happier planet for humans and our furry friends."
- 4.2. "We will never test on animals and will never use ingredients made from animals or insects."
- 4.3. "We shattered the myth that vegan makeup doesn't perform."
- 4.4. "We combine the best of Mother Nature and high technology to create unbelievable, high-performance vegan makeup products, without sacrificing the rich pigment and long wear we're known for."
- 4.5. "We've spent over 10 years reinventing the formulation process."
- 4.6. "Banning all animal ingredients commonly used in cosmetics and discovering new vegan replacements."
- 4.7. "We never stop searching for the latest innovations and we're always evolving to push the boundaries of vegan performance."

4.8. “We replace commonly used animal-derived ingredients with smart vegan alternatives.”

4.9. “We offer several refillable and reusable products to help reduce waste.”

Brands usually collocate their own products with positive terms. By using these positively sounding euphemistic words in a cluster, they create an unquestionable, self-assured, and practically incontestable perspective (Stibbe, 2015, p.85). KVD Vegan Beauty has achieved this by putting positive expressions like “smart”, “innovative”, “reusable”, “refillable”, “reinventing”, and “high technology”. By creating the narrative that their products are formulated in a way that does not harm mother nature, they appeal to conscientious consumers who are concerned about environmental dilapidation. The brand creates an evaluation that technological advancement is not bad as long as it does not harm mother nature.

4.2.4. Negative Appraisal on KVD Vegan Beauty’s Webpage

On the webpage of KVD Vegan Beauty, vegan makeup is appraised positively with words like “smart”, “innovate”, and “cruelty-free”. On the other hand, animal-derived ingredients are unsmart, cruel, and backward. Although this is never mentioned on the page explicitly, by appraising one thing positively they create this evaluation that vegan makeup is good and products with animal ingredients in them are bad. While the spatial direction of up is assigned with good, down and backward are assigned with bad. Therefore, while vegan makeup is smart and innovative, animal-derived makeup is backward and lacks innovation. In addition to this, pathos is aroused in the consumers by showcasing the cruelty of using animal-derived products. This is done through different modes such as pictures and written modes. Figure 2 talks about how they do not use animal-derived products such as glycerin from the tallow of animals, or squalene from shark’s liver. Rather they source such substances from plants, and their products are made with love and affection towards animals, humans, and the planet. In figure 3, they mention a list of animal-derived ingredients that are commonly used in makeup by other companies which they do not use in their makeup products. Therefore, their products are unique in their formulations, and innovative while being cruelty-free. As Stibbe 2015, has stated that there is nothing

intrinsically positive about innovation or forward-thinking, but people are praised for it. Furthermore, things described as backward are evaluated negatively.

4.3 Fenty Skin

Fenty skin is another brand that constructs an eco-centric narrative. The brand is also known for its inclusivity and innovative branding methods. The brand has used singer Rihanna as their face who is a highly regarded celebrity. The brand by using a super famous celebrity like Rihanna is creating a similarity attraction effect. When the audience notices that a celebrity like Rihanna who is already liked by most of the general mass is endorsing and positively appraising a brand and is working for the brand it has a psychological effect of emphatic social appraisal and people start appraising the brand more positively.

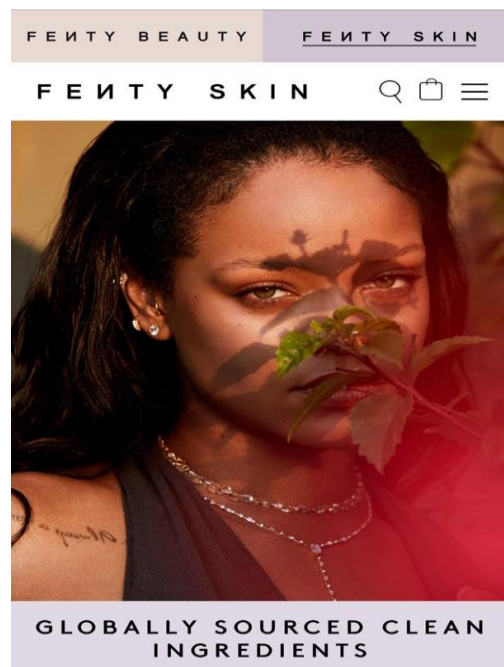


Figure 7, Clean and eco-friendly ingredients to help skin problems

FENTY BEAUTY FENTY SKIN

FENTY SKIN 🔍 🛒 ☰

REDUCE

We're eliminating excess packaging everywhere we can. Some products still require protective paper boxes—which are recyclable.

REUSE

Refillable systems are the future: Buy once, then when it's time to re-up, all you need to purchase is the refill. It's less packaging and less expensive, but a more luxurious experience.

We're also incorporating PCR material—post-consumer recycled material—into our bottles, tubes and jars whenever possible.

RECYCLE

We're making it easier for you to recycle: On every product page, we're breaking down each product part by part. All of our shipping boxes are also fully recyclable.

Figure 8, 3R's by Fenty skin



Figure 9, Coral reef friendly skin care product

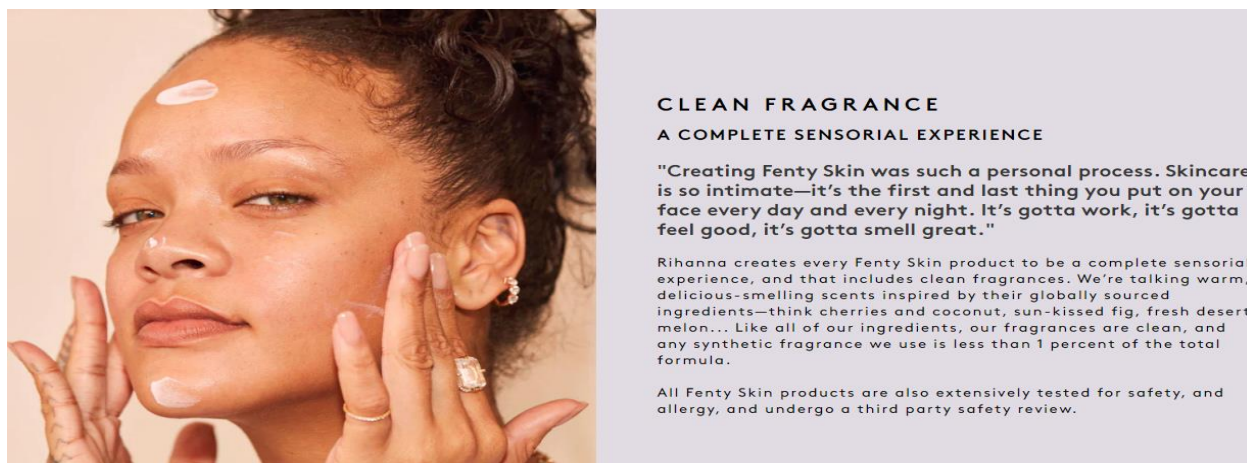


Figure 10, Clean ingredients in Fenty skin by Rihanna

4.3.1 Positive Appraisal Patterns on the Fenty Skin webpage

Fenty Beauty has shown their customers how they are taking measures for the protection of planet Earth by referring to the 3 R's i.e., reduce, reuse, and recycle. According to them, they are producing less waste by reducing, reusing, and recycling as demonstrated in figure 8. This is beneficial for the environment because by adopting such measures, they are producing less ecological waste. By reducing their packaging and reusing it, they are reducing their carbon footprint which is good for the environment. An excessive amount of CO₂ release is creating a greenhouse effect responsible for melting glaciers, polar ice caps, increasing sea levels, and high temperatures. As a result of the greenhouse effect, the heat gets trapped in the Earth's atmosphere which leads to an increase in global temperature. The appraisal that they have constructed is that the 3R's are good for Earth's environment. They have positively appraised reduction, reuse, and recycling. The strategy they have utilized here is "sustainable development", which is an attempt to combine economic development with ecological safety and social equality (Stibbe,2015).



Figure 11, What is "clean" according to Fenty skin

Giving more evidence of its sustainable development, Fenty beauty gives a list of ingredients that are not found in its products. Moreover, they emphasize the fact that the ingredients they use are clean and not harsh. In addition to this, they state how Rihanna's personal experience with skincare shaped her mind to create a skincare line with clean and gentle ingredients. As mentioned by Stibbe 2015, and Crompton 2010, state that intrinsic values or larger than self-values encourage people to have pre-environmental attitudes. On the other hand, actions that harm the environment are linked to extrinsic values like monetary gain, status, or personal enrichment (Stibbe 2015; & Crompton 2010). As stated in figure 11 Rihanna's personal experience encouraged her to adopt intrinsic values and have a pre-environmental stance.

4.1 "No harsh ingredients"

4.2 "High standards"

4.3 "Clean ingredients"

4.4 "Earth-conscious approach"

4.5 Recycled materials"

4.6 "Embracing the 3R's"

4.7 "Refill system"

In the following examples, the brand has made use of explicit appraising items. Through these examples, they have directly asserted how they are pro-environment and what steps they have taken in order to save the further deterioration of the ecosystem. They have especially tried to highlight the "3Rs" which are reuse, reduce, recycle, and also refill. The brand's main selling point is the sustainable packaging and ethically sourced ingredient list. The use of words such as high and evolving are cognitively aligned with good, since these words describe the spatial direction of up (Stibbe, 2015) hence creating a positive appraisal pattern.

In figure 7, through the use of close-up images an intimate setting is created (Kress & van Leeuwen, 2006). This also creates a closer relationship with the viewer in addition to reducing the distance between the actor and viewer. Furthermore, the brand by using a

celebrity like Rihanna is creating a similarity attraction effect. As explained by Jomel, 2017 people develop a liking for those whom they view as being alike due to the similarity attraction effect. When the audience notices that a celebrity like Rihanna who is already liked by most of the general mass is endorsing and positively appraising a brand and is working for the brand, it has a psychological effect of emphatic social appraisal and people start appraising the brand more positively. The brand claims that its products are eco-friendly and ocean friendly. According to them, their products are made in a way that would not cause coral reef bleaching. Certain products consist of chemicals that cause damage to the delicate ecosystem of coral reefs and impose harm to ocean life. Coral reefs are home to many ocean animals and damage to them could lead to the eradication of those species as their protective shelter has been destroyed. The already depleting ecosystem of Earth cannot afford the extinction of other species as it would create an imbalance in the ecosystem which is harmful to all the species including humans. Therefore, products that are created keeping such incentives in mind are beneficial for the environment.

Kress and van Leeuwen's 2006, framework emphasizes the visual composition of images and identifies various semiotic resources, including color, size, and modality. Additionally, social semiotics also consider how visual elements interact with linguistic elements in communication. Blue is a frequently used color on the webpage of Fenty skin and the packaging of its products is also in the color blue. Blue is a common color choice in environmental education materials and campaigns, signifying the importance of ecological knowledge and conservation. Moreover, blue is closely linked to ocean conservation efforts, including the protection of marine life, coral reefs, and the preservation of diverse underwater ecosystems. In sustainable and eco-friendly branding, the color blue may be used to convey a sense of environmental responsibility and an organization's commitment to eco-conscious practices. Fenty skin makes claim of its products being reef friendly and this is visible in the colors and images displayed throughout the webpage. This incentive has also been displayed in figure 9, for the promotion of the products. The products are placed in the front and water can be seen in the background of the picture which alludes to the fact that the products do not have chemical ingredients and are ocean and reef friendly.

