

**A MULTIMODAL ANALYSIS OF PAKISTANI  
PHARMACEUTICAL COMPANIES' WEB  
PAGES: AN ECOLINGUISTIC PERSPECTIVE**

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# **A Multimodal Analysis of Pakistani Pharmaceutical Companies' Webpages: An Ecolinguistic Perspective**

By

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## 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.

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## ABSTRACT

### **Title: A Multimodal Analysis of Pakistani Pharmaceutical Companies' Web Pages: An Ecolinguistic Perspective**

The study aimed to investigate the top twenty Pakistani pharmaceutical companies' web pages through multimodal analysis. It attempted to sensitize various semiotic modes in designing websites that represented ecological discourses. Language and media play a crucial role in forming the ideology of the masses about the importance of ecological sustainability for human existence. The current study followed three different theoretical frameworks suggested by Kress and van Leeuwen's (2008) Multimodality Theory, van Leeuwen's (2008) Social Actor and Social Action Approach to Language Analysis, and Stibbe's (2015) Ecological Ideology of Erasure and Salience in the shape of conceptualized analytical modal. The following conceptualized analytical model examined multiple semiotic modes from the perspective of ecolinguistics. For this purpose, a purposive sampling technique was employed in selecting websites, keeping the Drug Regulatory Authority of Pakistan's 2019 ranking in view. A total of eight photos were selected from the website of each company. The research showed that Pakistani pharmaceutical companies used a variety of semiotic modes, including image, color contrast, huge, bold text size, and diverse pictures, to design their websites. The study's findings suggested that agencies largely used language erasure and salience methods to create positive and ambivalent narratives while concealing themselves to shift responsibility for ecological destruction. The web page made it simpler for consumers to consume the medicine without considering the environmental effects by removing the context and location of the medicine. Future studies should investigate the use of advanced analytical methods, statistical models, and ecolinguistic theories like (re)framing, conviction, and metaphor, among others, and examine marginalized groups that have received scant attention in the existing research. Research should be conducted from various angles to communicate environmental pollution and sustainability in Pakistan.

**Keywords:** Multimodal, Ecolinguistics, Pharmaceuticals, Web pages, Discourse, Environmental Degradation

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## LIST OF ABBREVIATIONS

CDA	Critical Discourse Analysis
MDA	Multimodal Discourse Analysis
SSA	Social Semiotic Approach
SFL	Systemic Functional Linguistics
GSP	Generic Structure of Potential
ICC	Inter-Cultural Communication
DRAP	Drug Regulatory Authority of Pakistan
API	Active Pharmaceutical Ingredient
CSR	Corporate Social Responsibility
PBC	The Pakistan Business Council
CDPR	The Consortium for Development Policy Research
MNC	Multinational Company
GSK	GlaxoSmithKline
NIH	National Institute of Health
CCL	Connecticut Chemicals Limited
STEM	Science, Technology, Engineering and Mathematics
NEBOSH	National Examination Board in Occupational Safety and Health
OSHA	Occupational Safety and Health Administration
SEPA	Scottish Environmental Protection Agency

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## **DEDICATION**

This thesis is dedicated to my parents for their unwavering support, encouragement, and belief in me throughout this journey. Your sacrifices and love have been my motivation.

# CHAPTER 1

## INTRODUCTION

The present study attempts to investigate ecological discourses that Pakistani pharmaceutical companies generate on their corporate web pages. The relationship between humans, other non-human species and the environment is crucial, especially from an ecological perspective on which life depends. Fairclough (2004) suggested that an unrestrained emphasis on growth also poses major threats to the environment. Research on human language and discourse from the perspective of environmental degradation has evolved. Ecolinguists recognize that society embeds language. Furthermore, they elaborate on the idea that humans, language, plants, animals, and the physical environment are all embedded in a large ecosystem (Lakoff & Johnson, 1999). There are valuable concerns about economic growth and technological advancement, natural disasters, environmental pollution, and health and human capital value. All the above-mentioned concerns hold philosophical significance for how humans treat the ecosystem.

In 2019 the UK Authenticity Gap Report studied that, besides mentioning social welfare contributions to companies' websites, fifty-three percent of the UK population expressed major concern that companies should address the foremost environmental issues by developing a separate section on their web pages (Hillard, 2019). The report concluded from the survey results that companies need to build a public discourse on corporate social responsibility (CSR), including both social and environmental matters on their operating web pages, to preserve their reputational brand value and social identity. Creating a business web page on ecological discourse is one of the most achievable means to reach larger audiences and present certain ideologies.

This study highlights how various semiotic modes on corporate websites are developed by Pakistani pharmaceutical agencies to disseminate their views on environmental justice. The study used multimodality as a method for analyzing the data. To see the representation of discourses highlighted through web pages, the following study analyzes the discourse from an ecological perspective, i.e., whether they project environmentally friendly or destructive narratives.

## 1.1. Background of the Study

It is widely observed that nature has been treated as a commodity for economic growth and people's security (Stibbe, 2015). According to O'Halloran (2012), due to media power and globalization, businesses have transformed into electronic commerce and growth. Many companies across the world now rely on the efficacy of their advertisements, thus representing individual identities and ideologies with the help of visual imagery. In post-industrial society, demand patterns are shifting due to increased life expectancy and awareness of health-related issues, creating a higher demand for pharmaceutical products in developing countries. Healthcare agencies and pharmaceutical companies have indisputably shifted to electronic media due to its popularity and advancements (González, 2021). Certainly, in the COVID-19 pandemic situation, pharmaceutical agencies have employed strategies of digital marketing, attractive language, and discourse to capture the attention of their audiences and consumers (Nasution, 2022). However, due to the increasing growth in the pharmaceutical industries, diverse classes of pharmaceutical compounds, such as analgesics, antidepressants, antihypertensives, contraceptives, antibiotics, steroids, and hormones, have been detected in water bodies and wildlife (Kapoor, 2015). According to Carrington (2014), pharmaceutical chemicals manufactured to be biologically active in living organisms, when flushed into the environment, cause wild and aquatic life crises. Internationally, it is studied that antidepressants and contraceptive drugs are severely impacting bird and fish populations.

In Pakistan, no such study has been conducted so far to analyze the language and semiotic modes appearing on pharmaceutical companies' web pages from the ecolinguistics perspective. The multimodal analysis in this regard provides consideration of semiotic resources other than language, such as image-text relation, page layout, framing, vector, and visual production resources, which have been actively involved in achieving the communicative functioning of language and discourse (O'Halloran, 2012). A critical investigation of such discourses in light of the ecological perspective is required to highlight how companies construct their ecological ideologies on web pages to reach a larger audience. An integrationist approach to ecolinguistics and multimodality provides an in-depth analysis of the ecological discourse of pharmaceutical companies. Stibbe's

(2015) idea of ecolinguistic theory aligns with the objectives of the study, which critically examine the ways discursive discourses are generated while considering emerging environmental issues encompassing both human and non-human species.

According to Raheem and Tariq (2010), in Pakistan pharmaceutical corporations have been engaged in unethical medication promotion and marketing methods. The companies frequently use cash rewards, deceptive advertising, ghostwriting, off-label use, foreign and domestic travel, and misleading claims about scientific endeavors to market their drugs in an unethical way (Parmar & Jalees, 2004). Pharma companies aim to encourage consumers to see their physicians for prescription medications by educating the public about issues related to modern lifestyles, such as stress and poor eating habits (Pogo et al., 2006). Researchers in Nepal also discovered that doctors only recommend drugs that the medical representation actively supports. The authors claim that the pharmaceutical industry sponsors conferences and seminars to placate physicians who are looking for unethical travel, lodging, and other perks (Bishnu & Ravi, 2005). Pharmaceutical firms spent US\$7.5 million in Pakistan in 1990 on anti-diarrhea therapy, of which more than 90% was used to promote anti-diarrheal drugs (Lexchin, 1992). Companies that use images of women to promote tranquilizers and antidepressants are not violating any regulations about permissible product labeling. They will most likely, however, make the well-known problem of prescribing inappropriate psychiatric medications to female patients worse (Raheem & Tariq, 2010).

Phatak (1998) concluded that the drug industry has become more profit-oriented in its aim. He observed in his study the significant presence and aggressive promotional techniques of pharmacies in the USA. According to him, it takes \$9.4 million to develop a new drug and get it approved by the medicine and drug authority. Conversely, twenty percent of the pharmaceutical agencies' budget is utilized in marketing; meanwhile, thirty percent of the money is spent on electronic media advertisements. Therefore, the present study specifically explores the types of visual and textual narratives constructed by drug companies on their public web pages to address environmental policies. With a conceptual framework of multimodality and ecolinguistics, the study develops a visual and descriptive analysis to comprehend the attitudes, ideologies, and significance of pharmaceutical companies toward developing environmentally responsible discourse.



## **1.2. Statement of the Problem**

Abundant research and studies have addressed various environmental issues like climate change, environmental pollution, global warming, overpopulation, depletion of natural resources, and economic global security threats. These issues have been underlined by many ecologists at the international level, thus demanding global attention to the ecological problems. In recent years, ecocritical scrutiny of industrial waste material has become increasingly prevalent in post-industrial societies. In Pakistan, pharmaceutical industries aim to advance healthcare, personal well-being, and sustainability. Analyzing the ecological discourse generated by Pakistani pharmaceutical companies, and their reflection on society and the environment has become one of the most important concerns in our society. Therefore, the official web pages of twenty Pakistani pharmaceutical companies are selected to analyze the text-image relationship, various semiotic techniques used in the web page design on ecological discourse, and to critically investigate the kind of environmental narratives the companies have built by utilizing strategies of erasure and salience in their corporate web pages.

## **1.3. Research Objectives**

The study aims to:

- i. analyze various semiotic modes employed in the layout of websites that represent ecological discourse
- ii. examine the linguistic strategies related to erasure and salience utilized by pharmaceutical companies in their discourse

## **1.4. Research Questions**

The following are the research questions:

- i. What type of semiotic modes do website layouts employ to represent the ecological discourse?
- ii. How do Pakistani pharmaceutical companies utilize linguistic strategies related to erasure and salience in their discourse?

## **1.5. Research Methodology**

To examine and comprehend the web pages, the study employed a qualitative research design, following the multimodal analytical technique proposed by Kress and Leeuwen (2008). Critically analyzing word choice, persuasion tactics, imagery, color, typography, and layout within a conceptual framework, the study adopted an ecolinguistic lens related to erasure and salience by Stibbe (2015). The study gathered information from pharmaceutical websites using qualitative data collection techniques, such as taking screenshots and extracting textual data. Encompassing all Pakistani pharmaceutical agencies' websites as its population, the study faced the challenge of assessing every website, leading to the selection of a representative sample of the top twenty pharmaceutical companies' websites based on the ranking issued by the Drug Regulatory Authority of Pakistan in 2019.

### **1.5.1. Method of Data Analysis**

The primary objective of this study is to use a multimodal discourse analysis while keeping in mind the principles of Ecolinguistics. Kress and Leeuwen (2008) stressed the need to examine the visual components of a picture, such as color, composition, typography, transition, and alignment patterns, suggesting that these components mix and function as a whole to convey a significant meaning. Therefore, to critically investigate the ecolinguistic properties of erasure and salience in a word-image text and the type of ecological discourses produced by the corporations on their corporate websites, the study applied the multimodal analytical tool.

## **1.6. Significance of the Study**

This research significantly enhances the integration of the ecolinguistic perspective with multimodal analysis. The study offers a thoughtful approach for scholars, researchers, the academic community, and readers to evaluate and understand the ecolinguistic domain in Pakistan. Furthermore, it explains how multiple semiotic modes integrate with linguistic features to provide collective meaning to various ecological discourses. The study presents a pragmatic view and sheds light on addressing important emerging ecological issues for the general public. The analysis portion of the study serves as a guideline for linguistic

students interested in conducting future research in the Ecolinguistic domain. Additionally, the study provides insights into the types of ecological discourses pharmaceutical companies generate—whether beneficial, ambivalent, or destructive. Conversely, readers and students can gain ample information from this study regarding environmental issues such as pharmaceutical pollution and the kinds of toxic chemicals found in aquatic and wildlife species, threatening the ecosystem of Pakistan.

### **1.7. Rationale of the Study**

The study is meaningful in a way because Ecolinguistics is an emerging field of applied linguistics and in Pakistan limited work has been done, so this study contributes at a higher level. Secondly, at the national level, the study plays a significant part in addressing ecological issues in Pakistan and provides ways to resist environmental degradation. Hence, this research contributes to the knowledge gap for having a comprehensive understanding of linguistic features such as erasure and salience patterns used by Pakistani pharmaceutical companies in their discourses to project environmental responsibilities on their web pages. The findings are anticipated to inform stakeholders, policymakers, and the public, fostering a deeper understanding of the intersection between corporate communication, ecology, and societal well-being. Lastly, the study provides several recommendations to educate people and protect Pakistan's biocultural diversity. Overall, the study proposes an insight into how discourses are constructed powerfully to accomplish certain ideologies and play a vital role in influencing people's minds and societies at large via using distinct linguistic devices.

### **1.8. Delimitation of the Study**

The present study is delimited to the selected official websites of the top twenty Pakistani pharmaceutical companies. Only those web pages along with the images were analyzed which fulfill the study's requirements. The entire data was collected from the selected official web pages of the top twenty Pakistani pharmaceutical companies in one month. Since the list provided by DRAP was taken in 2022, the ranking of the top twenty companies might vary in the upcoming years. Selecting eight photos per website in the research aimed at fostering a robust analysis. This number, guided by practical considerations such as limited time and resources, struck a balance for efficient data

collection. It enabled a diverse representation of website content, capturing various themes, examining and interpreting visual content, and allowing for in-depth qualitative analysis.

## **1.9. Organization of the Study**

The following breakdown of the chapters is made:

Chapter One is the introduction. It comprehensively introduces the topic, background of the study, statement of the problem, the research aims and objectives, research questions, significance of the study, delimitations, and chapter breakdown.

Chapter Two deals with a literature review. It provides an insightful view and a detailed summary of ecolinguistics and multimodality. The chapter discusses multimodal analysis and work done by different researchers. Moreover, a brief overview of previous studies that have been conducted from an ecolinguistic perspective. Lastly, the chapter builds a bridge between previous studies and related topics, therefore, identifying the gap and central issue in a field.

Chapter Three is based on qualitative research methodology. It explains the theoretical and conceptual framework, research design and source of data, data collection, and data analysis. The chapter first explains the multimodal analysis framework of visual grammar and social actors and action theory by Kress and van Leeuwen (2008). Then triangulate the framework of multimodality with the linguistic features of erasure and salience explained by Stibbe (2015).

Chapter Four is entirely based on the multimodal analysis of Pakistani pharmaceutical companies' web pages and flyers from an integrationist perspective to ecolinguistics. Relevant data has been taken as a sample to support the study's objectives and questions.

Chapter Five is about the conclusion and recommendation which summarizes the whole research and discusses the findings. For future studies, the chapter provides some recommendations.

## CHAPTER 2

### LITERATURE REVIEW

The chapter overviews larger studies being conducted so far in the domain of Ecolinguistics and Multimodal Analysis. It reviews previous literature to highlight the main ideas, and concepts, talk over the foremost variables, and relate them to a central problem in the field. The chapter has been divided into three main sections which are then subdivided into sub-sections. First, it explains Multimodality by Kress and Leeuwen (2008), and then thematically builds on discussing the multimodal-ecolinguistic approach. Following is the detailed discussion:

#### **2.1. Multimodality**

In previous studies and research, many ecolinguists have drawn a momentary connection between critical discourse analysis and linguistic ecology. However, few researchers have brought an ecolinguistic practice to multimodal discourse analysis. Multimodality is a concept that is related to different resources and modes used in communication to generate meaning. As a phenomenon of communication, multimodality defines the combination of different semiotic resources or modes in a text and communicative events such as still and moving images, written-speech text, gestures, layout, and proxemics (García et al., 2017).

Kress and van Leeuwen (2008) proposed a social semiotics model and introduced the existence of a visual code or grammar of visual design. They believed that both visual structures and verbal structures could be used to express meanings drawn from common cultural sources. Kress (2012) in his multimodal analysis, identified that the meaning is generated from combining different semiotic resources or modes of communication such as written language, sound, gesture, visual design, and integration of these selections according to the logic of space (e.g., a sculpture), time (e.g., a sound composition), or both (e.g., a film). Both, Kress and van Leeuwen (2001) constructed the idea of mode from Halliday's (1978) distinction between speech and writing in the language and extended it to all resources of representation (Garcia et al., 2017). According to Halliday's (1978) systemic functional linguistics theory, an interpretation of a text is conducted at three levels

i.e., ideational, interpersonal, and textual. The ideational function involves the representation of the modes and identification of the text's transitivity in a multimodal text; also known as the representational level suggested by Kress and Van Leeuwen (2008) in their theory of visual grammar. At this level, the researcher identifies and answers the question: 'who are the participants? what are the processes? and what are the circumstances?' It states which participants or actors are in the foreground and which are in the background. The social semiotic representational level analyzes color saturation. For instance, a linguist generally associates green color with nature, growth, fertility, harmony, wealth, and stability (Leeuwen, 2008). Also, analyzing the linguistic participants in a text e.g., nouns, verbs, adjectives, etc. At the interpersonal level or interactional level, the study critically discusses the interaction between participants and viewers through gaze, distance, angle, and modality. Whereas, the textual meta-function or compositional level helps to analyze connectivity and cohesion between the elements of the text i.e., written and visual images.

The present study discusses its two major variables; multimodality and ecolinguistics integration to multimodal discourse analysis from an insight view. Multimodality is being used as a method to see the working of various semiotic resources as a representation of ecological discourses on the web pages of twenty Pakistani pharmaceutical companies. The study explores discursive discourse strategies from the perspective of language and ecology; and the way narratives are made to be environmentally friendly by the companies.

### **2.1.1. Synergy of Visual and Verbal Modalities**

Najafian (2011) in her study, "The Words Behind Images: A Critical Social Semiotic Approach toward Analysing Advertising," investigated the application of Fairclough's (2003) Critical Discourse Analysis (CDA) approach and Social Semiotic Approach (SSA) proposed by Kress and van Leeuwen (2006) to analyze ads discourse i.e., an approach that combines textual analysis with semiotic analysis in studying advertising. Fairclough (1999), one of the founding fathers of critical discourse analysis; suggested that the analysis of media discourse should be multidimensional in the sense that texts must be related to the discourse practice and to the social practice of which they are part. In this

regard, Najafian (2011) in her study extracted samples from Time Magazine in 2000 and 2001. The study results showed that advertising is a crucial factor in the dissemination of ideological values in any social discourse. The second point of her study was about the discourse which was not in any sense neutral. This was mediated, meaning that whatever aspects of social life are represented in the advertising pass through the particular linguistic (cohesion, disjunctive syntax, modality) as well as social semiotic resources (words, images, and colors).

### **2.1.2. Visual Symbols and Figurative Language**

Likewise, another important study on multimodality was compiled by Noriega (2012). In the research, Noriega (2012) used the critical multimodal discourse analysis as a theoretical framework to evaluate different semiotic modes in three television commercials. Her study aimed to scrutinize the ways advertising discourses have shaped body image ideologies and set out to investigate the television commercials constructing a relationship between health and beauty. The study included the analysis of both the visual and the verbal modes, drawing on systemic functional linguistics, critical discourse analysis, multimodal discourse analysis, and inter-mode relations. The findings were discussed in terms of the theories of healthism discourse and aestheticization of everyday life. The results of this study have suggested that there is a colonization of the advertising of non-health related products under healthism discourse, and this type of advertising is co-occurring with ideologies of the body beautiful resulting in an unprecedented consolidation between the concepts of health and beauty.

In the above-mentioned linguistic studies, it is scrutinized that the conventional critical discourse analysis approach is being incorporated with multimodality to investigate language, discourse, and communication at the center. Critical discourse analysis is a traditional approach to discourse analysis that largely focuses on power, dominance, and power abuse by dominant institutions and socio-cultural inequality (Van, 1995). Notwithstanding, the following study has a different dimension and importance in comparison to previous studies on the idea of multimodal-ecolinguistic analysis. Apart from multimodal analysis, the study incorporates a conceptual theory of ecolinguistics to

have a systematic understanding of emerging ecological narratives. Moreover, the findings are discussed in terms of ecolinguistic theories of erasure and salience.

In the field of multimodal discourse analysis, few international studies have an insight into critical multimodal discourse analysis. Mengqi (2017) in the study, “A Comparative Analysis of China and American Corporate Overseas Video based on Hall’s Model and Multimodal Discourse Analysis -----Taken The Song and Dream It Possible As Examples,” explored that corporate overseas videos play an important role for companies to promote their products abroad. The study took Hall’s (1989) beyond culture model and multimodal discourse analysis as the theoretical framework. It revealed that the corporate overseas promotional video was a cross-culture production in intercultural communication (ICC), so its contents must be adapted to the target country’s culture.

## **2.2. Lexical Choices and Construction of Ecological Discourse**

Ecolinguistics is an interdisciplinary method that attempts to draw a link between the language used by its community and the ecosystem (natural and cultural) within which the said community lives. Moreover, it investigates stories related to our lives, explores general patterns of language, and studies how people think about and treat the world. Secondly, it also studies various ecological problems and challenges, and how to linguistically deal with them fall under the domain of ecolinguistics. There are eminent aims of ecolinguistics, the first aim deals with linguistic theories, which see humans not only as a larger part of any society but also as a part of a diverse ecosystem which life depends upon. As mentioned earlier, the second aim of ecolinguistics studies and address ecological issues. Stibbe (2015) defines ecolinguistics as an ideological concept that investigates how language reflects and influences societal attitudes and practices toward the environment. This framework is particularly pertinent to understanding the linguistic dimensions of ecological discourse and how semiotic modes contribute to its representation.

Sapir (1912) explicitly explained the phenomenon that the physical environment of a language represents geographical characteristics such as the topography of a country, climate change and security threats related to global warming, amount of rainfall, biodiversity, and associated threats to living organisms, and what may be called as the



economic basis of human life (Fill & Muhlhausler, 2001). An ecolinguist studies how language can be used as a medium to delineate environmental issues such as climate change, loss of biodiversity, and myriad numbers of problems related to humans and the environment. Okri (1996) said that ‘stories are the secret reservoir of values: change the stories that individuals or nations live by and you change the individuals and nations themselves.’ Likewise, other theorists have associated packages of knowledge, beliefs, and patterns of practice with stories. They are the areas of life that include emotions, situation types, factual and procedural knowledge, and structures of ideas or concepts that we use to understand the world (Stibbe, 2015).

### **2.2.1. Strategies of Erasure and Salience**

In the twenty-first century, there has been a surge of academic interest in talking about the environment, various environmental issues, and crises in literary discourse and the mainstream media. Orr (1992) explained this idea in the following way, ‘for the past five hundred years, our sciences, social sciences and humanities alike have been committed to extending and celebrating the human domination of nature.’ Researchers have been critically studying a variety of cases and themes, such as the international negotiations on the ozone layer (Litfin, 1994), acid rain policies (Hajer, 1995), and the rhetorical and linguistic issues embedded in environmental ideas (Dryzek, 2005; Myerson & Rydin, 1996). Several researchers have focused on how corporations use communication policies as ‘greenwashing’. While the meaning of the term is disputed, greenwashing is generally understood as false advertising or partial disclosure of environmental data (Pratama et al., 2021). Research also suggests that those businesses and countries that implement environmental issues in their everyday practices, through patents or industrial and economic activity, tend to be more successful in terms of competitive advantages, economic growth, and innovation (Ferreira et al., 2020; Mohammadi et al., 2018; Singh et al., 2019; Skare & Golja, 2012).

The existence of environmental problems and how can they be addressed or articulated are often contested (Burningham, 1998; Feindt & Oels, 2005). According to Dryzek (2005), discourses majorly draw upon various modes, values, assumptions, and judgments, and employ language to develop communication regarding multiple events and

issues. One of the purposes of analyzing environmental discourses is to expose significant ideologies of the pharma companies. Ecological linguistics, semiotics, and social semiotics are only a few of the theoretical foundations that are used in multimodal ecolinguistic analysis. These frameworks emphasize how language, culture, and the environment are interrelated, and acknowledge the value of multimodal communication in expressing ecological ideas. To examine how language and other modalities influence beliefs and behaviors relating to the environment, scholars have looked at ideas like eco-discourse, environmental rhetoric, and the semiotics of nature (Stibbe, 2015). Much research in Pakistan has been done from the perspective of ecolinguistics in textbooks, magazines, newspapers, etc. However, this research is unique in its approach as it has analyzed the top twenty Pakistani pharmaceutical companies' websites from an ecolinguistic perspective while considering multimodal as an analytical tool.

Fouad (2019) conducted an ecolinguistic analysis of linguistic devices correlated with the erasure and the salience of animals in Egyptian newspaper articles. In the study, "Salience and Erasure Techniques in Selected Egyptian Newspaper Articles Covering the Swine Flu: An Ecolinguistic Analysis," Fouad (2019) studied the kinds of ecological discourses generated regarding the coverage of swine flu in newspaper articles. It revealed that the suffering, objectification, and suppression of animals from the discourse were either erased or kept in the background. The present study is significantly different in its approach and dimension in the way that it attempts to investigate the kind of ecological discourses generated by Pakistani pharmaceutical companies on their web pages. In a multimodal text, the study develops a visual analysis; of the type of multiple semiotic modes used and their contribution toward the ecological meaning. The study further investigates how the erasure and the salience of ecosystems, animals, plants, and the environment have been utilized by Pakistani pharmaceutical companies to disassociate themselves from producing ecologically destructive behavior on their web pages.

### **2.3. Modalities and Ecological Discourse Representation**

Researchers obtain insights into how various semiotic resources interact and contribute to the creation of ecological meaning by investigating verbal and nonverbal communication forms, such as text, pictures, gestures, and spatial arrangements. Within

certain socio-cultural and ecological contexts, the study frequently pays great attention to verbal choices, visual representations, and embodied behaviors. It was in the early 1990s that the vital topic of environmental degradation was taken into consideration; as a result, the study of language and ecology were brought together. Denison (2006) explicitly delineated the metaphorical nature of the linguistics ecology. According to Denison (2006), the preservation of linguistic species should be equally regarded with the preservation of natural kinds. Language can eventually be used to create solidarity between humans and the environment. It can be used to generate exploitative discourses such as the deliberate selection of structural and lexical features of the people in their discourses to avoid talking about certain environmental matters. Moreover, over the last few decades, the restoration and preservation of the environment and the need to fight against environmental degradation have become one of the increasing concerns in the public domain.

Environmental issues such as climate change, biomass degradation, and industrial and chemical waste have emerged as a worldwide global security threat. Pakistan is one of the countries that have been listed in the fifth spot as the most vulnerable country to environmental pollution. According to the German Watch Report (2020), Pakistan is the fifth most vulnerable country to climate change. As a result, Pakistan has lost 9,989 lives and has suffered economic losses worth \$3.8 billion from 1998 to 2018. Due to industrial chemical waste production, Pakistan is not only suffering from climate change but also endangered wildlife and marine life species. In the context of Pakistan, it is crucial to understand the diversity of ecological meanings, beliefs, and practices among various communities by examining how language, culture, and ecology interact.

In reviewing the literature, a knowledge gap has been identified that most of the studies have discussed issues related to climate change and global warming in their ecocritical discourse analysis. Whereas, at the international level various researches have been piloted to study pharmaceutical waste products in the environment causing contamination of ecosystems in the field of natural sciences. To add a few examples, drug contamination has been discovered that has harmed wildlife including male fish being feminized by the synthetic hormones used in birth-control pills and vultures in India being virtually wiped out by an anti-inflammatory drug given to the cattle on whose carcasses they feed. Inter-sex frogs have also recently been found in urban ponds contaminated with

wastewater (Carrington, 2014). Although there is a growing corpus of studies on environmental concerns in Pakistan, little has been said about the influence of language on environmental attitudes and practices. Most studies ignore the language and cultural features of environmental issues in favor of concentrating on the scientific and policy aspects. The impact of language on public perception, communication, and debate about environmental issues is frequently ignored in the literature that is currently accessible. As a result, it does not fully comprehend how language influences, environmental perceptions, attitudes, and behavior in Pakistan. Additionally, limited studies have been funneled from the perspective of ecolinguistics and discourse analysis of pharma companies regarding environmental policies. Therefore, this study contributes to the field of multimodal analysis of pharma corporate web pages from an ecolinguistics perspective in the context of Pakistan.

According to an article named, “Impacts of Human Pharmaceuticals on Fish Health,” Reddy and Srivastava (2021), studied that the use of therapeutic drugs is expected to progressively increase over the coming years, following increased discharge in a freshwater environment. Moreover, active pharmaceutical ingredients (APIs) are universally identified in surface water and soil, where they have negative effects on living organisms. The associated presence of different drugs may undergo bioaccumulation, which causes potential toxicological effects on behavior, histopathological alterations, and reproductive and immunotoxin responses in fish and wildlife. It is a key concern which needs to be communicated in Pakistan as well. For instance, Tarno (2021) in the article, “Translation: A Local Means of Addressing Climate Change Challenges in Togo,” talked about the necessity of translating international agreements, treaties, pamphlets, and readings on climate change from Western into Togolese local languages. The findings of the study revealed that climate change has an incidence not only on ecology but also on agriculture, economics, education, security, and on the whole earthly life. Moreover, the translation of climate change in their national language contributed to the promotion of different strategies to facilitate the acceptance of rules and regulations by the local populations and to stimulate grassroots actions through their engagement in climate change issues. Translating environmental issues into local or national languages is a good initiative. Pakistan is linguistically a diverse country with many different languages and

dialects being spoken there. However, research on integration between language, environmental communication, and knowledge systems is scarce. Examination of various semiotic modes, languages, indigenous knowledge, and cultural practices can offer valuable insight into environmental conservation and sustainable development in Pakistan. Therefore, the present study has considered not only language but also other modes reflecting environmental narratives

A recent study in Kenya conducted to analyze television commercials from Kress and van Leeuwen's (2006) multimodal discourse analysis theory. Chepchirchir (2020) in the study, "Determination of Prominent Representations of Domestic Products Advertisements in Kass TV on to Kipsigis Consumer in Belgut Sub-County, Kericho," sought to investigate the means adverts in Kass TV use music, text, and visual images to create meaning and their influence on Kipsigis consumers. The objective of this study was to determine the prominent representations of domestic products by Kass TV to Kipsigis consumers in the Belgut sub-county, Kericho, Kenya. To establish if the prominent representations of domestic products in Kass TV influence consumer choice within the Belgut sub-county and to evaluate the extent to which the prominent representations of domestic products reflect the sociocultural context of Kenya. The study adopted a descriptive survey research design and analyzed the verbal and visual modes of communication in TV advertisements; to determine their influence on Kipsigis consumers. Data was analyzed using content analysis with the use of Frith's table for analysis of layers of meanings (surface meaning, advertiser's intended meaning, and cultural meaning) by employing descriptive statistics. The study primarily aimed at contributing to the studies of multimodal discourse analysis with significant results of advertisements influencing consumers to buy products. It shows that multimodal analysis recognizes the importance of socio-cultural context in shaping language and communication practices. Researchers have examined indigenous knowledge systems, traditional ecological knowledge, and cultural practices to explore how language and multimodal communication reflect and sustain particular ideologies.

### **2.3.1. Effective Multimodal- Ecological Communication**

We see multimodality and ecolinguistics nexus as emerging branches in applied linguistics. Researchers and scholars are using Stibbe's (2015) ideological concept of ecolinguistics to address various environmental issues. Chen (2016) conducted a content analysis of ecolinguistics to view it as an emerging field in research. The researcher made a meta-analysis of ecolinguistics, where a total of seventy-six journals from different publications on ecolinguistics were thoroughly analyzed.

The results indicated a promising growth of ecolinguistics as an emerging subfield of language and communication studies. Moreover, the study suggested current limitations and future research agenda of ecolinguistics. In the domain of research and practical field, Riedlinger (2019) examined the discourse associated with wild Sockeye salmon's decline and health in the Fraser River. The Inquiry was held from 2010 to 2011. The inquiry consisted of various documents and researchers on the decline of natural resources, commercial and recreational fishing industry representatives, and First Nations community members. A corpus-based research analysis found that linguistic representation of such as nouns and metaphors used for salmon health in the inquiry hearings and the final decision-maker reports represented health as a complex set of environmental and political considerations. However, national newspapers from 2011 to 2018 represented the traditionalist view of salmon health as the absence of disease. Likewise, the study also delineated that a wide range of stakeholders must support linguistically the issues and decline in wild salmon health. The problem needs to be articulated in the public domain, and certain strategies or policies should be imposed to cope with status-quo definitions of health as the absence of disease. Better ways must be made to understand the complex factors that are contributing to poor health, including loss of habitat and climate change.

Steffensen and his colleagues (2014) worked on the emergence and development of ecological linguistics. The study showed the four ways in which the ecology of language was conceptualized i.e., cognitive ecology, natural ecology, symbolic ecology, and sociocultural ecology. The second part of the research dealt with the future horizon by exploring the ecological embeddedness of language and linguistic interaction. One of the sections also presented the extended form of hypotheses as one possible way of

understanding ecolinguistics as a naturalized science of language. As a matter of theoretical framework, the ecological linguistic paradigm implied to investigate the exploitation of natural resources, empowerment of marginalized social groups, and the peaceful coexistence of languages and cultures in multicultural communities. On the other hand, Zuo (2019) carried out a research analysis of “Emily Dickinson’s poem The Grass” from an ecological perspective based on the framework of systemic functional linguistics proposed by Halliday. The research paper explored Dickinson’s attitude towards nature in the poem “The Grass” considering the lens of ecology and language. The study showed that the poet’s linguistic choices served the meaning of the poem in its appropriate manner and analysis gave inferences towards ecological linguistic studies.

### **2.3.1.1. Case Studies**

Multimodality as a tool and technique has increased the scope of research. It has provided the researcher to analyze that from multiple angles, semiotic signs, and perspectives. For the linguistics account the focus has expanded to multimodal artifacts other than verbal discourse and written text. Tanjung (2021), regarding multimodality as an emerging tool for discourse analysis, discussed multimodal analysis in the COVID-19 advertisements. The main objective of the research was based on finding the relationship between visual elements and the ideational function of the COVID-19 ads in multimodal, whereby to know what message is being conveyed by analyzing the linguistic and visual elements in the ads. For the linguistic ideational functional analysis, the researcher used Halliday’s model of systemic functional linguistics analysis which is at three levels; interpersonal, intrapersonal, and textual. Whereas, the researcher in his study used the generic structure of potential (GSP) model by Yuen (2004) to identify visual elements. It was to provide a model that best captures the multi-semiotic interaction between visual and linguistic text in printed advertisements. To reveal the elements of advertisements along with Halliday’s transitivity, Yuen (2004) provided the model GSP. It consisted of the following: Lead<sup>(Display)</sup>Emblem<sup>(Announcement)</sup>Enhancer<sup>(Tag)</sup>(Call and Visit Information). Thus, the study’s result showed that there were interconnected visual and linguistic elements in the COVID-19 ads that represented the process of GSP.

In another study, Sedlaczek (2015) studied media representations of climate change in the context of documentary television. For the theoretical modal, both multimodal discourse analysis and critical discourse analysis were collectively used in the study of semiotics and power. The paper discussed two means of insight views established from ecolinguistics and ecosemiotics into a collective conceptual framework. Nonetheless, the first part dealt with analyzing discursive strategies used by the media in projecting climate change, whereas, the second part consisted of an epistemological position. Based on Charles Sanders Peirce's theory of the semiotic; the researcher used to conceptualize the process of representation of the abstract phenomenon of climate change in media discourses. Throughout methodology, the following theoretical framework was approached to multimodality; an intellectual representation of climate change in audio-visual media texts. As a sample, the framework was exemplified through the analysis of a television documentary that was broadcast on Austrian public service television informing the challenges faced regarding climate change and various initiatives taken by the government at the national level to protect the climate. Thus, the paper critically analyzed how the television program communicates climate change to the public.

### **2.3.2. Cultural and Contextual Considerations**

Hameed (2021) studied the framing of animals in Quranic discourse. In his study, Hameed (2021) examined religious discourse. For this purpose, he chose the Quran (the Holy book for followers of Islam) and identified frames from an ecological perspective. The content analysis technique was used to identify target words that were later used to recognize frames. The findings revealed that animals have been most importantly presented in four significant frames: as beings, as benefactors, as ornaments, and as celestial signs. These frames further reflect how animals were represented in various roles, from food sources to valuable possessions and from war tools to Godly signs. The beneficial story of animals' existence as narrated in the Quran provides a comprehensive overview of their role in bio-network.

Likewise, Irfan (2021) in his research article investigated the ecological perspective of English language learning in Pakistan. For the following research, an analytical-qualitative approach was used to examine all publications of the last ten years. Purposively,



a list of vocabulary was derived to study those words that were being used in Pakistan in correlation to the field of Eco-linguistics. However, the derived vocabulary list expressed three major aspects of the language ecology and society of Pakistan. These aspects included; the ecological words and their class, the perspective of the Pakistani language about their ecological relationship, and the quality of words in cohesion with ecology and its ecological usage. The results of the study concluded that the attitude of the people of Pakistan has essentially changed over the past few years towards the learning of the English language. However, the study showed that the ecological perspective of learning the English language is not rich at an advanced level as compared to other European countries; therefore, certain policies should be made to promote language learning from the ecological perspective. Likewise, the government must introduce Ecolinguistics as a separate field in various public and private universities for further research.

According to Carvalho (2018), the British media and political speech used discursive strategies to reconstruct the climate change and greenhouse effect. As a methodology, traditional critical discourse analysis was applied creating both diachronic and synchronic axes for study analysis. Furthermore, the study aimed at exploring power discourse and looked toward the representation of the greenhouse effect as a public issue in different domains. On the other hand, three British ‘quality’ newspapers –The Guardian, The Independent, and The Times were systematically compared and analyzed to find out ways the problems have been constructed through discursive strategies.