4.3.2 Metaphors used by Fenty Skin on their Webpages

Figure 7, affirms the brand's narrative of being eco-friendly. The model in the picture Rihanna is wearing no makeup and is holding a leaf branch in front of her face that is covering some of her face creating a shadow on her face as well. The bare face supports the idea that the skin we are born in is beautiful and does not need alteration. It only needs protection and care. The branch of the leaf communicates the message that humans and nature are connected, and nature holds the remedy to protect and preserve human beauty and their skin. They have constructed the narrative that humans should not be destructive towards nature as it holds the cure for their problems. They should not think of it as a mere resource and place themselves above it. Instead, they should connect with nature. The image has an allusion to the African goddess of nature Asase Yaa to show how the brand and Rihanna are nurturing nature and taking initiatives for its preservation. Additionally, Stibbe categorizes the source frames for metaphors that refer to ecology and nature into a few key groups. Furthermore, numerous studies have looked at how various source frames, goddesses being one of the source frames. The utilization of this source frame by Fenty skin may be observed in figure 7.

As Martin, 2014 states, metaphors use “an inductive style of reasoning” which he calls “analogical reasoning”. In analogical reasoning, one thing is presented as being like another. In this case, they share the same features; therefore, one would react in the same way as the other. For instance, on the Fenty skin webpage, the ingredients list of their products is a metaphor for the whole world. The ingredients are inspired by the whole world as they have sourced the ingredients from different parts of the world as displayed in figures 12, 13, and 14. However, such statements allow for misplaced optimism. For instance, the problem of global warming and increasing plastic waste are threats to marine life. They are creating non-biodegradable landfills which is not a simple problem that can be fixed by the efforts of a single brand. Moreover, the import of different ingredients from around the world increases the carbon footprint. In addition to this, the metaphor “refillable system is the future” also allows for misplaced optimism by hinting that the refillable packaging is going to eradicate all ecological problems, and, in the future, there would be no environmental problems.

AUSTRALIAN LEMON MYRTLE

Australians have long used this beautiful flowering plant in healing traditions; it helps reduce surface oil and refine pores.

FIND IT IN FAT WATER & INSTANT RESET



Figure 12, Australian lemon myrtle plant

JAPANESE RAISIN TREE

For more than 1,000 years, this botanical has been used in Asia as a recovery treatment from long nights of partying; it's a natural when it comes to detoxifying.

FIND IT IN FAT WATER & INSTANT RESET



Figure 13, Japanese Raisin



GINGKO BILOBA

A tree commonly used in ancient Chinese healing techniques; it helps control surface oil and clarify skin.

FIND IT IN TOTAL CLEANS'R

Figure 14, Ginkgo biloba

4.3.3 Collocation used by Fenty Skin on their Webpage

As demonstrated in figures 12, 13, and 14, plants and herbs are collocated with positive terms such as “recovery”, “healing”, “beautiful”, and “detoxifying”. The appraisal is created through the “expression of affect” which is concerned with “registering positive or negative feelings” (Martain & White, 2005; Stibbe, 2015). The “affect” is created through words like “healing”, “detoxifying”, and recovery. No linguistic formula can be offered for judging whether emotion words i.e., “expression of affect”, are positive or negative (Martain & White, 2005; Stibbe, 2015). However, these emotion words and both positive or negative is a cultural construct (Martain & White, 2005; Stibbe, 2015). So, if a term or expression of affect is considered negative it is due to the cultural construct of that term. Furthermore, they state that these plants and herbs have been traditionally used for their benefits, and by incorporating them into their formula, they have created this idea of traditional meets technology. They claim their formula to be “safe”, “clean”, and “effective” since it has traditional ingredients with an advanced formulation. Moreover, they have positively collocated the term traditional as well.

4.3.4 Negative Appraisal on Fenty Skin Webpage

Negative appraisal items are used by the brand to illustrate common skincare ingredients that are found in most skin care products as being “harmful” or “harsh”. These ingredients are not only bad for the skin, but also for the environment. Therefore, these ingredients are “big no -no’s” for the brand as shown in figure 11. Fenty skin has explicitly condemned the ingredients such as “parabens”, “sodium lauryl sulfate”, “plastic microbeads”, “formaldehyde” and “lead” for being harsh. “Excessive packaging” is also bad since it creates more landfill. In general, anything in “excess” or “more” of is usually positively appraised. However, it has been negatively appraised as it would create excess pollution and more environmental damage. Stibbe, 2015 calls such words as “unmarked words”. He stated that such words carry the power to amplify the positive effect of an already positive thing. It can also amplify the negative effect of an already negative thing. So, by using the unmarked expression “more” with packaging the negative effect is amplified.

4.4 Aveeno

On the Aveeno brands webpage, they also put forward the narrative that they are an eco-friendly, green beauty brand. According to them, their packaging is sustainable and is made out of recycled materials. Like the Fenty beauty brand, they also talk about recycled and renewable materials which are good for the environment as they do not exhaust the natural resources of the planet. Additionally, it does not leave a large carbon footprint as the materials are recycled and renewable which is sustainable for the planet's delicate environment. In addition to this, they have talked about inclusivity in skin care and use of natural ingredients.



Nature's Goodness + Real Science.

Science super-charges our natural ingredients and boosts their effectiveness. The result? Super-powers for your skin.

Figure 15, Natural ingredients used by Aveeno



HEALTHY SKIN STARTS WITH NATURE

Nature's therapeutic powers really make a difference. With ingredients like triple oat complex and natural shea butter, AVEENO® replenishes skin's natural moisture, leaving it smooth, strong, and naturally healthy.

Figure 16, Promotion of inclusivity by Aveeno

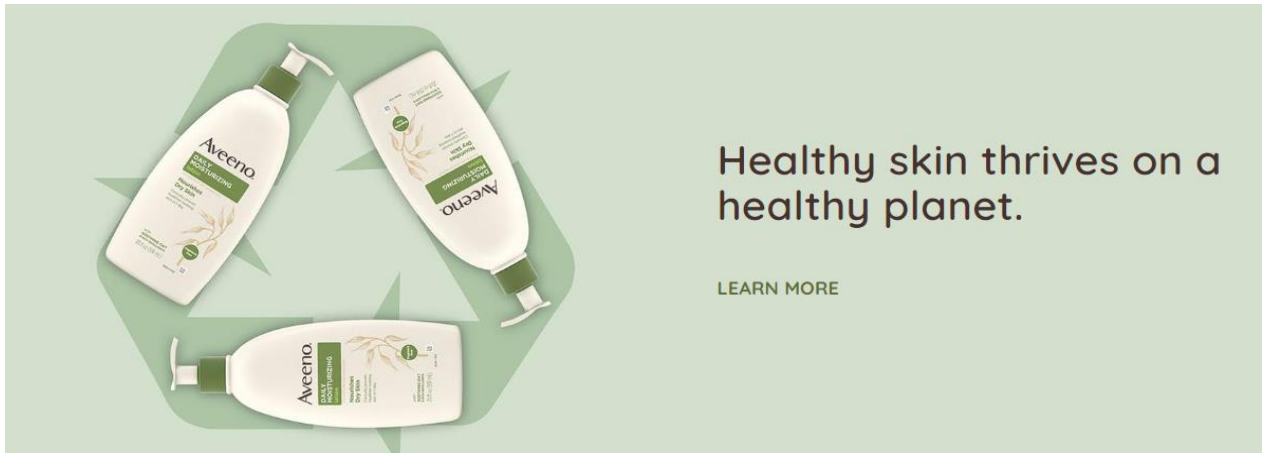


Figure 17, Promotion of recycling

4.4.1 Positive Appraisal used by Aveeno

- 4.1 “Caring for sensitive skin + the planet”
- 4.2. “ethically sourced ingredients”
- 4.3. “reducing our environmental footprint”
- 4.4. “Ethical farming & sourcing”
- 4.5. “eco-friendly practices”
- 4.6. “100% pure”
- 4.7. “to preserve beauty of our planet”
- 4.8. “Today, over 80% of Aveeno bottles are recyclable.”
- 4.9. “Powerful blend of nature & science”

Thus far, there is a prevailing appraisal that science is not bad, but rather it can be used for the benefit of the environment. This appraisal proclaims that the health and restoration of the ecological imbalance are contingent on science. However, these appraisals only tell the story of human exceptionalism and how human ingenuity, and technology can solve all the problems. Nevertheless, human exceptionalism has allowed for the exploitation of nature, its resources, and other humans as well (Stibbe, 2015). Human exceptionalism is in line with the mindset that humans are superior to all other

creatures, and therefore it is their duty to restore the natural balance of the ecosystem. In addition to this, another appraisal that they have constructed is that sustainability is good for the planet. Moreover, recycling and renewability of materials are also positively appraised. “Ethical sourcing”, “eco-friendly practices”, and “recycling” are the scientific means through which they plan on restoring the ecological imbalance and “preserve the beauty of our planet”. In figure 17 the packaging of the product has a green color which symbolizes that they are a green beauty brand. This adds to their notion of being an “eco-friendly”, “natural”, and “sustainable” brand. Moreover, they use images with high modality such as in figure 15, 16, and 19 which Kress and van Leeuwen describe as images that reflect reality and look same as real life.

Furthermore, they talk about how they used naturally derived ingredients in their products, and they talk about it overtly as well. According to their claim, they use natural products whose effectiveness gets boosted by using innovative scientific techniques. The natural ingredients that they use such as Kiwi, soy, oats, Blackberry, and feverfew are shown in Figure 15. They conspicuously reiterate that they care for both the planet and the skin. They appraise that science can be used to increase the benefits of nature’s gifts. They reiterate this fact through visual, textual, and symbolic modes. The brand is positively appraising natural ingredients and are constructing the appraisal pattern of natural substances being good for the skin. However, this appraisal pattern could be harmful as the term natural is vaguely defined by beauty brands. There are poisonous substances that occur naturally. Nonetheless, these substances could be dangerous for human use. Similarly, brands are known for greenwashing their products, that is they claim that the ingredients they use are green i.e. natural and clean which means environmentally friendly. Customers fall for the green label and buy products that could wreak havoc on their skin and health. So, an alternative appraisal that could be constructed is that green products are not always safe for usage, or a greenwashed product may not be as good as one assumes it to be. On the contrary, many synthetic substances have proven benefits for humans. One should be wise about the things they purchase and educate themselves about the harms and benefits of the decisions they make.



Figure 18, Oats as skincare ingredient

Oats are a key ingredient in the formula of Aveeno. They have stated multiple benefits of using oats in the formula ranging from environmental benefits to skin. They have provided substantive evidence of how oats are helpful for the environment from requiring less water and nutrients from the soil to being a “low-input crop” that can assist with “soil erosion”, and “control plant diseases”, “weeds”, and “insects”. The word “help” used alongside soil erosion, diseases, weeds, and insects creates a positive appraisal. Terms like soil erosion, weeds, insects, and diseases are negatively appraised since these things are nuisances. Therefore, anything that would be helpful in combating these problems would be perceived as positively appraising. Grammatical structures are also appraising items that can positively or negatively appraise (Stibbe, 2015). For example, the grammatical structure of the sentence “oat crop use eco-friendly practices like crop rotation which can help reduce soil erosion and control plant diseases, insects, and weeds, as well as pesticide-free fields to help preserve quality” (Aveeno, 2021) positively appraise oats. This is done by clustering the word oats with positive expressions like eco-friendly, help, preserve, quality, reduce, and control to create a cumulative effect which results in a self-assured, unquestionable, and practically incontestable perspective (Stibbe, 2015).

4.11. “Oat crop use eco-friendly practices”

4.12. “Help preserve quality”

4.13. “Help reduce soil erosion”

4.14. “Reduce soil erosion”

4.15. “Control plant diseases, insects, and weeds”



Figure 19, Benefits of oats for the planet

In addition to this, they claim that they use eco-friendly practices to grow oat crops. For instance, they use “crop-rotation” and use “pesticide-free fields”. Moreover, the surplus grain and by-products of the oats are fed to the livestock, so there is no wastage. Furthermore, mixed farming has the added benefit of manure which can be used as fertilizer to replenish the soil of its depleted nutrients. As far as the skin benefits of oats are concerned, Aveeno has stated a myriad of benefits and why it is such an important ingredient in their formula. For example:

“Things like a compromised barrier, inflammation, and microbiome imbalance all adversely affect skin, and we know that oats is a unique ingredient in skincare that can address all three of these elements.” (Aveeno, 2021).

4.16. “Soothe”

4.17. “Lock in moisture”

4.18. “Help strengthen skin’s moisture barrier”

4.19. “Help prevent moisture loss”

4.20. “Help maintain balance of the skin microbiome”

4.21. “Act as an anti-irritant”

4.22. “Oat’s inherent soothing properties in fats and enzymes”

What's in an Oat?

Oat naturally contains proteins, vitamins B and E, and nourishing lipids that work to lock in moisture for rough, dry skin and help maintain the balance of the skin's microbiome for healthy looking skin. We use finely ground, highest quality oat flour for its skin-smoothing and softening properties in moisturizers, cleansers, and other products. We use oat extract in cleansers and moisturizers for its calming and soothing benefits on itchy, dry skin and oat oil to restore the skin's moisture barrier. In fact, in 2003 the Food and Drug Administration (FDA) officially categorized colloidal oatmeal as a skin protectant, meaning it can be effective at relieving dryness, skin irritation, and itching due to skin conditions like eczema.

Figure 20, Explanation of what oats are

Where Did the Use of Oat Come From?

Today's oats are a skincare and dietary powerhouse, but their history lies in humble beginnings. They were found as common weeds in Ancient Egypt and cultivated during the Bronze Age. Because of oats' inherent soothing properties in fats and enzymes, whole or rolled oats were used in soothing baths and as skin topicals. However, oats used in this way did not disperse well in baths and were messy. In the 1950s, finely ground oats were used in bath soaks by leading dermatological institutions and were the standard of care for those with irritated skin.

Figure 21, Explanation of origin story of oats for skincare

Oats are a key ingredient in the formulation of almost all of their products. In fact, the name Aveeno is named after the Avenanthramides, which is considered to be a good anti-inflammatory compound found in oats. Therefore, it is no surprise that the use of positive prosody has been made by Aveeno to ensure consumers that oats have a multitude of skin benefits. Therefore, it has been put in the formula. Prosody is an expression that tends to be used in a positive context (Stibbe, 2015). Some examples of positive prosody are “improve”, “benefit”, “balance”, “healthy”, “help”, “soothe”, “strengthen”, “support”, “prevent”, “powerhouse”, and “comforting”. Since Aveeno is a skincare brand and oats are the key ingredients in their formulation, they have made use of positive prosody to state heaps of skin benefits that oats have. The perception of the brand is that one does not have to use exotic ingredients in skincare to deliver quality results. Rather one can use simple ingredients that would not only be proven beneficial for the environment but also proven beneficial for the skin. As stated on the brand's webpage, oats do not require a lot of resources to grow. Therefore, it does not exhaust the resources of the planet and depletes the soil of too many nutrients and underground water resources. 97% of the earth's water is salted, and only a small percentage of it is fresh water that can be used for drinking and other purposes. If we utilize our underground water resources carelessly, we will deprive

ourselves of clean drinking water. In addition, desalinating water is quite an expensive process so one should be mindful of how they utilize their freshwater resources.

According to Kress and van Leeuwen in languages such as English where text is written from left to right, information is processed from left to right because the viewer classifies the information as “the most salient element” of a composition (2006, p. 204). The layout of the webpage also presents information in left to right order. The name of the brand, for instance, is present to the top left corner of the page. In addition to this, important messages such as their ecological philosophies, and the measures they have taken to ensure the sustainability of their products is presented to the left side of the webpage.

4.4.2. Metaphors used by Aveeno

Metaphors as described by (Martin 2014, & Stibbe, 2015) imply an “identity between otherwise different things”.

4.1. “Just as skin can be vulnerable and require special care- so can our planet”

4.2. “Caring for sensitive skin + the planet”

4.3. “to preserve the beauty of our planet”

Aveeno has used the skin as a metaphor for Earth and suggests consumers care for the planet in the same way they care for their skin. Moreover, they talk about how their formulations support a healthy planet and skin barrier so, Aveeno itself is a metaphor for earth and skin. Therefore, it has taken it upon itself to care for the vulnerable ecosystem of our planet. Aveeno is a messianic figure i.e. a protector. Another metaphor used by the brand is that of nature being a cure. The brand has talked about nature processing properties such as healing, nourishing, therapeutic, and soothing, and “nature’s goodness” is beneficial for humans. However, nature is also vulnerable and needs “protection”. As nature is vulnerable it needs science for its protection so, the metaphor over here could be that science is beneficial or rather a protector. The idea portrayed by the brand is although nature possesses a lot of power and cures, it requires the help of science to “unlock” those powers and put them to real use.

4.1. “Nature’s goodness+ real science”

4.2. “Science supercharges our natural ingredients and boosts their effectiveness”

4.3. “Our scientists unlock the power of these ingredients to bring nourishing solutions to skincare”

4.4. “Our products have been thoughtfully formulated for your sensitive skin”

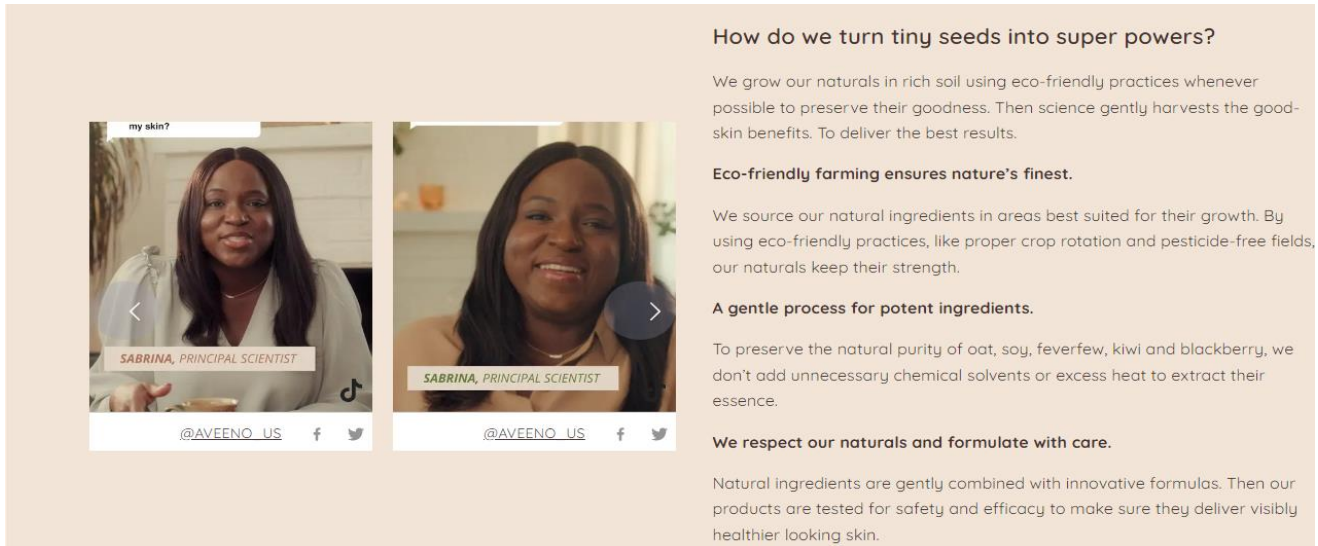


Figure 22, Countless benefits of oats

In this figure, they have talked about how with the help of science they are able to get the most out of the natural ingredient. For instance, oats, are one of their key ingredients, which are not taxing on the environment because they use scientific methods to grow the crop and use processes like crop rotation to prevent the depletion of too many nutrients from the soil. Additionally, they extract benefits from oats using innovative technology. It is with the help of science that the skin healing properties of oats are not squandered. Moreover, oats are seen as a miracle plant that helps both the skin and the planet, therefore one could say oats are a metaphor.

4.4.3. Collocation used by Aveeno

4.1. “Oats use less nutrients from soil”

4.2. “Requires less water”

4.3. “Oats are ideal low-input crop”

4.4. “can help reduce soil erosion and control plant disease, insects, and weeds.”

4.5. “Oats are skin and dietary powerhouse.”

Since oats are one of the main ingredients, they have time and again collocated with positive terms and raved about its benefits for the environment and skin. They have used terms like “soothing” for skin to being a “low-input” crop which could be potentially advantageous for the environment. In figure 19, they have used pictures of oats alongside written text to talk about the benefits of using oats. Furthermore, in Figure 16 they have talked about nature’s “therapeutic power” while promoting inclusivity. They have models from different races and different skin colors while promoting the concept “healthy skin starts with nature”. They have positively collocated their brand by suggesting that nature is inclusive and is a construct of different elements; therefore, it is powerful and therapeutic. Similarly, their products have the properties of nature in them and can be helpful for people of different skin needs, making them inclusive like nature. As stated by Stibbe, unmarked words have the power to create a positive or negative effect. The unmarked word “less” for instance, is usually used to amplify the negativity. On the contrary, more of anything is viewed as positive. However, in this case, it is used to amplify the positivity as less refers to less exhaustion of natural resources, less ecological dilapidation, and more benefits. Through the use of “less” oats are positively collocated as oats have more benefits to offer without more ecological damage. In short, they do not use ingredients that consume extra resources without creating extra benefits.

4.1. “Caring for sensitive skin + the planet”

4.2. “Just as skin be vulnerable and require special care- so can our planet.”

4.3. “ethically sourced ingredients”

4.4. “reducing our environmental footprint”

4.5. “Ethical farming & sourcing”

4.6. “eco-friendly practices”

4.7. “100% pure”

4.8. “to preserve beauty of our planet”

4.9. “Powerful blend of nature & science”

In the above-mentioned examples, the brand has showcased how it cares for people and the planet. They have directly mentioned the efforts they have put in to reduce the risk of climate change and the further deterioration of the ecosystem. Moreover, they have talked about how they are inclusive as displayed in Figure 16 and are trying to address the skincare needs of marginalized people whose skin problems never get focused on. However, they have achieved this without compromising on their goal of protecting the earth. The brand creates a positive image for itself through “positivity by context” and prosody (Stibbe,2015).

4.4.4 Negative Appraisals used by Aveeno

The image shows a section of the Aveeno website titled "Our Products" with the sub-heading "Formulated for sensitive skin". The text describes the benefits of the products for various skin conditions and emphasizes that they are formulated to be free of parabens, phthalates, dyes, and sulphates. To the right of the text, there are four icons representing these ingredients: a flask for Parabens, a molecular structure for Phthalates, a pipette for Dyes, and another molecular structure for Sulphates.