Similarly in one of the studies, Fernandez-Vazquez (2020) conducted a visual analysis of the environmental web pages of twenty global companies. These companies are considered to be the world’s largest producers of carbon dioxide in the atmosphere. Using critical discourse analysis, ecolinguistics, and multimodal analysis as the theoretical framework, the study classified and described the images on the web pages and further determined the kind of narratives and ideologies enforced by global companies. The results showed that the world’s greatest polluters have given a limited role to the discussion of climate change and global warming on their corporate web pages.

## 2.4. Summary

Considering the studies conducted in the area of ecolinguistics and multimodality integration, in the context they are very limited. The contemporary study aims to classify types of semiotic resources used in designing web pages and the way companies' ideologies have been carried out with the help of ecological discourse, especially utilizing the techniques of erasure and salience. The objectives of the study are to highlight various semiotic modes employed in the designing of web pages that represent ecological discourse. The multimodal ecolinguistic analysis offers a valuable framework for understanding the complex dynamics between language, culture, and the environment. By examining language and multimodal communication in environmental contexts, researchers can better understand how ecological meanings are constructed, negotiated, and altered. This knowledge has practical implications for environmental communication, education, and policy-making, as it enables a deeper understanding of how language shapes environmental attitudes, influences behavior, and fosters sustainability. Further, such research is needed to explore additional cultural and linguistic contexts, refine analytical methodologies, and deepen our understanding of the role of language and multimodality in fostering ecological awareness and action in Pakistan.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

Research methodology provides information about the methodological system and underlying technique used to analyze the entire data.

#### **3.1. Research Design**

The study employed a qualitative research design to understand web pages, utilizing rich sources of qualitative data for description and explanation. It explained various modes of communication, including word choices, persuasive strategies, images, colors, typography, and layout, in the light of the conceptual framework. It interpreted underlying meanings and ideologies employed on the web pages from the perspective of ecolinguistics. Qualitative data collection methods, such as capturing screenshots and extracting textual data from pharma web pages were used. Due to the numerous sub-categories on each website, it was not possible to analyze all links or sub-categories. In total, eight images were selected from each company's website for analysis. The analysis considered the broader socio-cultural, environmental, and linguistic context to analyze the data, ultimately making the study qualitative.

The qualitative research design adopted for this study was driven by the idea of comprehending the multifaceted relationship among Pakistani pharmaceutical companies, ecological discourse, and linguistic strategies of erasure and salience. The chosen design aligned with the study's objectives: to analyze the semiotic intricacies of website layouts employed by these companies and to examine the underlying environmental narratives constructed through linguistic choices. The research questions demanded an in-depth study of semiotic modes in website layouts and linguistic strategies within the discourse of Pakistani pharmaceutical companies. A qualitative approach was opted for such an investigation as it allowed for nuanced analyses of the textual and visual elements that contributed to the construction of ecological discourses. Moreover, it enabled a holistic examination of key variables within the conceptual framework of ecolinguistics. By qualitatively interpreting underlying meanings and ideologies embedded in web pages, the study unraveled how erasure and salience patterns contributed to the construction of

environmental narratives. In conclusion, the qualitative research design, underpinned by a robust conceptual framework and strategic data collection methods, positioned this study to unravel the intricate interplay between language, semiotics, and ecological discourses within the context of Pakistani pharmaceutical companies.

## **3.2. Population and Sample**

The population of the study included the web pages of all Pakistani pharmaceutical companies. Due to the challenge of analyzing every web page, a representative sample of the top twenty pharmaceutical companies' web pages was selected. The study utilized a purposive sampling technique, and the rationale behind selecting these companies was based on their ranking as issued by the Drug Regulatory Authority of Pakistan in the year 2019 and the Pakistan Business Council report by Khan (2020).

### **3.2.1. Companies' Selection Criteria**

According to The Pakistan Business Council and The Consortium for Development Policy Research (Khan, 2020), the value of Pakistan's pharmaceutical sector has doubled from USD 1.64 billion to USD 3.2 billion. The survey report has identified around seven hundred and fifty pharmaceutical manufacturing units. DRAP has categorized six hundred and twenty pharma units as licensed firms. The selection of companies is based on economic contribution, corporate social responsibility (CSR) competitiveness, and performance. Furthermore, the companies' policies provide insights into global success, environmental justification, and short- and long-term targets for potential growth as per the Drug Act of 1976. The following twenty pharmaceutical firms in Pakistan contribute nearly forty-six percent of the industry's market share, specifically those that have consolidated their product offerings and focused on long-term business planning (Khan, 2020). For example, GSK alone accounts for seven percent of total industry revenues. Secondly, these companies have fulfilled the requirement of making special payments to DRAP for various purposes, including an annual levy of one percent of profit before tax, new drug registration fees, drug renewal fees, drug manufacturing license fees, manufacturing of Active Pharma Ingredients (API), and payment of customs duties ranging from five percent to twenty-five percent.

**Table 1***Pharmaceutical Firms*

Rank	Name	Type
1	GlaxoSmithKline Pakistan Limited	MNC
2	Getz Pharma (Private) Limited	National
3	Sami Pharmaceuticals (Private) Limited	National
4	Abbott Laboratories (Pakistan) Limited	MNC
5	Martin Dow Pharmaceuticals (Pakistan) Limited	National
6	The Searle Company Limited	National
7	Sano Aventis Pakistan Limited	MNC
8	OBS Pakistan (Private) Limited	National
9	GSK Consumer Healthcare Pakistan Limited	MNC
10	Hilton Pharma (Private) Limited	National
11	Bayer Pakistan (Pvt) Ltd	MNC
12	Macter International Ltd	MNC
13	Pfizer Pakistan Ltd	MNC
14	Reckitt Benckiser Pakistan Ltd	MNC
15	Pharmatec Pakistan Ltd	National
16	Reko Pharmacal (Pvt) Ltd	National
17	P.D.H Laboratories (Pvt) Ltd.,	National
18	National Institute of Health Chak Shahzad Islamabad,	National
19	CCL Pharmaceuticals (Pvt) Ltd.,	MNC
20	Remington Pharmaceutical Industries (Pvt)	National

*Note:* Top twenty pharmaceutical firms in Pakistan.

### **3.3. Data Collection**

More than six hundred pharmaceutical companies operate in Pakistan, encompassing private, semi-government, and government industries. The Drug Regulatory Authority of Pakistan (DRAP) provides a comprehensive online list of registered pharmaceutical companies on the internet, comprising thirty-three pages with six hundred and twenty entries. The study selected the top twenty websites that met the study's requirements. Eight images from each website were analyzed in the light of the conceptual framework.

### **3.4. Theoretical Framework**

To analyze ecological discourses and their impact on a broad audience, the present study employed three different frameworks: Multimodality theory by Kress and van Leeuwen (2008), the Social Actor and Social Action approach to language analysis by van Leeuwen (2008), and Stibbe's (2015) ecological ideology of Erasure and Salience. The multimodal analysis proposed by Kress and van Leeuwen (2008) served as a theoretical tool highlighting various semiotic modes, such as the materiality of objects, the visibility of images, and written text, collectively involved in generating distinctive symbolic ecological discourses. Multimodal analysis aided in studying how linguistic signs and social semiotic modes influence thinking and perception of reality. Kress and van Leeuwen (2008) extensively discussed the theory of visual grammar, a multimodal approach in which a visual image creates meaning at three levels: representational, interactional, and compositional.

Representational meaning consists of two basic elements: narrative representation and conceptual representation. In narrative representation, Kress and van Leeuwen explored how participants in the image engage in some kind of action, while in conceptual representation, participants were in a static position, often referred to as a stable timeless essence. Interactive meaning involves the contact between viewers and the producer, encompassing dimensions, size, perspective, and gaze patterns. In contrast, compositional meaning focuses on the positioning and arrangement of participants according to certain patterns and alignments to craft a complete meaning. The language component in multimodal analysis adopted van Leeuwen's (2008) framework of social actor and social

action theory. This theory expanded on lexico-grammatical features and transitivity patterns of language. The framework aided in identifying various modes reflected in the design of websites representing environmental discourse, such as threats to wildlife and aquatic life, and environmental degradation.

### **3.4.1. Erasure**

Stibbe (2015) identifies erasure as a powerful linguistic device that operates by rendering certain aspects of the environment invisible or insignificant. This can be achieved through various methods, effectively erasing them from our cognitive landscape and influencing our perception of reality.

#### **3.4.1.1. Types of Erasure**

- **Void:** This occurs when something crucial is absent from the discourse. For example, media coverage of environmental issues might prioritize economic perspectives while neglecting the human cost of environmental degradation.
- **Mask:** In this type, the erased element is replaced by a distorted representation. This can be seen in metaphors that portray nature as a resource to be exploited, such as "taming the wild" or "harvesting the bounty of the earth." These metaphors mask the inherent value and autonomy of the natural world.
- **Trace:** Here, the erased element is only partially obscured, leaving behind fragmented or ambiguous references. This can be seen in the use of euphemisms like "collateral damage" to describe civilian casualties in war or "waste disposal" for environmentally harmful practices.

#### **3.4.1.2. Levels of Erasure**

Erasure can operate at different levels of language:

- **Grammatical:** Passive voice and impersonal structures can obscure human agency and responsibility for environmental damage. For example, stating "pollution occurred in the river" instead of "the company polluted the river" downplays the direct human role in the environmental issue.

- Lexical: Using abstract nouns and vague adjectives can reduce the immediacy and concreteness of environmental problems. For instance, referring to "habitat loss" instead of "the destruction of a forest" can lessen the emotional impact of the issue.
- Discursive: The overall structure and organization of a text can further contribute to erasure. For example, placing environmental concerns in a secondary position or framing them as less important than economic or political interests can marginalize their significance.

#### **3.4.1.3. How Erasure Works**

Erasure operates through several mechanisms:

- Cognitive bias: By consistently omitting certain information, our minds are more likely to conclude that it is not important or even non-existent.
- Normalization: Repeated exposure to biased narratives can lead to the acceptance of harmful practices and the normalization of environmental degradation.
- Reduced empathy: Erasure can distance us from the consequences of our actions on the environment, making it easier to disregard the suffering of other living beings.

#### **3.4.1.4. Consequences of Erasure**

- The widespread use of erasure has detrimental consequences for environmental consciousness and action. It can impede our understanding of environmental problems by obscuring the true nature and extent of environmental damage, we are less likely to recognize the urgency of addressing them.
- Undermine our sense of responsibility: Erasure can lead to a feeling of powerlessness and lack of agency in the face of environmental challenges.
- Hinder collective action: When individuals lack a shared understanding of environmental issues, it becomes difficult to build consensus and take collective action toward sustainable solutions.

#### **3.4.1.5. Addressing Erasure**

To counter the effects of erasure, we can:



- Develop critical language awareness: By recognizing the ways language is used to manipulate our perception, we can become more informed and discerning consumers of information.
- Engage in critical discourse analysis: This approach involves deconstructing texts and identifying the hidden biases and agendas that shape our understanding of the environment.
- Challenge dominant narratives: By actively questioning and contesting harmful narratives, we can create space for new, more sustainable stories to emerge.

### **3.4.2. Salience**

Salience is a linguistic device that operates opposite to erasure, highlighting specific aspects of the environment and making them appear more important or relevant. Unlike erasure, which focuses on making things invisible, salience aims to draw attention and influence our perception of the world (Stibbe, 2015).

#### **3.4.2.1. Types of Salience**

- Focus: This involves repeatedly mentioning specific issues or perspectives, increasing their perceived importance. For example, constant media coverage of consumerism and economic growth can lead individuals to believe these are the most critical aspects of life.
- Frame: Presenting information in a specific context can significantly impact how it is interpreted. For instance, framing climate change as a national security threat might lead to militaristic responses instead of focusing on collaborative solutions.
- Emotion: Utilizing emotive language like vivid imagery, metaphors, and personal stories can evoke strong feelings, making people more likely to engage with the issue. However, this approach can also lead to manipulation and fear-mongering.

#### **3.4.2.2. Levels of Salience**

Salience can operate at different levels of language:

- Lexical: Using concrete nouns, specific verbs, and vivid adjectives can bring environmental issues to life and make them more relatable. For example, describing

the "deforestation of the Amazon rainforest" instead of "habitat loss" creates a more tangible image of the environmental damage.

- **Grammatical:** The use of active voice and specific subject-verb agreements can highlight human agency and responsibility for environmental issues. For instance, stating "the company is polluting the river" instead of "pollution is occurring in the river" clearly identifies the source of the problem.
- **Discursive:** The overall structure and organization of a text can contribute to salience. Placing environmental concerns in a prominent position, utilizing headings and subheadings, and providing detailed information can all increase the issue's perceived importance.

#### **3.4.2.3. How Salience Works**

Salience operates through several mechanisms:

- **Attention grabbing:** By highlighting specific aspects of the environment, salience draws our attention away from other issues and focuses it on the chosen subject.
- **Emotional arousal:** Emotive language can create a sense of urgency, prompting individuals to take action or adopt certain beliefs about the environment.
- **Cognitive anchoring:** Repeated exposure to specific information can create mental shortcuts, making it easier for individuals to recall and process information related to the highlighted issue.

#### **3.4.2.4. Addressing Salience**

To effectively utilize salience for positive environmental action, we can:

- **Maintain a balanced perspective:** While highlighting specific environmental issues, it's crucial to acknowledge the interconnectedness of ecological problems and avoid oversimplification.
- **Emphasize solutions:** Framing environmental issues not only as problems but also as opportunities for positive change can motivate individuals to engage in constructive action.

- Promote diverse voices: Saliency should not be used to amplify only certain perspectives. Creating space for diverse voices and marginalized communities is crucial for building a more inclusive and equitable environmental movement.

### 3.4.3. Conceptual Framework

The conceptual framework critically analyzed multimodal text from an ecolinguistic perspective, focusing on the utilization of erasure and saliency patterns. Stibbe (2015) explained in his book *Ecolinguistics: Language, Ecology, and the Stories We Live By* that the conceptual working of erasure occurs at two basic levels: analysis from a stronger level and another from a weaker level. At the strongest level, something important from the text is completely excluded. However, in the weaker form of erasure, the central information or idea is either kept in the background or presented in a distorted form. There are three types of erasure, and the study analyzes the discourse from these three types. The first type is void, where something important is completely excluded from the text. For example, the text talks about humans living in the world but excludes other living and non-living habitats (plants, animals, water, air, etc.). The mask is the second type, where information is erased but replaced by a distorted version of itself, such as talking about the protection of plants and animals in general, yet neglecting to discuss those animal and plant species that are kept in labor for experimental purposes. The third type of erasure is trace, which views information that is partially erased but still present. Reports on protecting ecosystems usually focus on providing information and policies on how to protect the human environment from pollution, yet the discourse is critically analyzed for the degree to which non-human species are erased from the ecological discourses in the reports. Similarly, the saliency pattern sheds light on the vivid image of nature and habitats. The linguistic feature of saliency serves as a reminder for an ecolinguist to draw attention to those important themes that have been excluded from a particular discourse under the strategic implementation of erasure. The aims and objectives of this study are accomplished with the help of the above three theoretical frameworks. Therefore, the study highlighted the types of multiple semiotic modes being employed in the designing of pharmaceutical companies' web pages and critically analyzed the ecolinguistic strategies of erasure and saliency that were utilized by the pharma companies in their discourse.

### **3.5. Method of Data Analysis**

Considering the principles of Ecolinguistics, the present study aimed to employ an ecocritical multimodal discourse analysis. Kress and Leeuwen (2008) emphasized the importance of analyzing the visual elements of an image, such as color, composition, typography, transition, and alignment patterns, arguing that these elements combine and work together to convey significant meaning. Therefore, using the application of MDA, the study critically examined the ecolinguistic features of erasure and salience in a word-image text, and the kinds of ecological discourses generated by the companies on their corporate web pages. Strictly focusing on the multimodal elements of the visual mode and the relationship between the images corresponding with written text, the study discussed how word-image relationships contributed together throughout the entire web page to bring about meaning in a text as a whole from an environmental perspective. Moving towards analyzing multimodal modes, the study drew a final critical analysis of word-image relationships involved in generating kinds of environmental narratives.

### **3.6. Multimodal Analytical Tools**

Using multimodal analytical tools, the study viewed the conceptual working of ecolinguistic features of erasure and salience patterns involved in generating discursive discourses. Following are the multimodal analytical tools,

#### **3.6.1. Participants**

According to visual grammar, participants are of two types i.e., represented and interactive. Represented participants are the people, animals, objects, or characters in a text, and interactive participants are those who interact either with each other or with the viewer in a text.

#### **3.6.2. Distance**

Kress and Leeuwen (2008) explain that distance refers to the level of intimacy between participants with the viewers. The closer the participant is the more intimate the relationship with its viewers. In a multimodal text, the mode of distance also plays an important role, claims the theory of visual grammar from 2008. It defines the degree of closeness to the spectator. Participants who are closer to the camera are more likely to be

physically intimate with the spectator. Nevertheless, depending on how players are positioned in an image, the distance may be great, neutral, or at the level of a fake friendship (Noriega, 2012).

### **3.6.3. Angle and Gaze**

Here, the gaze is distinguished into those participants in the image that are distinctive and appealing to the viewers, meanwhile, those images in which participants that are not interacting with the viewers are associated with the absence of gaze. There are two levels where the angle of engagement takes place: either the horizontal plane or the vertical plane. A sensation of alienation between the players and the observer is produced by an oblique angle on the horizontal plane or the x-axis. A top-down perspective on the vertical plane, however, conveys the viewer's impression of supremacy. On the other side, a bottom-up aspect may suggest that the spectator feels inferior (Kress & Leeuwen, 2008).

### **3.6.4. Modality and Composition**

The layout of different modes on a page is associated with composition, based on an understanding of cultural variation. Leeuwen (2008) stated that writing in Western culture moves from left to right, where the 'given' information precedes the 'new information.' The 'center' and 'margin' involve the placement of items across the center to the margin of a page. The study has examined compositional variations specific to Eastern, particularly in the context of Pakistani culture. The term "modality" in linguistics refers to the important truth or believability of assertions about the world. The use of an auxiliary verb, an adjective, an adverb, or the choice between past and present tense while conveying truth values are all examples of modality in grammar. Statements defining concepts like "story," "dream," or "belief" personify low modalities, contrasting with "reality," "fact," and "truth," which personify high modalities (Oakley et al., 2014).

### **3.6.5. Text-Image Relation**

According to Kress and van Leeuwen (2008), two main types of relationships exist between text and image: elaboration, involving the repetition or restatement of information for clarification purposes, and extension, entailing the addition of new information linking to existing information in a particular way. Both elaboration and extension further subdivide into different categories, including specification and explanation for the former,

and similarity, contrast, and complement for the latter. Thus, the study critically analyzed the ecolinguistic features of erasure and salience via the aforementioned analytical tools in a multimodal text. Erasure is a conceptual feature where attention is paid not only to the participants explicitly represented in the text but also to those kept in the background or erased from texts. Stibbe (2015) specifically addresses linguistic representations leading to the erasure of human actors in environmental discourse, achieved through linguistic devices such as the nominalization of verb phrases (e.g., pollution and destruction). Salience is achieved through linguistic or visual representation, highlighting an area of life as important or worthy of attention, also created by foregrounding participants in the clause. For example, words like bear, orangutan, and whale evoke clear and concrete images, whereas superordinate nouns such as mammal, animal, or organism are more abstract and difficult to imagine.

### **3.7. Summary**

The chapter on research techniques played a crucial role in establishing the validity and reliability of the study findings. The robustness of the selected methodology and the meticulous execution of the research process ensured the accuracy of the results. This work significantly contributed to the body of knowledge on the subject, employing a methodical and well-documented strategy that led to valuable discoveries. However, certain limitations were encountered during the application of the approach, particularly regarding sample size, time constraints, and potential biases. Despite these challenges, the research technique provided the framework for conducting a comprehensive and reliable investigation. The validity and trustworthiness of the research findings were safeguarded through careful planning, design, and implementation of the study. The insights gained from this research not only contribute to the discipline but also lay the groundwork for further study, offering both theoretical insights and practical applications.

## CHAPTER 4

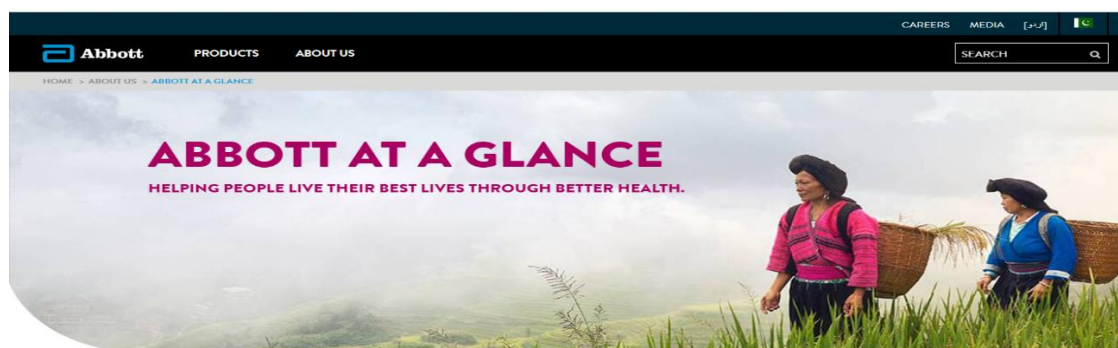
### DATA ANALYSIS

In this chapter, the researcher discusses in detail the observation and analysis of inter-mode relations and multimodal ecolinguistic study of the pharmaceutical companies' web pages. The following chapter presents the findings and discussion part of the web pages. Considering the working of conceptual framework which is the multimodal analysis or the visual analysis of the pictures and the text-image relations from an ecolinguistic perspective; particularly erasure and salience pattern. According to the above description, the entire data has been analyzed thoroughly.

#### 4.1. Abbott

**Figure 4.1.1**

*Better Health*



*Note:* Two women standing on a mountain peak, immersed in the pristine environment, symbolizing the interconnectedness of individuals with the natural world. This image captures the essence of ecological narratives and the human-environment relationship.

In the image above, the text and participants complement each other. Van Leeuwen (2005) provides a framework through which the visual and written modes can be cross-analyzed. In Figure 4.1.1, the relationship between text and image elaborates on the level of specification as well as extends to the levels of contrast and complement (Noriega, 2012). The tag words 'helping people' make the image more specific in terms of its visual communication. It shows that the company primarily focuses on providing a good and healthy lifestyle to people only. However, what has been kept in a void in the above

ecological discourse is the ultimate reality associated with nature and wildlife species. Words such as ‘at a glance,’ ‘people,’ ‘best life,’ and ‘better health’ contrast with the ecological representation of the image. Despite the picture consisting of mountains in the background, grass, and a fresh environment, the tagline only conveys the company’s focus on providing better health facilities, suggesting that people can have the best lifestyle. Although the statement has excluded the environmental importance in the written text, the company has tried to achieve positive environmental discourse by utilizing the third type of erasure, i.e., trace, through visual representation in the design of their web page. In this regard, the salience pattern plays an eminent role. With the help of this linguistic feature, the vivid image of nature and habitats has been highlighted, thus creating an ecological impression in the discourse that has been disseminated by Abbott.

Multiple modes are used by the company to disseminate its ecological views, such as two types of participants involved in a multimodal text. Kress and Leeuwen (2008) are of the view that there are certain modes or parameters of visual grammar. Firstly, they discussed representative participants, which are either objects, products, animals, people, or characters. Whereas, interactive participants are distinguished with subcategories of those in which the representative participants are interacting with each other inside the text or the participants are involved in interacting with the consumer of the text (Kress & Leeuwen, 2008). The above image consists of two participants. At the representational level, participants are holding the site of conceptual representation because the above two ladies are in a static position, i.e., they are not performing any kind of physical task or action. Both participants are standing at the top of a mountain hill viewing nature and carrying baskets on their shoulders. This mode of representation indicates that the main focus of the company is to show people, to tell and visually show their concerns regarding personal well-being, healthcare, and sustainable life.

According to the theory of visual grammar by Kress and Leeuwen (2008), the mode of distance also matters a lot in a multimodal text. It delineates the level of intimacy with the viewer. Participants closer to the camera stimulate real-world closeness, and the chance of intimacy with the viewer is high. However, the distance could be far, neutral, or at the level of an artificial friendship depending on the positioning of participants in an image (Noriega, 2012). The idea of artificial friendship is relative to Fairclough’s (1989) synthetic



personalization; in which a friendship-based relationship with the consumer is constructed through an advertisement.

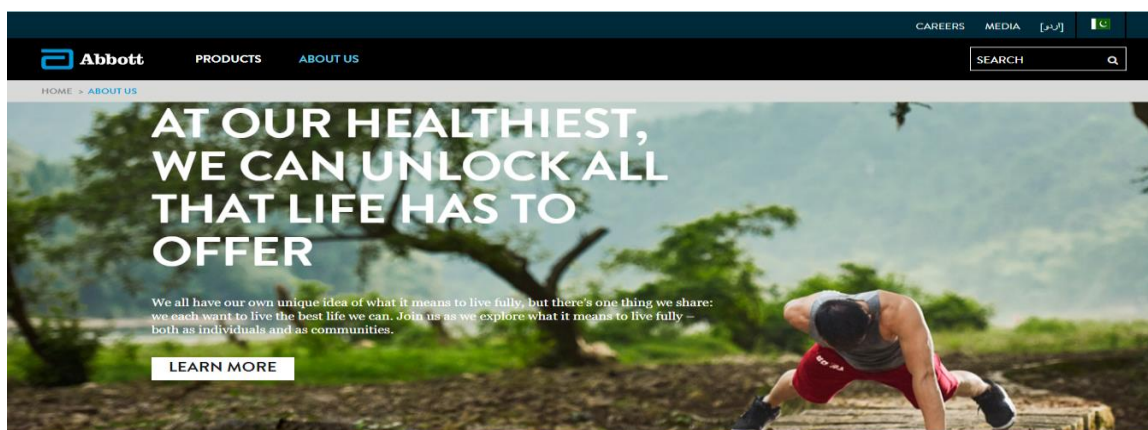
In the above image, both participants are in the foreground, closer to the camera, creating a high level of intimacy with the viewers, although they are not looking directly at the camera. The participants are standing in between the grass and watching the other side of the mountains, but being at the front and wearing bright-colored clothes depicts the ladies as a focal point in the image. Whereas, the grass and mountains are kept in trace. They are partially presented in the image and have been mostly kept in the background. However, animals have been completely erased not only from the text but also from the image mode. The other important modes used in designing the above image are angle and gaze. The angle of interaction occurs at two levels, either at the horizontal plane or the vertical plane. On the horizontal plane or the x-axis, an oblique angle generates a sense of detachment of the participants from the viewer. Whereas, a top-down angle on the vertical plane indicates a sense of superiority on the part of the viewer. On the other hand, a bottom-up angle can indicate a sense of inferiority on the part of the viewer (Kress & Leeuwen, 2008). From the above picture, we can scrutinize that the angle of interaction of both participants is on the vertical plane; a top-down standing position of the ladies gives them an edge of superiority on the part of the viewing. Whereas, the background orientation of the image is in a landscape mode or on the horizontal plane. Meanwhile, the grass has been positioned from bottom to top angle, thus indicating a sense of inferiority on the part of the viewers. In terms of gaze, Kress and Leeuwen (2008) suggest that it occurs at two levels, i.e., distinguish and absent. The interpretation of gaze in the above image is moderately absent because participants are looking away from the viewers, and their facial expressions ostensibly contribute toward a dispassionate and free emotive involvement. However, the agency has utilized the strategy of salience to represent a vivid image of a fresh environment and associated the ideology of health with nature in the picture. The words or graphic representations related to nature and animals are either absent, partially depicted, or presented in a distorted version.

In linguistics, the term modality refers to the perceived truth or credibility of statements about the world. The grammar of modality is represented by the use of auxiliary verbs, adjectives, adverbs, and the use of past or present tense acknowledging the truth

values. Statements that qualify terms like story, dream, or belief personify low modality and are contrasted with high-modality terms such as reality, fact, and truth (Oakley et al., 2014). In the above image, the statement ‘Abbott at a glance helping people live their best lives through better health’ delineates the company’s belief system, thus indicating low modality. Here, the company distances itself from fatal diseases and natural disasters, which are ultimate truths. Likewise, the modality and composition of visual photographs focus on color dominance, creating new standards for naturalism. Images with higher resolution and naturalistic color rendition signify reality or are closer to the real world. On the other hand, low resolution and color saturation delineate a submissive visual modality. Therefore, the above image has a visually high modality rate. It indicates real-world truth—the people and nature but has completely erased animals and other living beings from their ecological discourse. They have only talked about people and their health, ignoring the health and life sustainability of wildlife and aquatic species

### Figure 4.1.2

#### *A Man Doing Workout*



*Note:* A man is doing a workout, thus fueling his body and soul with the fresh air and sunshine.

To analyze multiple semiotic resources and their embedded meanings in a multimodal text, visual grammar describes how participants and things combine to form an element of greater or lesser complexity. Analyzing the following image, the participant in the foreground is the man performing a physical task. At the representative level, the photograph illustrates a narrative representation of the dominant participant because of the kinetic movement involved in doing the exercise. The systemic involvement of the main

participant in the image is stylized in such a manner that it conventionally grabs the reader's attention. The person has been positioned symmetrically against a partially indistinct background. On the other hand, the existence of trees, soil, sky, and background mountains has been projected as blurry, providing fewer naturalistic details in terms of visual communication. Barthes (1979) and others have given insight into the idea of analogical reproduction of reality. According to them, drawings, paintings, images, and graphics all develop an immediate and obvious way of a supplementary message in a text. Though objects in the background are also participants, the producer has drawn an oblique line between the focal participant and natural elements. Kress and van Leeuwen (1990) have used the term 'presentational' to depict the patterns of the narrative process. Narrative patterns serve to present unfolding actions and events, processes of change, and transitory spatial arrangements. In the above image, the participant is represented at the narrative level because the vectors are forming transitivity patterns, i.e., the guy is doing the workout. It unfolds the idea of fitness and workout in our daily lives.

The agency has normalized the granting and unlocking of a healthy life for individuals or the community as a whole, yet it has led to the erasure of nature and animals in environmental discourse. The company has only referred to providing the best life and exploring reasonable means to live fully for humans only. They have not discussed anything regarding the protection of natural resources, the environment, plants, trees, or animals. Nor have they highlighted the significant harm caused by humans that has induced dire changes in the environment. Schleppegrell (1997) specifically analyzed linguistic features in which she highlighted environmental problems caused by human-induced variations in the environment, such as pollution, habitat degradation, and the introduction of exotic species. She further stated that these are mere abstractions and are realized linguistically as normalizations that suppress the negative expression of agency. Moreover, no grammatical forms are required, and no expressed actor can be identified as causing the major environmental problems. However, with a vivid representation, the figure reflects a profound reality. With the help of salience patterns, viewers are frequently exposed to nature in the image. The erasure of nature and animals in the text is reminded by an explicit call through the graphic organization of trees, sky, soil, and mountains in the background. Therefore, the background participants have brought back attention to the environmental

issues caused by the company's waste material. There has been a more direct build of salience in the viewer's mind through the vivid and concrete depiction of the area of life important for everyone's attention.

The distance of participants depends on how near or far they are positioned or placed in an image. In Image 4.1.2, the person standing in the foreground is a represented participant. His distance from the camera is close compared to the indistinctive participants in the background. This also indicates that the company's primary goal is to highlight the person. In this case, the vectors represent a realist image, making the semiotic meanings of the subject clearer and more effective, which is essentially to promote human health and fitness by using their products. On the other hand, the relationship between the reader and producer is built on the foundation of interactive participants. These participants highlight, produce, and make sense of the images. Abbott is an interactive participant, dealing with the general masses. The company is a social institution or actor addressing a positive ecological narrative, i.e., the life-sustaining relationships of humans with other humans, other organisms, and the physical environment, with a normative orientation towards protecting the systems that humans and other forms of life depend on for their well-being and survival.

The articulation and understanding of social meanings in images are derived through visual articulation, the angle of interaction, the spatial positions allocated to different kinds of social actors in interaction, and non-verbal communication shared by producers. This dimension of representation is another way of actual communication transition that has been extensively studied in literary theory (Genette, 1972). Additionally, the participant is not looking directly at the viewers; he is performing cardiovascular exercises. The angle of interaction thus built by the producers of the image is perhaps of admiration. However, the participant's gaze does demand something from the viewers; for instance, the body language of the participants depicts the quality of strength, health, chivalry, and a kind of achievement related to health. Through the participants, the producers have tried to address their implied audience with the message that health is wealth. According to Belting (1990), the suggestion of reciprocity between the viewer and the person depicted in the image had a devotional purpose. However, the participants who are absent from the gaze or kept blurred in the background are the trees, birds, mountains,

and the entire greenery. It can be scrutinized that erasure of the natural world has been done in the image. The ecosystem, which structures the society, has been partially represented, and more focus is on the man performing the workout. The angle of the represented participant is on a vertical axis; from top to down position and also closer to the camera, giving him a sense of superiority in visual communication. Meanwhile, nature has been kept in the background on a horizontal axis, which eventually makes it an element of less consideration.

According to social semiotic theory, the claim of absolute truth or untruth cannot be established based on representations. As for the social semiotic view, truth is a construct of semiosis, including belief systems and values of a particular culture or social group. In the above figure, the company says that ‘at our healthiest, we can unlock all that life has to offer,’ and according to visual grammar (2008), the choice of words such as ‘we,’ ‘our,’ and ‘us’ delineates values associated with the subject; therefore, it consists of low modality. As a member of society, the audience or readers make decisions based on the relevant information that is being provided. The linguistic choices being made by the company, such as ‘at our,’ ‘we can,’ and ‘to offer,’ highlight credibility and certainty, not facts. The phrases ‘at our healthiest, we can unlock’ and ‘life has to offer’ provide a somewhat distorted version of reality. The ecosystem on which life depends has been replaced by ‘we’ and ‘us’ in granting the healthiest life. The example shows that modality is interpersonal rather than ideational. It does not express absolute truths or falsehoods; it produces shared truths aligning readers or listeners with some statements and distancing them from others. It serves to create an imaginary ‘we.’ It says, as it were, these are the things ‘we’ consider true, and these are the things ‘we’ distance ourselves from, as in the above-given statement. On the other hand, in terms of composition and color saturation, the modality is high because the resolution is bright and closer to naturalism. However, due to the blurred background, nature is being kept at trace, i.e., represented but in a marginal manner. Whereas, the active participant is the person who is in the foreground with explicit picture color resolution in Image 4.1.2.

**Figure 4.1.3***Responsibility*

*Note:* Two healthcare workers engaging in conversation with a village woman, embodying the responsibility of promoting health and well-being within local communities.

In the above figure 4.1.3, there are multiple participants, yet few are at the forefront while others are placed in the background. The three ladies are presenting an element of narrative representation, in which the two foreground participants are involved in an act of listening to another close participant; the lady with a shawl. All three participants are closer to the camera and performing a kinetic task of hearing and listening. Moreover, the two of the ladies are holding pen to jot down important points told by the other lady. Meanwhile, there are five more people in Figure 4.1.3, standing far away and not being able to capture properly with the camera's lens. This also represents, that the photographer's main focus is the three ladies, not the people standing behind. Also, the concept of responsibility is only associated with people, not with the preservation and conservation of animals' habitats, their sanctuaries, and the natural world.

The terms such as responsibilities, resources, services, and funds combine to form an economic frame. Whereas, terms like people, nature, physical environment, animals, birds, and plants are strongly active for the ecological frame. Figure 4.1.3, represents active participants who are involved in kind of certain discourses all three ladies. The two ladies facing the camera are health workers because one of them is wearing a white coat. The one with a beige-colored shawl is an interviewee. All three active participants in image 3 are females, which has the erasure of gender. Ferber (2007) claims that whiteness studies, in their concentration on race and privilege, have 'erased' gender; Barnet (2003) argues that

technology has been 'erased' in cultural critique; Lutz (1990) that women's writing is 'erased' in sociocultural anthropology. Here considering Ferber's (2007) and Lutz's (1990) claim of the erasure of gender, the male participants in the image are kept in the background or at trace. More importance is given to females; the women are being interviewed which looks like male members of that house have been marginalized or unlikely to be appraised of consideration. The written text 'responsibility' yet again provides an incomplete source of information by the company. Things like what kind of responsibilities, either these services or resources that company benefit to people are only for women or the whole strata of society is completely erased. We can also examine; the erasure of nature and animals from the written text as well as visual representation. The only word in the image 'responsibility' also puts a question mark on the authoritative class of society and their social work towards the poor class of the country and why their work has not improved the environmental situation of such people. The areas of life that are equally worthy of our consideration should also be addressed such as aquatic-marine life, wildlife, and natural resources. It is our responsibility to protect unhuman or non-living things and natural resources from being depleted. The distance of the ladies closer to the lens of the camera makes them the pinnacle object of the entire image. Their body language, facial expression, and top-down straight positioning at the y-axis represent an element of concern, involvement, and seriousness. Whereas, participants standing in the background are adding conceptual representation in terms of interaction. They are less focused and interact with the viewers. However, the participants play a vital role in developing a conceptual meaning i.e., representing poverty and the dire situation in which they have been living and suffering for a long time.