Our Products
Formulated for sensitive skin

Dry skin, hormonal skin, sunburned and razor burned skin, red, aging or eczema-prone – it's all sensitive and it's natural. When skin needs it most, Aveeno has everyday solutions made with effective ingredients in formulations proven to soothe, moisturize and help heal dry, sensitive skin, even the often-distressed skin of oncology patients.

Our products have been thoughtfully formulated for your sensitive skin, free of parabens, phthalates, and dyes, while proving the same benefits of key ingredients like nourishing oat and gentle soy.

Formulated to be free of:

- Parabens
- Phthalates
- Dyes
- Sulphates

Figure 23, Ingredients not used by Aveeno

When brands make use of positive prosody and make use of words like beneficial and innovative, they create a binary and use “boo words” that refer to their opposite (Cook as cited in Stibbe, 2015). In the case of Aveeno, the brand has advocated for natural ingredients while shunning the use of synthetic ingredients. As displayed in figure 23, the brand claims not to use certain ingredients in their formulation which gives the impression that they are harmful both for the planet and the skin although they never directly claim that. One of the ingredients that they do not use in their formulation is parabens. Parabens are preservatives that are added to products to prevent harmful bacteria and mold growth. The brand never explains the science and data why they have eschewed the use of these ingredients. They also claim that they do not use “unnecessary chemical solvents”. Words

like “unnecessary” or harmful create a negative appraisal due to their widely negative cultural evaluation.

4.5. Juice Beauty

Juice Beauty founder Karen Behnke created the brand because of her passion and interest in environmentalism, skincare, and wellness. The main inspiration that led to the creation of the brand was the PBB (polybrominated biphenyl) spill that occurred in her hometown Michigan. The incident encouraged her to create a brand that uses clean and organic ingredients. Moreover, the goal of the founder was to develop opulent organic formulas that outperformed traditional beauty products.



Figure24, Organic ingredients from farms of Juice Beauty

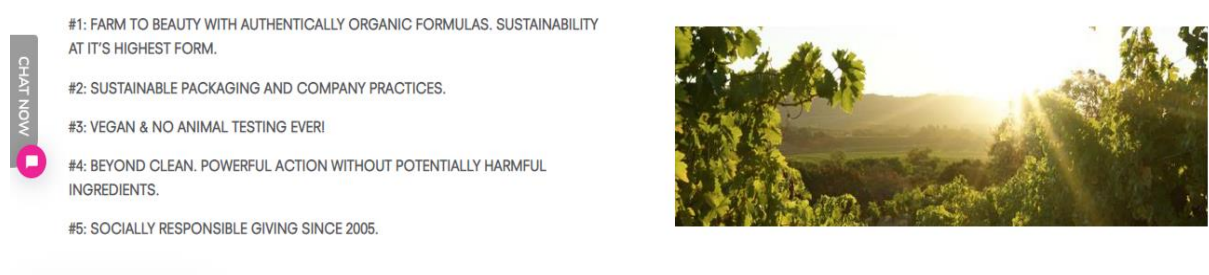


Figure 25, Farms of Juice Beauty



Figure 26, Juice Beauty products

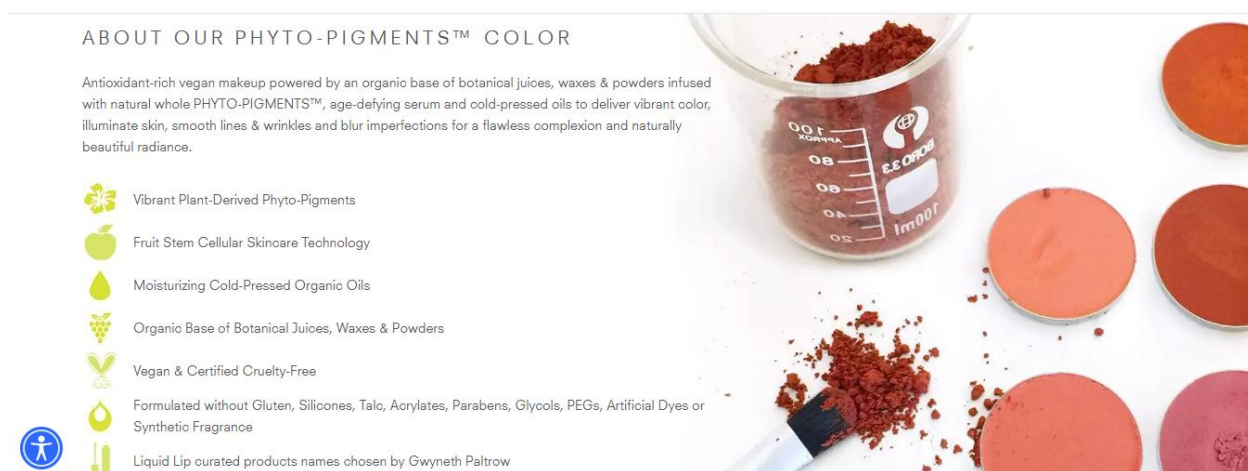


Figure 27, Natural pigments used by Juice Beauty

4.5.1. Positive Appraisal used by Juice Beauty

Kress and van Leeuwen (2006) claim that just as grammars of languages describe how words combine in clauses, sentences, and texts, so our visual ‘grammar’ will describe the way in which depicted elements — people, places, and things — combine in visual ‘statements’ of greater or lesser complexity and extension. (p. 1). In figures 24 and 25, it can be observed that a visual statement is created by putting together flora and fauna. Additionally, the natural world is placed up close to create intimacy and closeness between the viewers and nature. Relationships are strengthened by the distance between the actors who are portrayed as being in close social proximity. This fosters a warm and welcoming

atmosphere, and most pictures are framed to bring the performers and viewers closer to one another in order to create an increasingly comfortable environment.

Colors are an essential element of multimodality in eco-linguistics, which examines the interplay of language, visuals, and ecological themes. Kress and van Leeuwen 2006, propose that color operates within specific signification systems. Different colors have cultural, social, and contextual meanings that are recognized by audiences. Colors hold significant importance from an eco-linguistic perspective. In eco-linguistics, the analysis of color in multimodal communication is essential for understanding how language, visuals, and colors work together to shape our perceptions, attitudes, and behaviors regarding environmental issues. The color green is quite often used for the representation of the natural environment. Messages related to environmental preservation are either written in green or are on a green background. According to Sassoon to be green is to be socially responsible and to be part of the natural world (1990). The use of green by Juice Beauty is also evident of the fact that they are an eco-conscious brand that is worthy of people's trust. The brand's logo in green along with its name is present on the top center of the webpage brings attention to the fact that environment conservation and sustainability is central to the brand's philosophy.

In figure 27, Juice Beauty has talked about the plant-based pigments they use in their products called "Phyto-Pigments". They have trademarked the term "Phyto-pigments" which gives them a search monopoly over that term. Anytime one searches the web for anything related to that term, their products would show up. The use of plant-based pigment in makeup is nothing new. Makeup was used in ancient times to protect, frighten, camouflage, and beautify. In ancient Rome, pigments from different plants such as mulberry juice, and madder plant's roots were used to make rouge (Falk, 2022). The term "Phyto" means related to plants. Nonetheless, when they state "Vibrant Plant-derived Phyto-pigments" it seems as if Phyto-pigments are a unique and innovative type of pigments that would revolutionize the makeup industry. In addition to this, if we take a close look at figure 27, they have stated the merits of their brand and have made use of green color to construct a green image for itself and communicate to the consumers that they put value in product and ingredients that are natural, plant-derived, and cruelty-free.

They have made use of different symbols while stating their brand's core values. For instance, they have used the symbol of a bunny while stating that they are a vegan and cruelty-free brand. Additionally, they have used symbols of flowers and fruits to highlight that they use plant based, vegan, organic ingredients, and the pigments are also plant based.

- 4.1 "made with organic ingredients"
- 4.2 "Juice Beauty is the organic solution with targeted skincare solution"
- 4.3 "Sustainable practices, Vegan, Cruelty-free, Organic ingredients".
- 4.4 "Every organic Drop feeds your skin."
- 4.5 "Antioxidant-rich Certified Organic Ingredients are brought to you Farm to Beauty"
- 4.6 "Certified Organic Ingredients to protect humans, animals and the planet."
- 4.7 "Organic Base of Botanical Juices, Waxes & Powders"
- 4.8 "Juice Beauty's Organic farm"
- 4.9 "high performance yet beyond "clean skincare"."

A positive appraisal is constructed by the use of positive words. This is in line with greenwashing of products in which positive information is disclosed in a filtered way. However, negative information is not fully disclosed. Terms such as "organic", "clean ingredients", and "sustainable" serve a similar purpose of touting a brand's environmental merit in order to create a positive image for consumers who are concerned about the environment. Like most beauty brands, Juice Beauty touts the environmental merits of its product using positive appraisal terms such as "organic", and "sustainable". Juice Beauty appeals to people's natural bias by claiming to provide "the organic solution" which is the main tagline of the brand. Being organic as evident from the above examples is the brand's main selling point. The brand itself gives evidence as to why they have chosen to be organic which is as follows:

"While there is no certification for conventional chemical or "natural" or "clean" ingredients, organic ingredients are regulated by the USDA." (Juice Beauty, 2022)

As a human, it is natural to have a bias towards things that are organic and formulated in a way that preserves nature's benefits. On the contrary, things that are man-made and synthetic are perceived to be bad. Most brands appeal to people's natural bias

and market their products by boasting about their organic ingredients. As Stibbe has mentioned, such terms are implicit and can have a positive connotation (2015). The USDA provides a list of ingredients that cannot be used in products that carry the organic certification. If brands fail to meet the criteria set by USDA they will not carry the organic label.



Figure 28, USDA organic seal

“USDA certified organic foods are grown and processed according to federal guidelines” (USDA, 2022).

The USDA itself claims that the label merely indicates that the food and other agricultural products follow a specific procedure and follow methods approved by USDA. Organic farming is a production system that avoids or largely excludes the use of synthetic fertilizers, pesticides, growth regulators, and livestock feed additives. Organic labels are not necessarily a health claim. Nonetheless, this does not stop brands from marketing the health benefits of organic products. As evident from figure 24 Juice Beauty, like most brands, makes a health claim and states that organically grown produce consists of more antioxidants and fewer pesticides. However, research does not support the idea that organic food and conventional food are much different when it comes to nutritional value. As evident from research conducted by Magkos et al., (2003), in terms of the concentrations of the major micronutrients, there is insufficient data to suggest that organic and conventional food products are different. In addition to this, the avoidance of synthetic chemicals and the usage of several other ecologically friendly goods are marketing tactics that many companies have adopted to stand out from conventional business. The growing demand for organic products is caused by consumers’ perception of the quality and safety

of organic produce. It appears that the belief that organic food is more nutrient-dense than conventional food is one of the motivating factors for buying it. Consumers' perception that organic food is essentially devoid of the risks associated with conventional produce is supported by the methods used by organic farmers and is a key component of the appeal of the organic movement. (Marcus,2001).

- 4.10. "Juice Beauty is a sustainable company."
- 4.11. "Sustainable practices, Vegan, Cruelty-free, Organic ingredients".
- 4.12. "Sustainable Packaging And Company Practices"
- 4.13. "Farm to beauty with authentically organic formulations.
- 4.14. "Sustainability at it's highest form."
- 4.15. "Sustainable packaging and company practices"
- 4.16. "vegan & no animal testing ever!"
- 4.17. "beyond clean". Powerful action without potentially harmful ingredients."
- 4.18. "Juice Beauty's farmhouse, Organic Farm and our Corporate Headquarters are all powered by solar."
- 4.19. "Solar Powered SUSTAINABLE ORGANIC Farm in Sonoma County, California"
- 4.20. "100% of the farmhouse and 75% of the Organic Farm is powered by solar and soon, the entire farm operation will be solar powered."

Another marketing tactic that brands use is sustainability. To make their products sustainable, they talk about myriads of ways, such as recycling plastic, reusing it, or eliminating it altogether. However, Juice Beauty goes above and beyond to state that not only are their products sustainable, but their buildings and farms also make use of solar-powered energy and are constructed using "sustainable materials". This can be considered symbolic corporate environmentalism (Bowen & Argon, 2014). Symbolic corporate environmentalism according to Bowen and Argon 2014, is rational and results from interactions between different actors within the field as symbols are produced, understood, and legitimized via institutional processes. As pointed out by Bowen and Argon 2014, corporate environmental practice has both material and symbolic components. Furthermore, it is also stated that the environmental practices of a corporate only carry a symbolic effect and are not necessarily connected to improve substantive material

performance. The symbolic component of Juice beauty is its buildings which make use of solar energy and is made using sustainable materials. Furthermore, they also cooperate with other brands and have featured them on their webpage and use their goods. According to them, they are their “eco-partners”. The use of special green components, like the use of solar power, use of sustainable material and partnering with other companies has “symbolic and material environmental component” as stated by Bowen and Argon 2014, irrespective the fact that the structure itself is environmentally friendly.

We're proud to feature our Juice Beauty Farmhouse EcoPartners:

Clare Paints: zero VOC, Greenguard gold Certified paint.

Coyuchi: organic comforters, blankets, sheets, bathrobes, towels, rugs, dishtowels.

Equator: organic & fair trade coffees & teas.

The Futon Shop: organic cushions and Amish made, linseed stained wooden frames.

Medley Home: Couch made from organic cotton, plant dyes and no toxic sprays.

Naturepedic: organic mattresses.

Restoration Hardware: reclaimed wooden furniture.

Viva Terra: Recycled glass and dinnerware.

Figure 29, Eco partners of Juice Beauty

Other symbolic component of Juice Beauty are its Phyto-pigments, vegan, cruelty-free, and organic products. These symbolic components signify a high status as they have acquired different certifications such as PETA cruelty free certification, Leaping Bunny cruelty free certification, and the USDA seal.

- 4.21. “Antioxidant-rich vegan makeup”
- 4.22. “Organic base of botanical juices, waxes & powders”
- 4.23. “Infused with natural whole Phyto-Pigments.”
- 4.24. “We use vitamin rich organic key ingredients throughout our versatile selection.”
- 4.25. “We use plant pigment for cleaner approach.”
- 4.26. “Our antioxidant rich botanical juice base and highly effective ingredients”

In example, 4.21, positive appraisal is constructed by stating that their products are rich in antioxidants. Firstly, as stated by Stibbe 2015, getting more of anything is better than getting less of it. The word rich amplify the positivity of Juice Beauty products.

Secondly, it is common knowledge that oxidation is bad as it produces free radicals which can be harmful. Therefore, antioxidants are beneficial. So, antioxidant is a term with positive prosody while oxidant is a “boo word” with negative appraisal. The positive prosody of the term antioxidants in turn positively appraises their vegan makeup. The word rich is also paired with vitamins to have a positive appraisal. Vitamins are good for humans and abundance of them is always seen as a good thing. Therefore, abundance of vitamins in their organic products positively appraises their products. Another word with positive prosody is “highly” that has been used alongside effective, another word with positive appraisal. These two words are used to talk about ingredients which in turn create a positive evaluation for the ingredients used by the brand.

4.5.2 Metaphors used by Juice Beauty

- 4.1 “Organic farming not only protects our earth, soil and waterways”
- 4.2 “FARM TO BEAUTY is a key part of our organic environmental and sustainable commitment to the planet”
- 4.3 “We take our commitment to protecting the environment seriously”
- 4.4 “Cleaning up the oceans and the earth”
- 4.5 “To limit pesticides & synthetic fertilizer residue to protect humans, animals & the planet.”
- 4.6 “ to provide natural vitamins and minerals back into the earth”

In the above examples, earth or the planet is the target domain, the area being talked about, and its restoration and protection is the ultimate goal that needs to be achieved. These examples of metaphors are based on the source frame of “ecological restoration”. This source frame of restoration or protection includes sustainability, less use of plastic and pesticides. These frames are the things that are necessary for the planet’s health as pointed out by Juice Beauty. This restoration metaphor is appropriate if used in the context of mending nature. However, according to Keulartz 2007 as cited in Stibbe, the metaphor of ecological restoration is traditionally interpreted along the lines of “restoration of artwork”. He states this because the optimum state to which the ecosystem should be restored is often ambiguous. This places humans outside nature and puts them in the

position of an expert art restorer, according to Keulartz. In example 4.5, humans are not placed outside nature. Rather they have talked about how the things that are potentially harmful for nature are also harmful for humans.

4.5.3. Collocation used by Juice Beauty

- 4.1 “Antioxidant-rich vegan makeup”
- 4.2 “Our antioxidant rich botanical juice base and highly effective ingredients”
- 4.3 “We use vitamin rich organic key ingredients throughout our versatile selection.”
- 4.4 “Our antioxidant rich botanical juice base and highly effective ingredients”
- 4.5 “Solar powered sustainable organic farm”
- 4.6 “beyond clean”. Powerful action without potentially harmful ingredients”
- 4.7 “Creates brilliant colors for all Juice Beauty makeup products without the use of lead”
- 4.8 “Helps keep Juice Beauty products fresh without the use of questionable preservatives.”
- 4.9 “best natural alternatives”

In the first two examples, a favorable evaluation is created by mentioning how their products are full of antioxidants. First of all, Stibbe said that having more of anything is preferable to having less of it. The term “rich” emphasizes the advantages of Juice beauty products. Second, antioxidants are helpful since it is well known that oxidation is detrimental because it produces free radicals, which can be damaging. In this scenario, the collocation of multiple positive words—antioxidants and rich—creates a positive appraisal pattern for the brand. The positive prosody of the term antioxidants in turn positively appraises their vegan makeup. The word “rich” is also paired with vitamins to have a positive appraisal. Vitamins are beneficial to humans, and an excess of them is always desirable. Therefore, the high vitamin content of their organic products positively appraises their goods. “Highly” is a term with positive prosody that has been used in conjunction with “effective” a word with positive appraisal. These two words are used to discuss ingredients, which leads to a favorable evaluation of the ingredients utilized by the company. In example 4.6., adjectives with positive appraisal such as beyond, clean, and

powerful are clustered together. Furthermore, the negative appraisal term "harmful" is used in conjunction with the word "without" to say that their products do not include harmful substances or chemicals, which conveys a positive message about their ingredient list. When discussing their sustainability initiatives and the actions they have taken to assure the sustainability of their products and corporation, they mention that they use solar electricity and that their farms are organic. In summary, they regularly associate their own products and business practices with positive adjectives by using phrases like "sustainably produced," "organic," and "solar powered.". Explicit expressions like “best”, “fresh”, and “brilliant”, are used on their webpage that promote their products in positive light. These are attitudinal terms as mentioned in Stibbe 2015 by White. These attitudinal terms are particular words or fixed phrases that bear an explicit negative or positive meaning. In this case they carry a positive sense.

4.10. “synthetic dyes produced from petroleum & can be laced with harmful chemicals, which can contain potential carcinogens.”

4.11. “One ingredient listing "fragrance or "parfum" can contain hundreds of untested chemicals, heavy metals and can be an endocrine disruptor, which can lead to serious health problems.”

4.12. “Currently in question to be banned in Europe due to potential toxicity.”

Similarly, negative attitudinal terms or phrases such as harmful chemicals, carcinogens, endocrine disruptor, health problems are used in collocation to talk about the ingredients that they have not used in their products.

4.5.4. Negative Appraisal used by Juice Beauty

Since Juice Beauty is an organic beauty brand, it negatively appraises things that are synthetic, lab made or artificial.

4.1 “Blue#1, Yellow#5 are synthetic dyes produced from petroleum & can be laced with harmful chemicals, which can contain potential carcinogens.”

4.2 “Conventional Chemical Ingredients: Artificial Fragrance Containing Phthalates”

- 4.3 “Chemical bleaching agent that can be an endocrine disruptor, which can lead to health problems.”
- 4.4 “Isopropyl Alcohol Can be a drying and irritating solvent for the skin.”
- 4.5 “Lead is used as a color additive in hair dyes and lip products and is a known cause of neurotoxicity.”
- 4.6 “Pesticides can be absorbed into the body and contaminate animal habitats and water systems.”

While talking about artificial and synthetic ingredients, they have highlighted the health hazards that such ingredients pose to human health. The hazards mentioned by the brand include being carcinogenic, an endocrine disrupter, neurotoxic, toxic, and irritating. They also discuss the effects of such substances on the environment. For example, creating a landfill, contaminating water and animal habitats, and polluting are few examples of the negative effects of these substances on the environment. They also use the term "conventional" when discussing synthetic inorganic substances to convey the sense that these ingredients are not unique but rather common. This casts a more favorable perspective on their products because they are inventive rather than mundane, as natural and organic ingredients give their products an air of uniqueness.

4.6. Evaluations

Evaluations are the stories inside the mind of people whether an area of life is good or bad (Stibbe,2015). These evaluations are the result of appraisals, and they can be revealed by applying appraisal patterns to language. These evaluations, as Stibbe proposes, should be open to questions and challenges. Brands construct evaluations in order to promote their products. Brands that claim to be eco-conscious and green construct positive appraisal along those lines and in turn create evaluations.

Most brands market themselves as organic, natural or clean when they adopt an eco-centric stance. For instance, Juice beauty markets itself as organic and even provides its own take on what Juice beauty means by organic. As for Juice Beauty that claim that they make use of organic ingredients that are regulated by USDA, they provide a list of ingredients that are prohibited, and they would bear USDA organic seal. According to them

“While there is no certification for conventional “chemical” or “natural” or “clean” ingredients, organic ingredients are regulated by the USDA.” (Juice Beauty, 2021). However, this definition of organic is ambiguous and misleading. Firstly, the USDA asserts that the label merely states that the food and other agricultural products adhere to a particular process and use methods that have been approved by the USDA. Organic farming largely forgoes the use of synthetic fertilizers, pesticides, growth regulators, and additives to livestock feed. The methods of organic farming the USDA provides are consistent with the definition of "organic" that was provided by Lord Northbourne in his book "Look to the Land". In his book, he talked about taking a more natural and ecological approach to farming which included the use of waste material that according to him was essential for the soil's health. Organic labeling is not always a health claim. However, this does not stop brands from boasting about the health benefits of their products.

- 4.1 “our antioxidant rich botanical juice base and highly effective ingredients.”
- 4.2 “Proprietary base of nutrient-rich certified organic botanical juices”
- 4.3 “our products are packed with nutrients so every antioxidant rich drop can feed your skin.”
- 4.4 “organically farmed fruits and vegetables can increase antioxidant levels by nearly 30 percent compared with produce grown on conventional farms.”
- 4.5 “Antioxidants can neutralize free radical activity, which can help in preventing skin damage, resulting in more youthful, healthy-looking skin.”
- 4.6 “Mineral rich; potent antioxidant that can provide emollient and humectant skincare benefits.”
- 4.7 “Rich in natural brightening antioxidants.”
- 4.8 “Potent antioxidant that can help promote beautiful skin.”