The angle of the interaction of the front three participants is frontal, high, and close shots. The image itself provides an understanding and knowledge of how social interaction and representation take place. The represented participants are angled vertically at the right side of the image, whereas; the word 'responsibility' is aligned horizontally in the middle of the image. The word has covered the faces of the participants standing at the back, yet we can scrutinize that few of the participants are directly looking towards the camera such as the old man wearing a red turban, the guy wearing a light blue shirt, one that is sitting on the charpoy and two ladies standing beside the wall. These participants are involved in

a gaze that is not absent but demanding. Their direct eye contact with a camera's eye shows that they also want consideration and courtesy from others. On the other hand, we see the absence of gaze between the producer and viewers of the image i.e., there is no direct contact being produced, yet the company does offer a narrative that has been linguistically established. According to Halliday (1985), there are four kinds of speech acts in linguistic theory. The first act is related to offering information, second to offering goods and services. Likewise, the third act demands information, and the fourth act demands goods and services in any social setting. In contrast, Kress and Leeuwen (2008) state that the image act primarily offers an important source of information. Since the real producers cannot refer to themselves directly, they must speak impersonally. When images demand something they need vigorous visual reinforcement to convey the desired meaning. The written text or word responsibility depicts an offering made by the company. To explain, the company indirectly addresses the audiences and sheds light that they offer goods and services, their products are highly advanced and effective, and that their team is highly responsible in terms of helping the poor and providing people with a favorable lifestyle.

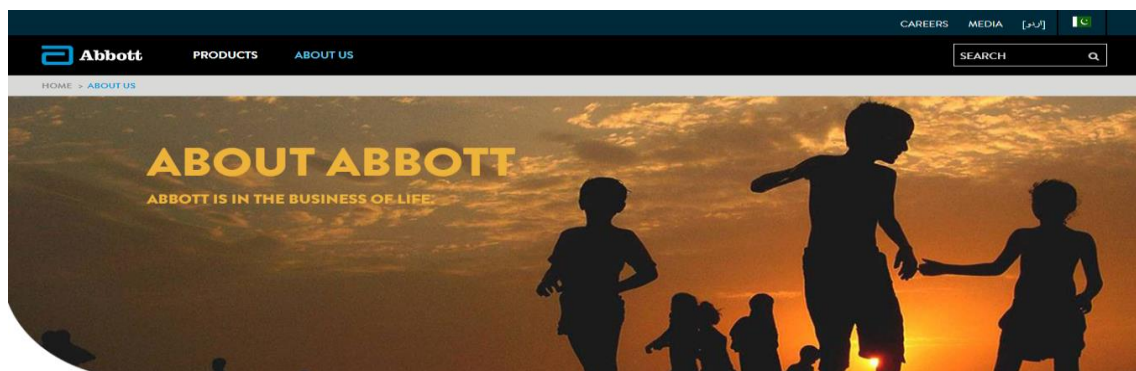
The image shows a clear depiction of poverty owing to the background of the rural household. The worn-out and torn clothes of the people presented in the image state the financial position of the people. The word 'responsibility' shows the need to prioritize the ongoing troubles faced by the poor of the country. This one particular group is being catered to by the two women whose facial expressions and body language show the utmost desire of them being able to help the ones in need. They are trying to listen to the problem of such people and depict them through such imaging to show the sufferings of the poor and underprivileged cast of our country. The rough walls and coarse floor show the dilemma of most underprivileged people in a poor country who cannot afford even the simplest of things. The background also shows a poster in which one hand holds the other in a manner of giving support to the other which is another way of advertising the array of helping the poor of society. The dire need to focus on improving the health issues of these people is shown in this image and the government policies to improve such social and environmental issues of the poor can be seen. The charpoys and the brick walls show the extent of poverty here. Yet the company has kept void the important information i.e., a major cause of poverty and how to eradicate this poverty. They have not mentioned the



high rates of medicines. During the time of Covid-19, when it was at its peak few of these companies were selling medicines at their double prices.

### Figure 4.1.4

#### *Embracing Nature*



*Note:* Children playing and running in the warm glow of the sunset, reflecting the inherent connection between youth, nature, and the ecolinguistic narrative of fostering harmony with the environment.

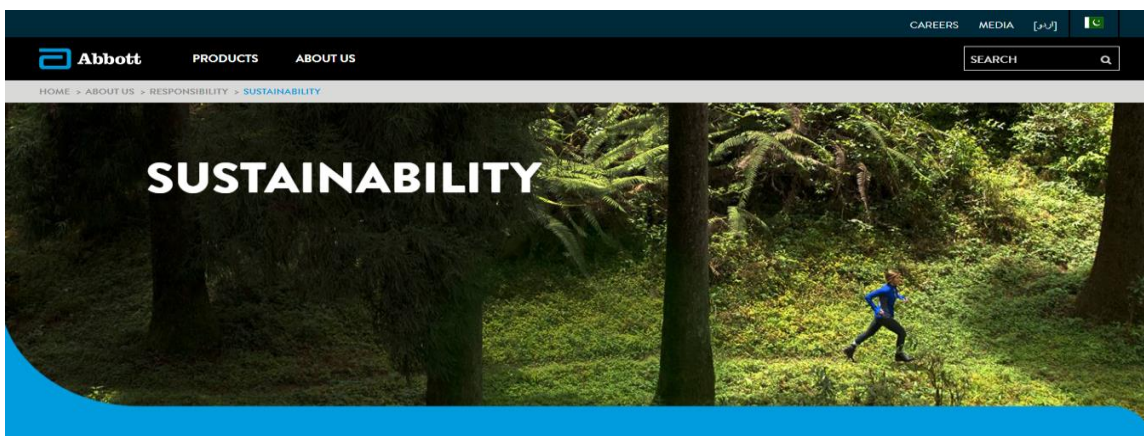
The participants in the figure 4.1.4 are all children. They are the represented participants acting such as playing and running. However, three of the representative participants are distinct because of their different sizes, shapes, and positioning. They stand out as distinct entities because of the tonal contrast between their silhouettes and the light of the Sun coming from behind. According to Halliday (1985), participants in functional linguistics are the social actors performing an action or transaction done by the actor to a goal, but in visual representation actions or events could be related to non-transactional or unidirectional transactional actions. The following participants in the above image 4 are narrative in terms of their nature. Their body shape, hand position, and posture represent an oblique, sharp diagonal vector. Whereas, participants in the background are classified as conceptual or subordinate participants in comparison to those who are standing at the front. The company has again considered and represented natural resources as a commodity. They have associated human health and care with the word ‘business.’ According to Handy (2002), the word business and its purpose is to produce profit so the people in the business can do what pleases them, their families, and others close to them and far away. Needle (2010) says a business is the organized activity or effort of the individual to produce and provide goods and services to meet the needs of society. It is

pertinent to note that Stibbe (2015) has also referred to such lexical and linguistic choices made by 'us' humans in which the world is now seen as a global economy and every individual has to be highly competitive to survive. According to many linguistics, the most destructive discourses are the economic discourses because they define that the reality of most people is economics, thus; keeping the relationship between humans and nature alienated. In the above text, linguistic transitivity patterns can be analyzed in the following way 'Abbott' is the subject or main agent whereas 'life' is the beneficiary i.e., receiving the benefit. Life is the object in the sentence, whereas the noun 'business' in the sentence is the main theme. What has been excluded or kept in a void in the text is that the concept of life is not only associated with humans. There are other essential living things in the world i.e., from plants, trees, wildlife to microorganisms. The other themes linked to life could be protection, cleanliness, and equality other than business.

The superordinate participants are closer to the camera and are in the foreground. Whereas, subordinate representative participants are far from the camera. Even the participants are shown in more or less in an objective or decontextualized way. The depth provided to the subordinate participants is less in comparison to superordinate ones. The angle of the interaction of the participants closer to the frame is high and in a vertical position which means that representative participants are superior and the center of interaction. All the participants are in their kinetic position; performing a certain action. Yet we can see that the Sun and sky in the background have the angle of interaction in a horizontal position. The image of the Sun is not fully focused; in fact, the representative participant is covering the Sun. It means that the producer's or photographer's main concern is not the Sun, but those children. Whereas, the gaze is absent in the above image 4.1.4. The producer of the image has constructed a gaze that offers goods and services; the written text delineates that 'Abbott is in the business of life'. The company has made everything a commodity or business. The representation of the image, color saturation, and rendition have increased the degree of modality.

## Figure 4.1.5

### *Pursuing Sustainability*



*Note:* A female running in a thick, lush green forest, symbolizes the commitment to sustainability and the harmonious coexistence of individuals with the natural environment.

The represented participants in the following image are trees and the girl. Both are explaining their value and story by themselves. We can scrutinize the image that it has been symmetrically bifurcated into two parts. At the representational level, the girl is presenting a narrative of running, health, exercise, and fitness. She is in a kinetic position running into the woods. Meanwhile, the other participants in the image are trees. However, we can explicitly see that trees have been overshadowed by the presence of that girl in the image. Secondly, the trees have completely become generic in the image rather than being particular. In terms of narrative presentation, the girl is performing a transactional action i.e., she is running into the forest. Whereas, forests or trees present non-transactional action. The forest, nature, and tree in the image contribute to the overall conceptual representation in the image, they are static and placed as an object in the image.

The word ‘sustainability’ triggers a frame that nature is a resource. The resource frame according to Stibbe’s (2015) idea consists of an owner and an object. Whereas, the producer has the right to do whatever he/she wants to with nature and natural resources. Raymond et al. (2013) indicates numerous problems with economic framings of nature including how the framings can favor the status quo, deemphasise the intrinsic value of species, and fail to incorporate important moral and ethical concerns that humans have for nature. In general, the meaning of sustainability is the ability to sustain something. In the

above image 5, the company has strategically used the technique of erasure to construct ambivalent discourse by just mentioning the word 'sustainability.' However, there are multiple meanings to sustainability according to the context it is said or written. In ecology, it is a means of configuring human civilization and activities so that society and its economies can meet their needs. Secondly, the greatest potential in preserving biodiversity and natural ecosystems and the ability to maintain these necessary resources for future generations also adhere to the conceptual meaning of sustainability.

In business terminology, the word sustainability qualifies for the ability to sustain a business in the long-term profitability in the short term. It involves every aspect of life with gaining profit, whether it is ecological sustainability or human health. For example, the long-term dependence of the timber industry on forest preservation and renewal, or of fisheries on viable fish stocks, API pharmaceutical active ingredients which are extracted from plants and animals and used to prepare medicines, thus; all include in maintaining economic or business sustainability.

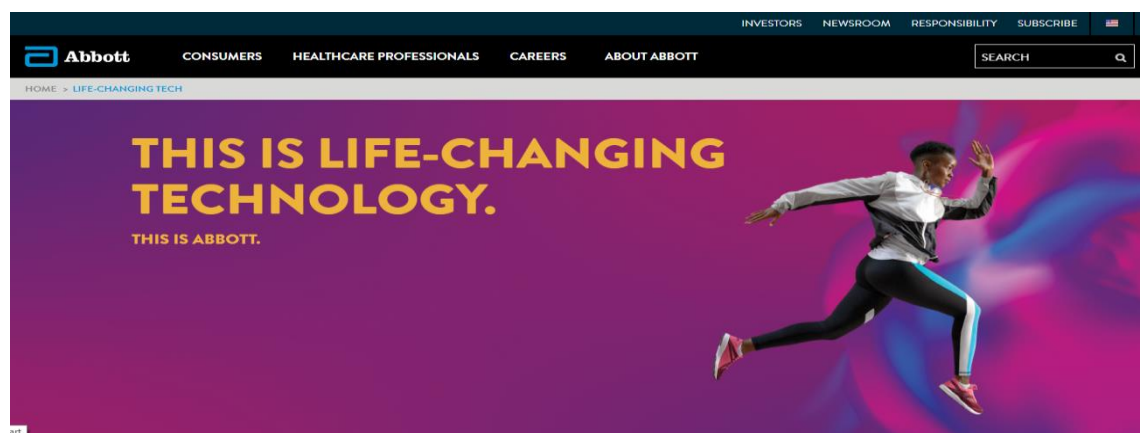
The image has a frontal angle. Both the frontal plane of the photographer and the represented participants; the girl and trees make an angle of ninety degrees. However, not all the trees are photographed at the frontal plane. a few trees in the background are horizontally distanced, thus; making an oblique angle. Participants in the horizontal plane are less involved as a result they are detached from the viewer's eyes in comparison to vertical plane participants. secondly, the image is impersonal i.e., it is a long shot picture with a wide extended landscape portrait.

The image is all lush green trees and grass with a very peculiar serene environment. The grassy green background is soothing to the eyes which automatically calms the mood of the viewer along with the word 'sustainability' which adds to the very look of the scene a promise that the provided surroundings are quite worthy. The word 'sustainability' naturally brings in the concept of reliability in the minds of the viewer that livelihood in such a soothing area would be beneficial for their health and mood. The portrayal of a running human gives another aspect of a better and healthier lifestyle which is secure and safe. All of the small things depicted in the image add up to the only word that defines the very meaning of the word sustainable. The word also brings the concept of the survival

instincts of a person in this jungle and looking at the image for the first time the idea that comes forth in one's mind is of a hostile environment with the relief of being secure at the same time because of the use of the powerful word 'sustainability.'

### Figure 4.1.6

#### *Sustainable Innovation*



*Note:* A man running, portraying the transformative impact of sustainable technology on individuals and the environment, aligning with the ecolinguistic narrative of positive change.

The image consists of a representative participant which is narrative in its form and depiction. The following prominent participant is in a kinetic position thus communicating a particular message related to health and fitness to the interactive participants or the viewers. The job of an ecolinguist is to read between the lines; what has been said or conveyed through an ecological perspective. Many studies have analyzed that discourses being generated by different entities are either destructive, ambivalent, or beneficiary. In general, it is studied that the discourse of agencies to disguise blame for ecological destruction, the discourse of zoos, and providing solutions to resolve environmental and human problems all are carted under ambivalent discourses (Milstein, 2016; Mühlhäusler, 2003). The following text in the image says 'this is life-changing technology. This is Abbott.' Here the transitivity pattern shows that in the twenty-first century, the process of well-being is associated with advanced technology and digital progress. Everything is now run and handled by technological systems. Whereas, the company calls the entire ideology with a high modality level by refer 'this is Abbott.' The use of the helping verb makes the statement more active and assertive. Though technology has changed life in myriads of

positive ways, it has affected the lives of all beings at a certain level. The company has kept at void how technology is affecting not only human life but other living things as well. Due to the high and advanced level of technology, there has become an imbalance among developed and underdeveloped countries. Nations are competing with each other to achieve success at the global level. On the other hand, it has created certain mental and health issues too., technology is considered to be an easier mode of communication, yet has affected many social relationships converting them into isolation, cyberbullying, lack of intimacy among family members, and an overall decrease in life satisfaction among the young generation. Likewise, technology has damaged the world in two ways; pollution and depletion of natural resources. It is because of the technological era that mother nature is seen as a source of commodity. Whereas, agribusiness and many pharmaceutical companies have harmed fields and crops due to toxic fertilizers and chemicals.

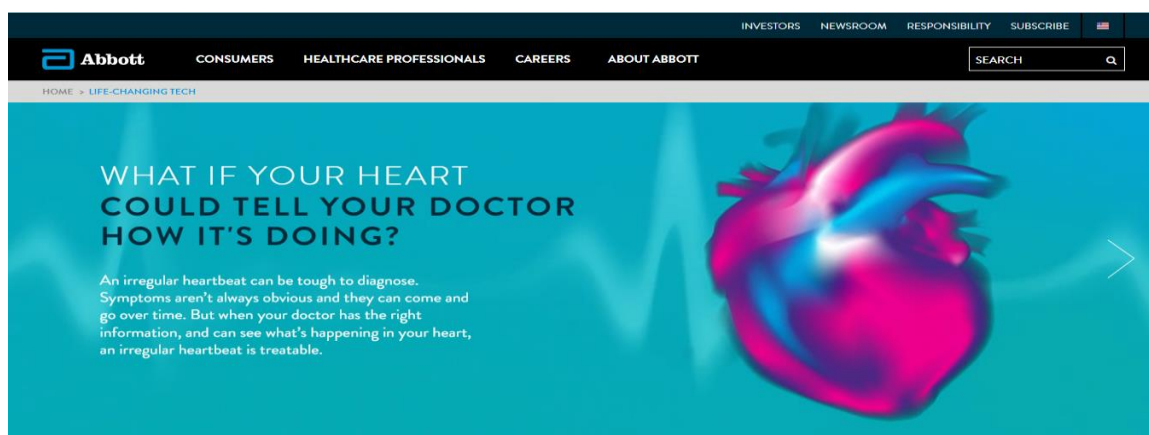
Like the choice between the 'offer' and the 'demand,' the choice of distance can suggest different relations between represented participants and viewers. According to Hall (1964), at a close personal distance, we take in the head and the shoulders. At a far personal distance, we see the other person from the waist up. At a close social distance, we see the whole figure. At a far social distance, we see the whole figure 'with space around it.' Therefore, the above image has a far social distance because we see the whole figure of the represented participant along with extra space around him. The angle of the interaction of the represented participant is on the vertical axis. The person is in the foreground along with close angle positioning. Though the written text has taken more space as compared to the represented participant, the close shot gives the participant an equal superordinate position in the image. However, the gaze is absent between the participant and the viewer. Therefore, the interactive participant plays the vital role of offering life life-changing health facilities by showing an upright, strong, and active participant in the image.

This is a powerful image with a strong colored background. The words 'life-changing' are a very powerful proclamation for it provides the factor of hope for its viewer. Looking at the background image of a blurry heart and a strong healthy human running at his full pace brings in the factor of 'hope' for all those who have none left. It automatically draws the attention of the viewer towards itself because of the use of the words 'life-changing' as heart diseases are quite difficult to treat especially in Pakistan because it is

quite expensive and out of reach for most people. In this case, Abbott is a medicinal company that is helping improve this scenario by providing a life-changing technology claim to its customers through this brochure. A dominant sentence, 'this is Abbott' shows the 'trust' that the company is claiming that its customers have over it. This very sub-sentence depicts the company's belief that it is a trustworthy medicinal technology that will aid patients and people who have faith in them such trust builds up after years of hard-earned experience. This also shows the confidence that the company has in its product and in its consumers who give it preference over all other medicinal industries. Linguistically it is a very clever way of advertising one's product by showing its worth through the use of strong words. The words 'this is Abbott' also is a powerful claim that Abbott is always the best and would as be expected always provide customer satisfaction with a healthy solution. It's like proclaiming that Abbott always has your back so its customers need not worry.

### Figure 4.1.7

#### *Eco-Sensitivity in Symbolism*



*Note:* A purple and blue heart against a blue background, prompting reflection on the ecolinguistic concept of interconnectedness and the symbolic representation of emotional and environmental well-being.

In the following image interactive participants have created an image of a heart to convey a social message. Therefore, this heart is a represented participant and depicts the attitude of interactive participants or producers of the image toward their audiences. This shows that the company has serious concerns for the well-being of humans, they look after health and health-related issues such as increased heart rate, and their pharmaceutical

medicines provide cures for such diseases. However, the company has presented on human heart in their discourse, the heart of animals has been neglected and seems like it is unworthy of consideration.

The distance of the object participant in the frame is close and spacious. An artificial friendship is created between the viewer, producer, and participant to disseminate real-world eco-friendly beneficiary discourse. Closer to the camera of the frame, the image of the heart is dominating and at the forefront. The image has been bifurcated into two parts. The right side of the image consists of text whereas, the left has an image of the heart. Here, the heart is a represented participant, and with an absence of gaze, it is offering a piece of information or objects of contemplation to the viewers.

Using a rhetorical question as a main heading to your advertisement is a very intelligent way of catching the viewer's attention. The company is a medicinal one so it is advertising its product by targeting the very basic and main field of medical science 'the heart'. The company is well aware of the increased need for improved technology for heart issues, hence it is offering a solution by its very first sentence which is a rhetoric that is more attention-seeking. As rhetoric always has answers in them, this heading also provides a solution within itself to the very basic issue of the modern world 'the heart' as it is difficult to comprehend what the heart's current state is without opening it up. The company claims to have a solution to the current problem of the surrounding medical world as is stated in the rhetorical question in which the company is offering a solution where the heart could tell the doctor about its current physical state. This method is a strong way to grasp the attention of the viewer especially ones struggling with heart diseases. The image of the heart on a solid background with a mix of ECG lines also draws attention to the importance of the proclaimed solution that the company is providing.

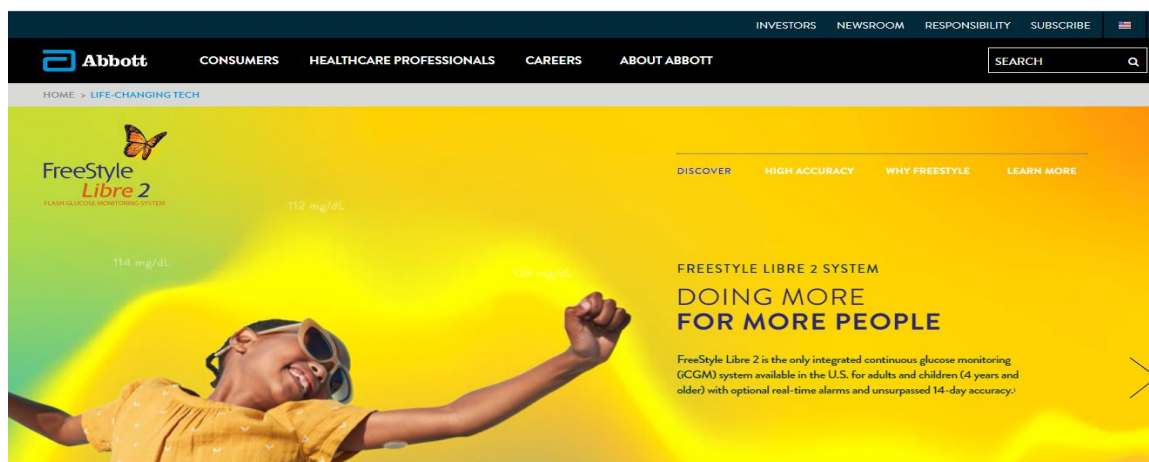
The company has used the techniques of normalization and abstraction to delineate their viewpoints. Meanwhile, advertising that irregular heartbeat treatments are curable, kept the causes and reasons for heart diseases at mask. In the above image, the role of language in human-human interactions has erased the interaction of humans with a larger ecosystem. Though the agency claims to provide the best of the best treatment for heart diseases, they haven't talked about how the medicines are manufactured. Firstly, they are



experimented in laboratories on different animals. Secondly, the API pharmaceutical ingredient used in drugs and medicines is specifically extracted from special kinds of plants. As these medicines are tested on different animals at times, they cause the death of that particular animal. It is through the salience pattern that vivid and concrete images have been drawn upon the areas of life that are worthy of our attention such as plants and animals. The word ‘your’ has been repeated several times in the written text such ‘what if your heart could tell your doctor how it’s doing?’ This ‘your’ draws an excruciating image in the mind of the reader of how the natural world, the sufferings of animals, and damaging nature like plants and trees, to benefit only humans have been disintegrated from the discourse. For instance, Fouad's (2019) research study showed the elimination of animals suffering suppression and objectification were either erased or kept traced in newspaper articles.

### Figure 4.1.8

#### *Harmony with Nature*



*Note:* A girl stretching her arms in happiness, accompanied by a company's logo with a butterfly symbolizing the ecolinguistic narrative of environmental consciousness and corporate commitment to doing more for people.

There are two participants in the above image; the child wearing a yellow dress in the foreground, and the butterfly at the top left corner of the picture. The vector is formed by a certain action or movement done by the participant (Kress & Leeuwen, 2008). In the above image 4.1.8, the outstretched arms of the child along with a smile on the face depict an emotion of joy and happiness. The child is subjected at the forefront in comparison to

the butterfly which is smaller in size and has a far-shot angle. The orientation of the image is in the horizontal axle, yet the participant is placed in the foreground in a top vertical position. Moreover, the representative participant is not directly looking into the camera instead, the face is tilted to the other side which means it is offering a piece of information to the viewers not demanding. Over here, the interactive participant which is the company is disseminating their views that they offer a healthy lifestyle to the people. They look after the necessities of their customers and always try to do more in terms of goods and services. Secondly, the subordinate representative participant is kept at trace in the above image. The butterfly is placed as an icon of FreeStyle, its symbolic representation is an irony to the fact that the company has associated it with freedom and progress but is given less space and representation in contrast to another superordinate participant.

Participants who are explicitly represented in a text and those who have been erased, suppressed, excluded, or kept in the background are the key concerns of every eco-linguist. Most of the studies have scrutinized that in environmental reports or discourses, the erasure of nature and animals has taken place either prominently or to some extent depending on the context (Stibbe,2015). In the following image, the interactive participant Abbott talks about doing more for the people. The written text only adheres to the requirements of the people and facilitates them with the best-advanced gadgets. However, the irony is that FreeStyle Libre 2 is a glucose-testing machine made for humans but its logo has a butterfly icon with a caption of ‘flash glucose monitoring system.’ The company offers such goods and services to humans while keeping the cons of the machine void. Using the technique of normalization and abstraction, the company states that Freestyle libre 2 is ‘the only integrated continuous monitoring system’ available for adults and children. With the high modality, the interactive participant has made sure to induce this belief and value among the people as well, thus; representing an influential discourse to address human issues such as diabetes and glucose. Though it delineates that the machine intends to be eco-friendly and human-friendly by visually projecting a happy child and butterfly icon, all the basic side effects have been erased from the text such as this monitoring machine may irritate the sensor insertion site, results may not be as accurate as a traditional blood calibration system and the sensor does not actually measure the glucose in the blood but instead in the cellular fluids.

The image is drawn on a horizontal angle with a frontal plane of the representative participants. the distance and angle between both the participants are long on the x-axis, whereas, on the y-axis, they are aligned parallelly with one another. Both participants make an angle of ninety degrees, yet due to the outstretched and extended arms of the superordinate participant; the child on the frontal plane holds the position of an oblique angle at one-eighty degrees on the x-axis. According to Kress and Leeuwen (2008), like in linguistics transitive and intransitive verbs same transitivity patterns are studied in visual representation too. If the image has only an actor without a goal, then the resulting structure is called non-transactional. However, if the image contains both the actor and goal, meanwhile an action is shown by a certain vector then the visual structure results in a transactional process. In the above image 4.1.8, both the superordinate and subordinate participants have non-transactional properties because the image does have actors but does not contain any goal; to which action is aimed or transferred. Neither of the participants is interacting with each other nor with the audience. However, when we decode the visual participants into written text it can appear both ways round. For example, The child is feeling joyful. Now here in the deconstructed clause 'is' works as a helping verb which means the sentence carries the transitive verb. In linguistics, transitivity patterns can be altered from verbs to nouns and adjectives. Considering the image, and deciphering the visual representation in the text we can state that the child looks happy. Here, the word 'happy' is a noun. Kress and Leeuwen (2008) have explained this entire phenomenon of transitivity with 'the bird being black' and 'the blackbird.' Secondly, the element of modality and the following example in their book i.e., composition is both an amalgamation of naturalistic and abstract representation of information. The image of the eminent participant is a realistic one with high modality, whereas, the icon of the butterfly is unrealistic more like an anime representation, therefore; with low modality. The background color composition shifts from lighter to darker tones so to say we can scrutinize transitivity in terms of color saturation as well. Green and yellow are the two major and prominent colors in the image. Though the background is neutral and plain without any naturalistic or realistic effect, but color selection represents environmentally friendly discourse. Green is the color generally associated with nature, freshness, and growth. Whereas, yellow generally indicates energy, joy, optimism, and friendship.

## 4.2. Bayer

**Figure 4.2.1**

### *Cultivating Sustainable Agriculture*



*Note:* Two trucks cultivating the soil on a farm, embodying the ecolinguistic narrative of sustainable agricultural practices, where challenges can mount quickly, as reflected in the accompanying text.

As Kress and Leeuwen (2008) explained in every semiotic act there are two types of participants i.e., interactive participants and represented participants. Therefore, considering the criteria of participants in any image, the above image has the interactive participant; the company itself, and the represented participant; the two objects shown in the image. Interactive participants are the producers of this image. They have constructed their ecological discourse via written text as well as through graphical representation. The represented participants are narrative in their form and nature because the objects; two trucks are moving and cultivating the soil. The image also represents technology in action. For instance, Kress and Leeuwen (2008) discussed the graphic representation of guns, weapons, axes, baskets, and knives in one of their studies. First, they described that the British had technology that could overcome the Aborigines. Secondly, their weapons are more powerful and latest in comparison to the Aborigines. Therefore, they both are participants where the British is the actor and the Aborigine is the goal in grammar and syntax. This representative relation can be shifted in a linguistic form such as the ‘the British used guns’ or ‘the British point their guns at the Aborigines.’ To state, the above image can also create transactional relations from visual to linguistic form in the same way as ‘the farmers are cultivating the land’ or ‘the farmers are using trucks to cultivate the land.’

The image has been bifurcated into two sections. One section contains the written text and the other has the pictorial representation. The size of the frame for the represented image is small. It is in circular dimension and the shot is taken from a diagonal angle. According to Kress and Leeuwen (2008), unlike social distance among humans depicts certain kinds of relations, objects also come in many different sizes and shapes. They suggest that at least three significant distances can be distinguished and that there are correspondences between these distances and our everyday experience of objects and the environment; in other words, the size of the frame can also suggest social relations between the viewer and objects, buildings, and landscapes. In the above image 4.2.1, the distance between the object and the environment is at long distance. Though there are two objects, but with an invisible barrier between the viewer and the object. The portrait of the image is in the landscape; with the trucks in the foreground.

The title of the image states, 'on a farm, the challenges can mount quickly.' The title statement is an offer provided by the interactive participants to the viewers to eradicate crop diseases. According to Macy and Johnstone (2012), today every story of life is related to business or economic growth. Even now agri-business, economic growth, and technological development are considered as the way forward for society by different pharmaceutical agencies. In the above image, Bayer has raised the issue of climate change. According to them, climate change, depletion of natural resources, and supply chain issues have unleashed major challenges for the world. Farmers are combating different pests, crop diseases, and unfertilized land. According to them, only smart technology can improve living standards, they also state that in the twenty-first century, the world needs an entirely new system to optimize productivity and provide effective results. According to Stibbe (2015), the terminologies such as technologies, resources, stock, services, and, agri-business all represent economic frames. However, the agency has used the technique of the trace to represent an influential discourse in which they have highlighted the major issues that humanity is facing such as the words '800 million people, 'hunger', 'framer', and 'world' all likely to represent the world of human beings. Whereas, the degree to which plants, animals, natural resources, and other species have been erased from the text is also evident. Therefore, the text leaves a faint trace rather than providing a vivid image. The shot in the following image is taken from an oblique somewhat higher angle. The linguists

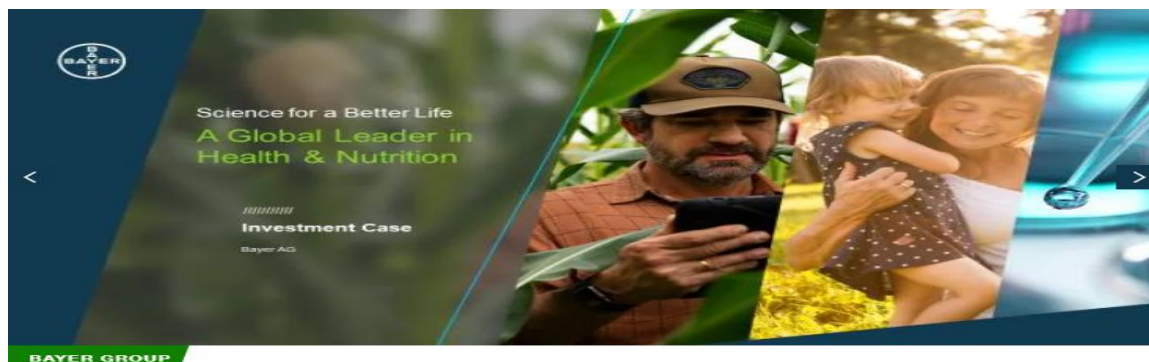
have constituted that representative participants on the horizontal plane along with frontal angle give an expression of superiority and exaltation. Whereas, a high-oblique angle tends to diminish an element of involvement or attachment. The degrees of modality and composition depend on how reality is defined by a particular social group. In terms of visual appearance, the naturalism of objects, color demonstration, angle, render toner, or differentiations all elucidate modality or reality. However, in linguistics reality or realism probes beyond the visual appearance of things. Ferdinand de Saussure saw reality in the form of signs, symbols, semiotic resources, abstraction, signified, and signifiers. Whereas an ecolinguist frames and reframes reality as a story we live by. Different ecolinguists have defined stories as packages of knowledge, beliefs, and patterns of practice (Fillmore & Baker, 2010). According to Lakoff and Wehling (2012), stories are the structures of ideas or concepts that we use to understand the world. Raymond (2013) indicates numerous problems with economic framings of nature including how the framing can favor the status quo, deemphasize the intrinsic value of species, and fail to incorporate important moral and ethical concerns that humans have for nature. Likewise, Stibbe (2015) talks about nature taken as a commodity or resource. Multiple words are used to trigger such an ideology such as capital, stocks, resources, commodities, and assets. The above image projects a naturalist reality. The represented participants, picture layout, and color saturation all consist of a high modality rate and composition.

The image of trucks, farms, land, and the trucks cultivating the land for crop production construct an ecological discourse. It represents agriculture and food reproduction as a source of living. The following image has been split into two portions. One consists of the written ecological text and the other is the pictorial representation. The text not only compliments the picture but also provides a detailed explanation and specification along with the picture of trucks and land cultivation. The color selected for the background is blue. The blue color in nature represents both the sky and the sea. Colors and their psychological dimensions do have certain substantial implications on the human mind. Blue is the color of duty and serenity. It generates inner peace, a constant need for truth. It guides you toward being sincere and using your imagination at its finest, it stimulates creativity, compassion, and self-esteem. It helps set up plans and it is known as a color of fixed belief. It brings out ambition, determination, and open perspectives.

Examples of well-known brands that use blue for advertising: are Internet Explorer, Skype, Intel, Blu-ray, Wordpress, Twitter, Facebook, and Tumblr (Dixon, 2017).

### Figure 4.2.2

#### *Nurturing Tomorrow*



*Note:* A mother holding her daughter, a man looking at a tablet screen, accompanied by text proclaiming Science for a better life and affirming a commitment to being a global leader in health and nutrition; a visual representation of the ecolinguistic ethos towards a sustainable and healthier future.

The above image consists of three representative participants. Two of the participants are conceptual because they are in a static position and not performing any kind of physical task such as the man and the child. Whereas, the lady tends to be a narrative participant because she is carrying a child; therefore, performing a specific task of holding her child. However, all the participants contribute to generating a specific ecological discourse. They accentuate the ideas of a better life, health, and growth. The represented participants are closer to the shot and are placed in the foreground. However, the entire picture is split into four portions. One of the portions consists of the text, whereas, the centered two portions have a close shot of humans. The last section contains an image of water, but it is not represented fully. This also shows that the primary concern of the company is to generate a vivid ecological discourse that is beneficiary for human beings, their health, and survival. The company has used multiple semiotic modes to design web pages. They have used different pictures, layouts, fonts, and text in constructing their positive ecological narrative. The written text states, ‘science for a better life.’ However, the ideas of life, health, and nutrition are specifically has been associated with humans. The company has utilized the strategy of erasure to keep biodiversity such as animals and plants in the void. They have excluded and marginalized wildlife species from their ecological

discourse. Instead, the company has presented itself as a global leader working for the benefit of humans and the coming generation. The company has used different color modes in the designing of web pages and pictures. The written text has been colored green and white. These colors remind or call our attention to the nature and environment. Therefore, the strategy of salience has been utilized by color selection and saturation.

According to Georgescu (2012), every color tends to wear a symbolic value correlated with culture, and they have a substantial implication along with the subjectivity of society as a whole. The green color expresses the idea of equilibrium, rebirth, and peace. Green brings out qualities like patience, sincerity, modesty, and kindness. It is specific for persons orientated toward a career and it encourages social relationships. Loyalty and organizational skills are correlated with green. Whereas, The white color denotes purity, perfection, order, and simplicity. While black means full absorption of everything around it, white means total reflection, repelling any staining that may occur, reason for its quality of sterilizer. It brings out the image of an infinite open space, the image of freedom. Once exposed to white, the standard reaction is peaceful. Some cultures use white for the significance of death, in opposite to black. Most of the brands that use black for advertising tend to use white too.

### Figure 4.2.3

#### *Synthesis of Nature and Technology*



*Note:* Symbolic imagery of a leaf's life cycle, accompanied by text emphasizing the fusion of genetic understanding and digital growth inside the seed—a representation of the harmonious integration of nature and technology within the ecolinguistic framework.

According to Barat (2003), the advanced method of technology has not only provided benefits to the generations but also has erased old cultural framing techniques



from society. The old framing methods were less progressive yet not as harmful for the corps and human health as they are in today's world. The above image, talks about new and advanced scientific methods to harness the seeds. The company has used certain modes to generate a beneficiary ecological discourse. To construct an attractive web page, Bayer has used different symbols, color contrast, and layout for the web pages. The following image has been divided into two sections. One is green color which is the color of nature, and the other is of gradient purple color. According to Negrea (2017), purple is the color of respect, luxury, and harmony. It is a color that highly stimulates the psyche, encouraging originality and boldness. The same could be seen in the written text. The text talks about the digital process of harnessing the crops 'what previous generations of framers and scientists could only dream of.' To represent the short process of how corn is grown with the help of the digital scientific method, three symbols in the form of a flow chart have been shared. These three symbolic signs represent corn growth and production interconnected with a dotted line. This whole symbolic system specifically appreciates the idea and method of growing seed into a full plant with a combination of better genetic understanding and digital process. The other portion of the picture consists of a written text with the bold heading 'inside the seed.'