By mentioning how full of antioxidants their products are, positive evaluation is created. First of all, Stibbe said that having more of anything is preferable to having less of it (2015). The term “rich” is a word that emphasizes the merits of Juice Beauty products. Second, it is well understood that oxidation is bad because it produces free radicals, which can be harmful; thus, antioxidants are beneficial. So, oxidants is a "boo word" with a bad reputation, whereas antioxidants is a term with positive prosody. The positive connotation

of the word antioxidants also positively evaluates their vegan makeup. Another word with positive prosody is “highly” which has been used alongside effective another word with positive appraisal, these two words are used to talk about ingredients which in turn creates a positive evaluation of the ingredients used by the brand. Words such as potent, preventing, benefit, rich are positive terms that form appraisal patterns. On the website of Juice beauty, they make use of such terms to make a positive appraisal pattern for organic products. In short, they constantly collocate their own products with positive terms.

The popularity of organic goods is constantly on the rise. Various factors come into play when it comes to the growing demand for organic goods. This includes health factors, sensitivity about environment, use of chemical hormones and pesticides in traditional farming and the nutritional value and flavor of organic food. The research conducted by Argan 2008, observes that the organic food consumption habits of Turkish people was primarily because of their health concern including the nutritional value of organic food. Environmental concerns were second on the list of reasons for people purchasing organic food. As evident from the study, health reasons are the predominant factor in increased purchase of organic food. Therefore, Juice beauty has followed suit on marketing healthy effects that its products would have on the skin such as “beautiful skin”, “healthy skin”, and “youthful” etc. It is also noted that female respondents are more concerned and involved with different factors of organic food consumption as compared to their male counterparts (Argan, 2008). Similarly, it was noted that respondents with higher education were more aware of the health benefits of organic food, and they were observed to be more sensitive about the environmental concerns surrounding organic food (Argan, 2008). In a survey of 300 people who were mostly under 35, brand consultancy BFG discovered that roughly 70% bought organic food, but only 20% knew what the term "organic" meant (Brownstone, 2014). This could be because every brand presents their own definition of the word organic and creates positive appraisal around it although those definitions are usually ambiguous and do not present a clear concept.

A similar circumstance can be seen in relation to the word "natural.". Brands built positive appraisal around that word. However, what they mean by it is often unclear.

4.9 “Powerful blend of nature & science”

4.10 “Healthy skin starts with nature”

4.11 “Nature’s goodness+ real science”

4.12 “Natural ingredients are gently combined with innovative formulas”

The word natural, similar to the word organic, is used in conjunction with words that have a positive prosody. For instance, the “powerful”, “goodness”, “innovative”. Nevertheless, this also gives the message that nature alone is not sufficient, rather it needs other factors such as science or innovative formulas to be more effective. The idea portrayed by the brand is although nature possesses a lot of power and cures, it requires the help of science to “unlock” those powers and put them to real use. People trust labels, as shown by the BFG survey, and are willing to pay more for terms like "all-natural" even though they may not fully understand what they imply (Brownstone, 2014). Terms such as “natural” or “organic” are regulated by the Food and Drug Administration (FDA), but these definitions are fairly loose.

Another term used for similar marketing purposes is the term “clean”. The term usually implies non-toxic and good ingredients.



Figure 29, Definition of clean by Fenty Skin

The definition given by Fenty Beauty implies that there are harsh ingredients that could irritate your skin. The definition that they have provided creates the evaluation that one should look for clean, gentle, and kind ingredients and beware of harsh ingredients. In addition, they have used “boo word” or negatively appraising terms to define what they mean by clean. The linguistic system confers 'potential' positivity or negative on words (Stibbe, 2015). Similarly, cultures can use this potential to varying degrees and direct it in

certain directions (Stibbe, 2015). Modes are socially created and provide culturally specific semiotic resources for meaning construction, according to Kress (2010). In the case of the term “clean”, it has positivity within the language system as the unmarked pair of the term unclean. Furthermore, the antonyms of the term clean which are dirty, filthy, unsanitary or as implied by Fenty Beauty “harsh”, all have negative prosody in language system. In the scientific field of toxicology, adverse effects of substances, situations, or chemicals on people, animals, and the environment are investigated. (National Institute of Environmental Health Science). The concept of hazard and risk is introduced to us through toxicology. The hazard reflects the possible source of injury, whereas the risk represents the likelihood of such harm occurring (Lebreux, 2020). The risk from a hazard is determined by the degree of exposure to that hazardous factor (Lebreux, 2020). This demonstrates that a substance is neither good nor bad on its own; rather, a substance's effects on a person determine whether it is good or bad. Chemicals can cause a variety of reactions in different individuals. Numerous factors determine if an individual will get an infection or not, such as the amount and duration of exposure, a person's age, and a person's sensitivity to a chemical (NIH). The dosage of the chemical or substance to which a person is exposed is an important component of toxicology. All substances have the risk of being harmful when given to humans or other living creatures in certain situations, quantities, or levels. (NIH).

As far as brands are concerned, each brand acts on its own and its objectives do not always coincide with the protection of the environment. Writers and social institutes shape the rules of the game by steering individual behavior in a desirable direction. Studies from medical literature get misrepresented by companies in order to promote products for which they have a financial interest. The ingredients businesses have prohibited in order to be pure, organic, and natural might be used to illustrate this. Additionally, they assert that these substances are neurotoxins, carcinogens, or endocrine disruptors. These foundations, nevertheless, are not based on science. As seen in figure 3,11, and 23, a list of ingredients that have been banned by these brands is shared with the consumers. Both visual and written modes are used to assert the prohibited ingredients. The appraisal surrounding these ingredients is usually negative. Examples of explicitly negatively appraising items include the use of terms like “harsh”, “irritating”, “unnecessary”, and “harmful”. Additionally,

words with negative prosody that are related to illness and health problems such as neurotoxicity, carcinogenic, and endocrine disruptor are used in collocation with the ingredients they do not use. On the contrary, words like “smart”, “fresh”, “kind”, “gentle”, and “clean” are almost used when talking about ingredients that are “sustainable”, “cruelty-free”, “vegan”, “organic”, “clean”, and “natural”. The problem with this kind of appraisal is that it turns into a more widespread cultural evaluation. This would cause people to fear things that are helpful and useful. As mentioned by Rubin and Brod, many of the substances criticized by clean beauty preachers appear to have been chosen haphazardly as corporations seek to "greenwash" their goods to make them more enticing to ethical consumers (2019). Some of the common ingredients that get banned by such companies are parabens and petroleum. Petroleum is considered safe for usage due to its non-allergenicity by many dermatologists, and they recommend its use to patients with a disrupted skin barrier. In addition to this, patients from various backgrounds can obtain it because of the inexpensive cost. (Rubin & Brod, 2019). Another ingredient that gets demonized by the green marketers is paraben. Nonetheless, parabens in 2019 were chosen as the nonallergen of the year by the American Contact Dermatitis Society. Parabens are among the least allergenic preservatives available, with contact sensitization rates ranging from 0.5% to 1.4%—numbers that have remained steady throughout the 1990s (Rubin & Brod, 2019). Furthermore, the evaluation that naturally derived ingredients are safe is dangerous as naturally derived ingredients have the potential to be injurious to the health of consumers. As evident from research, many ostensibly natural products include high amounts of plant extracts which are a primary cause of irritating and allergic contact dermatitis, as well as photosensitization (Kiken, 2002). In a study conducted by the University of Ferrara, 6.22% of topical herbal product users reported one or more adverse cutaneous reactions, with women reporting a higher prevalence than men (Corazza et al., 2009). Dermatologists and researchers are pushing for an alternative assessment to refute the evaluations promoted by green and clean beauty brands, despite the fact that the evaluation of natural and green products is more widely accepted. They also create negative appraisals by pointing out the health risk such as “contact dermatitis”, “allergic reactions”, and “irritation” of using natural products.

One of the evaluations that brands create is about sustainability. The idea of sustainability is enticing since it translates into a compelling outlook toward the future. They achieve this evaluation through various means such as creating the appraisal along the lines of clean, natural and organic. Companies advance their sustainability agenda through sustainable growth and development, as well as the usage of recycling. Sustainability is concerned with the circumstances that allow ecological, social, and economic factors to coexist. Sustainability as defined by Brundtland reporter, is “development which meets the needs of present without compromising the ability of future generations to meet their own needs” (WCED, 1987). There is, however, a conflict between ecology and economy as illustrated by Beckmann and Pies in the tradeoff between ecology and economy (2008). Both are seen to be impossible to attain simultaneously, but rather one at the expense of the other. In the 1970s and 1980s, people overwhelmingly supported ecology in the fight between ecology and the economy. However, in the pursuance of sustainability, both must be addressed in order to meet the needs of the present and future.

One of the ways Fenty Skin promises the future generation to meet the needs of present and future generations is through 3R's. Fenty Skin has demonstrated to its consumers how they are taking steps to safeguard the world by pointing to the three R's: reduce, reuse, and recycle. They claim to be creating less pollution through reducing, reusing, and recycling, as seen in figure 8. By using such steps, companies are creating less ecological waste, which is advantageous for the environment. They are helping the environment by decreasing their carbon footprint by minimizing their packing and reusing. The appraisal that they have constructed is that the 3R's are good for Earth's environment. They have positively appraised reduction, reuse, and recycling. The strategy they have utilized here is “sustainable development”, which is an attempt to combine economic growth with environmental protection and social equality (Stibbe, 2015). Juice Beauty too, goes over and above to claim that their buildings and farms use solar energy and are built with "sustainable materials," in addition to the fact that their goods are sustainable. Furthermore, they collaborate with other companies, highlight them on their website, and purchase their products. They consider themselves to be their "eco-partners." Whether or not the building itself is good for the environment, using particular green components—

such as solar electricity, sustainable materials, and collaboration with other businesses—has a "symbolic and material environmental component." (Bowen & Argon, 2014).

However, the majority of sustainability skeptics agree on one thing: the notion of sustainability is still not a well-defined term. Despite the wealth of knowledge that has been gained about sustainable development, the idea itself is not a clear-cut guide for resolving common social issues (Beckmann & Pies, 2008). Additionally, corporations are unable to effectively implement sustainability. Companies implement sustainability through practices like the 3R's, the clean, vegan, natural, organic movement, and the usage of solar power electricity. It is stated that any sustainability idea will lack long-term support if the moral aspect of institutional legitimacy is ignored (Beckmann & Pies, 2008). For instance, dermatologists, academics, and other businesses are all criticizing the marketing tactics of these sustainable businesses. As an example, some businesses choose safer synthetic substances over natural botanical extracts and base their positive evaluations on that since these natural compounds have been demonstrated to be problematic through studies.

CHAPTER 5

CONCLUSION

This chapter includes a summary, the findings of the study, and recommendations for future researchers.

5.1.1. Summary

My study has two research questions which are as follows:

- 1) What are the eco-centric appraisal patterns that brands construct by using multiple modes?
- 2) How are appraisal patterns utilized by brands to construct evaluations: stories inside the minds of the readers?

The study has been conducted in the light of these research questions. In addition to this, data have been collected from the webpages of four brands that include KVD Vegan Beauty, Fenty Skin, Aveeno, and Juice Beauty. A multimodal analysis has been done of the webpages using appraisal theory as the theoretical lens for the analysis of the data.

5.1.2. Findings

The findings of my study are given below.