The text has been inked in white, highlighting the quality and perfection of the technology. However, the way this advanced technology and framing methods affect human health and the environment have been erased from the text. the company has not mentioned the exact method or chemicals used in the fast growth of corn production. Mainly, these days farmers and scientists are using pesticides to protect crops from insects and pests. In general, a pesticide is a chemical or a biological agent such as a virus, bacterium, antimicrobial, or disinfectant that deters, incapacitates, or kills pests. Therefore, with the help of the salience pattern we get to know the area of life that is worthy of importance including agriculture and farm production. Yet, pesticides that are used for controlling insects and plant diseases are harmful too. The toxic chemicals in these are designed to be deliberately released into the environment. Though each pesticide is meant to kill a certain pest, a very large percentage of pesticides reach a destination other than their target. Instead, they enter the air, water, and sediments, and even end up in our food. Pesticides have been linked with human health hazards, from short-term impacts such as

headaches and nausea to chronic impacts like cancer, and reproductive harm. The use of these also decreases the general biodiversity in the soil. If there are no chemicals in the soil there is higher soil quality, and this allows for higher water retention, which is necessary for plants to grow.

## Figure 4.2.4

### *Nurturing Sustainability*



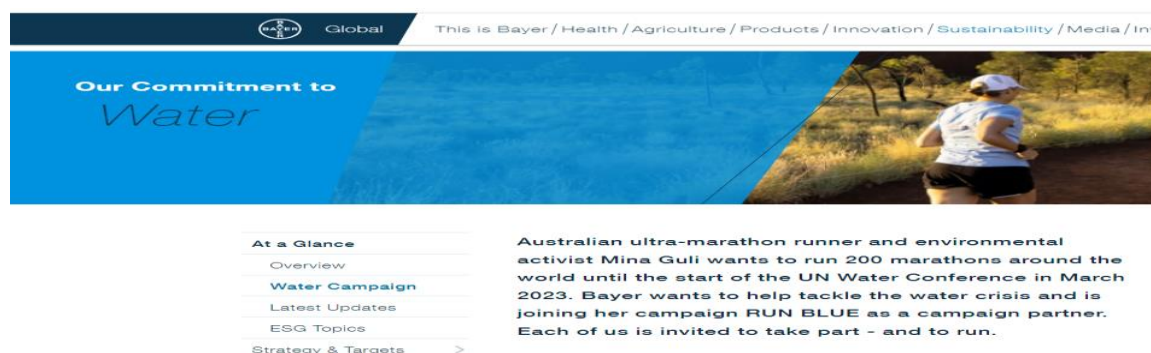
*Note:* A man checking wheat crops, accompanied by text expressing the commitment to sustainability—a visual representation of the ecolinguistic dedication to fostering sustainable agricultural practices.

In the above image, the company has used various modes other than pictures. There are different geometrical shapes, images, boxes, font sizes, and layouts that have a strong implication in generating ecological discourse. First, at the top of the web page, we can read the word ‘global’ written in bold and large font size. The dictionary meaning of global is something spherical or rounded such as a spherical representation of the Earth, a celestial body, or the heavens. It is related to the entire world or universe. Beside the word ‘global’ a rounded spherical sign has been used in which it is written ‘Bayer.’ The caption states, ‘This is Bayer/ Health/ Agriculture/ Products/ Innovation/ Sustainability/ Media/ Investors/ Career.’ This creates a strong impact on ecological discourse that the agency works globally to provide benefits to every individual with its goods and services. Also, ‘our commitment to sustainability’ refers to sustainable development goals and their achievement. Concerning multimodal analysis, the web page consists of several taglines and captions to generate social and eco-friendly messages. The purpose of sustainability is to promote social and environmental awareness among the masses at large. The company has purposely used a salience pattern to express its core value and strategy with field-crops

image at the forefront. The following figure consists of two sections i.e., one with the written text and while other with an image of wheat crops. In social development goals, the first three goals are poverty, hunger, and well-being. Thus, the company has used the same agenda to eliminate poverty and hunger by generating its own following slogan ‘health for all, hunger for none.’ However, the company has marginalized and ignored nature and animals from the text. it has used nouns and pronouns such as ‘we,’ ‘our,’ and ‘people’ in their discourse. Whereas, particular social actors such as animals, plants, and insects have been explicitly removed from the text. secondly, the term ‘resources’ in the text states that nature is entirely seen as a commodity in the environmental discourse.

### Figure 4.2.5

#### *Running for Water Commitment*



*Note:* A woman running a marathon race, accompanied by text affirming the commitment to water and the effort to tackle the water crisis—a powerful ecolinguistic portrayal of the dedication to environmental sustainability.

According to Bayer, one of their goals is to save water. For this purpose, they have taken the initiative to start a ‘water campaign.’ In the construction of its web pages regarding the water crisis, the company has used taglines, images, and written text. At the center, there is one large rectangular box. The rectangular box has been bifurcated into two portions, one with the tagline or main ecological text generated by the agency, ‘our commitment to water’ and the other consists of a lady who has participated in a marathon race. Using the technique of the trace, the company has partially talked about the water crisis in its ecological discourse. The information regarding water scarcity is constructed in a distorted form such as the text says, Bayer wants to help tackle the water crisis’ and ‘joining the campaign run blue’ by Mina Guli.

However, there is a complete erasure of water and the causes of the water crisis in the image and text. The image of water is kept void, instead, the representative participant is a lady who is running to show solidarity. The entire web page creates an ambivalent discourse without mentioning who are the actual exploiters of water storage and certain recommendations to tackle water catastrophe. In addition, the company has kept at void the report of water scarcity in Pakistan. The salience pattern has enabled us to scrutinize areas of concern that have been ignored by the company. The current water supply in Pakistan is limited. A semi-arid country heavily relies on the Indus River and its tributaries for water supply. Pakistan is categorized as being close to water stress countries, level with per capita availability of thousand cubic meters. The industrial or pharmaceutical companies themselves use five percent of the water while different chemicals, drugs, and waste materials are disposed of in canals or lakes making the water contaminated.

**Figure 4.2.6**

*Decoding the Plate*



*Note:* This image splits into two parts: a sandwich-filled plate and a picture of the Earth. Text on the plate asks the viewer to interpret it and think about the effects of the food they eat and how it travels through the environment. It offers an ecolinguistic viewpoint on the relationship between our dietary decisions and the environment.

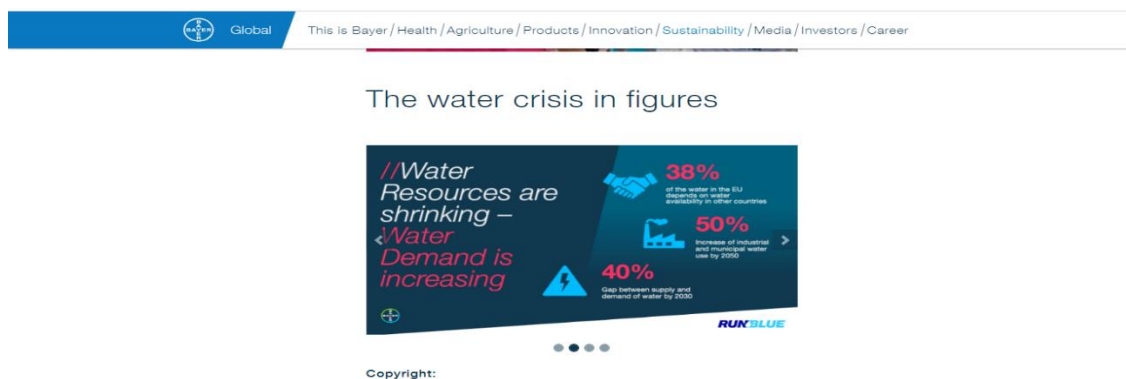
To generate an environmental discourse, the agency has used several modes such as colors, imagery, shapes, and written text. The half section of the page consists of a plate with a picture of a sandwich on it. It is stated, ‘decoding the plate: what impacts your food and its journey to you.’ The linguistic pattern activates the food and makes it salient in the minds of the readers, telling us that it is a basic necessity of life and worthy of consideration. The other half of the page consists of an image of the globe with some pertinent taglines such as ‘export blockades,’ ‘rising energy price,’ ‘fertilizer shortages,’

‘extreme weather,’ ‘pandemic disruption,’ and ‘increased food lost in the Middle East and Africa.’ The image of the globe and food along with explanatory taglines are drawing a direct understanding of the natural world or ecosystem in which all the living and non-living things are trying to survive. Important information that has been kept in shadow or background is the suffering of animals.

In the following web page, the agency has highlighted pandemics and climate change, yet they have erased the drastic effects of climate change on animals, forests, hilly mountains, and northern and southern areas. The natural world has been kept at trace in the following extract. the company has generated an ambivalent discourse in which they have raised certain issues related to humans such as food shortages in the Middle East and Africa. To note, the causes of extreme weather, global warming, and climate change are deforestation and carbon dioxide omission. Also, the agency has emphasized food loss in Eastern and African countries which reminds us about tons of food wastage by the Western countries every year.

### Figure 4.2.7

#### *Visualizing the Water Crisis*



*Note:* Text reading "Water Crisis" in figures, accompanied by symbols of energy, water, and hands—a visual representation conveying that water resources are shrinking.

The agency has vividly generated an ecological discourse regarding the water crisis. Bayer has used text, various symbols, signs, and color contrast to disseminate their views. However, it has been scrutinized that the company has developed a destructive discourse to an extent using words such as ‘shrinking,’ ‘crisis,’ and ‘industrial demand.’ According to Stibbe (2015), of the many destructive discourses, economic discourses are considered

to be highly destructive. It is a kind of ecological discourse in which economic growth is represented as a fundamental goal of society. In the above image, it is stated that ‘water resources are shirking’, here the range of linguistic devices has constructed water as a commodity or recourse.

To highlight the importance of water in our daily life the tagline ‘water demand is increasing’ is written in dark red color. According to the psychology of colors, Negrea (2017) states that red is the color of alertness, passion, and energy. Red brings out the impulsive side of human beings, making them more alert, and quicker in making decisions, in the sense of properly directing their resources. Red is an aggressive color, but it sends impulses of trust, comfort, and stamina when used at the right time. In the construction of their web page, the company has utilized the first and third erasure types i.e., the void and the trace.

#### **Figure 4.2.8**

##### *Nourishing Joy*



*Note:* A young man happily taking a supplement that adds nutrition—a visual representation of the connection between personal well-being and the positive impact of nutritional choices.

In the above image, the representative participant or the social actor is a person who is holding a capsule and seems to be very satisfied with it. The man is in the foreground and aligned in the middle of the close shot. At the above of the page, it is printed ‘supporting nutrition’ in bold font style. The relation between the written text and image is exploratory as the company’s main aim is to promote nutrition supplements in daily life. Purposely, the vivid representation reminds or makes it salient in the minds of viewers that healthy food, a balanced diet, and nutrients are the most essential parts of life. The presence of African males provides representation and visibility to an often-marginalized group.



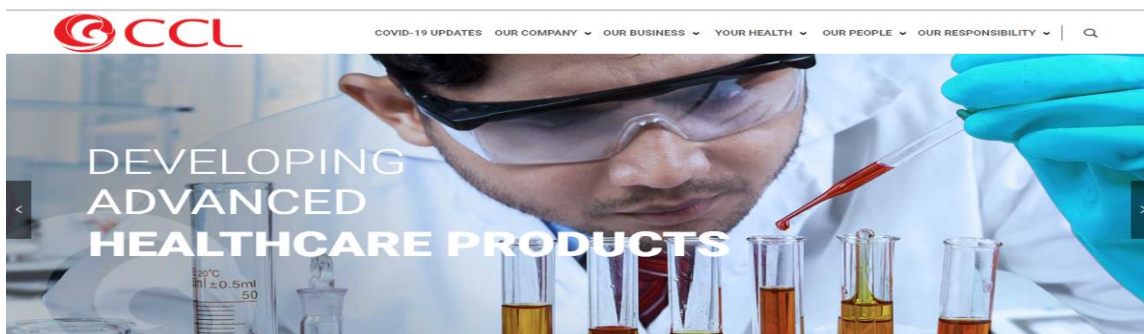
Historically, black individuals and people of African descent have been underrepresented in mainstream environmental narratives and media. The inclusion of this individual in the image helps to counteract this erasure by showcasing diversity within environmental contexts.

The blurred images of plants in the background contribute to the overall message of the image. The blurring of the plants may suggest a secondary role in the narrative, potentially serving as a backdrop to highlight the central figure and his actions. However, the image of a capsule and plants in the background reminds us of environmental pollution and the side effects of the medicines. Nausea, vertigo, headaches, allergic reactions, and digestive issues are a few typical adverse effects. Some drugs tend to cause more severe health concerns, such as organ damage, heart troubles, or even an elevated chance of getting some forms of cancer. It is significant to keep in mind that because everyone reacts to drugs in various ways, not all individuals will suffer from the same adverse effects.

### 4.3.CCL Pharmaceuticals

#### Figure 4.3.1

*Advancing Healthcare Through Innovation*



*Note:* A physician analyzing substances while reading a document that highlights the convergence of medical innovation and environmental awareness in the creation of cutting-edge medicinal goods.

The agency ensures the provision of healthcare products to its consumers. The tagline states, ‘developing advanced healthcare products’ generates the construction of ecological discourse from the perspective of providing benefits to humans. However, the company has used the strategy of normalization- a powerful device of erasure- to disseminate its ideology based on advancement and progress in healthcare items. They

have generated beneficiary discourse by depicting through an image-text relation. Different modes have been used to create an ecological discourse such as an image of a doctor doing some sort of chemical experiments. The colors contrast of white and blue represent laboratories or medical test centers. The color white represents a symbol of purity and peace. The white coat in the medical field is an emblem of the trust of patients, humanism, and professionalism. The company has used an erasure of human agents such as pharmaceutical chemicals, pollution, acids, and API ingredients which are involved in environmental destruction.

The natural environment could be adversely affected by the disposal of medications and their metabolites. Drugs that are secreted by people or animals can make their way into wastewater treatment systems, where they can fail to be adequately removed. As a result, pharmaceutical residues may get into groundwater, lakes, and rivers, possibly affecting aquatic life. According to studies, several drugs can interfere with fish and other aquatic species' reproductive processes, which can cause population decrease and ecological imbalances (Srivastava & Reddy, 2021). Additionally, the overuse of antibiotics in both human and veterinary medicine might lead to the emergence of bacterial strains resistant to antibiotics, posing a threat to world health.

### Figure 4.3.2

#### *Bridging Healthcare Gaps*



*Note:* A poor mother holding her baby, accompanied by text stating efforts to improve healthcare in developing countries.



Various semiotic modes have been employed in the designing of web pages. For instance, images of various color contrasts and taglines have developed significant importance in generating an ecological discourse. The above web page is constructed with an image aligned in the center of the page along with a written text. The text-image relation is exploratory in a way as the text talks about providing healthcare services in developing countries. In terms of developing countries, the first to come to mind are African and Asian countries. The company says, 'improving access to better healthcare in developing countries.' They have used the strategy of masks to construct eco-friendly discourse. However, have erased the actual information regarding the lack of access to medicine in dire situations such as COVID-19 and, the erasure of environment, land, and aquatic life in their discourse. Due to COVID-19, in the last three years, the market price of pharmaceutical products and drugs has been hiked unconventionally. Even a few medicines have been either banned or short in these developing countries. During the time of COVID-19, medicines like Ibuprofen, paracetamol, etc. initially became highly expensive and then went short in Pakistan.

The agency has overlooked specific challenges faced by developing countries, such as limited infrastructure, resource constraints, or cultural barriers. In the discussion on improving healthcare in underdeveloped nations, the picture of an African mother cradling her kid emphasizes the significance of maternal and child health. This particular component is highlighted in the image, emphasizing its importance. The picture intends to arouse empathy and support for programs addressing healthcare in impoverished nations by emphasizing the importance of mothers and children. The text and image serve as a reminder, bringing to light the need for improved healthcare access and inspiring action. The picture humanizes the problem and serves as a reminder to viewers of the real people who are impacted by the lack of access to healthcare. It shows an African woman cradling her infant. It acts as a call to action, asking people, groups, and decision-makers to participate in and support.

**Figure 4.3 3***Global Wellness***WELLNESS**

We provide alternative health information, lifestyle advice and products for you to live a healthier, happier and more fulfilled life. We aim to command a leading position in developing new healthcare products. Our unrelenting product and process development, analytical development, vendor, and supplier evaluation allow us to make momentous strides in the healthcare industry.

Our aspirations are to deliver unparalleled innovation and the best of science. The scientific evaluation and skills associated with formulating quality products is provided by a group of dedicated, highly qualified personnel in our product development and research department.

*Note:* a diverse group of people from different nationalities, representing the commitment to wellness as advocated by a pharmaceutical company—an illustration of the inclusive and interconnected approach to health and environmental consciousness.

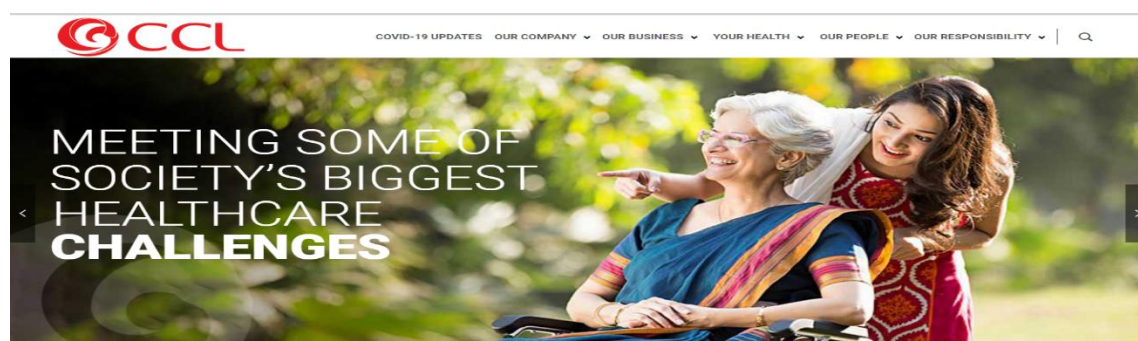
The company has utilized the techniques of erasure and salience in their discourse as they have wiped out the miseries of poor nations suffering from morbid diseases and the wellness of animals besides humans. More technically, Baker and Ellece (2011) suggest that many discourses form an exclusion or marginalization, particularly about identity categories or social actors. The web page in this regard, represents that the agency has marginalized the ideology of wellness to a specific race i.e., White people. However, the salience partner reminds us that an eminent piece of information has been overlooked in the construction of environmental discourse. The company has simply excluded African, Asian, and Arabic people from the picture. In the picture, there are four Europeans or Americans and one African. The person belonging to a different race is sitting at the extreme right corner consuming the small portion in the picture. While the other four are at the forefront along with the whole camera focus.

Whereas, the text positively narrates the ‘wellness’ of the people and provides them ‘healthier’ and ‘happy’ lifestyle by manufacturing ‘new healthcare products.’ Here wellness and healthcare are witnessed as a source of commodity. The company has utilized a linguistic strategy to mask aspects of its products, such as potential side effects or limitations. The company has selectively presented information to highlight the strengths

of its products such as using the terminologies ‘evaluation,’ ‘aspiration,’ ‘quality product,’ and ‘research development.’ Moreover, the image has created a sense of aspiration and desire for their products by associating them with an enhanced quality of life. By presenting visually appealing and optimistic images, the company has developed an optimistic impact to influence consumers' perceptions and motivations to purchase their healthcare products.

### Figure 4.3.4

#### *Exploring Interconnectedness*



*Note:* A granddaughter and grandmother embrace nature in the park, symbolizing the resilience and joy amidst society's greatest challenges.

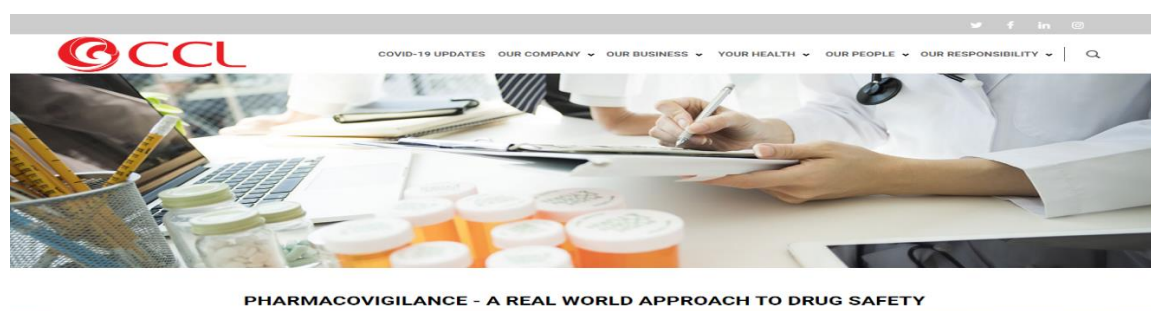
The company has unitized the strategy of erasure to suppress certain social actors and information from written sources. However, using text and image modes the agencies have constructed an ecological narrative about some biggest challenges of society. Though the challenges have not been mentioned, salience patterns remind us of those hardships that every society has to face. The following text says, ‘meeting some of society’s biggest healthcare challenges,’ can be scrutinized in a way that the pharma company has specifically referred to only healthcare challenges. Words such as ‘society’ and ‘healthcare’ only represent humans as prime social actors. The rest of the social actors which are equally the part of environment and society have been completely erased from the text and image. Those social actors are animals, birds, marine life, and other microorganisms. To draw a vivid eco-narrative, the company has used an image in which both ladies have been kept in the foreground while the plants and trees are blurred in the background. This represents the particular attention given to only one area of life.

The actual destruction has been kept void such as the impact of pharmaceutical compounds like analgesics, antidepressants, antihypertensives, contraceptives, antibiotics,

steroids, and hormones found in water, land, and air which make the whole atmosphere and environment toxic. Pharmaceuticals can infiltrate wastewater systems and eventually make their way into rivers, lakes, and groundwater when they are excreted by people or animals. Water pollution results from the inadequate removal of pharmaceutical residues during wastewater treatment operations. This can have adverse effects on aquatic organisms, such as fish, amphibians, and invertebrates, affecting their growth, reproduction, and behavior.

### Figure 4.3.5

#### *Capturing Modern Healthcare*



*Note:* A doctor takes notes surrounded by orange medicine bottles, emphasizing a holistic approach to drug safety. The presence of a laptop symbolizes the integration of technology in this real-world observation, weaving together healthcare and our ecological landscape.

The following image on the corporate web page combines both visual and textual elements to promote an ecofriendly narrative regarding pharmaceutical drug safety. Visual elements include a few medication bottles, a laptop, some wooden pencils in a container, white colored tablets in the bottles, and two doctors among which one of the social actors could be scrutinized for prescribing a medicine. The interaction between visual and written modes suggests that the company ensures the safety of drugs. Whereas, taking the right drug prescribed only by the doctor will lead to positive health outcomes and personal well-being. The tagline, ‘pharmacovigilance- a real world approach to drug safety’ delineates potential impact and promotes a positive vision of the role that pharmaceutical drugs can play in improving health outcomes. However, it reinforces harmful attitudes and behaviors, such as over-reliance on medication and the belief that pharmaceutical drugs are a quick fix for health problems.

The company has kept at void particular information related to ecotoxicity. Even in low quantities, pharmaceutical medications can be hazardous to environmental species that are not their intended recipients. Aquatic species' natural physiological processes can be disrupted by long-term exposure to medications like antibiotics, hormone treatments, or antidepressants, which can result in population decreases and ecological imbalances. Moreover, antibiotic-resistant bacteria could thrive and spread when antibiotics are released into the environment through excretion or inappropriate disposal. As a result, antibiotics are less effective in treating infections, which poses a serious risk to public health.

### Figure 4.3.6

#### *Eco-health Commitment*



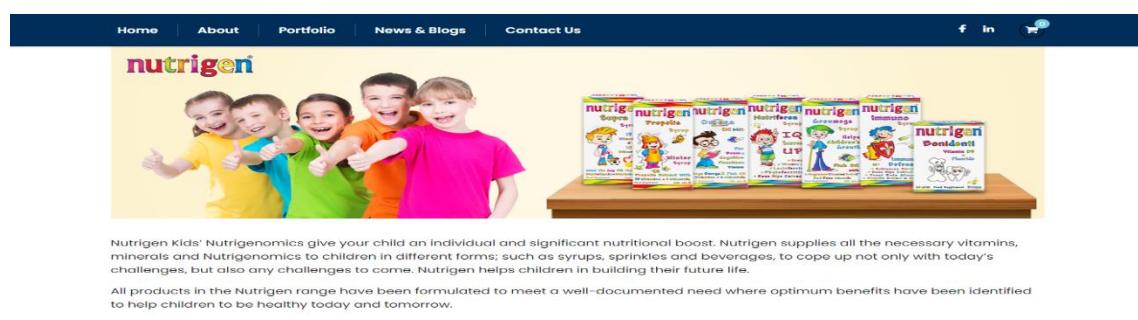
*Note:* Test tubes stand as symbols of innovation as a pharmaceutical company articulates its dedication to fostering a happy, healthy life through the assurance of safe prescriptions.

The visual connotation of the word 'pharmaceuticals' is often associated with pills, medicine bottles, flasks, and other medical supplies. In the following web page, the company has frequently used visual elements and language modes in advertising and marketing materials for pharmaceutical products to communicate their effectiveness and safety. In terms of language mode, The word pharmaceutical is a noun that refers to medicinal drugs used for therapeutic purposes. It is commonly used in the context of the pharmaceutical industry, which is a global business that produces and sells drugs to treat various health conditions. The company has developed a beneficiary discourse in which they represent their agenda of a 'healthy, happy life.' The use of the word 'pharmaceuticals' in language and visual media can shape public perceptions of the pharmaceutical industry and its role in healthcare. The use of visual elements may contribute to the perception that

pharmaceuticals are a trusted and effective solution to health problems while downplaying potential risks and side effects. However, critical analysis of the language and visual elements can help to increase awareness about the complex issues surrounding the pharmaceutical industry and promote more informed decision-making about healthcare. This multimodal ecolinguistic analysis of the word ‘pharmaceuticals’ highlights how language and visual elements can interact to shape public perceptions of the pharmaceutical industry and its products. It emphasizes the importance of critically analyzing these messages and considering the potential impacts on public health and well-being.

### Figure 4.3.7

#### *Empowering Growth*



*Note:* Children express joy and approval alongside images of nutritional syrup, reinforcing the message that Nutrigen fosters accelerated and enhanced development for a brighter future.

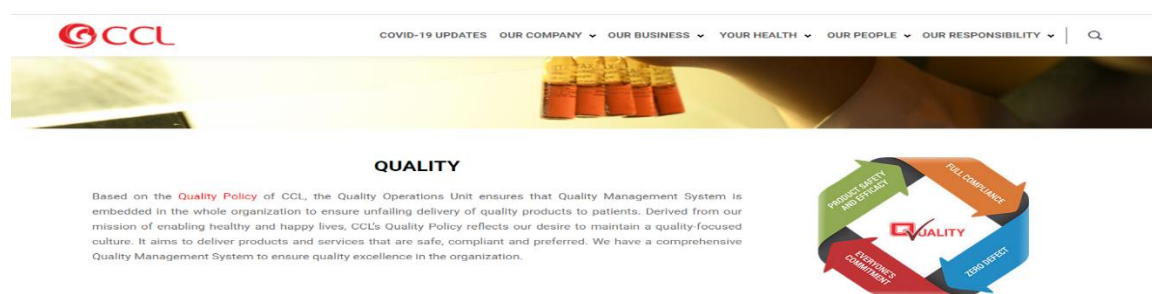
The word ‘nutrigen’ is a combination of nutrition and genetics and refers to the study of how genetic variations can affect individual responses to diet and nutrition. The term is often used in the context of personalized nutrition, where genetic information is used to develop customized dietary recommendations. The image of children in this context could represent the target audience for nutrigen-related products or services. The image could also suggest a focus on early nutrition and health interventions for children, which is an important area of research and development in the field of nutrigenomics. The use of the word ‘nutrigen’ and the image of children in this context may shape public perceptions of personalized nutrition and its potential benefits for health. However, it is important to critically analyze the language and visual elements and consider the potential impacts on health equity and social justice, particularly about access to genetic testing and personalized nutrition services. The study of nutrigenomics reflects broader cultural trends



towards personalized health and wellness, where individuals seek to optimize their health through tailored interventions. However, the use of genetic information in this context also raises ethical concerns about privacy, consent, and the potential for discrimination. Ecolinguistic analysis of the word ‘nutrigen’ along with an image of children highlights how language and visual elements can interact to shape public perceptions of nutrition and health. It emphasizes the importance of critical analysis and awareness of the social and ethical implications of personalized nutrition and the use of genetic information in healthcare.

**Figure 4.3.8**

*Environmental Stewardship in Action*



*Note:* The company declares its commitment to quality through a lens of ecological responsibility, emphasizing protected product packaging and a steadfast environmental commitment.

In this context, erasure may be evident in the absence of certain information or perspectives related to pharmaceuticals and quality policy. For example, the image may focus primarily on the brand name and logo of the pharmaceutical company, while downplaying or omitting information about the quality standards or regulatory requirements that govern the manufacture and distribution of pharmaceutical products. This erasure may reflect a desire to promote the brand and its products over broader public health concerns. Salience may be evident in the way that certain visual and linguistic elements are used to highlight the importance of quality and safety in pharmaceutical products. For example, the image may feature prominently displayed text that emphasizes the company's commitment to quality and safety standards or may use visual cues such as a prominent seal or certification symbol to convey a sense of trustworthiness and reliability. This salience may be intended to reassure consumers and build brand loyalty by emphasizing the company's attention to quality and safety.

The design of the image, including its colors, layout, and other visual elements, can also contribute to the salience or erasure of certain ideas or concepts. For example, the use of bright colors or bold typography may draw attention to certain elements of the image, while more muted or subdued colors may make other elements appear less important. The placement of text and imagery within the image can also influence the salience of certain ideas or concepts. For example, the image at the top right corner may prominently feature the company logo and product name, while downplaying or omitting information about the regulatory standards or safety requirements that govern the manufacture and distribution of pharmaceutical products. This erasure may reflect a desire to promote the brand and its products over broader public health concerns. Erasure of information about regulatory requirements may limit consumers' ability to make informed decisions about the safety and efficacy of pharmaceutical products, while salience of quality and safety messages may create a false sense of security or trust in the brand that is not necessarily supported by the available evidence.

#### 4.4. Getz Pharma

**Figure 4.4.1**

*Conserving Nature*



*Note:* The iconic WWF logo against a verdant backdrop symbolizes a commitment to the preservation of the environment, embodying the ethos of ecological sustainability.

The WWF logo and the written text 'preservation of the environment' may serve to erase certain aspects or perspectives related to environmental preservation. For instance, the logo focuses primarily on a particular symbol, such as a panda, and thus excludes other aspects of biodiversity or environmental concerns. This erasure may be intentional to create a simplified and recognizable representation, but it could potentially neglect the complexity



and interconnectedness of environmental issues. The company has utilized the linguistic strategy of salience in such a way that the logo and description highlight the importance of environmental conservation. The logo, with its use of iconic symbols like the panda, visually communicates the organization's commitment to protecting and preserving wildlife. The written text reinforces the central idea of environmental preservation and draws attention to the WWF's mission. The visual elements in the WWF logo, such as the panda, may enhance the salience of the organization's message. The panda is a charismatic and recognizable species, representing biodiversity and the need to protect endangered animals. The choice of the panda in the logo may evoke emotional responses and capture public attention, making the issue of environmental preservation more salient.

Yet, the agency has completely marginalized other animals from their discourse. Furthermore, methods to preserve the environment have been erased from the text. Particular information related to pharma pollution has been kept at void such as when pharmaceuticals are unintentionally or purposefully consumed, they can have a direct effect on animals. For instance, while eating animal carcasses that have drug residues, scavenging birds and animals may be exposed to medicines. This may have detrimental physiological consequences for animal populations, including mortality.

#### Figure 4.4.2

##### *Empowering Tomorrow*



*Note:* A young girl sketches her aspirations on a blue board, illustrating a company's dedication to education and skill-building initiatives for the underprivileged, fostering a sustainable and inclusive future.

In the following web page, the company has used the strategy of erasure to obliterate certain aspects or perspectives related to underprivileged individuals' education and skill building. For instance, the text lacks specific details about the challenges faced

by underprivileged individuals or the systemic factors that contribute to their lack of access to education and skill-building opportunities. This erasure may simplify the issue or fail to acknowledge the broader socio-economic and structural factors that perpetuate educational inequalities. Prominently, the written text and image emphasize the importance of education and skill-building for underprivileged individuals. The text explicitly states the focus on underprivileged individuals, highlighting the need to address their educational needs. The image of a girl writing on a whiteboard further underscores the significance of education and learning. These elements draw attention to the issue and create a sense of urgency in addressing the educational inequalities faced by underprivileged communities. The image of a girl writing on a whiteboard enhances the salience of the message. It represents the act of learning and education, symbolizing the potential for empowerment and growth. The visual portrayal of a girl engaging in academic activities may evoke empathy and inspire action to support educational opportunities for underprivileged individuals. The erasure and salience in the text and image reflect broader cultural and historical contexts of educational inequality and social justice.

**Figure 4.4.3**

*Guardians of Well-being*



*Note:* Seagulls soar above as a symbol of corporate social responsibility, embodying a commitment to health for the underprivileged. This image reflects a harmonious integration of ecological awareness and societal well-being.

The agency has utilized both erasure and salience strategies to disseminate certain aspects or perspectives related to the health challenges faced by underprivileged individuals. For instance, the text lacks specific details about the specific health disparities or the systemic factors that contribute to the lack of access to healthcare for the underprivileged. This erasure may simplify the issue or fail to acknowledge the broader socio-

economic and structural factors that perpetuate health inequalities. Saliency refers to the prominence or visibility of certain ideas or concepts. In this case, the text and image emphasize the importance of health for the underprivileged.

The text explicitly highlights the focus on underprivileged individuals, drawing attention to their health needs. The image of birds on a seashore may symbolize freedom, peace, and connection to nature, which can evoke positive associations related to health and well-being. These elements create a sense of urgency in addressing health disparities and advocate for equitable healthcare access. The image of birds on a seashore enhances the saliency of the message. It represents a natural and serene environment, which can evoke feelings of tranquility and harmony. The visual elements of the image, such as the birds, may also symbolize resilience and freedom, resonating with the desire for better health outcomes for the underprivileged. The visual mode engages viewers' emotions and can potentially inspire action and empathy.

#### Figure 4.4.4

##### *Nourishing Harmony*



*Note:* An array of fruits and vegetables promotes the message of balanced consumption for a balanced life, encapsulating the essence of ecological well-being in dietary choices.

The phrase, 'balanced consumption for a balanced life' implies a broader discourse on achieving a sense of balance in one's lifestyle. It could involve discussions on finding an equilibrium between work, leisure, and personal well-being. The company has generated a beneficiary discourse to delineate its ecological perception of providing healthy and fresh food to everyone. The image of fruits and vegetables implies an association with natural, plant-based foods, which are often associated with sustainable and eco-friendly choices. The text may encourage environmentally conscious consumption practices, promoting a discourse on sustainability. However, from a strictly visual analysis, the

ecological perspective may not be evident. The image does not inherently convey information about the environmental impact of food production, the sourcing of these items, or any potential ecological considerations. The salience analysis also reveals potential limitations. The image solely focuses on the nutritional aspect of consumption, overlooking other ecological considerations. For instance, it does not depict the broader ecological impacts of agricultural practices, such as pesticide use, water usage, or greenhouse gas emissions. Consequently, the image may inadvertently reinforce a narrow understanding of balanced consumption that overlooks the ecological dimension.

### Figure 4.4.5

#### *Synergy of Nutrients*



*Note:* A composition featuring meat, pulses, and dairy products underscores the significance of a diverse diet rich in omega-3 fatty acids and oats, illustrating the interconnected relationship between dietary choices and ecological well-being.

Ecolinguistic erasure refers to the omission or marginalization of certain ecological aspects in the language (Stibbe, 2015). In this case, the text ‘omega-3 fatty acid’ does not explicitly address the ecological dimension related to the production and consumption of the depicted food items. The term, ‘omega-3 fatty acid’ solely focuses on the nutritional aspect without considering the broader ecological impacts associated with the production of animal-based protein sources. The image of meat, fish, chicken, eggs, and pulses, along with the text ‘omega-3 fatty acid,’ highlights the importance of omega-3 fatty acids in one’s diet. Omega-3 fatty acids are essential nutrients with various health benefits, including heart health and brain function. By associating these food items with omega-3 fatty acids, the image emphasizes their potential role in maintaining a healthy diet. However, the salience analysis also reveals potential limitations.

The image primarily focuses on the nutritional value of the depicted food items while overlooking the ecological dimensions. It does not portray the environmental impacts associated with different protein sources, such as greenhouse gas emissions, land and water usage, and potential overfishing concerns. Consequently, the image may inadvertently reinforce a narrow understanding of dietary choices, neglecting the broader ecological consequences. Likewise, the company has viewed animals as an important supplier of commodities. In Figure 4.4.5, the representative participants are aligned centrally along with a close shot frontal angle. The placement of meat, fish, chicken, and eggs depicts that animals in intensive farming systems are often viewed as units of production, emphasizing their economic value rather than recognizing their intrinsic worth or welfare. It reminds us, that many organizations use animal goods and byproducts for profit. For instance, businesses may employ materials produced from animals in food manufacturing, such as collagen generated from animal tissues or gelatin from animal bones. Cosmetics, medications, and industrial materials can be made using animal byproducts like pig fat or bone meal.

#### Figure 4.4.6

##### *Nature's Gym*



*Note:* A couple joyfully runs along the beach, embodying the essence of eco-friendly exercise. The caption promotes five exercises to be done at the beach, fostering a harmonious connection between physical well-being and natural surroundings.

In this text, there might be an erasure of specific ecological dimensions related to the beach environment. While the text focuses on exercises, it does not explicitly mention the importance of respecting and protecting the beach ecosystem. This erasure could inadvertently downplay the significance of responsible beach usage, including minimizing waste, avoiding disturbance to wildlife, and preserving natural habitats. The image of a couple running on the beach enhances the salience of physical activity and a sense of



freedom and enjoyment. It depicts a dynamic and energetic scene, suggesting the benefits of exercising in a natural and scenic environment. The beach setting evokes a connection with nature, with the sand, waves, and open space providing a visually appealing backdrop.

The image primarily focuses on the physical aspects of exercising on the beach while overlooking the broader ecological context. It does not depict any specific beach conservation practices or environmental considerations. Consequently, the image may inadvertently reinforce a narrow understanding of beach activities, neglecting the need for responsible behavior and environmental stewardship. Moreover, the text-image reminds complete erasure of pharma waste contaminating water and marine life. Through the process of bioaccumulation, drugs can build up in the tissues of marine species. Pharmaceutical substances can build up in the bodies of species that ingest contaminated food or water, perhaps reaching larger quantities as they ascend the food chain through biomagnification. In aquatic settings, several medicines, including hormone treatments and contraceptives, can have an endocrine-disrupting effect. These substances disrupt the hormonal functions of marine species, which may result in problems with reproduction, altered sexual maturation, and consequences on entire populations (Srivastava & Reddy, 2021).

#### Figure 4.4.7

##### *Blossoms of Protection*



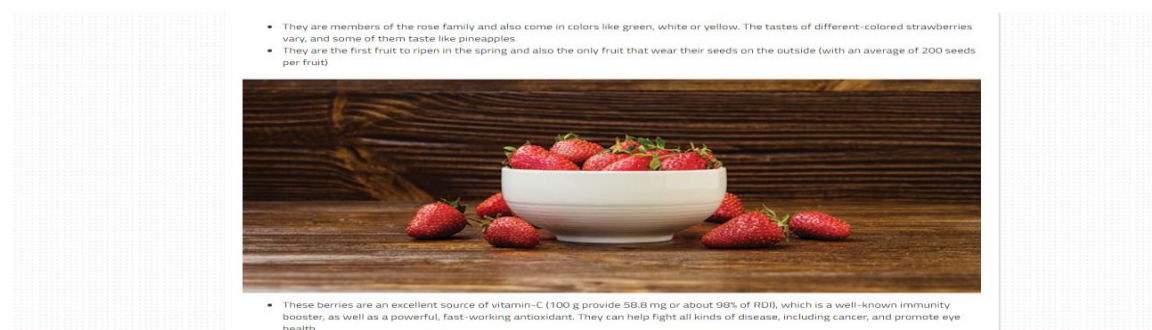
*Note:* Purple flowers set the backdrop for an eco-conscious message at the forefront, highlighting nine plants known for keeping mosquitoes away. This image integrates natural beauty with practical ecological insights.

The agency aims to provide information and promote the use of natural methods to address mosquito-related issues. The text, 'nine plants that naturally keep mosquitoes away' suggests a focus on natural remedies for mosquito control. It implies that certain plants can repel mosquitoes, offering an alternative to chemical-based insecticides. In this

text, there might be an erasure of specific ecological dimensions related to the use of plants for mosquito control. While the text emphasizes the plants' mosquito-repelling properties, it may not explicitly address the broader ecological impacts of mosquito control methods or the importance of maintaining biodiversity and ecological balance. This erasure could inadvertently downplay the ecological complexity and potential unintended consequences of relying solely on plant-based solutions for mosquito control. The image of flowers accompanying the text enhances the salience of natural elements and aesthetics. Flowers are often associated with beauty, vibrancy, and the natural world. The image may evoke positive emotions and an affinity for nature, capturing the attention of the viewer and contributing to a visually appealing representation. However, the salience analysis also reveals potential limitations. The image of flowers does not directly depict the specific plants mentioned in the text that repel mosquitoes. This may lead to a disconnection between the image and the intended message of natural mosquito control. Additionally, the image's focus on flowers may inadvertently overshadow the broader ecological context of the mosquito issue, such as the mosquitoes' role in ecosystems, the importance of biodiversity, or the potential impacts of mosquito-borne diseases.

### Figure 4.4.8

#### *Nourishing Nature's Bounty*



*Note:* A bowl of strawberries exemplifies the broader discourse on the benefits of all fruits, symbolizing the interconnected relationship between wholesome nutrition and ecological well-being.

The company has mentioned certain benefits of strawberries along with an image. However, a few of the ecological aspects of language have been marginalized. In this case, the descriptive text about the benefits of strawberries has not explicitly addressed the broader ecological context of their production. While the text focuses on the health benefits

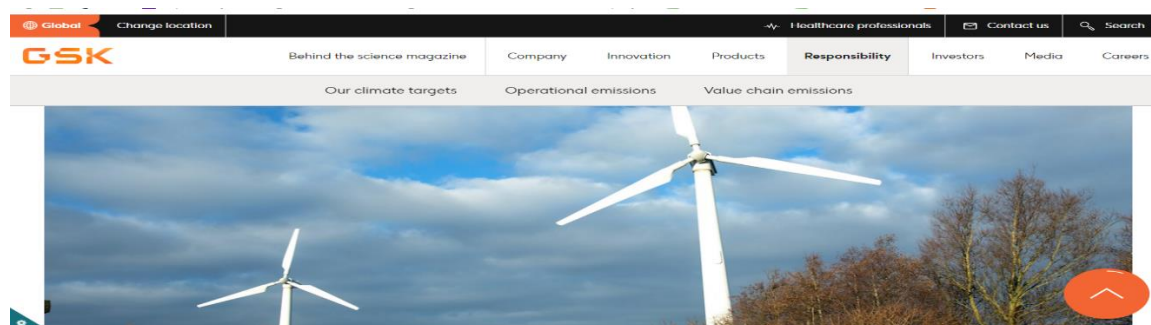
of strawberries, it does not mention the environmental impacts associated with their cultivation, such as pesticide use, water consumption, or soil degradation. This erasure could inadvertently downplay the ecological considerations related to strawberry production. On the other hand, The descriptive text about the benefits of strawberries enhances the salience of their positive attributes. It highlights aspects such as the fruit's rich antioxidant content, high vitamin C level, or potential health benefits like improved heart health or immune system support.

The text encourages the reader to consider incorporating strawberries into their diet due to their nutritional value. The image of strawberries, while visually appealing, does not directly depict the specific benefits mentioned in the descriptive text. This may create a disconnection between the image and the textual content, potentially leading to a reduced impact of the intended message. Additionally, the salience of the image and the textual emphasis on the benefits of strawberries overshadow the broader ecological dimensions related to their production and consumption.

## 4.5. GlaxoSmithKline

**Figure 4.5.1**

*Wind Energy*



*Note:* Windmills stand against the horizon, emblematic of a commitment to climate change. This image encapsulates the fusion of sustainable energy and a pledge to ecological well-being.

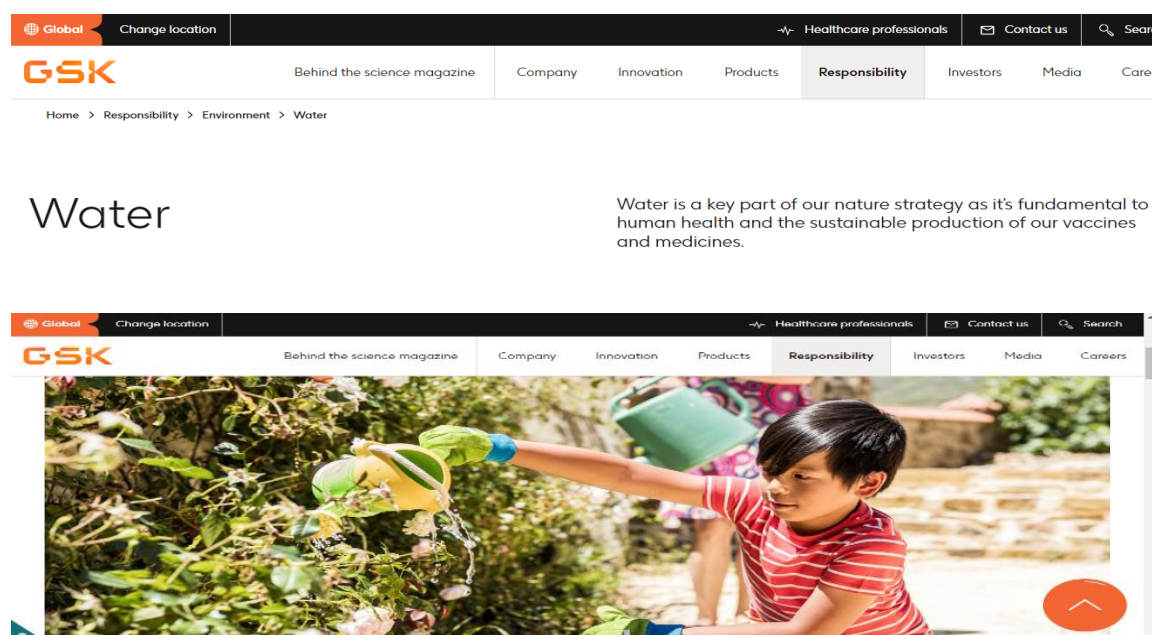
The pharmaceutical text on climate suggests a focus on the company's commitment to addressing climate-related issues. The text mentions initiatives or strategies aimed at reducing the environmental impact of their operations, such as greenhouse gas emissions, waste management, or energy consumption. It may also discuss the company's efforts to



promote sustainability and mitigate climate change. While the text highlights the company's efforts, it does not explicitly address the broader ecological implications of pharmaceutical manufacturing, such as the disposal of pharmaceutical waste, resource consumption, or potential impacts on ecosystems and biodiversity. The image of a windmill on the web page enhances the salience of renewable energy and environmental sustainability. Windmills are often associated with clean and renewable energy generation, representing a shift towards more environmentally friendly practices. The image may visually symbolize the company's commitment to reducing carbon emissions and transitioning towards sustainable energy sources. The image of a windmill may create a disconnection between the pharmaceutical industry and the specific environmental issues associated with it, such as waste management or chemical pollution. While renewable energy is important for mitigating climate change, it may not directly address the broader ecological concerns related to pharmaceutical manufacturing.

## Figure 4.5.2

### *Cultivating Awareness*



*Note:* A boy waters plants, visually reinforcing the caption that underscores the paramount importance of water in nurturing ecological balance and sustainable growth.

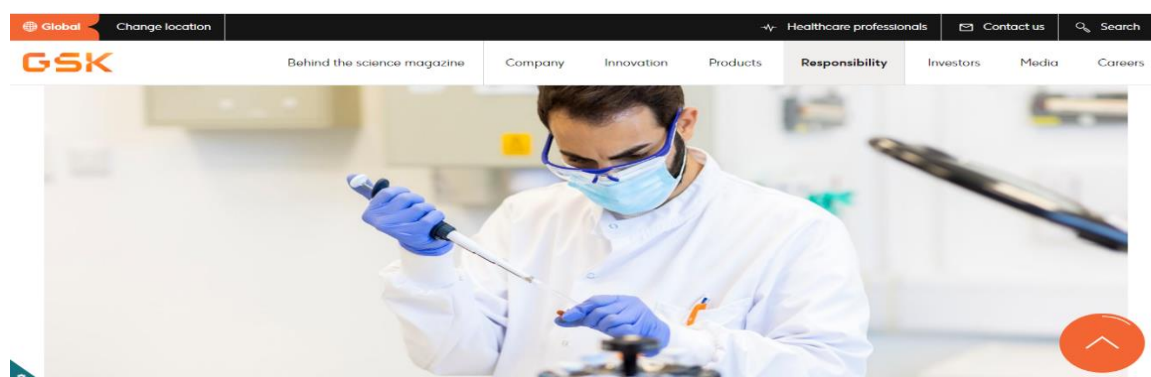
The word 'water' serves as a concise and direct message, conveying the importance of conserving water. The adjectives 'fundamental' and 'sustainable' emphasize the urgency

and action-oriented nature of the message. The word ‘water’ clearly identifies the resource that requires conservation. The accompanying image of a child watering plants adds a visual dimension to the ecolinguistic analysis. The image depicts a young person actively engaged in nurturing plants, representing a responsible attitude towards the environment. The child's action of watering plants aligns with the text's message of water conservation. It symbolizes the importance of cultivating sustainable habits and taking personal responsibility for environmental preservation. However, the text has kept the methods of water conservation void.

The text doesn't specify the sources from which water should be saved, such as rivers, lakes, or groundwater. By omitting this information, the text fails to address the complexities of water scarcity and resource management. The text doesn't acknowledge the systemic issues contributing to water scarcity, such as industrial water usage, agricultural practices, or inadequate infrastructure. This omission can mask the structural changes required to achieve sustainable water management. The visual representation enhances the salience of the message by evoking emotions and a sense of empathy. The presence of a child in the image highlights the role of future generations in environmental stewardship, adding a salient dimension of intergenerational responsibility.

### Figure 4.5.3

#### *Guardians of Environmental Health*

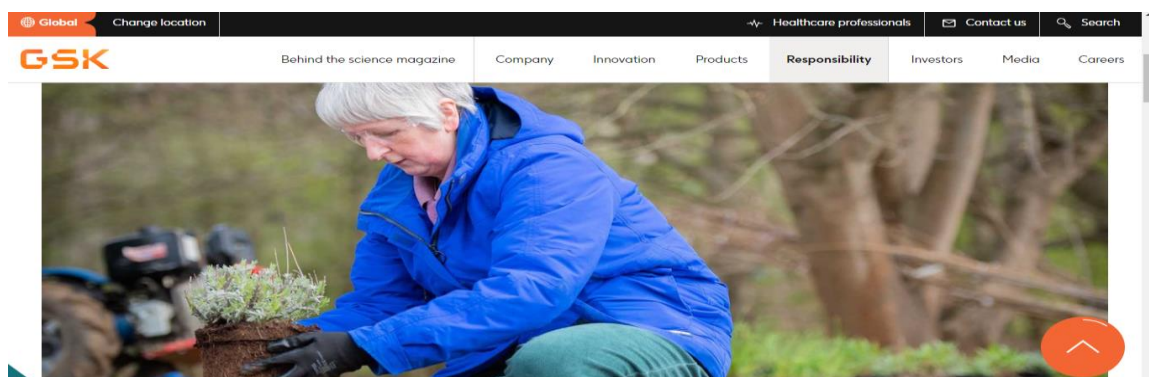


*Note:* A doctor conducts chemical testing in a lab, symbolizing a commitment to ecologically conscious practices in healthcare and scientific research.

The words ‘material and waste’ under the category of responsibility section do not explicitly mention the environmental consequences or ecological footprint associated with

the generation or disposal of materials and waste. This erasure could downplay the urgency of addressing waste management and environmental sustainability. The text does not specify the resources involved in material production or highlight potential depletion issues. Neglecting this aspect obscures the link between resource consumption and ecological implications. The image of a pharmacist conducting biochemical work suggests a scientific and technical approach to environmental concerns. This visual representation indicates that professionals from various fields can contribute to ecological solutions. The image's setting in a laboratory underscores the importance of research and innovation in addressing material waste and finding eco-friendly alternatives. The salience lies in highlighting the role of science and technology in environmental stewardship. The social actor is placed in the center thus making him in the foreground. The representative participant reminds us of laboratory testing which has been completely excluded from text and image. Animals are used in lab tests and experiments by many businesses and research institutes for a variety of goals, such as medication development, toxicity study, and scientific investigation. For the sake of advancing science or conducting product safety tests, animals are frequently exposed to intrusive treatments, confinement, and potential damage. Animals are viewed as commodities in this setting to support human-centric breakthroughs and commercial products.

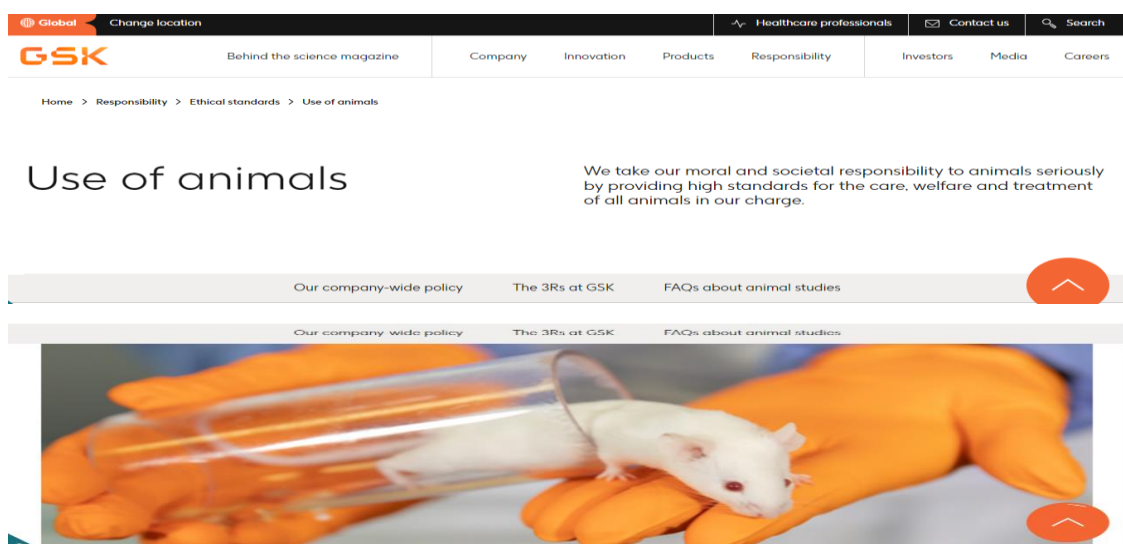
Moreover, in pharmaceutical labs, the mixing of chemicals can potentially lead to various side effects, primarily due to the reactive or hazardous nature of certain compounds. When chemicals are combined, they may undergo chemical reactions that result in heat production, the emission of hazardous gases, or the creation of undesirable byproducts. These reactions may result in dangerous situations like flames, explosions, or the creation of caustic or poisonous materials. Additionally, chemical mixing can release volatile molecules into the air, exposing lab workers to exposure by breathing. Depending on the particular characteristics and toxicity of the substances involved, this may result in respiratory irritation, lung damage, or systemic consequences.

**Figure 4.5.4***Cultivating Harmony*

*Note:* An elderly woman engages in gardening, embodying the timeless connection between individuals and the environment, fostering a sustainable relationship through nurturing green practices.

In the following web page, the description regarding the term ‘biodiversity’ has not explicitly addressed the complex interactions and interdependencies within ecosystems that contribute to biodiversity. This erasure could downplay the intricate web of life and the importance of preserving ecological relationships. Also, it has kept void the specific threats to biodiversity, such as habitat destruction, pollution, climate change, or invasive species. By omitting these factors, the text may fail to convey the urgency of protecting biodiversity. The company has not mentioned the rich knowledge and practices of indigenous communities in preserving biodiversity. This erasure neglects the importance of traditional ecological knowledge and sustainable practices.

The image of an old lady doing gardening suggests a hands-on approach to interacting with nature. This visual representation indicates a connection to the environment and the potential for personal involvement in fostering biodiversity. The presence of an old lady doing gardening symbolizes care, nurturing, and the passing down of knowledge and practices. This salient feature highlights the role of individuals, especially older generations, in promoting biodiversity conservation.

**Figure 4.5.5***Balancing Ethical Inquiry*

*Note:* A lab mouse used in experiments prompts reflection on the ethical use of animals in scientific research. This image invites consideration of the intricate relationship between human inquiry and environmental responsibility.

There is an erasure of not addressing the ethical considerations, and welfare concerns associated with using animals in various contexts, the need for ethical treatment, and alternatives to animal testing. The company has not specifically discussed the ecological roles and contributions of animals within ecosystems on their corporate web page. This erasure can overlook the connections between animal populations and the overall health of ecosystems. The term, ‘use of animals’ in the text brings immediate attention to the topic, suggesting a connection to ecological and ethical considerations related to animal use. The image of laboratory mice in the hands of a scientist provides a visual representation of animal usage within scientific research. This salient feature conveys a specific context where animals are utilized for scientific purposes. The presence of a scientist handling laboratory mice symbolizes the pursuit of knowledge and scientific advancements. This salience emphasizes the role of animals in research and their contribution to scientific discoveries. The image may evoke ethical considerations, sparking discussions about the use of animals in research and the need for alternatives to minimize harm. This salient feature invites reflection on the ethics surrounding animal use.

However, the representative participant at a close distance was reminded of toxicity and adverse effects on animals in labs. Physical and mental anguish may be experienced by laboratory animals utilized for drug testing. They might undergo intrusive operations that could result in pain, discomfort, or long-term health problems, such as injections, surgery, or force-feeding. These animals may experience stress, anxiety, and a worse quality of life as a result of the confinement and limited conditions seen in labs. Animal testing is conducted to determine the toxicity of drugs and assess potential adverse effects. Animals are exposed to varying doses of drugs, and their physiological responses are observed. However, this exposure can lead to harmful consequences, including organ damage, systemic toxicity, and even death. Such adverse effects can occur due to the inherent differences in drug metabolism and responses between animals and humans, limiting the accuracy of extrapolating results to human outcomes.

**Figure 4.5.6**

*Ethical Progression*



*Note:* Triptych featuring a machine, a scientist, and a mouse signifies the principles of Replacement, Reduction, and Refinement (3Rs) in scientific practices. This visual encapsulates the commitment to ethically advancing research while considering environmental implications.

The pharmaceutical company has posited its 3Rs agenda on its web page using multiple semiotic resources. The text, 'Replacement, Reduction, and Refinement' and the accompanying images of a laboratory machine, a scientist, and lab mice bring attention to ethical considerations in animal research. These three strategies immediately draw attention to the principles that promote ethical and responsible practices in animal research. This salience highlights the intention to minimize harm and enhance animal welfare. The image of a laboratory machine represents the technological aspect of research. It suggests the potential for advancements that enable the application of replacement and refinement



techniques, reducing the need for animal experimentation. The image of a scientist symbolizes the human agency involved in implementing the 3R principles. It emphasizes the responsibility of researchers to make conscious choices and adopt alternative methods that minimize animal usage. The image of lab mice represents the subject of scientific experiments.

However, the pharma company has masked the potentially harmful effect of chemical waste by providing information in a distorted and positive manner, thus generating an ambivalent discourse. It draws attention to the animals impacted by research practices, evoking considerations of animal welfare and the need for reduction and refinement techniques. Multiple modes used in Figure 4.5.6 remind us of certain elements involved in environmental degradation. For instance, manufacturing and direct contact with chemicals, particularly those that are corrosive or irritant, can cause skin irritation, chemical burns, or allergic reactions. Similarly, accidental splashes or spills may lead to eye irritation, chemical burns, or vision impairment if proper eye protection is not utilized. Environmental contamination may occur if combined substances are not properly secured or disposed of. Chemicals may leak into the air, the ground, or the water, causing pollution and perhaps harming ecosystems and animals. Persistent implications for biodiversity and environmental quality may result from this.

### Figure 4.5.7

#### *Health Nexus*



*Note:* A doctor's image juxtaposed with a river forest underscores the imperative of placing health at the center of action on nature and climate. This visual narrative reflects the interconnected relationship between human well-being and environmental stewardship.

The text 'putting health at the center of action on climate and nature' does not explicitly explain the interconnectedness between ecological issues, social justice, and

health inequalities. This erasure of wildlife and social injustice overlook the fact that marginalized communities often bear the brunt of environmental degradation. The text and the accompanying images draw attention to the interplay between health, climate change, and nature conservation. The following images on the web page immediately draw attention to the intersection of health, climate change, and nature conservation. It emphasizes the importance of considering ecological factors in health-related actions. The image of a lady doctor represents the healthcare profession and highlights the connection between human health and environmental well-being. This salience emphasizes the role of healthcare professionals in advocating for environmentally sustainable practices. The erasure of biodiversity conservation and negligence of preserving diverse ecosystems for long-term sustainability took place in the text.

On the other hand, The images of a forest and water symbolize the natural environment. They draw attention to the importance of preserving ecosystems for human health, emphasizing the provision of clean air, water, and other ecosystem services. A lady doctor represents the healthcare profession and highlights the connection between human health and environmental well-being. This salience emphasizes the role of healthcare professionals in advocating for environmentally sustainable practices. The images of an elderly couple and a poor person represent vulnerable populations. They highlight the disproportionate impacts of environmental degradation and climate change on marginalized communities, underscoring the need for inclusive and equitable solutions.

**Figure 4.5.8**

*Urgency Amidst Flames*



*Note:* A forest engulfed in wildfire serves as a poignant reminder that immediate action is crucial for forest protection to safeguard life and sustain ecological balance. This image speaks to the pressing need for proactive measures to ensure the vitality of our natural environment.

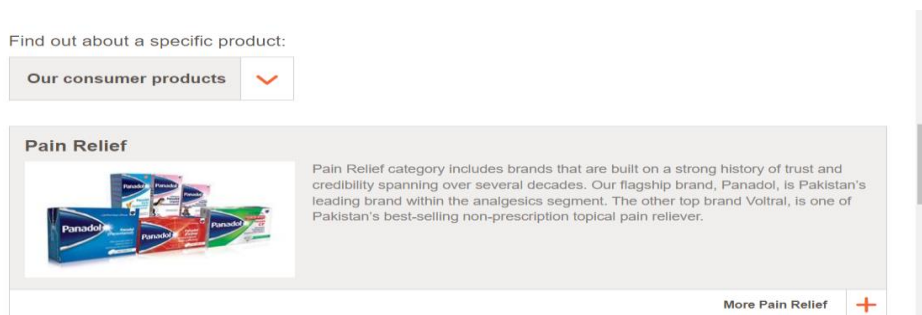


The company has generated a survey report on its official website to draw immediate attention to the urgency of forest protection. Using the linguistic strategies of trace and salience the pharmaceutical company has generated an ambivalent discourse. The text positively aims to highlight certain ecological problems such as ‘deforestation’, ‘life-threatening diseases’, ‘climate change’ and ‘dangerous pathogens.’ It emphasizes the vital role forests play in sustaining life and highlights the need for immediate action to safeguard them. The image of a burning forest and wildfire captures the destructive impact of uncontrolled fires on forests. It symbolizes the threat posed by wildfires and underscores the urgency of forest protection and fire prevention measures. The burning forest image emphasizes the vulnerability of ecosystems to environmental hazards. It highlights the importance of maintaining ecological resilience and the need to address factors such as climate change, human encroachment, and unsustainable land practices. While not explicitly mentioned in the headline, the burning forest image indirectly draws attention to the potential loss of biodiversity due to forest destruction. It serves as a reminder of the diverse flora and fauna that depend on intact forests for their survival.

## 4.6. Gsk Consumer Healthcare

**Figure 4.6.1**

*Healing in Harmony*



*Note:* Pain relief medicines are depicted alongside a thoughtful description, emphasizing the balance between pharmaceutical advancements and ecological responsibility in promoting overall well-being.

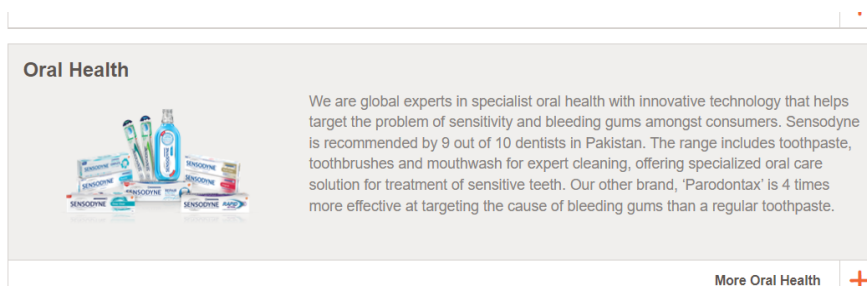
Panadol is a brand of pain reliever that is available in many countries. It is used to treat a variety of pain conditions, including headaches, muscle aches, and fever. Panadol is also used to reduce inflammation. The name ‘Panadol’ is a portmanteau of the words ‘panacea and ‘dol.’ Panacea is a word that means ‘a cure for all ills.’ Dol is a word that

means ‘pain.’ The name ‘Panadol’ suggests that the medication is a cure for pain. The packaging of Panadol is designed to be eye-catching and memorable. The bright red and blue colors are easy to see, and the large letters make the name of the medication easy to read. The packaging also includes a picture of a headache, which helps to reinforce the idea that Panadol is a pain reliever. The image of Panadol shows a white, round tablet with the word ‘Panadol’ printed on it in blue letters. The tablet is sitting on a blue background. The image is simple, and it does not contain any extraneous information. The company has used the strategy of the void to disassociate the environmental impact of the production or disposal of the drug.

The image and text do not mention the potential side effects of Panadol or the fact that it is a drug and should only be used as directed. For example, it does not show the deforestation that occurs to obtain the raw materials used to make Panadol or the pollution that is created when Panadol is manufactured or disposed of. The company has not mentioned the potential side effects of Panadol. For example, Panadol can cause liver damage, kidney damage, and stomach bleeding. The salience of Panadol in the image is because it is the only object in the image. The white tablet stands out against the blue background, and the blue letters are easy to read. The image is also well-composed, and the tablet is placed in the center of the frame.

## Figure 4.6.2

### *Oral Health Oasis*



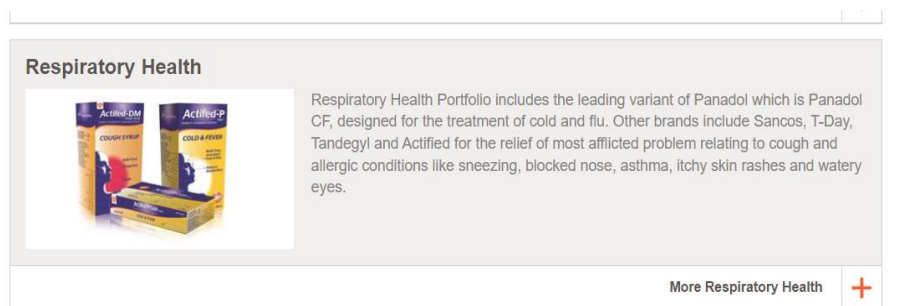
*Note:* A portrayal of oral health facilities with a descriptive context, illustrating the integration of dental care practices within the framework of ecological awareness and holistic well-being.

The erasure in the text is evident in the fact that the text does not mention any of the environmental impacts of the production or disposal of toothpaste. The text also does not mention the potential side effects of Sensodyne or the fact that it is a drug and should

only be used as directed. For example, the text does not mention the deforestation that occurs to obtain the raw materials used to make Sensodyne toothpaste or the pollution that is created when Sensodyne toothpaste is manufactured or disposed of. The text advertising ‘oral health’ benefits. The company has used the adjective ‘oral’ to emphasize the product’s benefit without mentioning the potential side effects of Sensodyne toothpaste. For example, Sensodyne toothpaste can cause tooth staining, gum recession, and dry mouth. It can also interact with other medications, and it can be dangerous too. The image of Sensodyne toothpaste is salient because it is the only object in the image. The tube of toothpaste stands out against the white background, and the word ‘Sensodyne’ is easy to read. The salience of Sensodyne in the text advertising ‘oral health’ benefits is because it is the only product mentioned in the text. The text also uses positive language to describe Sensodyne, such as ‘oral care solution treatment of sensitive teeth.’ While not directly mentioned, oral health practices can have indirect environmental implications. For example, the choice of toothpaste may involve considerations such as its ingredients, packaging materials, and waste generation.

### Figure 4.6.3

#### *Breath of Wellness*



*Note:* Respiratory health medications captured in an image, accompanied by a descriptive narrative, highlighting the intersection of medical care and environmental consciousness for holistic health.

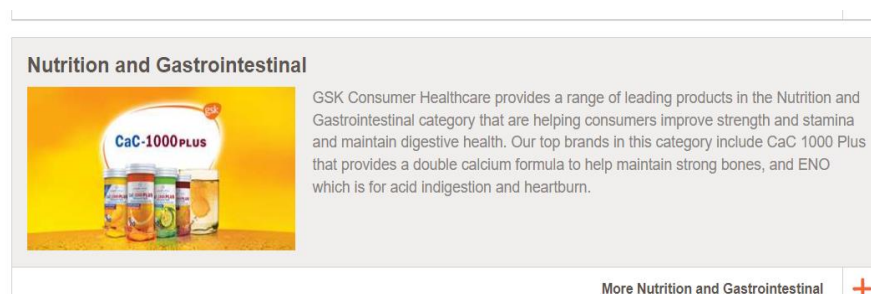
In Figure 4.6.3, certain ecological aspects have been kept void. For example, the text does not mention the deforestation that occurs to obtain the raw materials used to make Actified-P syrup or the pollution that is created when Actified-P syrup is manufactured or disposed of. Nor it has mentioned API ingredients that are used in drug processing and their side effects. The description shared on the web page has excluded the potential side

effects of Actified-P syrup. For example, Actified-P syrup can cause drowsiness, dizziness, and dry mouth. The salience lies in promoting the range of respiratory health solutions available and emphasizing their efficacy. The image of Actified-P cough syrup represents a specific product within the respiratory health portfolio. The salience lies in visually showcasing a solution for relieving cough symptoms, which are often associated with respiratory issues. Moreover, the bottle of syrup is placed in the center of the frame with a white background. While not explicitly mentioned, there may be ecological implications associated with respiratory health, such as air pollution, allergens, and environmental triggers.

The complete erasure of human health and environmental pollution can be scrutinized in the following web page. Medicines can have various side effects on health and different organs in the human body. It is important to note that not all individuals will experience the same side effects, as individual responses to medications can vary. Yet, some medicines can harm the kidneys or affect their function, including some antibiotics, nonsteroidal anti-inflammatory drugs (NSAIDs), and several blood pressure medications. The symptoms that might come from this include altered urine color, puffiness, and decreased urine flow. Cardiovascular adverse effects are possible with various drugs, including beta-blockers and some antidepressants. Changes in blood pressure, heart rate, or the potential for arrhythmias (irregular heartbeats) are a few examples of these (Kapoor, 2015).

#### Figure 4.6.4

##### *Balancing Nature and Nutrition*

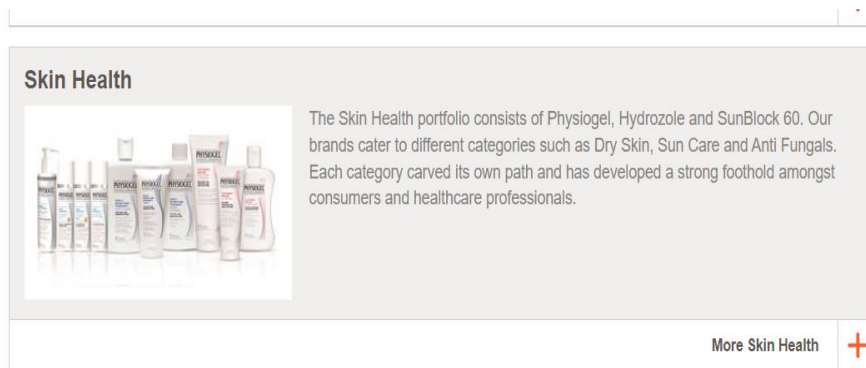


*Note:* An image showcasing a company's promotion of nutrition and gastrointestinal supplements, emphasizing their ecological significance. This visual narrative reflects the interconnected relationship between personal health choices and the broader environmental landscape.

The company has generated a beneficial discourse to advertise products and supplements on its corporate web page. However, they have utilized the strategy of erasure to keep the harmful impact of these supplements on the environment void. The text on multivitamin supplements with an image of the CaC-1000 Plus bottle suggests that the environmental impact of the product is not a priority for the manufacturer. The text does not include any information about the environmental impact, and the image is more salient than the text. This suggests that consumers are more likely to be influenced by the image of the product than by the text. The text may potentially omit or downplay ecological considerations. For example, if the focus is solely on the benefits of the multivitamin supplement for individual health without any mention of sustainability, environmental impact, or sourcing of ingredients, it could indicate an erasure of ecological concerns. The text on the CaC-1000 Plus bottle makes several claims about the benefits of the supplement, including that it can help to improve bone health, boost energy levels, and reduce the risk of chronic diseases. However, there is limited scientific evidence to support these claims. For example, a study published in the journal ‘Nutrition Reviews’ found that there is no clear evidence that taking calcium supplements can prevent osteoporosis. Additionally, a study published in the journal ‘The American Journal of Clinical Nutrition’ found that taking vitamin D supplements does not appear to reduce the risk of heart disease or cancer.

### Figure 4.6.5

#### *Skin Health Products*



*Note:* A portrayal of a company's skin health products accompanied by a descriptive context, underscoring the fusion of skincare and environmental consciousness for a holistic approach to well-being.

The text on Skin Health makes several claims about the importance of skin health, including that it can affect a person's overall health and well-being. The text also provides information on how skin products ‘cater to different categories such as dry skin, sun care and anti-fungal.’ The image under the Skin Health category shows a variety of skin products, all of which are displayed against a white background. The image is designed to make the viewer feel like they are looking at a professional skincare product display. However, it is important to note that the image does not provide any information on the specific benefits of the products. The agency has used several ecolinguistic features, such as the use of imagery and the use of words that evoke feelings of health and wellness. These features are designed to make the viewer feel good about their skin and to associate skin health with positive images of nature and health. However, it is important to note that these features are not evidence of the effectiveness of the products. However, the things kept at the void are that the text does not mention any specific skin conditions or diseases, the image does not show any people of color and the text and image do not mention the importance of seeing a doctor for any skin concerns.