The Findings in Response to Research Question 1

It has been identified that appraisal is prevalent on the websites of all four beauty brands. It was also found that all linguistics strategies mentioned by Stibbe were employed to apprise both positively and negatively. Organic, vegan, sustainability, and natural are appraised as being good by all four brands using different modes. Correspondingly, words with positive appraisal such as beneficial, soothing, help, soothe, and strengthen have been used by the brands to tout the benefits of the greenness, organicness, and sustainability of their brands. These points are also asserted using different linguistic strategies. However, it is to be noted that the words such as organic, sustainable, vegan, and natural although positively appraised by the brands were defined vaguely by the brands. The research also

found that an alternative appraisal that natural or organic could be potentially injurious is also being pushed forward by dermatologists and researchers alike.

The power of language and image work hand in hand to deliver the message of sustainability, organicness, and naturalness. The four brands' websites feature large photos with two or three lines of text beneath or next to them. By using both pictorial and written mode, the message is emphasized. It is also noted that items from nature such as animals and plants are foregrounded in the images. Moreover, the use of vibrant colors has been made. Likewise, the use of the color green or blue is prevalent in most of the images and brands webpages. By using this method, the brands aim to develop intimacy and connection with nature among their consumers. The items in the images and the way they are represented are interwoven together to achieve the compositional metafunction of creating a meaningful whole.

The Findings in Response to Research Question 2

The evaluation that natural, clean, sustainable, and organic are good was pervasive across all four brands as illustrated by the analysis of their web pages. Keywords like “highly effective”, “rich”, “best”, “powerful”, “fresh”, and “brilliant” are made positive by being used in conjunction with other words that are either innately positive or made positive by the context. Moreover, it is also noted that brands make use of certain terms that give them a search monopoly. Also, these terms are trademarked by these brands. Following are some examples of such terms:

- “Phyto pigments” which is used by Juice Beauty.
- “Farm to beauty” which juice Beauty makes use of in order to describe the freshness of their products.
- “Fat water” which is the name of a product by Fenty Skin.
- Vegan beauty which is in the name of KVD Vegan Beauty.

To put it simply, each time an individual searches for these terms, the search engine would show results from these brands which in turn would commence people to investigate these products. They employ these techniques to promote consumption of their products.

Furthermore, negative evaluation is present for things that are not organic, natural and green. Rather negative appraisal is constructed by these brands for things and ingredients that are synthetic, inorganic, chemical and obtained from sources that are not natural. Terms such as “harmful”, “big no-no’s”, “unnecessary”, and “excessive” are used in collocation to describe such substances. Moreover, ingredients that are unnatural and synthetic are considered to have potential “health problems”, and are considered to be “neurotoxin”, “endocrine disrupter”, and “carcinogen”. In other words, such substances are purposefully negatively collocated so that people decide only on getting the more “safer” natural product. As a matter of fact, this creates a larger cultural evaluation that naturally derived substances and products pose no harm to humans and are better for the environment. Nonetheless, there is an alternative evaluation that is being pushed forward by scientists, researchers, and dermatologists alike. They claim that synthetic substances are not injurious to health. On the contrary, many substances that are naturally occurring can pose harm to humans.

It was also observed in the research that science and technology and the progress of science and technology is not negatively appraised. On the contrary, positive terms of appraisal are used in order to describe scientific progress and innovative technology. In addition to this, it is also noticed that progress in science and advancement in technology is viewed as something beneficial for the preservation of the environment and the fight against the climate crisis. Following are some examples of how science and technology are seen as beneficial for nature:

- “Powerful blend of nature & science”
- “Nature’s goodness+ real science”
- “Science supercharges our natural ingredients and boosts their effectiveness”
- “Our scientists unlock the power of these ingredients to bring nourishing solutions to skincare”
- “Solar powered sustainable organic farm”
- “Solar Powered SUSTAINABLE ORGANIC Farm in Sonoma County, California”

Embodied Cognition theory, Lakoff and Wehling 2012, contends that meaning originates in the body and that words that refer to real or potential physical experience have

a considerably greater ability to evoke mental imagery and emotional responses than mere abstract phrases. Importantly, Lakoff and Wehling (2012, p. 41) discuss how the 'basic level' is the most imaginable level among all potential degrees of concreteness and abstraction. Basic-level words activate motor programs in our brain as part of our speech comprehension. The word cat, for example, evokes motor programs that have to do with prototypical interaction with cats, such as petting them (Lakoff & Wehling, 2012). On the contrary, the word animal activates no such motor programs. Therefore, basic-level representations are the most important. In addition to this, due to their relationship to the body and the way that different components of their meaning are combined, fundamental concepts are, in essence, the most potent and successful in communication. The brands, through the use of images of cats, and bunnies have evoked this basic level of communication. However, by using the umbrella term of animal while talking about veganism and cruelty towards animals, this basic level of communication is eliminated.

To sum up, terms of positive appraisal have been used alongside sustainable, organic, natural, and vegan. This is done through the use of attitudinal terms such as “good”, “improve”, “effective” and “brilliant”. In the same vein, ideas and values that the brand stand by are positively appraised by being used in conjunction with other words that are either innately positive or made positive by the context. Moreover, science and technology have been positively collocated with words of positive prosody like “powerful”, “effective”, and “efficient”. Similar to this, the companies utilize negative prosody and phrases of negative evaluation for concepts and substances that they do not favor.

5.2. Recommendations for Future Researchers

Following are some recommendations for future researchers:

1. A study of the webpages of Pakistani owned companies that fall under the realm of clean or green beauty can be conducted.
2. A corpus-based study of the webpages can be done.
3. A comparative study of webpages of different green beauty brands from different countries can also be conducted.
4. A study of different companies other than beauty brands that are eco-conscious or green can be conducted.

5.3. Conclusion

The eco-linguistics paradigm of this research has looked at the principle of language being influenced by the environment and the environment being influenced by language as well. The examination of the appraisal patterns that brands create by utilizing a variety of distinct modes places this eco-linguistic paradigm under scrutiny. Moreover, the evaluations: stories inside the minds of the readers that get created by writers using appraising items are analyzed in this research. The appraisal analysis allows for the examination of emotions, attitude, and expression of evaluation including positive and negative assessment of environmental actions and policies. It highlights the emotional engagement of the readers and how language can evoke emotional responses such as empathy, concern, or indifference towards environmental issues. Kress and van Leeuwen's social semiotic model is a comprehensive framework that combines linguistic analysis with visual semiotics. It focuses on how both linguistic and visual elements in texts contribute to the construction of meaning and the expression of social and cultural ideologies. Both frameworks offer valuable insights into the analysis of language in environmental texts, Kress and van Leeuwen's social semiotic model emphasizes the multimodal nature of discourse and its sociocultural context, while Arran Stibbe's appraisal theory focuses on the emotional and evaluative dimensions of language, shedding light on how writers engage the readers or viewers and how to assess environmental messages. The webpages of four beauty brands i.e., Kvd vegan beauty, Fenty skin, Aveeno, and Juice beauty that claim to be eco-conscious and green are put under scrutiny using both frameworks.

It was discovered that cleanness, organic, naturalness, and sustainability are the main eco-centric evaluations that these companies have created by utilizing various modes. In the study, it is also noted that each brand provides its own perspective on sustainability, natural, organic, and clean. As a result, the positive appraisals that get constructed are consistent with their own ideologies and personal beliefs. The research also came across the finding that these appraisals patterns frame the contemporary discourse of eco-friendly development. As a result of positive connotations associated with the product that carries high environmental merits, greenwashing is promoted and made simple to execute. The results of the research help in countering the problematic and euphemistic use of language on the web pages of brands that claim to be eco-friendly and green. This type of language

also helps to promote a culture that is conducive to consumerism. Third-world nations are forced to bear the brunt of the repercussions that are a result of first-world countries' consumption patterns and ecological depletion.

Investigating evaluations serves the objective of identifying potentially detrimental evaluations and elucidating the complex interrelationships of those evaluations associated with appraisal patterns. With that theoretical underpinning in mind, the research attempts to mitigate the effects of these evaluations or replace them with more favorable ones. By investigating these web pages, the researcher has attempted to search for stories i.e., the evaluations that these brands create on their web pages about an area of life being good or bad. The findings bring to the limelight the linguistic strategies of appraisal patterns that are highly prevalent in the discourse related to sustainable, organic, natural ingredients, and vegan products. However, such language that creates a binary of positive and negative only obscures the significant part of reality and as a result, the message conveyed is either incomplete or misleading.

Keeping this in view, the researcher believes it is crucial to bring the issue to the forefront. The language employed by businesses to sell their products in relation to environmental concerns has to be rethought so that the ecosystem and nature are remembered and brought back. Despite the priority placed on nature and environmental issues, they do not properly address how to restore and safeguard ecosystems.

REFERENCES

- Aijmer, K., & Altenberg, B. (2014). *English corpus linguistics*. Routledge.
- Alexander, R. (2010). *Framing discourse on the environment: A critical discourse approach*. Routledge.
- Aveeno. (2021). *Aveeno*. Retrieved from <https://www.aveeno.com/sustainability-caring-for-sensitive-skin-and-the-planet>
- Argan, M. T. (2008). The factors related to organic food consumption and healthy lifestyles: a study of Turkish consumers. *SEER: Journal for Labour and Social Affairs in Eastern Europe*, 11(1), 121–135. <http://www.jstor.org/stable/43293256>
- Barnbrook, G., Krishnamurthy, R., & Mason, O. (2013). *Collocation: Applications and implications*. Palgrave Macmillan.
- Baker, P. and Ellece, S. 2011. *Key terms in discourse analysis*. A&C Black.
- Beckmann, M., & Pies, I. (2008). Sustainability by corporate citizenship: The moral dimension of sustainability. *The Journal of Corporate Citizenship*, 31, 45–57. <http://www.jstor.org/stable/jcorpciti.31.45>
- Bowen, F., & Aragon-Correa, J. A. (2014). Greenwashing in corporate environmentalism research and practice: The importance of what we say and do. *Organization & Environment*, 27(2), 107–112. <http://www.jstor.org/stable/26164703>
- BrownStone, S. (2014). *Americans Will Pay More For Organic, But They Also Have No Idea What “Organic” Means*. <https://www.fastcompany.com/3038415/americans-will-pay-more-for-organic-but-they-also-have-no-idea-what-organic-means>
- Cavanaugh, L. A., Bettman, J. R., Luce, M. F., & Payne, J. W. (2007). Appraising the appraisal-tendency framework. *Journal of Consumer Psychology*, 17(3), 169-173. doi:10.1016/s1057-7408(07)70024-4
- Cook, G. 2004. *Genetically modified language: the discourse of arguments for GM crops and food*. London: Routledge.
- Corcione, A. (2020). What is greenwashing? <https://www.businessnewsdaily.com/10946-greenwashing.html>

- Corazza, M., Borghi, A., Lauriola, M., & Virgili, A. (2009). Use of topical herbal remedies and cosmetics: A questionnaire-based investigation in dermatology outpatients. *Journal of the European Academy of Dermatology and Venereology*, 23(11), 1298–1303. <https://doi.org/10.1111/j.1468-3083.2009.03314.x>
- Derni, A. (2008). The Ecolinguistic paradigm: An integrationist trend in language study. *The International Journal of Language Society and Culture*, 24, 21-30
<https://dspace.univ-temouchent.edu.dz/handle/123456789/931>
- Everett, J., & Neu, D. (2000). Ecological modernization and the limits of environmental accounting? *Accounting Forum*, 24(1), 5–29. <https://doi.org/10.1111/1467-6303.00027>
- Falk, S. (2022). The made-up woman: Women’s daily use of makeup in Rome.
<https://www.diva-portal.org/smash/get/diva2:1676379/FULLTEXT01.pdf>
- Fenty beauty. (2021). *Fenty Beauty*. Retrieved October 20, 2022. Retrieved from <https://www.fentybeauty.com/about-fenty-skin/how-were-earth-conscious>
- Fill, A. (1998). Ecolinguistics — State of the Art. *AAA*, 23(1), 3-16.
<https://www.jstor.org/stable/pdf/43025552.pdf>
- Finkelstein, S. R., & Fishbach, A. (2008). When healthy food makes you hungry. *PsycEXTRA Dataset*. <https://doi:10.1037/e722352011-097>
- Gerrig, R. J. (1993). *Experiencing narrative worlds: On the psychological activities of reading*. Yale University Press.
- Goshylyk, N. (2017). “Small is beautiful” in English mass media texts on sustainable Development. *AAA: Arbeiten Aus Anglistik Und Amerikanistik*, 42(1), 141–158.
<http://www.jstor.org/stable/26379462>
- Green, M. C., & Brock, T. C. (2000). The role of transportation in the persuasiveness of public narratives. *Journal of Personality and Social Psychology*, 79(5), 701-721.
<http://doi:10.1037/0022-3514.79.5.701>

- Halliday, M., & Matthiessen, C. M. (2013). *Halliday's introduction to functional grammar*. (4th ed.). Routledge.
- Haugen, E. I (1972). *The ecology of language*. Stanford: Stanford University Press.
- Jahn, M. (2017). *Narratology: A guide to the theory of narrative*. English Department, University of Cologne.
- Jordan, D. (2014). *Climate change narratives in Australian fiction*. Monash University.
- Jewitt, C. (2009). *The Routledge handbook of multimodal analysis*. London: Routledge.
- Jomel W. X. Ng, Eddie M. W. Tong, & Sher Ling Kwek. (2017). The appraisal similarity effect: How social appraisals influence liking. *The American Journal of Psychology*, 130(3), 353. doi:10.5406/amerjpsyc.130.3.0353
- Juice Beauty. (2022). *Juice Beauty*. Retrieved October 12, 2022, <https://juicebeauty.com/>
- Keulartz, J. 2007. Using metaphors in restoring nature. *Nature & Culture* 2(1): 27–48.
<https://www.berghahnjournals.com/view/journals/nature-and-culture/2/1/nc02103.xml>
- Kingsnorth, P. & Hine, D. (2009). *The Dark Mountain Project Manifesto*. <http://dark-mountain.net/about/manifesto/>
- Kiken, D. (2002). Contact dermatitis to botanical extracts. *American Journal of Contact Dermatitis*, 13(3), 148–152. <https://doi.org/10.1053/ajcd.2002.34564>
- Kress & van Leeuwen, T. (2001). *Multimodal discourse: The modes and media of contemporary communication*. London: Hodder Arnold.
- Kress, G & van Leeuwen, T. (2006). *Reading images, the grammar of visual design* (2nd ed.). London: Routledge.
- Kress, G. R. (2010). *Multimodality: A social semiotic approach to contemporary communication*. Taylor & Francis.
- Kvd vegan beauty. (2021). *KVD Vegan Beauty*. Retrieved June 20, 2021 from <https://www.kvdveganbeauty.com/why-vegan>
- Lakoff, G. and Wehling, E. 2012. *The little blue book: The essential guide to thinking and talking democratic*. New York: Free Press

- Lakoff, G. and Johnson, M. 1980. *Metaphors we live by*. Chicago, IL: University of Chicago Press
- Lebreux, F. (2020). *Basic principles of toxicology with Dr Fred Lebreux | Lab Muffin Beauty Science*. [Video]. YouTube.
<https://www.youtube.com/watch?v=HLycA1aIGBg>
- Lewis, M., & Conzett, J. (2000). *Teaching collocation: Further developments in the lexical approach* (4th ed.). Hove, England: Language Teaching Publications.
- Lerner, J. S., & Keltner, D. (2001). Fear, anger, and risk. *Journal of Personality and Social Psychology*, *81*(1), 146-159. doi:10.1037/0022-3514.81.1.146
- Lerner, J. S., & Tiedens, L. Z. (2006). Portrait of the angry decision maker: How appraisal tendencies shape anger's influence on cognition. *Journal of Behavioral Decision Making*, *19*(2), 115-137. doi:10.1002/bdm.515
- Loewenstein, G. (1996). Out of control: Visceral influences on behavior. *Organizational Behavior and Human Decision Processes*, *65*(3), 272-292.
 doi:10.1006/obhd.1996.0028
- Lyon, T. P., & Maxwell, J. W. (2011). Greenwash: Corporate environmental disclosure under threat of audit. *Journal of Economics & Management Strategy*, *20*(1), 3-41.
 doi:10.1111/j.1530-9134.2010.00282.x
- Luu, C. (2019, July 11). How language and climate connect. Retrieved January 6, 2021, from <https://daily.jstor.org/how-language-and-climate-connect/>
- Magkos, F., Arvaniti, F., & Zampelas, A. (2003). Organic food: nutritious food or food for thought? A review of the evidence. *International journal of food sciences and nutrition*, *54*(5), 357-371. <https://doi.org/10.1080/09637480120092071>
- Markham, D., Khare, A., & Beckman, T. (2014). Greenwashing: A proposal to restrict its spread. *Journal Of Environmental Assessment Policy and Management*, *16*(4), 1–16.
<http://Www.Jstor.Org/Stable/Enviassopolimana.16.4.02>
- Martin, J. and White, P. 2005. *The language of evaluation: Appraisal in English*. New York: Palgrave Macmillan.

- Marcus, M. B. (2001). Organic foods offer peace of mind--at a price. *US news & World Report*, 130(2), 48-50. <https://pubmed.ncbi.nlm.nih.gov/11191961>
- Narey M. J. (2017). *Multimodal perspectives of language, literacy and learning in early childhood: the creative and critical "art" of making meaning*. New York: Springer.
- Nasti, C., Venuti, M., & Zollo, S. A. (2017). UK university websites: A multimodal, corpus-based analysis. *International Journal of Language Studies*, 11 (4), 131-152. https://www.researchgate.net/profile/Marco-Venuti/publication/335970659_UK_University_Websites_A_multimodal_corpus-based_analysis/
- National Institute of Environmental Health Science. (2022). Toxicology. <https://www.niehs.nih.gov/health/topics/science/toxicology/index.cfm>
- Najafian, M., & Ketabi, S. (2011). Advertising social semiotic representation: A critical approach. *International Journal of Industrial Marketing*, 1(2), 63. doi:10.5296/ijim.v1i1.775
- Nerlich, B., & Jaspal, R. (2012). Metaphors We Die By? Geoengineering, Metaphors, and the Argument From Catastrophe. *Metaphor and Symbol*, 27(2), 131–147. <https://doi.org/10.1080/10926488.2012.665795>
- O'Halloran, K. L., & Smith, B. A. (2012). Multimodal text analysis. *The Encyclopedia of Applied Linguistics*. doi:10.1002/9781405198431.wbeal0817
- Parker, I. (2021, November 8). *The great organic-food fraud*. <https://www.newyorker.com/magazine/2021/11/15/the-great-organic-food-fraud>
- Phillips, B. J., & McQuarrie, E. F. (2010). Narrative and persuasion in fashion advertising. *Journal of Consumer Research*, 37(3), 368-392. doi:10.1086/653087
- Raghunathan, R., Naylor, R. W., & Hoyer, W. D. (2006). The unhealthy = tasty intuition and its effects on taste inferences, enjoyment, and choice of food products. *Journal of Marketing*, 70(4), 170-184. doi:10.1509/jmkg.70.4.170
- Ramadan, A.D. (2020). *Disappearance of the Nile: Storytelling and environmental awareness. Language and ecology. Language & Ecology*. <http://ecolinguisticsassociation.org/journal>

- Roche, G. (2019). Articulating language oppression: colonialism, colonality and the erasure of Tibet's minority languages. *Patterns of Prejudice*, 53(5), 487–514. <https://doi.org/10.1080/0031322x.2019.1662074>
- Rubin, C. B., & Brod, B. (2019). Natural Does Not Mean Safe—The Dirt on Clean Beauty Products. *JAMA Dermatology*, 155(12), 1344. <https://doi.org/10.1001/jamadermatol.2019.2724>
- Sassoon, J. (1990). Colors, artifacts, and ideologies. In De Gruyter eBooks (pp. 169–184). <https://doi.org/10.1515/9783110874143.169>
- Scott, L. M. (1994). The bridge from text to mind: Adapting reader-response theory to consumer research. *Journal of Consumer Research*, 21(3), 461. doi:10.1086/209411
- Semino, E. 2008. *Metaphor in discourse*. Cambridge: Cambridge University Press.
- Sinclair, J. (1991). *Corpus concordance and collocation*. Oxford University Press.
- Stibbe, A. (2015). *Ecolinguistics: Language, ecology and the stories we live by*. Routledge.
- Susanna. (2019, June 3). Magda B. Arnold's Appraisal Theory of Emotions. *Exploring Your Mind*. <https://exploringyourmind.com/magda-b-arnolds-appraisal-theory-of-emotions>
- Talukdar, D., & Lindsey, C. (2013). To buy or not to buy: Consumers' demand response patterns for healthy versus unhealthy food. *Journal of Marketing*, 77(2), 124-138. doi:10.1509/jm.11.0222
- Trampe, W. (1990). Aspects of an ecological theory of language. *Ökologische Linguistik*, 68-88. doi:10.1007/978-3-322-94182-4_4
- U.S Department of Agriculture. (n.d.). USDA organic. Retrieved November 4, 2022, <https://www.usda.gov/topics/organic>
- van Leeuwen, T. 2008. *Discourse and practice*. Oxford University Press
- Voegelin, C. F., & Voegelin, F. M. (1964). Languages of the world: Native America fascicle one. *Anthropological Linguistics*, 6(6), 1–149. <http://www.jstor.org/stable/30022469>

- WCED, S. W. S. (1987). World commission on environment and development. *Our common future*, 17(1), 1-91. <https://idl-bnc-idrc.dspacedirect.org/server/api/core/bitstreams/d6bd967c-d78e-4488-8e9e-e85b80c519c2/content>
- Wu, Y. (2018). Ecological Discourse Analysis. *Proceedings of the 2018 4th International Conference on Social Science and Higher Education (ICSSHE 2018)*. <https://doi.org/10.2991/icsshe-18.2018.163>
- Whoriskey, P. (2017, May 12). The labels said ‘organic.’ But these massive imports of corn and soybeans weren’t. https://www.washingtonpost.com/business/economy/the-labels-said-organic-but-these-massive-imports-of-corn-and-soybeans-werent/2017/05/12/6d165984-2b76-11e7-a616-d7c8a68c1a66_story.html
- Watson, L., & Spence, M. T. (2007). Causes and consequences of emotions on consumer behaviour. *European Journal of Marketing*, 41(5/6), 487-511. doi:10.1108/03090560710737570
- Yang, Z., Nguyen, T. T. H., Nguyen, H. N., Nguyen, T. T. N., & Cao, T. T. (2020). Greenwashing behaviours: Causes, taxonomy and consequences based on a systematic literature review. *Journal of Business Economics and Management*, 21(5), 1486–1507. <https://doi.org/10.3846/jbem.2020.13225>