### Figure 4.6.6

#### *Eco-conscious Nourishment*



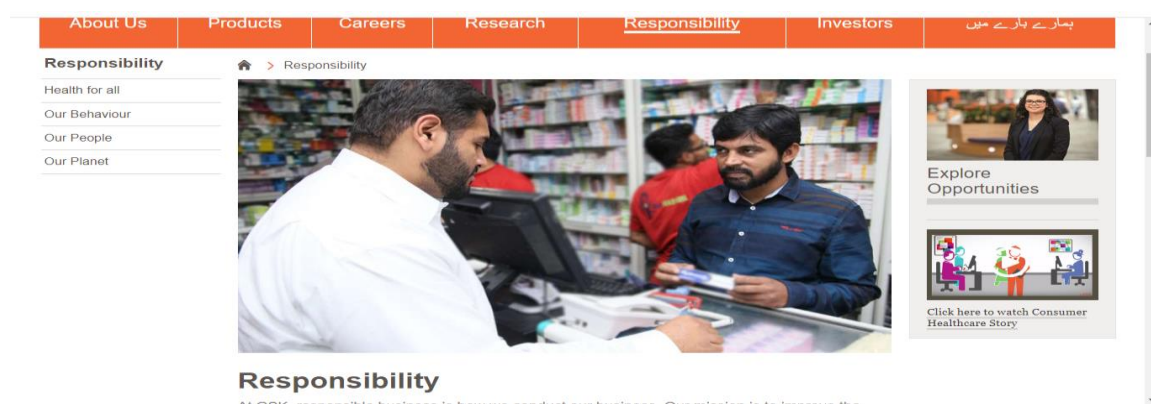
*Note:* A family gathers for breakfast surrounded by a variety of food items, emblematic of consumer healthcare products. This image signifies the harmonious integration of health-conscious choices with environmental awareness in daily life.

The heading, ‘consumer health products’ suggests that the products on the page are designed to help people stay healthy. However, it is important to note that the term ‘health’ can be interpreted in many different ways. For example, some people might consider a

product to be a ‘health product’ if it helps them to lose weight, while others might consider a product to be a ‘health product’ if it helps them to feel more energized. The most salient features of the heading ‘consumer health products’ and the image of the happy family at a dining table with fruits and other edible items on it are the words ‘health’ and ‘happy.’ These words are designed to make the viewer feel like the products on the page can help them to be healthy and happy. However, it is important to note that the claims are not supported by scientific evidence and that the products may not be effective for everyone. The company has used ecolinguistic features such as natural imagery and words like ‘global health,’ ‘wellbeing,’ and ‘healthcare’ to evoke feelings of happiness and health. These features are designed to make the viewer feel good about the products and to associate the products with positive images of nature and health.

**Figure 4.6.7**

*Pharmacy’s Responsibility*



*Note:* A man purchasing medicine underscores the ethical responsibility inherent in healthcare choices, symbolizing the intersection of individual well-being and ecological stewardship in the realm of pharmaceutical consumption.

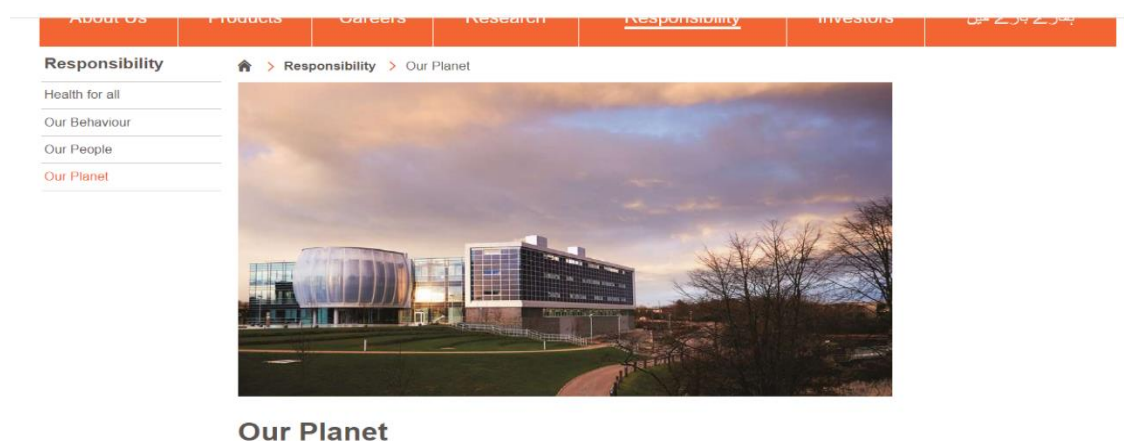
The word ‘responsibility’ can be interpreted in many different ways. In the context of a pharmacy, it can refer to the responsibility of the pharmacist to provide accurate and up-to-date information about medications, as well as the responsibility of the consumer to take their medications as prescribed and to follow all of the instructions provided by the pharmacist. However, complete information has been omitted by the company regarding environmental responsibility and certain practices such as proper waste management, energy conservation, reducing the use of harmful chemicals, or promoting sustainable



packaging of the drugs. The text fails to mention any initiatives or efforts taken by the pharmacy to minimize its environmental impact or contribute to social causes. The text primarily focuses on aspects like product availability, convenience, or competitive pricing while disregarding environmental or social responsibility, it suggests an erasure of those concerns in favor of other priorities. The image of a pharmacy where a person is selling medicine to a consumer suggests that the pharmacist is taking responsibility for providing the consumer with the correct medication and dosage. However, it is important to note that the image does not show the pharmacist providing any information about the medication or its side effects.

### Figure 4.6.8

#### *Sustainable Practices*



#### **Our Planet**

*Note:* An office building featuring the heading 'Our Planet,' accompanied by a descriptive narrative on climate, planet conservation, water management, and carbon emission reduction. This visual articulates a commitment to ecological responsibility within corporate operations.

The text 'our planet' discusses the water crisis, carbon dioxide emission, human waste, and the role of humans in causing problems. The text focuses on the natural world and its beauty, but it does not mention how humans are harming the planet. For example, the text mentions that water is a precious resource, but it does not mention that humans are using more water than ever before and that this is causing water shortages in many parts of the world. The image of a big building, wide lilac sky, and grass also contributes to ecologically erasing the impact of human activity. The image is of a cityscape, which is often seen as a symbol of progress and development. However, cities also consume a lot of resources and produce a

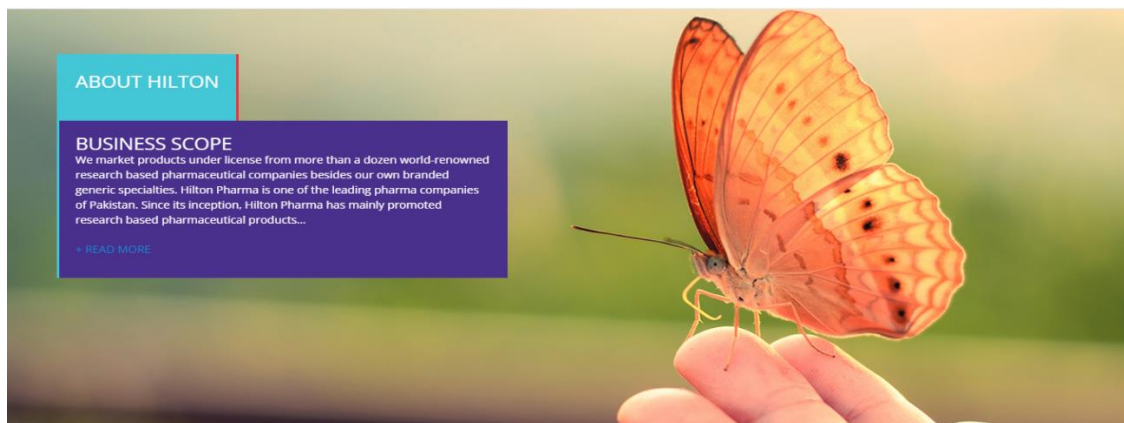


lot of waste. The image does not show any of the negative impacts of cities, such as pollution, water shortages, and traffic congestion. The most salient features of the text and image are the big building and the lilac sky. The big building is a symbol of human progress and development, while the lilac sky is a symbol of beauty and nature. These two images are juxtaposed, which creates a sense of tension and conflict. The viewer is forced to confront the fact that human progress is often at the expense of nature. Words such as ‘water,’ ‘carbon,’ and ‘waste and other impacts’ are designed to make the viewer feel a sense of awe and wonder about the planet, but they also serve to distract the viewer from the human-caused problems that are harming the planet.

## 4.7. Hilton Pharma

**Figure 4.7.1**

*Ephemeral Harmony*



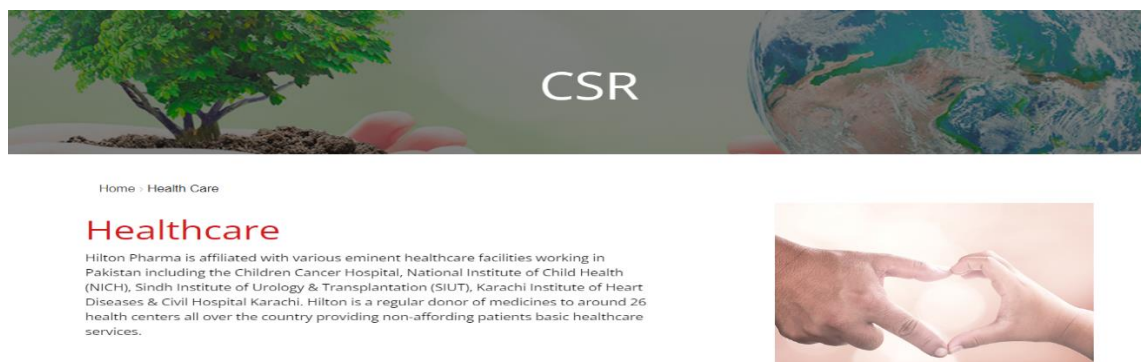
*Note:* A hand gently cradling a butterfly against a verdant backdrop, symbolizing the delicate interconnectedness between human touch and the preservation of biodiversity in our natural environment.

The text on the web page solely focuses on Hilton’s business scope. The pharmaceutical has completely erased information regarding environmental sustainability, conservation efforts, or responsible practices. Instead, it has ideally discussed other aspects like business expansion, market presence, or customer satisfaction without mentioning ecological considerations. The pertinent focus is on the company's products and services, but it does not mention how the company's operations are harming the environment. For example, the text mentions that the company produces pharmaceutical products, but it does not mention that the production of these drugs often involves the use of harmful chemicals

and solvents. The image of an orange butterfly on the hand of a person with a green background also erases the environmental impacts of the pharmaceutical industry. The image is of a natural scene, but it does not show any signs of the negative environmental impacts of the pharmaceutical industry, such as pollution or habitat destruction. This can create the impression that the pharmaceutical industry is not hurting the environment, when in fact, it is one of the most polluting industries in the world.

## Figure 4.7.2

### *Symbiotic Wellness*



*Note:* An image featuring a tree, a globe, and hands making heart shape, encapsulating the symbiotic relationship between environmental stewardship and global healthcare. This visual narrative speaks to the interconnected responsibilities we bear for both our planet and our well-being.

The textual content on the CSR page appears to convey a positive and empathetic tone, emphasizing the company's commitment to healthcare and well-being. It employs accessible language, avoiding excessive technical jargon to appeal to a broader audience. The tone promotes trust, reliability, and a sense of social responsibility. The pharmaceutical company highlights its dedication to improving global healthcare and emphasizes the importance of accessible and affordable treatments. The text emphasizes the company's focus on innovation, research, and development of life-saving drugs, underscoring its role in addressing critical health issues worldwide. The presence of a globe in the image symbolizes the global impact of healthcare. It suggests that the pharmaceutical company recognizes the interconnectedness of health issues worldwide and aims to contribute to improving healthcare access and quality on a global scale.

The image of a tree represents sustainability, growth, and the long-term impact of healthcare initiatives. It suggests the company's commitment to sustainable healthcare practices, including responsible manufacturing, resource conservation, and ecosystem preservation. The hand gesture of a father and child forming a heart symbolizes compassion, care, and the importance of human connection in healthcare. It conveys the message that the pharmaceutical company understands the emotional aspects of healthcare and is dedicated to improving the well-being of patients and their families. However, the company has completely obliterated the local and specific impacts of pharmaceutical production and consumption, and the environmental costs of pharmaceutical production, such as deforestation and water pollution. The company has not mentioned the social and economic costs of pharmaceutical production, such as the exploitation of workers and the widening gap between rich and poor in the written text as well as through an image. This erases the social and economic costs of pharmaceutical production and consumption.

### Figure 4.7.3

#### *Degrees of Achievement*



The image shows a screenshot of a Corporate Social Responsibility (CSR) webpage. At the top, there is a banner with a tree on the left, the letters 'CSR' in the center, and a globe on the right. Below the banner, the page is titled 'Home · Education'. The main heading is 'Education' in red. The text below reads: 'Hilton Pharma promotes an effective and low cost education support system for the under privileged children through various scholarship programs for basic and professional studies. We are associated with The Faran Education Society and The Education Foundation that offers educational and vocational development programs to teaching facilities. Hilton aggressively encourages the education and training for special and differently abled children through its contributions to Association for Children with Emotional & Learning Problems (ACELP). Hilton Pharma helps in motivating & mentoring the kids of TCF, to help them become better & productive citizens of the country. Helping them to think big & act big.' To the right of the text is an image of a person silhouetted against a sunset, raising their arms in a celebratory gesture.

*Note:* A fresh graduate proudly raises his degree against the backdrop of a sunset, symbolizing the aspirational journey toward education and the potential for positive ecological impact as knowledge and awareness merge with the natural world.

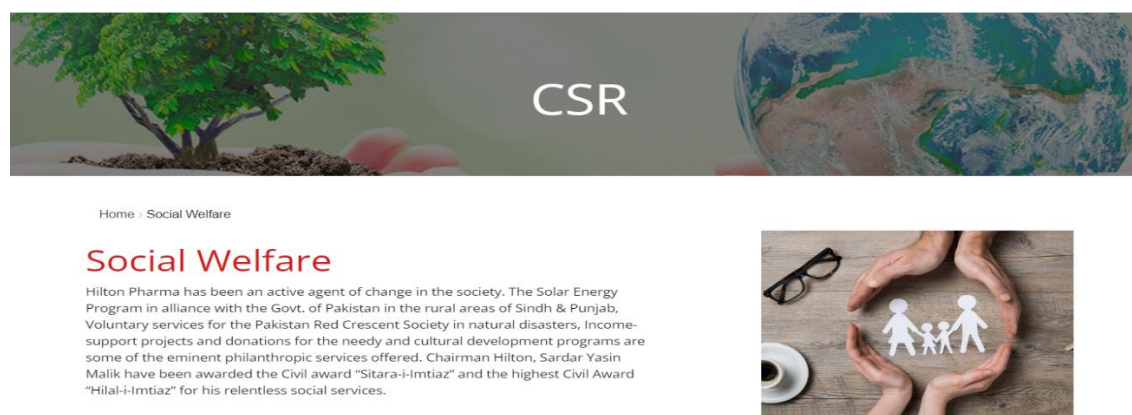
The text conveys an inspiring and optimistic tone reflecting the transformative nature of education while using the words such as ‘effective and low-cost education,’ ‘scholarship programs,’ and ‘educational and vocational development programs.’ The language used is accessible and aims to resonate with a diverse audience. The tone fosters trust and positions the pharmaceutical company as a committed supporter of education. It

delineates the agency's dedication to promoting education as a catalyst for personal growth and societal development. It emphasizes the importance of accessible and quality education for individuals of all backgrounds, particularly in underserved communities. The image of a young graduate boy holding a degree signifies educational achievement and success. It represents the transformative power of education in empowering individuals and opening doors to new opportunities. The presence of the graduate boy suggests that the pharmaceutical company values and supports the educational journey of young individuals.

The sunset background in the image creates a warm and hopeful ambiance. It symbolizes the end of one phase and the beginning of another, indicating the transition from education to a brighter future. The sunset's colors evoke a sense of inspiration, optimism, and the promise of new horizons. However, the web page does not show the environmental and social costs of pharmaceutical production and consumption, such as water pollution, deforestation, and the exploitation of workers. This erases the environmental and social costs of education. The statement does not mention the company's role in the global education crisis. The company's products are often unaffordable for children in developing countries, and the company has been accused of contributing to the rise of illiteracy.

#### Figure 4.7.4

##### *Global Guardianship*



*Note:* An illustration of hands encircling a symbolic family, a tree, and a globe represents a dedication to environmental preservation and social welfare. This graphic story emphasizes how intertwined our obligations are for environmental sustainability and global well-being.

The text on the web page discusses the company's commitment to social welfare, and how they are working to improve the lives of people in need. The text mentions several specific initiatives, such as providing financial assistance to families in poverty and donating medical supplies to developing countries. The text on 'social welfare' makes no mention of the environment or its impact on human health. This erasure of the environment is significant, as it suggests that the company does not see the environment as a relevant factor in its social welfare initiatives. The image of the family on the web page is framed in a way that suggests that the family is an object to be protected by the company. This objectification of the environment suggests that the company sees the environment as something that can be controlled and manipulated, rather than a living system that deserves respect. Visual elements can contribute to erasure or salience by emphasizing or excluding certain groups or concepts. The image of a family suggests a focus on a traditional nuclear family, which may exclude or marginalize other family structures. Additionally, the hands circling the family could represent support or protection.

#### **Figure 4.7.5**

##### *Global Unity*



*Note:* Flags of different countries alongside a globe, symbolizing international collaboration and the company's strength through diversity. This visual narrative underscores the ecological awareness inherent in a unified global perspective, fostering a harmonious balance between international cooperation and local impact.

The company has advertised its strength and commitment across the world on its web page using words such as 'spreading our wings,' 'player in the international market,' and 'dedicated sales and marketing.' The text is used to emphasize the company's global reach and its commitment to providing innovative medicines to people all over the world. The image of the globe with flags of different countries reinforces this message by visually

representing the company's global presence. However, there are also some elements of erasure and salience in this multimodal text. For example, the text does not mention the environmental impact of the pharmaceutical industry. This is an important issue that is often overlooked by pharmaceutical companies. Additionally, the image of the globe with flags of different countries does not show the people who are most affected by the diseases that the company's medicines treat. This erasure of people can make it difficult for viewers to connect with the company's message.

### Figure 4.7.6

#### *Environment*



*Note:* A hand softly caressing plants, symbolizing a mutually beneficial relationship with the surroundings. A sense of ecological consciousness and attention to the natural environment are evoked by this image.

The word 'environment' on the web page is written in red, which is a color that is often associated with danger, warning, and passion. The use of this color could be seen as an attempt to draw attention to the company's commitment to environmental sustainability. However, the text itself is relatively brief and does not provide much detail about the company's specific environmental initiatives. The image on the web page shows a female hand touching the plants. This image could be seen as a representation of the company's commitment to nature and its desire to protect the environment. However, the image is also somewhat ambiguous. The female hand could be seen as a symbol of human intervention in nature, or it could be seen as a symbol of the company's desire to work with nature to create a sustainable future. The choice of a female hand may indicate an attempt to evoke emotions such as care, nurturing, or sensitivity toward the environment. The company could provide more detail about its environmental initiatives by including information about its specific goals, its progress towards those goals, and the challenges it faces in achieving those goals. This information would help to make the company's environmental commitment more credible and would encourage people to support the company's efforts.



**Figure 4.7.7***Pharmaceutical Presence*

**DISTRIBUTION  
NETWORK**  
OUR DISTRIBUTION  
NETWORK COVERS  
MORE THAN  
**40,000+**  
PHARMACIES IN  
PAKISTAN



*Note:* A map of Pakistan adorned in green signifies the expansive network of a pharmaceutical company, highlighting its ecological footprint across the nation. This visual narrative reflects the company's commitment to environmental stewardship in its nationwide operations.

The text primarily focuses on the company's reach, logistics, or supply chain within Pakistan. It mentions aspects such as efficient delivery, wide-coverage, or prompt distribution of pharmaceutical products across different regions of the country. The image on the web page shows a map of Pakistan. The map is colored green, which is a color that is often associated with nature and sustainability. The image of the map could be seen as a representation of the company's commitment to Pakistan and its desire to provide access to healthcare to the Pakistani people. The multimodal ecolinguistic analysis of this pharmaceutical company's web page suggests that the company is committed to sustainable distribution practices and to providing access to healthcare in Pakistan. The use of the image of the map of Pakistan could be seen as an attempt to draw attention to the company's commitment to Pakistan, but the image is also somewhat ambiguous. The map could be seen as a symbol of the company's desire to control the Pakistani market, or it could be seen as a symbol of the company's desire to work with the Pakistani people to improve healthcare in Pakistan.

**Figure 4.7.8***Herbal Color Drops*

**HINUCON DIVISION LAUNCHED ITS  
UNIQUE HERBAL FORMULA  
COLOREST DROPS**

Date: November 4, 2016

Hinucon Division launched its unique herbal formula COLOREST DROPS. Hinucon Sales & Marketing team attended the three day training session held at Movenpick Hotel, Karachi. The Group Managing Director, Mr. Ghazal Malik inaugurated the product revealing followed by cake cutting ceremony. A full day excursion at Dream World was also arranged where the team enjoyed various sports activities after academic session.

Colorest Drops is European approved formula for relief of symptoms of colic pain such as stomach ache, flatulence & bloating, etc. The product is available across Pakistan.



*Note:* The pharmaceutical company advertises herbal formula color droplets, showcasing a commitment to natural remedies and environmental consciousness. This image illustrates the harmony between health solutions and ecological well-being.

The text describes the 'unique herbal formula colorest drops' and its purpose, which is to alleviate symptoms related to colic stomach pain, bloating, and flatulence. The company may emphasize the natural, herbal nature of the formula, potentially highlighting its effectiveness, safety, and suitability for use in Pakistan. The image of white bottles with blue and pink label tags featuring the product's name conveys a visual representation of the 'unique herbal formula colorest drops.' The use of white bottles suggests purity, cleanliness, and pharmaceutical packaging. The blue and pink label tags, which are often associated with soothing colors, might create a sense of trust, relief, or efficacy. The white bottles with blue and pink label tags are placed prominently, occupy a significant portion of the web page, and are larger compared to other elements, which suggests higher salience. The use of contrasting colors, such as blue and pink, can further draw attention to the product. However, the company has omitted the environmental impact of the product's production and disposal, the amount of energy and water used to produce the product, the amount of waste generated during production and disposal, and the potential environmental impacts of these activities from the text. The company could show images of the deforestation that is caused by the production of a product's ingredients or the pollution that is caused by the production of a product's packaging. This information would help to make the company's environmental commitment more visible and would encourage people to take action to protect the environment.

## 4.8. Macter

**Figure 4.8.1**

*Nourishment*



*Note:* A laboratory setting with various equipment where a doctor is performing chemical tests. The accompanying text emphasizes the importance of nourishment for human flourishing.



The text 'we nourish so that you flourish' conveys a message of the company's commitment to nourishing individuals and supporting their well-being. The use of the words 'nourish' and 'flourish' suggests a focus on promoting health, vitality, and growth. The white color of the text may symbolize purity, cleanliness, or professionalism. The image of a science lab and a chemist mixing chemicals in the background indicates the company's involvement in scientific research, development, and manufacturing. It creates an association with pharmaceutical expertise, innovation, and a scientific approach to healthcare. The lab setting may convey a sense of precision, quality control, and adherence to scientific standards. The three red boxes labeled 'marketing,' 'manufacture,' and 'partnership' suggest key areas of focus for the pharmaceutical company.

The use of red color in the boxes can evoke attention, importance, or urgency. The red color may also be associated with energy, passion, or strength. However, there are some potential ecolinguistic erasures and saliences in this company's marketing. For example, the text on the web page does not mention the environmental impact of the company's products or operations. Additionally, the image on the web page does not show the environmental impact of the company's research and development activities as the text has not mentioned the air, land, and water pollution caused by the product's packaging or plastic. The harmful ingredients are eliminated in the air by the pharmaceutical company and deforestation to manufacture drugs.

## Figure 4.8.2

### *Better Future*



*Note:* A scientist actively engaged in mixing chemicals in a laboratory setting. The accompanying text underscores the role of innovative solutions in shaping a sustainable and improved future.

The text 'innovating solutions for a better future' conveys the company's commitment to innovation and its focus on finding solutions that contribute to a better

future. The use of words like 'innovating' and 'solutions' suggests a proactive approach to addressing healthcare challenges and improving outcomes. The white color of the text may symbolize purity, cleanliness, or professionalism. The image of a science lab and a doctor mixing pink chemicals to manufacture a new medicine represents the company's involvement in scientific research, development, and pharmaceutical manufacturing. It highlights the role of healthcare professionals in creating innovative solutions. The lab setting conveys precision, scientific expertise, and adherence to quality standards. The background image of the science lab and the doctor mixing chemicals is visually striking, occupies a significant portion of the web page, and is well-integrated with other elements, it suggests higher salience. The presence of a doctor in the image may further draw attention and establish credibility. The agency has utilized the strategy of erasure to keep the information regarding carbon and greenhouse gas emissions, water wastage, and environmental degradation caused by pharma industries in the void.

### Figure 4.8.3

#### *Caring Ethos*



*Note:* An ecological portrayal featuring a stethoscope, a globe embraced by hands, and a small heart carried by hands. The accompanying text emphasizes the caring ethos of Macter Company towards individuals and the global community.

The text highlights the agency's status as the largest contract manufacturer for a world-leading healthcare company in Pakistan. It emphasizes their manufacturing capabilities, possibly indicating their scale, expertise, and reliability in producing pharmaceutical products for the healthcare industry. The image of a stethoscope with a caption of health tips suggests a focus on healthcare, medical expertise, and wellness advice. It may imply that the agency is committed to promoting health awareness and providing valuable information or services to the public. The image of a green globe

surrounded by hands with a caption of CSR (Corporate Social Responsibility) signifies the agency's commitment to environmental sustainability and social responsibility. It suggests that they prioritize initiatives that benefit society and the environment, aligning their operations with ethical and sustainable practices. The image of hands holding a small clay heart with a caption on reducing heart diseases represents the agency's dedication to addressing heart health issues. It implies their involvement in initiatives focused on research, prevention, or treatment of heart diseases, potentially highlighting their contributions to public health. However, the text solely emphasizes the agency's manufacturing capabilities and collaboration with a leading healthcare company without addressing environmental sustainability efforts and consideration.

### Figure 4.8.4

#### Health Promotion

**Health Tips**

**Tips for Managing Diabetes**

- Take diabetes medication as directed.
- Monitor your blood-glucose levels every day.
- Keep a food record properly.
- If you smoke, quit it now.
- Seek treatment for sleep apnea or daytime sleepiness.
- Exercise regularly.
- Brush and floss regularly.

**Steps to a Heart Healthy Diet**

- Eat a diet rich in vegetables, fruits, whole grains, and fiber.
- Eat fish at least twice a week.
- Limit how much saturated fat, trans fat, and cholesterol you eat. Only 30% of your daily calories should come from fat, with very little of that from saturated fats.
- Select fat-free, 1% fat, and low-fat dairy products.
- Cut back on foods containing partially hydrogenated vegetable oils to reduce trans fat in your diet.
- Limit your salt intake.

**25 tips for a healthy heart**

Have a healthy life. Have a happy life!

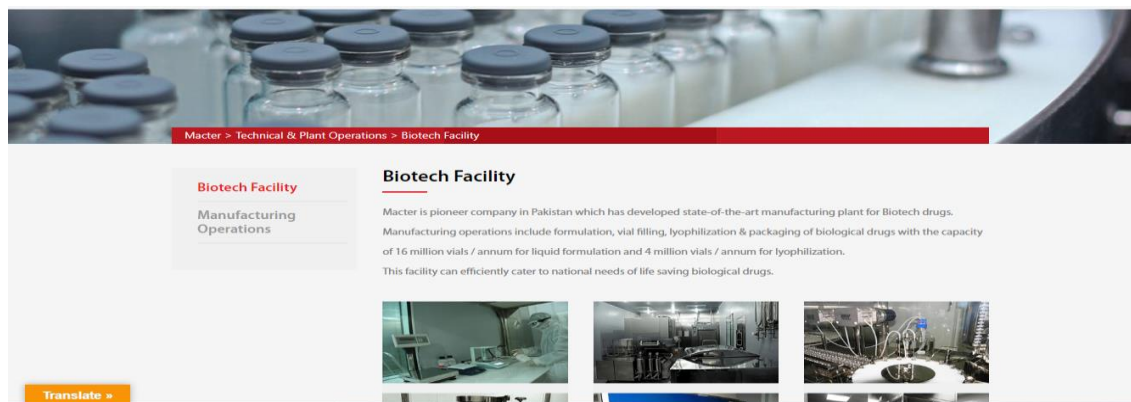
*Note:* A visual representation illustrating twenty-five tips for maintaining a healthy heart and effectively managing diabetes. This ecolinguistic approach integrates images to communicate essential health practices comprehensively.

The text on the web page provides tips on how to improve your health, manage diabetes, and eat a heart-healthy diet. It includes information on topics such as exercise, nutrition, and stress management. ‘Health tips,’ ‘tips for managing diabetes,’ and ‘steps to a heart-healthy diet’ these phrases indicate that the pharmaceutical company aims to provide guidance and advice on maintaining overall health, managing diabetes, and adopting a heart-healthy lifestyle. The company has included specific recommendations, dietary suggestions, or lifestyle changes to promote cardiovascular well-being. The web page includes twenty-five different images that illustrate the tips in the text such as exercising, eating fruits and vegetables, and getting enough sleep. However, there are some

potential ecolinguistic erasures and saliences in this company's marketing. For example, the text does not mention the environmental impact of unhealthy lifestyles or the environmental benefits of healthy lifestyles. Additionally, the images do not show the environmental impact of the food or products that are being promoted.

### Figure 4.8.5

#### *Biotech Facility*



*Note:* A portrayal of a factory engaged in the production of medicines with a focus on biotechnology. The label "biotech facility" highlights the advanced and sustainable approaches employed in pharmaceutical manufacturing.

The text mentions the 'biotech facility' in Pakistan, suggesting the agency's involvement in biotechnology-related activities. It implies their expertise in biopharmaceutical research, development, or production. The text highlights the agency's capabilities, advanced technology, and innovative approaches in the field of biotechnology. The image of a pharmaceutical manufacturing lab signifies the agency's involvement in pharmaceutical production. It conveys a sense of precision, quality control, and adherence to manufacturing standards. The lab setting may also symbolize the agency's scientific expertise and commitment to producing safe and effective pharmaceutical products. The image of drug manufacturing machines further emphasizes the agency's manufacturing capabilities. It suggests a technologically advanced setup and the use of automated processes in pharmaceutical production.

This image may highlight the efficiency, scalability, and reliability of the agency's manufacturing operations. The image of a lab assistant working in a lab portrays the agency's commitment to scientific research and development. It represents the human

element and the dedicated professionals involved in conducting experiments, analyzing data, or contributing to the agency's biotech operations. However, the environmental impact of its manufacturing processes by including information about the amount of energy and water used in its manufacturing processes and the amount of waste generated during manufacturing has not been addressed by the agency explicitly. The industrial pollution caused by chemical waste and product packaging and the deforestation that is caused to produce the ingredients for its products have not only been erased from the text but also kept at low salience patterns by not showing any visual representation.

### Figure 4.8.6

#### *Environment, Health, and Safety*

The image shows a document layout with a sidebar on the left and a main content area on the right. The sidebar contains the text 'Facilities and Equipment'. The main content area has a red header 'Quality statement' followed by a paragraph: 'To achieve professional excellence in pharmaceutical sector, we are committed to meeting Quality Management Systems (QMS) requirements, consistent with internationally recognized management system standards.' Below this is another paragraph: 'We shall maintain effectiveness and continual improvement of our QMS by monitoring organizational objectives, satisfying customers, and complying with legal and other applicable requirements.' A third paragraph follows: 'We motivate our personnel to enhance their competency and quality consciousness.' Below this is a red header 'Environment, Health and Safety Policy' followed by a paragraph: 'We realize our responsibilities towards employees, environment & society. We are committed for a complete adherence to the legal & regulatory requirement of health, safety & environment.' Below this is another paragraph: 'We concentrate on protection of people working for our company through our health, safety & environment procedures. With equal importance, we protect the environment by preventing the pollution, and helping the human, animal life & plants that it sustains, through our standard operating procedures.' A final paragraph at the bottom reads: 'We believe that success in these areas inherently protects our assets, our revenue streams & our reputation. We will continually improve our HSE management system through training of our staff.'

*Note:* A visual representation of a policy note issued by a pharmaceutical company addressing its commitment to environmental sustainability, health, and safety. The ecolinguistic perspective underscores the company's holistic approach to responsible corporate practices.

The text demonstrates an understanding of the company's responsibilities towards employees, the environment, and society. It highlights their commitment to complete adherence to legal and regulatory requirements concerning health, safety, and the environment. The mention of protecting the environment, preventing pollution, and sustaining human, animal, and plant life suggests some consideration for ecological concerns. While the text addresses these issues, it lacks specific details about sustainable practices, environmental initiatives, or ecological commitments. Such as the company has not mentioned on its corporate web page the specific steps that it is taking to reduce its environmental impact by including information about its use of renewable energy, its water conservation efforts, and its recycling and reuse programs. Addressing such issues would

help to demonstrate the company's commitment to environmental protection and encourage people to support the company's efforts.

The agency has traced and masked the information using words such as ‘environment and society’, ‘preventing pollution’, and ‘helping’ animals, humans, and plants. Yet, ways and approaches to achieve environmental sustainability have been completely excluded from the text. Also, it did not mention environmental contamination caused by pharmaceutical products. For example, antibiotics and parasiticides are prominent instances of pharmaceutical medications used in aquaculture that might be released into nearby waterways. Water bodies may get contaminated as a result of this discharge, which may affect both aquatic life and the larger ecology.

### Figure 4.8.7

#### *Flexibility in Microbiology*

**Microbiology**

High performance and flexibility are the underlying principles of this balcony design machine. A high performance transport system ensures precise and smooth handling of cylindrical containers – even those of unstable design. Flexible, programmable washing cycles afford a thorough cleaning process that is easy to validate. Macter microbiology consists of:

- Sterility Testing
- Vitamin Assay
- Bio Assay Testing for Antibiotics
- Microbial Limit
- Area Monitoring of Sterile & Non Sterile areas
- Bacterial Endotoxin Testing
- Water Testing

*Note:* An ecolinguistic representation showcasing a balcony design machine utilized in microbiology, emphasizing its high performance and flexibility. The text highlights the innovative features contributing to sustainable practices in scientific research.

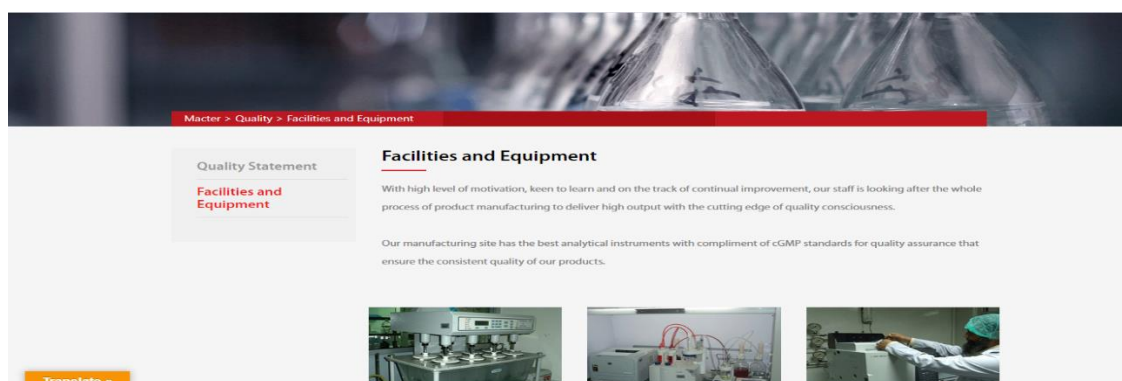
The text highlights the high performance and flexibility of a balcony design machine used in microbiology. It mentions a high-performance transport system and programmable washing cycles that ensure precise and smooth handling of cylindrical containers and thorough cleaning processes. While the text provides technical details about the machine's capabilities, it has not explicitly mentioned any environmental considerations, ecological impacts, or sustainability initiatives related to microbiology practices. The salience of the text can be evaluated based on its visual prominence, location on the web page, and the language used. The text is visually distinct, well-placed on the

web page, and presented with clear headings and formatting, it suggests higher salience. The use of concise and specific language regarding the machine's features and capabilities has also enhanced the text's salience.

However, information regarding microbiology practices and environmental considerations has been erased. Like, numerous chemicals are often used in microbiology labs for experimentation, media preparation, and sterilization. To avoid spills, leaks, or water body pollution, it is crucial to ensure safe chemical storage, handling, and disposal. Using best practices for chemical management, such as switching wherever feasible to eco-friendly substitutes, can help lessen the impact on the environment.

### Figure 4.8.8

#### *Facilities and Equipment*



*Note:* Visual representation capturing the synergy between healthcare professionals and advanced machinery. The perspective underscores the harmonious integration of sustainable facilities and cutting-edge equipment in medical practices.

The text highlights the high motivation, continual improvement, and quality consciousness of the staff involved in the product manufacturing process. It mentions the use of analytical instruments and adherence to cGMP (current Good Manufacturing Practice) standards for quality assurance. While the text emphasizes quality and the manufacturing process, it does not explicitly mention any environmental considerations, sustainability initiatives, or ecological impacts related to the facilities and equipment. It does not mention the environmental impact of the company's manufacturing processes. The web page includes several images of pharmacy labs, machinery, and lab assistants working in them. The images show a modern, well-equipped facility with highly trained staff. The



images on the web page are effective in conveying the company's commitment to quality and its use of state-of-the-art equipment. However, the images could also be used to communicate the company's commitment to sustainability. For example, the images could show the company's use of renewable energy and eco-friendly recycling or reusable programs.

## 4.9. Martin Dow

**Figure 4.9.1**

*Creating Distinction for Life*



*Note:* A poignant image depicting a father and daughter inside a tent engaged in reading a story. The text highlights the act of creating meaningful distinctions for a purposeful and connected life.

The text, 'creating distinction for life' suggests a focus on their commitment to making a positive impact on people's lives through their products or services. The text implies that the company strives to create unique and valuable offerings that enhance people's well-being, health, or quality of life. While the text emphasizes the company's dedication to improving people's lives, it has not explicitly addressed the broader ecological implications of pharmaceutical manufacturing, such as resource consumption, waste management, or the potential impacts of chemical pollution on ecosystems. The salience of the father's blue shirt can also be interpreted in several ways. On the one hand, the blue shirt can be seen as a symbol of hope and optimism. The color blue is often associated with the sky and the ocean, which are both symbols of freedom and possibility.

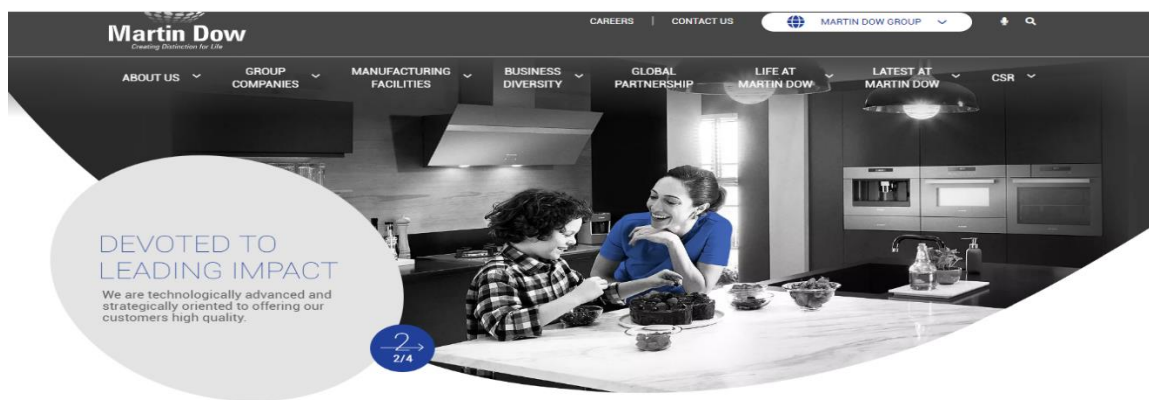
The blue shirt can be seen as a way of representing the father's hopes for his daughter's future. By isolating the blue color of the father's shirt, the image draws attention to the emotional connection between the father and daughter. The black-and-white



aesthetic may evoke a sense of nostalgia or timelessness, while the colored element emphasizes a focal point or significance within the image. The image primarily focuses on the emotional aspect of family interaction, potentially overshadowing the broader ecological context. It does not directly depict or symbolize the ecological dimensions associated with the pharmaceutical industry, such as sustainable practices or environmental stewardship.

## Figure 4.9.2

### *Leading Impact*



*Note:* An evocative image showcasing a mother and son collaboratively decorating a cake. The accompanying caption underscores the shared devotion to leading impactful and purposeful lives.

The text, ‘devoting to the leading impact we are technologically advanced and strategically oriented to offering our customers high quality,’ can be interpreted as a way of positioning the pharmaceutical company as a leader in the industry. The company claims to be technologically advanced and strategically oriented, which suggests that it can provide high-quality products and services to its customers. The mother's blue shirt prominently highlighted, enhances the salience of familial joy and celebration. The analysis of the text and image combination suggests potential limitations in addressing ecological aspects. Both the text and image focus primarily on technological advancements, strategic orientation, and emotional connections within a family context. However, the ecological dimensions of pharmaceutical manufacturing and its impact on the environment are not explicitly addressed. The overall impact of ecolinguistic erasure and salience on ecological discourse is that it can be seen as a way of obscuring the negative environmental impacts of the pharmaceutical industry. The colorlessness of the image can be seen as a way of

making the industry seem more benign than it is. This can have the effect of making people less likely to question the industry's practices and more likely to accept its products.

### Figure 4.9.3

#### *Diplomacy*



*Note:* A visual representation capturing a Pakistani politician actively participating in the World Economic Forum. The text emphasizes diplomatic engagement and global collaboration for sustainable and inclusive economic practices.

The World Economic Forum is often seen as a forum for discussing environmental issues, and the presence of Bhutto and Dow can be seen as a way of giving the pharmaceutical industry a voice in these discussions. The salience of Bilawal Bhutto and Martin Dow in the image can be interpreted in several ways. On the one hand, their presence can be seen as a way of legitimizing the pharmaceutical industry. Bhutto and Dow are both powerful figures, and their association with the industry gives it a sense of credibility. The WEF primarily focuses on economic matters, there might be an erasure or limited attention given to the ecological implications, sustainability, and environmental impacts of economic activities. The discussions may prioritize economic growth, technological advancements, and market-driven solutions while underemphasizing the potential negative consequences for the environment and ecosystems. Salience analysis examines the prominence or visibility of ecological issues within the World Economic Forum's discussions and narratives.

While economic issues are often at the forefront of the discussions, there has been a growing recognition of environmental sustainability and the need to address ecological challenges at the forum in recent years. Climate change, resource depletion, biodiversity

loss, and other environmental concerns have gained more visibility and prominence, leading to discussions on sustainable development, renewable energy, circular economy, and corporate social responsibility. The World Economic Forum's impact on ecological discourse is multifaceted. While the forum provides a platform for discussing and advancing economic and business agendas, it also plays a role in shaping global narratives and priorities. Over time, the forum has increasingly recognized the interconnectedness between economic growth, social development, and environmental sustainability. The focus on sustainability and ecological issues has gained more salience, leading to discussions, initiatives, and commitments from governments, businesses, and civil society to address environmental challenges.

### Figure 4.9.4

#### *Tree Plantation*



*Note:* A visual representation highlighting a scene with trees and plants. The accompanying text, "Active in Tree Plantation," conveys a commitment to ecological stewardship and sustainable practices.

The text indicates that the subject is actively involved in tree plantation at Hann Lake and has adopted Martin Dow Boulevard. This suggests a commitment to environmental stewardship and sustainability. The text highlights specific actions taken to contribute positively to the environment by planting trees and adopting an area to nurture its ecological value. On the one hand, the text can be seen as a way of promoting the company's environmental credentials. The company is highlighting its involvement in tree planting and its adoption of a boulevard, which suggests that it is committed to protecting the environment. On the other hand, the text can also be seen as a way of greenwashing the company's activities. The company is not providing any specific details about its tree planting or boulevard adoption, so it is possible that these activities are not as extensive as

they seem. The image of the boulevard with plants and trees on both sides enhances the salience of greenery, environmental aesthetics, and ecological values.

The image visually showcases the positive impact of tree plantation, providing a visual representation of the commitment mentioned in the text. The presence of plants and trees contributes to the overall visual appeal of the boulevard, suggesting a harmonious coexistence between urban development and nature. The discourse demonstrates a positive ecological impact by highlighting the subject's engagement in tree plantation and the adoption of Martin Dow Boulevard. It emphasizes environmental consciousness and the recognition of the importance of green spaces in urban environments. The text and image combination showcases efforts to enhance biodiversity and improve air quality. The company's tree planting and boulevard adoption could have a positive impact on the local environment. The trees and plants could help to improve air quality and provide a habitat for wildlife. However, the company's activities could also hurt the local environment. The importation of plants and trees could disrupt the local ecosystem, and the maintenance of the boulevard could require the use of chemicals that could pollute the environment, mitigate climate change, and create a more sustainable and aesthetically pleasing urban landscape.

### Figure 4.9.5

#### *Social Responsibility*



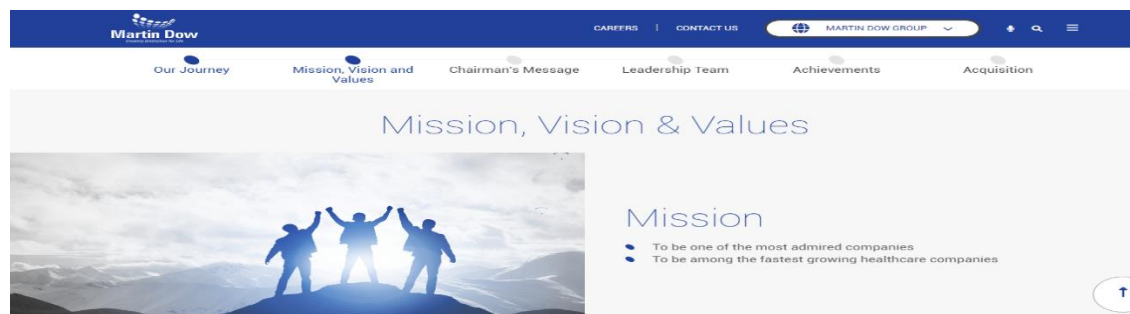
*Note:* A visual representation incorporating the intersection of environmental consciousness, student engagement, and the educational institution's identity.

The pharmaceutical text emphasizes the company's support for various organizations, including the Citizen Foundation, a school, and the Publican Alumni Trust. This suggests a commitment to social responsibility and community support. The text

highlights specific initiatives aimed at providing assistance and resources to these organizations. The company is highlighting its support for three organizations that are involved in environmental work, which suggests that it is committed to protecting the environment. The image shows a green leaf, which is a symbol of nature, and children in school uniforms, which suggests that the company is supporting the next generation of environmental stewards. The school's logo and children in school uniforms symbolize education, learning, and the well-being of the younger generation. The combination of these images conveys a message of support for education and environmental stewardship. However, the company's activities and products could hurt the environment, and its support for these organizations could be seen as a way of offsetting its negative environmental impacts. The green leaf is a symbol of nature, but it does not represent the specific environmental impacts of the company's activities. This can be seen as a way of obscuring the negative environmental impacts of the company.

## Figure 4.9.6

### *Shared Commitment*



*Note:* A visual representation capturing three friends standing on a hill, united by holding hands. The accompanying text, "Mission, Vision, and Values," reflects the shared commitment to purpose and principles.

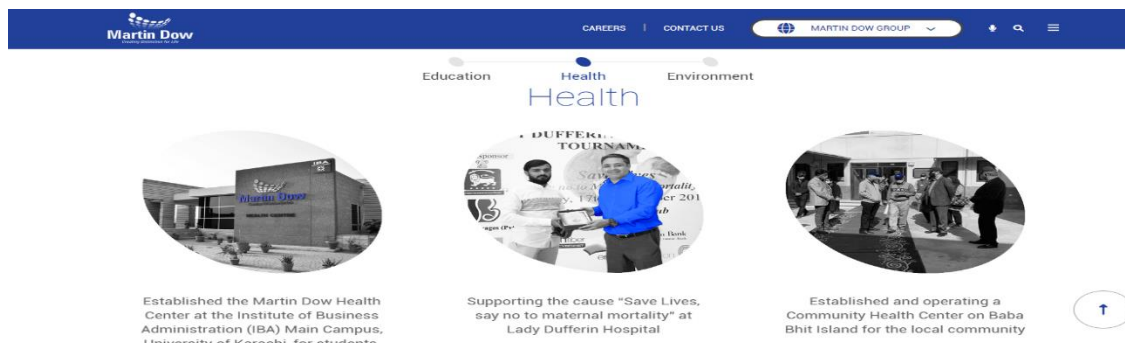
The pharmaceutical's mission and vision text express its aspirations to become one of the most admired companies and the fastest-growing healthcare companies. This suggests a focus on achieving recognition, growth, and success within the healthcare industry. The text highlights the company's ambitions and goals for its future trajectory. The image of three friends standing on a mountain hill under the sky enhances the salience of nature, friendship, and freedom. The mountains and sky symbolize natural beauty and environmental elements. The presence of friends suggests a sense of camaraderie and

shared experiences, emphasizing positive emotions and connections with the natural world. The angle and distance of representative participants are far-sighted on the horizontal axis. It is a long or far-shot image with blue, grey, and white color contrast. Nature including, mountains and river streams is kept in the background, making people the center of attention.

The text primarily focuses on market positioning and growth rather than explicitly addressing ecological considerations such as threats to wildlife species because of pharmaceutical pollution, environmental degradation, and deforestation due to increased manufacturing of the pharmacy. Secondly, there is a complete erasure of pharmaceutical pollution. The image reminds, us that pharmaceutical pollution poses potential risks to ecosystems, aquatic organisms, and human health. The discharge of wastewater from hospitals, pharmaceutical industrial sites, and homes is one of the main causes of pharmaceutical contamination. When not properly removed during treatment, pharmaceutical chemicals found in voided waste or leftover pharmaceuticals might infiltrate wastewater systems and endanger aquatic bodies.

### Figure 4.9.7

#### *Gesture of Unity*



*Note:* A visual representation featuring a hospital building with two individuals joining hands in a symbolic gesture of unity. This emphasizes collaboration and unity in the healthcare setting.

The pharmaceutical text highlights the company's initiatives to establish health centers for the people, support the cause of saving lives, and combat maternal mortality. It also mentions the establishment and operation of healthcare centers on a larger scale. The text conveys a commitment to providing healthcare services and addressing critical health issues, particularly maternal mortality. Yet, the company is not providing any specific

details about how it is supporting the cause of saving lives or how it is reducing maternal mortality, so it is possible that its efforts are not as extensive as they seem. The text primarily emphasizes healthcare access, maternal health, and saving lives without explicitly addressing the potential environmental impacts of healthcare operations or the integration of sustainability practices. The image of healthcare buildings, a hospital, and two men can enhance the salience of healthcare services, infrastructure, and human connections.

The presence of healthcare buildings and a hospital symbolizes the provision of medical care and facilities. The inclusion of two men may suggest collaboration or partnership in delivering healthcare services. While the image does not directly depict ecological elements, it can evoke positive associations with healthcare and the potential benefits it brings to individuals and communities. The overall impact of the text and image on the environment depends on various factors, including the specific practices and measures taken by the pharmaceutical company. While the text emphasizes the establishment and operation of healthcare centers, it does not explicitly address the environmental impact of these centers or the company's commitment to sustainability. Healthcare facilities need to consider environmental factors, such as energy efficiency, waste management, and the use of environmentally friendly materials, to minimize their ecological footprint.

## Figure 4.9.8

### *Healthcare Interaction*



*Note:* A visual representation capturing a moment of healthcare interaction, with a doctor prescribing medicine to an elderly man. This perspective emphasizes the intersection of medical care, ecological awareness, and patient well-being.

The emphasis is primarily on healthcare values, patient well-being, and providing high-quality medicines. While the text indirectly contributes to ecological discourse



through its focus on patient health, it does not explicitly address sustainability practices or resource conservation associated with pharmacies. The image of a doctor reading a prescription to an old man and showing him the medicine bottle enhances the salience of healthcare, trust, and patient-centered care. The presence of the doctor-patient interaction symbolizes the importance of healthcare professionals and their role in promoting well-being. The image conveys a sense of trust and personalized care, evoking positive emotions related to healthcare experiences.

Yet, the agency has referred to an ambivalent discourse using the strategy of mask. Major key concerns regarding the eradication of chemical waste control have been avoided. The words ‘mission,’ ‘values,’ and ‘vision’ remind the contamination of the environment by pharmaceutical compounds. For instance, the use of wastewater sludge or biosolids as fertilizer on agricultural lands can lead to pharmaceutical contamination. Pharmaceutical residues in the sludge may build up in the soil and cause pollution. When used as fertilizer, livestock dung from animals receiving pharmaceutical treatment can also contaminate the soil. Moreover, pharmaceuticals can spill into the soil and groundwater if unwanted drugs are incorrectly disposed of in trash bins or landfills. When improperly handled, landfill leachate carrying pharmaceutical residues might affect neighboring bodies of water.

#### 4.10. National Institute of Health Chak Shahzad

**Figure 4.10.1**

*Commitment to Better Health*



*Note:* A visual representation showcasing a pharmaceutical company's building along with a note emphasizing the commitment to providing better health activities in Pakistan.



The NIH pharmaceutical company's text introduces its institute as the most prestigious in Pakistan and highlights its involvement in various healthcare activities, research, services, vaccine production, and improving health infrastructure. The text emphasizes the significance and breadth of their work within the healthcare sector. The image of the building's wide gate and trees in the background enhances the salience of prestige, presence, and natural elements. The wide gate symbolizes accessibility and welcome, while the trees represent nature and the environment. The inclusion of trees can evoke positive associations with environmental values and the importance of preserving natural ecosystems. The overall impact of the text and image on the environmental discourse is ambivalent. While the text emphasizes the NIH's role in healthcare activities and improving health infrastructure, it does not explicitly address ecological dimensions or sustainability practices. The image, with the presence of trees, contributes to the salience of natural elements but does not directly depict or emphasize environmental considerations. The company has used the linguistic strategy of trace to highlight the production of vaccines. Yet, it has not been mentioned that the production of vaccines and other healthcare products often requires the use of harmful chemicals, which could pollute the environment and can also be dangerous to human health.

### Figure 4.10.2

#### *Management of Veterinary Farms*

##### **Veterinary Farms Management**

Animal Management Section (including Animal House & Stable) has been functioning as one of the fundamental and mandatory components of NIH. The Animal Management Section was up-graded to Veterinary Farms Managements Sub-Division (VFMS) in May 1998 as a first step to establish a new full-fledged division of laboratory animal resources, due to ever increasing demand, importance and vitality of laboratory animals by/for NIH and other scientific/academic institutions of the country involving animal experimentation/research. The main functions are:

- Availability of small lab animals for biological testing and research
- Provide whole blood from hyper-immunized horses to produce Anti Snake Venom & Anti Rabies Serum
- Breeding, rearing and supply of lab animals to NIH
- Supply blood of sheep and other animals for culture media
- Providing small animals for research to academic and scientific institutions (countrywide)



*Note:* A picture depicting the tranquility of a horse farm with a caption explaining veterinarian farm management techniques. This approach places a strong emphasis on ecological consciousness, sustainable care, and ethical farm management.

The pharmaceutical text describes the Veterinary Farms Management Sub-Division (VFMS) as a fundamental and mandatory component of the National Institute of Health (NIH). It highlights the functions of the VFMS, including the availability of small lab

animals for biological testing and research, the production of anti-snake venom and anti-rabies serum from hyper-immunized horses, breeding and rearing lab animals, and the supply of blood for culture media. The text emphasizes the importance and vitality of laboratory animals in scientific research and experimentation. The text can be seen as a way of promoting the company's commitment to animal research. The company is highlighting its involvement in the breeding, rearing, and supply of laboratory animals, which suggests that it is committed to providing high-quality animals for research.

In the following page, farm animals are erased in the discourse of biological science and laboratory not through absence but as objectification and disconnection (Kahn, 2001). Here animals such as sheep, horses, and lab animals are the actors. The linguistic patterns have activated and foregrounded lab animals, and make them salient in the mind of researchers that these animals are worthy of consideration. The breeding and rearing of laboratory animals often require the use of harmful chemicals, which could pollute the environment. The company's use of animals for research could also hurt the animals themselves. Animals used in research are often subjected to painful and stressful procedures, which could lead to physical and psychological harm.

### Figure 4.10.3

#### *Laboratory Division*



*Note:* A perspective underscores the commitment to ecological awareness and community well-being through scientific research and healthcare initiatives.

The pharmaceutical text describes the Public Health Laboratories Division (PHLD) and its role in providing laboratory support for the detection, prevention, and control of infectious diseases during outbreaks and epidemics. It highlights the division's collaboration with the World Health Organization (WHO) as a research and training center for viral diagnostics, its involvement in poliomyelitis surveillance, and its partnerships with

the Centers for Disease Control (CDC) Atlanta, USA, and WHO for lab-based surveillance programs. The text further mentions the various departments within the division and their contributions to diagnostic facilities for zoonotic diseases. It emphasizes the PHLD's role as the national reference public health laboratory in Pakistan for communicable diseases. The text primarily highlights the public health aspects of laboratory services without extensively addressing the ecological impacts or sustainability practices associated with laboratory operations.

The image of doctors working in science labs enhances the salience of medical professionals, scientific research, and healthcare settings. The image represents the dedicated work of doctors and scientists in laboratory environments, conveying a sense of expertise and professionalism. However, there are no explicit traces related to ecological considerations. The focus remains on the detection, prevention, and control of infectious diseases, collaborations with international organizations, and diagnostic facilities for zoonotic diseases. There are no direct references to environmental or ecological aspects. Neither the text nor the image show any of the environmental impacts of the PHLD's laboratory work, such as the use of chemicals, the generation of waste, or the impact on air and water quality. It mentions that the PHLD is 'committed to minimizing its environmental impact,' and that it has 'implemented several environmental management practices' which reminds us that the text does not provide any specific details about these practices.

#### **Figure 4.10.4**

##### *Health Intervention*



*Note:* The text and image emphasize the critical role of antivenom in addressing snakebite emergencies and promoting ecological health.

In this text, there is a narrow focus on the cure for snake bites, specifically highlighting the use of anti-venom as the only remedy. However, there is a potential erasure of ecological dimensions related to snake conservation, habitat protection, or preventive measures to avoid snake-human encounters. The text does not explicitly address these broader ecological considerations. It states that the cure of snakebite is only anti-venom but it does not provide any information about how the environmental impact of anti-venom production and use is being mitigated, what chemicals are used in the production of anti-venom, what is the waste disposal method for the production of anti-venom, the impact of the production of anti-venom on air and water quality and the plans to mitigate the environmental impact of anti-venom production and use.

The image of an anti-venom bottle enhances the salience of the medical treatment for snake bites. The image symbolizes the specific remedy and reinforces the message conveyed in the text. The overall impact of the text and image on the ecological discourse is indirect and limited. While the text focuses on the cure for snake bites, it does not address the ecological context surrounding snakes, their conservation, or the importance of coexistence with wildlife. The image, although related to medical treatment, does not directly convey ecological concepts.

### Figure 4.10.5

#### *Drug Oversight*

##### **Drugs Control And Traditional Medicines Division**

The Drugs Control and Research Division enjoys the unique status as being a Federal Drug Laboratory under Section 14 of the Drugs Act, 1976, thereby functioning as the sole appellate laboratory for testing drugs/medicines in Pakistan. The Drugs Control and Research Division traces its roots to 1968, when it was originally set up as Drug Research Institute. Now, the division was renamed as Drugs Control and Traditional Medicines Division. In 1979 the President of Pakistan declared this division as the "Center of Excellence" in view of its great contribution in the drug quality control set up in the country. It is engaged in testing of drugs including the Narcotic and Psychotropic drugs as well as research on indigenous system of medicines. The Division is playing an important role in the drugs delivery system in the country.



*Note:* A visual representation of a laboratory setting with a dedicated division for drug control and traditional medicines. This highlights the intersection of modern pharmaceutical oversight and the preservation of traditional medicinal practices for holistic healthcare.

The pharmaceutical text describes the drugs control and research division, and its unique status as a federal drug laboratory under the Drugs Act, of 1976. It highlights its

role as the sole appellate laboratory for testing drugs/medicines in Pakistan. The text traces the division's history back to 1968 when it was established as the drug research institute and later renamed as drugs control and traditional medicines division. It further mentions its designation as a 'center of excellence' by the President of Pakistan due to its contribution to drug quality control. The division is engaged in testing drugs, including Narcotic and Psychotropic drugs, and researching indigenous systems of medicine. It emphasizes the division's important role in the drug delivery system in the country. The text primarily highlights the division's role in drug testing, research, and drug delivery without extensively addressing the ecological impacts or sustainability practices within the pharmaceutical sector. The image of a pharmacy is a visual representation of the pharmaceutical industry. The pharmacy is a place where people go to get medications, which are often produced by pharmaceutical companies.

The image of the pharmacy reinforces the text's message about the importance of the pharmaceutical industry in providing healthcare. However, the text and image erase the environmental impact of the pharmaceutical industry. It does not mention any of the environmental impacts of the production of pharmaceuticals, such as the use of chemicals and the generation of waste. The image of a pharmacy enhances the salience of the pharmaceutical industry, medical treatments, and access to medicines. The image symbolizes the physical space where medications are dispensed, reinforcing the text's emphasis on drug delivery and control. Yet, the image of the pharmacy does not show any of the environmental impacts of the pharmaceutical industry, such as the pollution caused by the production of pharmaceuticals or the disposal of pharmaceutical waste. To enhance the ecological discourse, the pharmaceutical text could incorporate references to sustainable practices in drug manufacturing, waste management strategies, or efforts to minimize the environmental impact of pharmaceutical production and distribution. This would demonstrate a commitment to environmental sustainability alongside the division's role in drug testing and delivery. Additionally, the image could be expanded to include visuals that directly depict or symbolize ecological elements, such as eco-friendly packaging, sustainable sourcing of ingredients, or the integration of green technologies in pharmaceutical facilities.

## Figure 4.10.6

### *Combating Pandemics*



The screenshot shows the top section of the NIH website. At the top, there is a dark header with contact information: "+92 (51) 9255110, +92 (51) 9255112-4", "media@nih.org.pk", and "National Institutes of Health (NIH) Park Road, Chak Shahzad, Islamabad, Pakistan". Below this is a white navigation bar with the NIH logo and the text "NATIONAL INSTITUTE OF HEALTH ISLAMIC REPUBLIC OF PAKISTAN". To the right of the logo are links for "Contact Us / COVID-19 LAB Reports / Careers" and a search box labeled "Search Here". Below the navigation bar is a blue menu bar with white text for "Home", "About", "Divisions", "Programs", "CMLT", "Products", "Publications", "Procurement", "Events", and "Gallery". Underneath the menu bar, the breadcrumb "Home / COVID-19" is visible. The main content area has a heading "COVID-19" in bold. Below the heading is a paragraph of text: "A novel coronavirus (2019-nCoV) is a new coronavirus that has not been previously identified. Public health officials and partners are working hard to identify the source of the '2019-nCoV'. Coronaviruses are a large family of viruses, some causing illness in people and others that circulate among animals, including camels, cats and bats. This outbreak started in the month of December 2019, as an unknown cluster of respiratory illnesses first reported from Wuhan City, China." To the right of the text is a square image showing a microscopic view of several spherical coronavirus particles with characteristic surface spikes.

*Note:* A symbolic visual representation of the coronavirus. This prompts contemplation on the interconnectedness of global health, and ecological systems, and the imperative for collaborative efforts in combating pandemics.

The pharmaceutical company's text discusses the cause and outbreak of COVID-19, highlighting its effects on humans and animals such as cats, bats, and camels. While the specific details of the text are not provided, it likely mentions the zoonotic origin of the virus and its transmission from animals to humans. The image of a virus is a visual representation of the COVID-19 pandemic. The virus is a small, infectious particle that can cause illness in humans and animals. The image of the virus reinforces the text's message about the dangers of COVID-19 and the importance of finding a vaccine. It appears to acknowledge the role of animals, such as cats, bats, and camels, in the transmission and effects of Covid-19. However, it is essential to consider the potential erasure of other ecological dimensions, such as the broader ecological factors that contribute to zoonotic diseases, the impact of human activities on wildlife habitats, and the importance of biodiversity conservation. The text and image erase the environmental impact of the COVID-19 pandemic.

The text does not mention any of the environmental impacts of the pandemic, such as the pollution caused by the production of personal protective equipment (PPE) or the disposal of medical waste. The image of the virus does not show any of the environmental impacts of the pandemic such as the deforestation caused by the harvesting of timber for PPE production or the contamination of water supplies by medical waste. Multiple modes



such as image and text salience the importance of finding a vaccine for COVID-19. The text emphasizes the company's commitment to finding a safe and effective vaccine, and the image of the virus reinforces the message that a vaccine is essential for ending the pandemic. In addition to the environmental impacts of the COVID-19 pandemic, there are also ethical considerations to be made. For example, the production of PPE often involves the use of hazardous chemicals, which can pollute the environment and harm human health. The disposal of medical waste can also contaminate water supplies and harm wildlife. It is important to consider these ethical considerations when making decisions about the use of PPE and the disposal of medical waste.

**Figure 4.10.7**

*Security and Well-being*



*Note:* An evocative image featuring the globe with a specific focus on the Global Health Security Agenda. This emphasizes the interconnected nature of global health and the collaborative efforts essential for ensuring the security and well-being of populations worldwide.

The pharmaceutical company's text discusses Pakistan's involvement in the Global Health Security Agenda (GHSA) and its commitment to align with the objectives of the International Health Regulations (IHR) and GHSA. It highlights the GHSA's role in accelerating progress toward a safe and secure world from infectious diseases workforce development, laboratory system strengthening, and guiding countries to enhance their capacities to prevent, detect, and respond to potential outbreaks and other public health threats. In terms of ecolinguistic erasure, the text may not explicitly address broader ecological dimensions related to global health security. It focuses primarily on infectious disease threats and public health responses without extensively discussing the ecological factors that contribute to the emergence and spread of diseases. The potential erasure

includes ecological aspects such as the impact of climate change, habitat destruction, biodiversity loss, and human-animal interactions on global health security. The image of the earth is a visual representation of the global nature of infectious disease threats. The image reinforces the text's message about the importance of international collaboration in preventing and responding to these threats.

The logo of the Government of Pakistan and the company's logo are both visual representations of the commitment of these entities to the GHSA. The logos reinforce the text's message about the importance of working together to prevent and respond to infectious disease threats. However, the text does not mention any of the environmental impacts of infectious diseases, such as the pollution caused by the use of antibiotics or the deforestation caused by the harvesting of timber for medical supplies. The image of the earth does not show any of the environmental impacts of infectious diseases, such as the contamination of water supplies by untreated sewage or the loss of biodiversity due to the spread of disease. The overall impact of both the text and image on ecological discourses is limited, as the primary focus is on global health security and the response to infectious disease threats. While the text acknowledges Pakistan's commitment to the GHSA and its alignment with international objectives, it may not extensively address the ecological dimensions of global health security, such as the interconnectedness of ecosystems, the impact of environmental degradation on disease transmission, and the need for sustainable practices to mitigate future threats.

## Figure 4.10.8

### *Health Challenges*



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### Antimicrobial Resistance

Antimicrobial resistance has become a major crisis across the globe including Pakistan. Pakistan joined in the international endorsement of The AMR Global Action Plan in 2015. The Ministry of NHR&C formed an Intersectoral Core Steering committee to oversee the process of developing a national AMR policy. The commitment led to the development of a National AMR Strategic Framework for Containment of Antimicrobial Resistance (2016) and an operational AMR National Action Plan (2017). National Institute of Health is designated as national focal point for National International Health Regulation (IHR) and AMR by Ministry of NHR&C. GLASS has been implemented by NIH since 2016, and it has led to development of Pakistan AMR Surveillance system in 2018 (PASS).

*Note:* A visual representation featuring capsules with a focus on the pressing issue of antimicrobial resistance. This underscores the critical need for ecological awareness in addressing challenges to public health.



The pharmaceutical company's text highlights the issue of antimicrobial resistance (AMR) as a major crisis globally, including in Pakistan. It mentions Pakistan's participation in the international endorsement of the AMR Global Action Plan and the establishment of a national AMR policy through the Ministry of NHR&C. The text further discusses the development of a National AMR Strategic Framework and an operational AMR National Action Plan. It also mentions the role of the National Institutes of Health (NIH) as the national focal point for National International Health Regulation (IHR) and AMR, as well as the implementation of the Pakistan AMR Surveillance System (PASS) by NIH. In terms of ecocultural erasure, the text primarily focuses on the actions taken by Pakistan to address the issue of antimicrobial resistance, including policy development and the establishment of surveillance systems. While the text acknowledges the global nature of the crisis and Pakistan's participation in international initiatives, it does not extensively address the ecological dimensions of AMR, such as the link between antimicrobial use in agriculture, environmental contamination, and the spread of resistant bacteria.

The use of black color in the text may convey seriousness and urgency, drawing attention to the issue of antimicrobial resistance. The image of a colorful medicine capsule in a blue glass container jar adds visual interest and may serve as a representation of pharmaceutical interventions and treatment. Yet, the image of the medicine capsule does not show any of the environmental impacts of AMR, such as the contamination of water supplies by untreated sewage or the loss of biodiversity due to the spread of disease. The overall impact of both the text and image on ecological discourse is limited, as the primary focus is on addressing antimicrobial resistance from a healthcare and policy perspective. The text highlights Pakistan's efforts in policy development and surveillance, but it does not extensively discuss the ecological factors that contribute to the emergence and spread of antimicrobial resistance, such as the environmental impact of pharmaceutical waste or the role of agriculture in the development of resistance.

## 4.11. OBS Pakistan

**Figure 4.11.1**

*Corporate Harmony*



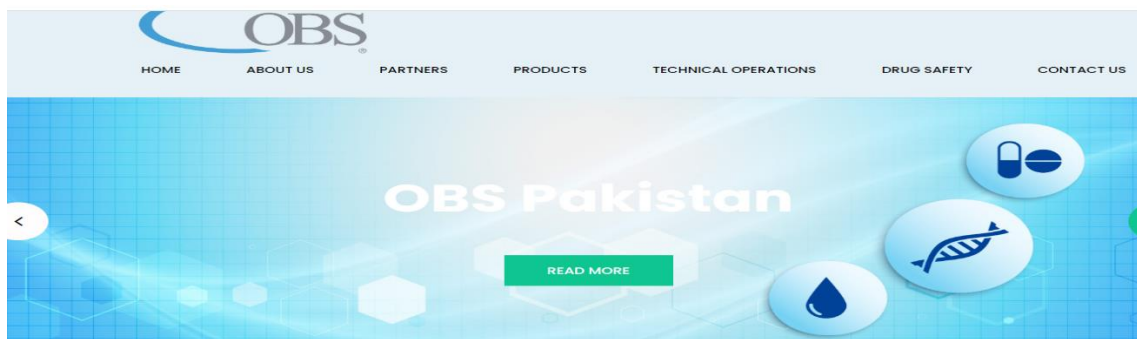
*Note:* A visual representation showcasing a pharmaceutical company's building harmoniously integrated with greenery and the national flag of Pakistan. This ecolinguistic perspective emphasizes the coexistence of corporate infrastructure, ecological consciousness, and national identity.

In the provided text, the focus is primarily on OBS, a pharmaceutical company, and its business operations and partnerships in Pakistan and other countries. There is no explicit mention of ecological or environmental considerations within the text itself. The emphasis is on business growth, strategic alliances, information systems, and human resource development. The image of the two white and blue buildings, a garden, and the flag of Pakistan creates a sense of salience for the company's text. The image is visually appealing and evokes positive associations with cleanliness, order, and patriotism. However, The text of the pharmaceutical company OBS erases the ecological discourse in several ways. First, the text focuses on the company's business alliances and strategic partnerships, rather than its environmental impact. Second, the text uses vague language such as 'high-quality professional services' and 'scientifically grow our business,' which makes it difficult to assess the company's environmental practices. Third, the text includes a photograph of two white and blue buildings, a garden, and the flag of Pakistan. This image creates a sense of cleanliness and order, which obscures the environmental impacts of the pharmaceutical industry. The overall impact of the text-image on the ecological discourse is to erase or mask the environmental impacts of the pharmaceutical industry.

The text and image create a positive impression of the company, which makes it difficult for the reader to consider the company's environmental impact. The following are some examples of ecolinguistic erasure in the text: 'we aim to become the center of excellence for our partners.' This statement focuses on the company's business goals rather than its environmental impact, 'we continuously invest in upgrading our information systems.' This statement does not mention how the company's information systems impact the environment and 'we regularly invest in the training and development of our human resource.' This statement does not mention how the company's training programs address environmental issues. The ecolinguistic erasure in the text and image of OBS has the following implications: it makes it difficult for the reader to assess the company's environmental impact, it obscures the environmental impacts of the pharmaceutical industry, and it contributes to the normalization of environmental pollution.

### Figure 4.11.2

#### *Health Integration*



*Note:* A symbolic representation featuring icons of a capsule, a water drops, and DNA. This emphasizes the interconnectedness of pharmaceuticals, environmental sustainability, and genetic health for holistic well-being.

The text 'OBS Pakistan' is written in pure white color, which may imply neutrality or cleanliness. The bluish-white watery background could evoke associations with purity, freshness, or water-related themes. The three symbolic images: are two capsules, a DNA, and a water droplet. These images have ecological connotations and can potentially contribute to the ecological discourse. Capsules are commonly associated with pharmaceuticals and medical treatments. In the context of ecological discourse, this image could symbolize the impact of pharmaceutical products on the environment, such as the

disposal of medications, chemical pollution, or the need for eco-friendly alternatives. The DNA symbolizes the fundamental building blocks of life. In the context of the pharmaceutical industry, it could signify genetic research, biotechnology, or the development of innovative treatments. From an ecological perspective, this image might suggest the potential impact of genetic modifications, bioprospecting, or genetic engineering on the environment and biodiversity. The water drop is a well-known symbol of water conservation, purity, and environmental sustainability. It could imply the company's commitment to water conservation practices, the use of clean water sources, or sustainable manufacturing processes. The text accompanying the images emphasizes environmental responsibility, sustainability, or the company's commitment to ecological practices, then these images can contribute positively to the ecological discourse.

### Figure 4.11.3

#### *Operational Practices*



*Note:* Emphasizing the integration of technical operations, with a focus on health, safety, and the environment. This underscores the comprehensive approach to operational practices that prioritize ecological and human well-being.

In the provided text from the pharmaceutical company, there is a clear emphasis on health, safety, and environmental practices. The company states that health, safety, and environmental guidelines are strictly followed under the guidance of regulatory authorities such as National Examination Board in Occupational Safety and Health, Occupational Safety and Health Administration, Scottish Environmental Protection Agency, and local regulatory bodies. They have their own Fire Hydrant and complete Emergency Response Plan program at their site, which suggests a commitment to preparedness and safety measures. It mentions a prevailing procedure for training and refreshers for all employees regarding health, safety, and the environment, indicating an ongoing focus on employee

awareness and compliance. The company also emphasizes the importance of HSE (Health, Safety, and Environment) management systems for contractors. However, The text does mention some environmental initiatives that the company has taken, such as its fire hydrant program and certifications. The text masks the ecological impacts of the pharmaceutical industry by using positive language and euphemisms.

For example, the phrase ‘fire hydrant program’ is used to describe a system for containing and controlling fires, which is a potential environmental hazard. The text is used to describe a set of standards for environmental management systems, which are designed to reduce the environmental impact of businesses. Yet, these standards do not address the root causes of environmental problems, such as overconsumption and pollution. Overall, the salience of the text's ecolinguistic erasure is moderate. The text does not explicitly deny the environmental impacts of the pharmaceutical industry, but it does obscure these impacts by using positive language and euphemisms. This erasure can make it difficult for people to understand the true cost of pharmaceutical products and the need for sustainable practices in the pharmaceutical industry.

#### Figure 4.11.4

##### *Manufacturing Process*



*Note:* The text emphasizes the commitment to sustainable practices, aligning with environmental considerations in the manufacturing process.

The text primarily focuses on the company's manufacturing capabilities, product range, and adherence to regulatory guidelines and industry standards. There are no explicit references to ecological or environmental considerations. It does mention some environmental initiatives that the company has taken, such as its water purification plant

and its effluent treatment plant. The text masks the ecological impacts of the pharmaceutical industry by using positive language and euphemisms. For example, the phrase ‘sophisticated and modern effluent treatment plant’ is used to describe a system for treating wastewater, which is a potential environmental hazard. The phrase ‘prevailing industry standards’ is used to describe a set of guidelines that are designed to reduce the environmental impact of businesses. The use of black and bold font implies a sense of importance or emphasis on the information presented. However, the absence of ecological references in the text suggests ecolinguistic erasure, as there is no direct mention of environmental sustainability, resource conservation, waste management, or any other ecological aspect. The overall ecological impact of the text is limited due to the absence of explicit ecological considerations. While the text highlights the company's adherence to guidelines such as OSHA and NEBOSH, and mentions the presence of a water purification plant and an effluent treatment plant, these elements are presented as part of the manufacturing process and waste-water management rather than explicitly addressing environmental sustainability.

### Figure 4.11.5

#### *Operational Excellence*



*Note:* Pharmaceutical company's technical operations, specifically focusing on the commitment to maintaining high-quality standards. The text underscores the integration of ecological awareness with operational excellence.

The company emphasizes its commitment to continuous improvement through a quality management system and an operational excellence program, which incorporates lean manufacturing and value stream mapping. The text mentions that OBS has achieved certifications, which are quality management and testing standards. These certifications

demonstrate the company's commitment to maintaining quality standards in its operations. While the text emphasizes the production of new and better generic drugs with built-in quality standards, it does not explicitly mention ecological or environmental considerations. The narrative generated by the text focuses primarily on the quality of pharmaceutical products, adherence to local regulatory laws, and customer expectations. The phrase operational excellence program is used to describe a program that is designed to improve the efficiency of the company's operations. The provided text exhibits multimodal ecolinguistic erasure as it lacks explicit ecological references. The focus is primarily on quality management and customer satisfaction, with limited engagement with environmental concerns. The environmental narrative being generated is one centered around quality assurance and compliance rather than broader ecological considerations.

### Figure 4.11.6

#### *Drug Safety and Protection*

## **Drug Safety**

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At OBS Company, we strive to provide the high quality pharmaceutical product and ensure its safety and efficacy. Pharmacovigilance team aims to protect and process any identified unintended harm (Adverse Drug Reaction) that may have been caused by any of the marketed product of OBS. If any of the purchased product of OBS is found defective, or damaged or different from its specification please contact us via below mentioned channels:

**obspps@obscompany.pk**

Pharmacovigilance Number: **+92 306 0266833**

Backup Number: **+92 301 8469651**

Additional Numbers: **03462780212 & 03012899442**

"We would like to inform you that your inquiry is being documented with the aim to process it appropriately. Any personal data provided by you will be used to keep track of the inquiry with you and treated by OBS with full respect of your privacy. Please be informed that company save the information you share with us. The information is handled strictly in accordance with Companies Privacy Standards. In case you want to delete or edit Personal Health Information (PHI) already collected by OBS, please request us at obspps@obscompany.pk or call on any of the above mentioned numbers."

*Note:* The description emphasizes how ecological factors are included in safe pharmaceutical procedures to protect people's health and the environment.

The text highlights the company's commitment to providing high-quality pharmaceutical products and ensuring their safety and efficacy. It mentions the Pharmacovigilance team's role in identifying and processing any adverse drug reactions (unintended harm caused by the marketed products). The use of black bold font and centered alignment implies importance or emphasis on the information presented. However, the text primarily focuses on drug safety and pharmacovigilance rather than explicit ecological or environmental considerations. While the text does not directly



address ecological concerns, it could be argued that ensuring drug safety indirectly contributes to environmental protection. Strict safety protocols and effective pharmacovigilance systems can help minimize potential environmental impacts associated with pharmaceutical products, such as contamination of water sources or adverse effects on ecosystems. However, without explicit references to specific environmental initiatives or practices, the text does not actively engage with or highlight the company's ecological practices or sustainability initiatives. Therefore, it exhibits ecolinguistic erasure, as it fails to address ecological considerations directly. The overall impact of the text on the ecological discourse is limited. It focuses primarily on drug safety and pharmacovigilance, with no direct emphasis on broader environmental concerns. To enhance the ecological impact of the text, it could include information about the company's efforts to minimize its environmental footprint, promote sustainable manufacturing practices, or engage in responsible waste management.

#### Figure 4.11.7

##### *Healthcare Awareness Seminar*



The OBS Group's guiding principal in business remains being a responsible organization that ensures it makes a difference in the lives of the community members where they operate. The Group endeavors to proactively understand the needs and concerns of its members and make a meaningful contribution through their organizational resources and abilities for their sustainable development and growth.

Aspin Pharma, an OBS Group Company believes in preventing widespread diseases by education, empowerment and health promotion at various levels. In order to promote this, we initiated a public awareness campaign called "Safai se Sehat" in collaboration with The Citizens' Foundation. This initiative took off in early 2017 and since then is an ongoing project to create health and hygiene awareness for the underprivileged segment of our society. In this regard, another activity was successfully executed on the January 11, 2018 at TCF School – Khuda Ki Basti, Karachi.

*Note:* The image and text reflect the intersection of education, ecological consciousness, and healthcare promotion.

Figure 4.11.7 depicts a classroom setting with students attending a seminar on healthcare awareness. The focal point is a picture of the school and students themselves, presumably engaged in the presentation. In the foreground, a flyer stands out, featuring an image of a bowl of milk with the slogan 'maximize more.' However, the flyer's focus on



milk as a health symbol erases the animal (cow) behind its production. The image of the milk detaches the product from its natural source and industrial processes, obscuring the environmental impact of dairy farming. On the other hand, the company creates a beneficial discourse with the help of multiple semiotic modes, erasure, and salience. The figure captures a vibrant classroom scene in Pakistan, where engaged students attend a healthcare awareness seminar sponsored by a pharmaceutical company.

This image presents a multilayered tapestry of language, culture, and environmental awareness. The use of Urdu in the slogan 'safai se sehat' reflects a conscious effort to localize the message and resonate with the students' cultural context. This fosters a sense of ownership and empowerment, potentially making the health information more accessible and relevant. The colorful banners and illustrations complement the Urdu slogan, employing visual storytelling to reinforce the message of personal hygiene. This multimodal approach caters to diverse learning styles and caters to students who might not be fluent in written Urdu. The image aligns with the pharma company's stated motive of promoting sustainable development through youth education. By focusing on personal hygiene as a foundational element of health, the seminar contributes to environmental well-being by promoting sanitation and water conservation practices.

However, the image also raises some ecolinguistic questions regarding greenwashing. The pharma company's sponsorship raises concerns about potential greenwashing, where environmental responsibility is used as a marketing tool. It's crucial to examine whether the company's practices align with its sustainability claims and consider alternative models for promoting environmental awareness. While personal hygiene is crucial, achieving truly sustainable development requires addressing broader ecological concerns like pollution and resource depletion. The image presents an opportunity to discuss how individual actions can contribute to a larger movement toward environmental sustainability.

### Figure 4.11.8

#### *Life-Saving Quotation with Medical Imagery*



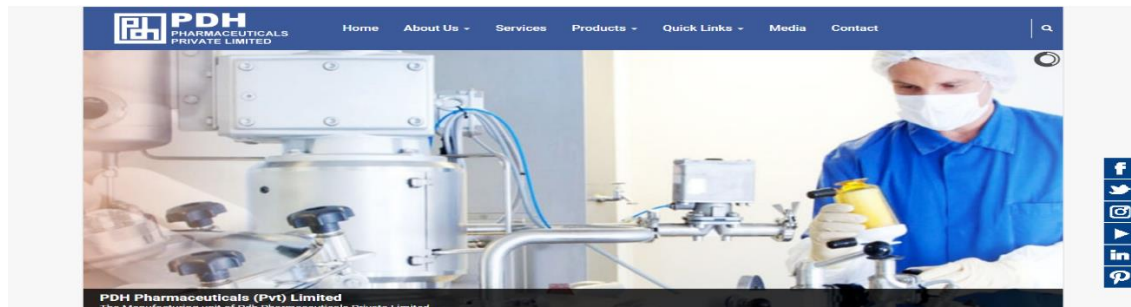
*Note:* The figure illustrates an ecolinguistic perspective on the sacred quote from Prophet Muhammad (PBUH) emphasizing the value of saving a life as akin to saving the entire mankind. Accompanied by an image portraying a doctor's hand delicately holding a test sample, the visual representation aims to evoke the interconnectedness of life-saving actions and the medical context in which they often transpire.

The figure presents a compelling fusion of visual and textual elements, inviting a comprehensive ecolinguistic analysis. This multimodal composition comprises distinct modalities, each contributing to the overall narrative. The close-up shot captures the essence of the composition, showcasing a doctor's hand adorned in blue gloves delicately holding a test sample. The image emphasizes the meticulous nature of life-saving actions, portraying the critical role played by healthcare professionals in preserving human life. Accompanying the image is a sacred quote attributed to Prophet Muhammad (PBUH), underscoring the profound significance of saving a life as tantamount to safeguarding the entire mankind. This textual element adds a layer of depth, infusing spiritual and ethical dimensions into the visual narrative. The backdrop, characterized by a harmonious blend of blue and white hues, is subtly adorned with a faint image of flowers. This background choice introduces a nuanced layer, symbolizing the interconnectedness between human actions and the natural world. The interplay between the image and the text masterfully emphasizes the interconnectedness of all life on Earth. The depiction of the doctor's hand, actively engaged in life-saving, mirrors the sentiment expressed in the Prophet's quote, reinforcing the idea that individual actions reverberate across the broader human experience.

## 4.12. P.D.H Laboratories

**Figure 4.12.1**

*Laboratory Experiment*



*Note:* The guy operating machinery while wearing a blue lab coat and headgear is the main subject, suggesting a high degree of activity and participation in scientific research. This supports the anthropocentric view of science as an endeavor led by humans to comprehend and maybe influence the natural world.

The semiotic modes used in the designing of the web page such as; the company's logo, the image of the lab assistant, and the images of the machines all contribute to an ecolinguistic erasure of the environmental impact of the pharmaceutical industry. The logo, which is white on a bluish-white background, is visually appealing and suggests cleanliness and purity. However, it does not mention anything about the environmental impact of the pharmaceutical industry. The image of the lab assistant, who is wearing a blue lab coat and a white mask, also reinforces the idea of cleanliness and purity. The lab assistant is shown working in a sterile environment, yet it reminds us of chemical waste and pharmaceutical pollution being created by these huge machines. This further states that these industries are extremely harmful to the environment and natural habitats. The images of the machines, which are large and imposing, suggest that the pharmaceutical industry is powerful and sophisticated. However, they do not show any of the environmental impacts of the industry, such as pollution or waste. The lab assistant wearing a blue lab coat, a white mask on their face, and their hair tied up signifies a typical representation of a pharmaceutical industry worker. The blue lab coat is often associated with professionalism and scientific expertise. The presence of the white mask suggests adherence to safety protocols and protection against potential hazards. However, it is important to note that this representation focuses on the human aspect and does not provide direct information about the environmental

impact of pharmaceutical manufacturing such as energy consumption, waste generation, and potential pollution. The overall environmental narrative being created by these semiotic modes is one of ecolinguistic erasure. The environmental impact of the pharmaceutical industry is not mentioned or acknowledged, and the industry is instead portrayed as clean, pure, and powerful. This ecolinguistic erasure can have several negative consequences, such as leading people to believe that the pharmaceutical industry is not harmful to the environment, and making it more difficult to hold the industry accountable for its environmental impacts.

### Figure 4.12.2

*A scientist Holding a Test-tube*



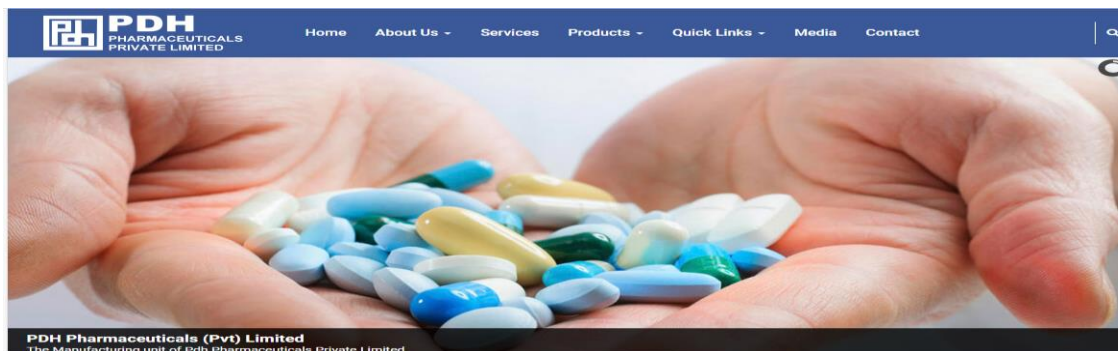
*Note:* The act of doing scientific research and experimentation is instantly brought to light by the main focus on the scientist holding a test tube filled with a green substance.

The multiple semiotic modes used in the designing of the following web page include; a participant, color contrast, and objects placed in the forefront like flat and round bottom flasks. While the described semiotic modes present visual cues that can be associated with professionalism, safety, and environmental consciousness, the erasure aspect here is the lack of explicit information about the ecological impact of the acid or the chemical process taking place. The image of the lab scientist, for example, does not show any of the waste or pollution that is associated with the pharmaceutical industry. The erasure aspect in this mode lies in the focus on the human figure, potentially overshadowing the environmental impact of the pharmaceutical industry. The small transparent bottle containing a green chemical liquid suggests the presence of a pharmaceutical substance being prepared or analyzed. The transparency of the bottle conveys a sense of visibility and clarity, promoting trust and accountability. Yet, it also reminds us that the green liquid in

the small bottle, for example, could be a hint at the environmental toxicity of the chemicals used in the pharmaceutical industry. The presence of two large transparent flasks, one round-bottom and the other flat-bottom, containing a bluish liquid acid, represents the scientific experimentation and synthesis involved in pharmaceutical production. The transparency of the flasks promotes visibility and transparency, which can be associated with eco-friendly practices and accountability. The focus on the visual representation of the flasks and their contents may neglect potential environmental concerns related to chemical waste, disposal, or the ecological footprint of the pharmaceutical manufacturing process.

### Figure 4.12.3

#### *Showing Capsules*



*Note:* The central focus on a hand cradling a multitude of colorful capsules immediately draws attention to the human interaction with these artificial objects.

According to the information given, the pharmaceutical company's web page design uses semiotic modes that largely focus on pharmaceutical items and branding. Although the picture of pharmaceuticals suggests a variety of options, it is devoid of overt ecological clues or signs of sustainable practices. The representation of a man's hand holding a variety of pills and capsules in the colors blue, yellow, green, and white. The picture shows a powerful visual representation of pharmaceutical items, indicating a large selection of drugs that are offered. The colors chosen could allude to several sorts of medications or a variety of products offered by the organization. The image of the hand clutching medications is likely to catch attention as it occupies a significant portion of the web page. The stark contrast with the background of pure white grabs attention, highlighting the products. The semiotic modes utilized in the designing of the

pharmaceutical company's web page employ ecolinguistic erasure through the use of the void, trace, and mask. The void is created by the use of a pure white background, which erases any sense of context or place. The trace is the image of the man's hand holding a variety of pills, which suggests the consumption of medicine. The mask is the company's logo and name, which are both white and blend in with the background. The clear focus on the hand and capsules, the careful arrangement of colors and textures, and the sharp clarity of the image contribute to a controlled and ordered visual narrative. This aligns with the idea of human mastery over materials and the ability to manipulate them for specific purposes. The variety of colors in the capsules adds a vibrant layer to the image, potentially symbolizing diversity, abundance, or even artificiality. The image, as described, focuses solely on the human hand and the artificial capsules. An ecolinguistic approach encourages considering the potential origins of the materials used in the capsules, the ecological impact of their production and disposal, and the broader impact on the ecosystems from which these resources might be sourced.

The overall impact of these semiotic modes is to generate a kind of ecological discursive discourse that erases the environmental impact of the pharmaceutical industry. The void creates a sense of abstraction, which makes it difficult to think about the environmental consequences of producing and consuming medicine. The trace suggests that medicine is a necessary part of life, while the mask obscures the company's role in the environmental impact of the pharmaceutical industry.

#### Figure 4.12.4

##### *Company's Commitment*

The screenshot shows the website for PDH Pharmaceuticals Private Limited. The header is dark blue with the company logo on the left and navigation links (Home, About Us, Services, Products, Quick Links, Media, Contact) on the right. Below the header, the page title is 'Introduction'. The main content area is white and contains the following text:

admin Uncategorised

PDH Pharmaceuticals (Pvt) Limited inception happened at most difficult of times, but due to its unyielding commitment to life preservation and to boost healthcare products, the company has steadily progressed and has achieved phenomenal success. We strongly believe in man power. Our people are our strength. Whatever we do, the heart of everything is to help, prevent and where needed treat those in need. We always need healthy population to meet future challenge and that is our ultimate goal. So we always strive for the betterment of mankind by producing quality products.

The Manufacturing unit of Pdh Pharmaceuticals Private Limited is spread over 3 acres at 19 Km Ferozpur Road Lahore with a covered area of 45,000 square feet. Today, the production capacity and capability (Based on Single Shift)

- Tablets [ 150 Million Per Annum ]
- Liquids / Syrups [ 16 Million Bottles Per Annum ]
- Drops [ 3 Million Vials Per Annum ]
- Capsules [ 60 Million Per Annum ]
- Dry Powder Suspension [ 3 Million Packs Per Annum ]
- Ointment / Creams [ 5 Million Tubes Per Annum ]

With this capacity and capability Pdh Pharmaceuticals Private Limited constitute a major healthcare group engaged in the creation, development, manufacture and marketing of pharmaceuticals and consumer health-related products.

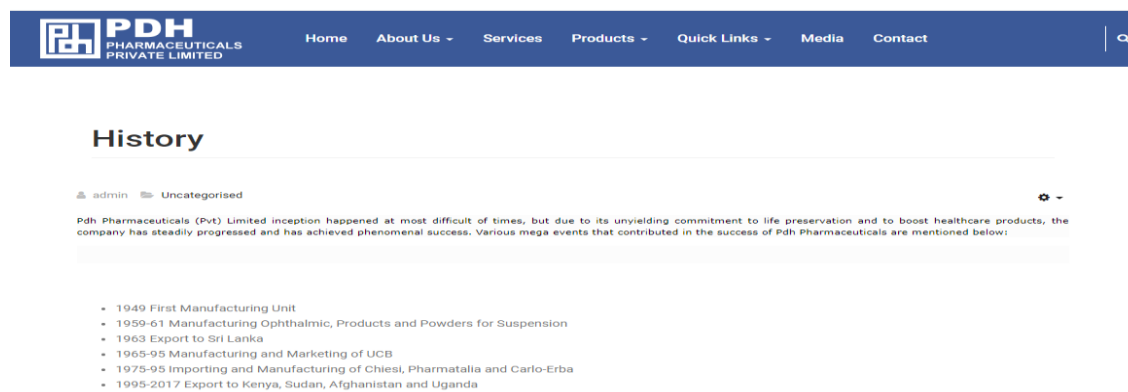
We see Pdh as professionally managed, rapidly growing business organization focusing on quality valued services to customers and consumers thus creating a better tomorrow than

*Note:* Pharma company featuring a text overlay promoting their commitment to life, healthcare, and quality products.

The agency emphasizes its commitment to life protection and enhancing healthcare products, suggesting a focus on improving health and fitness outcomes. The text highlights the company's dedication to preserving life and healthcare, which can be salient in generating discourse related to health and well-being. It may appeal to individuals interested in pharmaceuticals and healthcare. While the text emphasizes the company's commitment to life preservation, it does not explicitly address ecological concerns or sustainability practices. The focus is primarily on healthcare rather than environmental considerations. However, The text from the pharmaceutical company's website employs ecolinguistic erasure through the use of the void, trace, and mask. The void is created by the use of abstract language, which erases any sense of the environmental impact of the pharmaceutical industry. The trace is the mention of the company's manufacturing capacity, which suggests the production of large quantities of medicine. The mask is the company's focus on 'quality valued services' and 'creating a better tomorrow,' which obscures the environmental impact of its products. The use of ecolinguistic erasure in the text from the pharmaceutical company's website is an influential example of how language is used to shape our understanding of the world. By erasing the ecological effect of the pharmaceutical industry, the text makes it easier for people to consume medicine without considering the consequences. This is a risky trend, as it can lead to increased environmental deprivation

### Figure 4.12.5

#### *Journey of Innovation*



**PDH**  
PHARMACEUTICALS  
PRIVATE LIMITED

Home About Us Services Products Quick Links Media Contact

## History

admin Uncategorised

Pdh Pharmaceuticals (Pvt) Limited inception happened at most difficult of times, but due to its unyielding commitment to life preservation and to boost healthcare products, the company has steadily progressed and has achieved phenomenal success. Various mega events that contributed in the success of Pdh Pharmaceuticals are mentioned below:

- 1949 First Manufacturing Unit
- 1959-61 Manufacturing Ophthalmic, Products and Powders for Suspension
- 1963 Export to Sri Lanka
- 1965-95 Manufacturing and Marketing of UCB
- 1975-95 Importing and Manufacturing of Chiesi, Pharmatalia and Carlo-Erba
- 1995-2017 Export to Kenya, Sudan, Afghanistan and Uganda

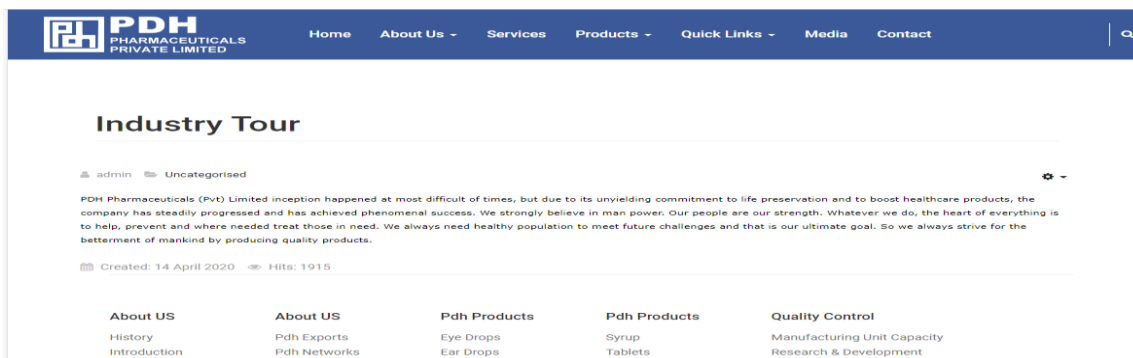
*Note:* Key moments in the company's history are highlighted, including the development and its dedication to the area of focus, e.g., improving global health.



The text highlights the company's inception during challenging times and its obligation to life conservation and increasing healthcare products. The emphasis on the company's commitment to life preservation can be salient in producing environmentally friendly discourse related to healthcare and well-being. The white background serves as a neutral canvas, potentially highlighting the text and amplifying its message. However, it can also symbolize sterility, cleanliness, and a sense of control, aligning with the scientific and technological advancements often associated with pharmaceutical companies. The text's alignment and style suggest a sense of order and formality, emphasizing the company's professionalism and dedication to documented achievements. The bold heading 'history' emphasizes history and reinforces the narrative of human progress and achievement, potentially overshadowing the ecological context of the company's activities or the environmental impact of its products and processes. It may appeal to individuals interested in medications and healthcare, The text lists various events that have subsidized the success of PDH Pharmaceuticals, including the establishment of the first manufacturing unit, manufacturing and marketing partnerships, and export activities to different countries. However, the agency does not directly address ecological aspects or environmental impact. The focus is primarily on the company's development and marketplace activities rather than environmental and sustainable attention.

**Figure 4.12. 6**

*Industry Tour*



*Note:* The focus on a pharma company's text about an industry tour and transparency immediately positions the company as seeking to open its doors and be accountable.

The specific phrase, 'industry tour' does not have a direct impact on ecological discourse as it primarily relates to the company's industrial activities or events. The text,



as a whole, emphasizes the company's commitment to life preservation and healthcare but does not explicitly address ecological considerations or environmental sustainability. The phrase 'industry tour' written in black may be salient due to its visual prominence, especially if it stands out against the surrounding text or background. It may draw attention and indicate the presence of an industry tour related to the pharmaceutical company. The use of the word 'inception' to refer to the company's founding erases the environmental impact of the company's operations. The phrases 'unyielding commitment' and 'boost healthcare products' obscure the environmental impact of the company's products, and suggest that the company's products are beneficial to the environment, when in fact they can have a negative impact. Likewise, the phrase 'manpower' erases the environmental impact of the company's employees, and 'quality products' suggests that the company's products are environmentally friendly, when in fact they can have a negative impact.

**Figure 4.12.7**

*Reaching Global Horizons*

The screenshot shows the PDH Pharmaceuticals Private Limited website. The navigation bar includes links for Home, About Us, Services, Products, Quick Links, Media, and Contact. The main content area is titled "Pdh Exports" and features a sub-header "Our Achievements". The text describes the company's global presence and lists various mega events that contributed to its success, such as the 1949 First Manufacturing Unit, 1959-61 Manufacturing Ophthalmic, Products and Powders for Suspension, 1963 Export to Sri Lanka, 1965-95 Manufacturing and Marketing of UCB, 1975-95 Importing and Manufacturing of Chiesi, Pharmatalia and Carlo-Erba, and 1995-2017 Export to Kenya, Sudan, Afghanistan and Uganda.

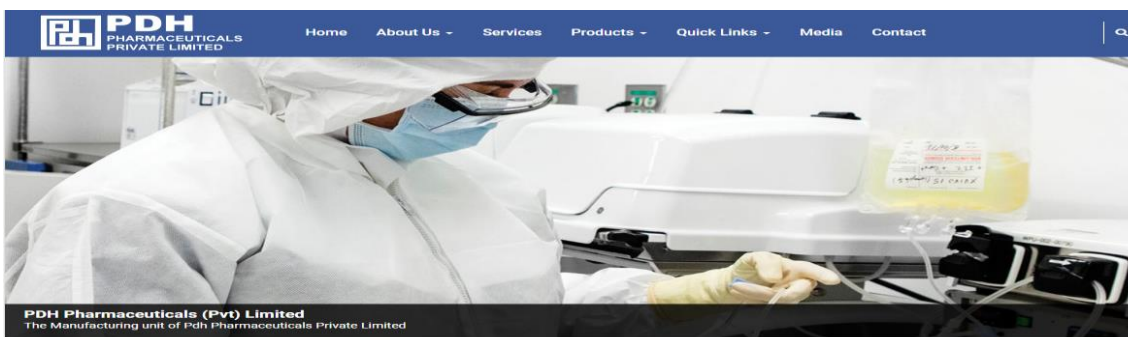
*Note:* The figure showcases the company's dedication to delivering exceptional products across borders. From pioneering advancements in specific fields to key achievements, the company has consistently met relevant quality standards while expanding its reach to significant export destinations.

The text highlights the company's global presence and its growing portfolio of products. It mentions the countries to which PDH products are exported and the marketing team's aim to maximize global sales. It also includes the phrase 'PDH Exports,' which is written in black large font. This phrase is salient because it highlights the company's global reach. However, the phrase is also ironic, as the text itself obscures the environmental

impact of the company's global reach. The trace is the mention of the company's exports to various countries, which suggests the production and transportation of large quantities of medicine. The mask is the company's focus on 'quality products' and 'global commercial strategies,' which obscures the environmental impact of its products. The use of the word 'presence' to refer to the company's exports erases the environmental impact of the company's operations. Similarly, 'growing portfolio' suggests that the company's products are beneficial to the environment, when in fact they can have a negative impact. The phrase 'maximizing the potential' obscures the environmental impact of the company's marketing strategies. Whereas, 'focused countries' erases the environmental impact of the company's exports to these countries.

### Figure 4.12.8

#### *Medical Professionals*



Note: Physician conducting a medical examination on a patient in a healthcare setting.

In above Figure 4.12.8, the anthropocentric view of medicine as human intervention and control over health and illness is reinforced by the significant focus on the scientist, who is dressed in protective gear. The clinical and scientific approach to healthcare is in harmony with the white clothing, which represents sterility and cleanliness. The sterile, almost futuristic white environment further emphasizes the controlled and technological nature of the medical setting. The heavy machinery in the background hints at the complex, advanced methods used in this particular treatment, potentially raising questions about accessibility and resource utilization. The close-up shot of the doctor focusing on the patient with a dripping hand suggests a personalized and attentive approach to care. However, it also reinforces the power dynamics between the medical professional and the patient, who remains passive in the foreground. The clear focus on the central elements,

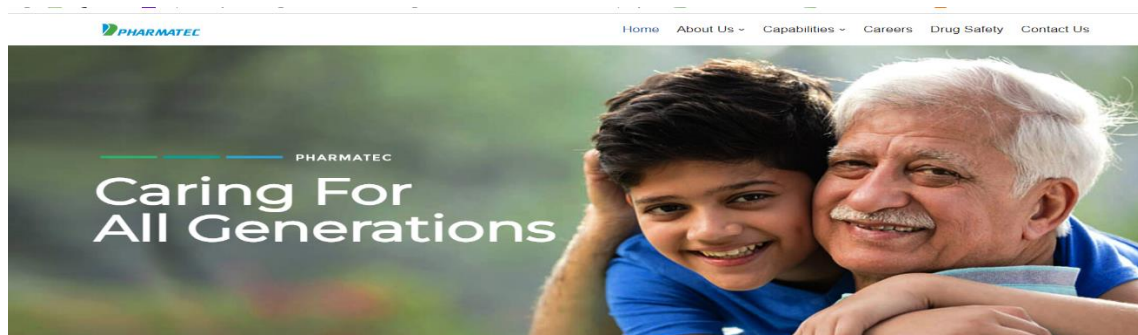
the sharp clarity of the image, and the deliberate arrangement of details contribute to a sense of order and control. This visual narrative aligns with the traditional view of medicine as a precise and objective science seeking to diagnose and treat illness.

However, the image focuses solely on the human elements of the medical setting, neglecting the environmental impact of resource extraction for medical equipment, drug production, and waste disposal. An ecolinguistic analysis would encourage considering the broader ecological footprint of medical practices. The close-up focus on the doctor and patient might overshadow the larger social and economic factors influencing healthcare access, affordability, and environmental sustainability. An ecolinguistic analysis would encourage questioning the ethical implications of resource allocation in healthcare and exploring alternative models that are more mindful of environmental impact.

### 4.13. Pharmatec

#### Figure 4.13.1

##### *Caring for All Generations*



*Note:* A grandfather and grandson embracing in a warm hug, set against a backdrop of softly blurred trees. This image captures the tenderness and affection of intergenerational relationships, conveying a sense of unconditional love and support.

The text accompanying the image says, ‘caring for all generations,’ written in white color along with bold font size and centrally aligned. This text highlights the theme of care, attention, and health, and implies that the pharmaceutical company prioritizes the well-being of people across different age groups. The web page emphasizes the company's devotion to caring for all generations, which can be interpreted as a commitment to environmental preservation and considering the impact of their pharmaceutical activities

on the environment. The image, logo, and text employed in the pharmaceutical company's web page design work together to generate environmental narratives. They convey a sense of care, connection to nature, and a commitment to sustainability, potentially appealing to customers who value environmentally responsible practices. The image depicts a grandfather with his grandson hugging him. This represents a generational bond and conveys a sense of care, love, and nurturing. The plants in the background have been blurred, which erases their presence and makes the image appear more focused on the human figures. This is a common technique used in advertising to make products or services appear more important than the environment. However, the leaf-like symbol in the logo reinforces an environmental narrative, indicating the company's commitment to sustainability or eco-friendly practices.

The image beautifully captures the intergenerational bond between grandfather and grandson. The physical closeness suggests a sense of comfort and security, while the blurred background of trees hints at a shared history and connection to the natural world. This intergenerational bond is further strengthened by nonverbal communication, creating a unique ecolinguistic landscape where love and understanding transcend the limitations of age. The natural environment, though blurred, plays a subtle yet significant role in the image. The soft green hues of the trees evoke feelings of peace and tranquility, providing a harmonious backdrop for the emotional exchange between the grandfather and grandson. The blurred nature of the background also highlights the centrality of their connection, suggesting that the external world fades away when they are together.

### **Figure 4.13.2**

#### *Innovation to the Market*



*Note:* A workplace setting, demonstrates how people are connected to technology and one another while they work together on laptops.

The text 'bringing innovation to the market' erases the environment from the discourse. The focus is on the market and innovation, with no mention of the environmental impact of these activities. Written in white, bold, and large font size, the text suggests that the company prioritizes innovation, implying a focus on new ideas, technology, and progress. The background image of the office is a void. There are no plants or other natural elements in the image, which creates a sense of emptiness. This emptiness can be seen as a metaphor for the lack of environmental awareness in the text. The large, bold, and white text stands out prominently against the image background, making it the salient feature. This suggests that the company is more concerned with the text than with the image. The text is also more abstract than the image, which makes it easier for the company to manipulate the meaning of the text.

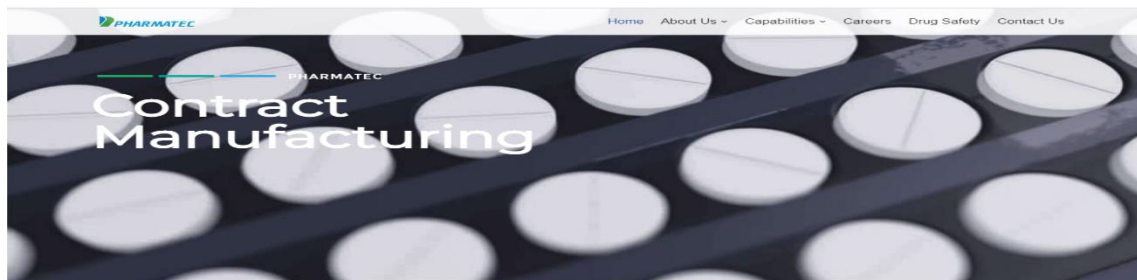
The image captures a close-up view of an office workspace, likely a conference table, where individuals engage in collaborative work on their laptops. The focus is on the hands and laptops, creating a sense of intimacy and immersion into the collaborative process. The laptops serve as central nodes, their screens glowing with shared documents or communication platforms. The image visually emphasizes the interconnectedness of technology and the workspace. The laptops are not merely tools; they are extensions of the individuals' minds and bodies, shaping the physical and social landscape of the office. The close-up shot blurs the boundaries between humans and machines, highlighting how language and meaning are co-created within this technological ecosystem. The high modality and composition of the image further amplify this interconnectedness. The close-up perspective draws the viewer into the shared focus of the individuals, creating a sense of intimacy and shared purpose. The blurred background, while present, fades into the periphery, suggesting that the immediate space of the laptops and the collaborative task at hand is the primary focus of their attention and communication.

From an ecolinguistic perspective, the image offers insights into the ecology of language within this office environment. The laptops act as "affordances," providing specific opportunities and constraints for communication. The physical layout of the workspace, with its shared tables and proximity, also shapes the flow of conversation and collaboration. Body language, facial expressions, and even the subtle hum of the technology all contribute to the multimodal tapestry of meaning-making. Interestingly, the

close-up shot and focus on the laptops create a sense of silence in the image. While we can imagine the murmur of conversation and the click-clack of keyboards, the visual emphasis lies on non-verbal communication and the shared attention directed toward the screens. This silence, however, is not an absence of language, but rather a different modality of communication that complements and enriches the visual and spatial cues. This multimodal analysis, informed by an ecolinguistic perspective, reveals the intricate relationship between language, technology, and the workspace in this office environment. The close-up shot and high modality of the image invite us to pay attention not only to the words being typed on the screens but also to the subtle interplay of gestures, gazes, and the physical arrangement of the space. This analysis reminds us that language is not confined to the spoken word or even the written text; it is a dynamic and multifaceted phenomenon that emerges from our interactions with our environment, both human and technological.

### Figure 4.13.3

#### *Contract Manufacturing*



*Note:* Close-up shot of a white capsule being manufactured in a pharma factory, with the text "Contract Manufacturing" prominently displayed.

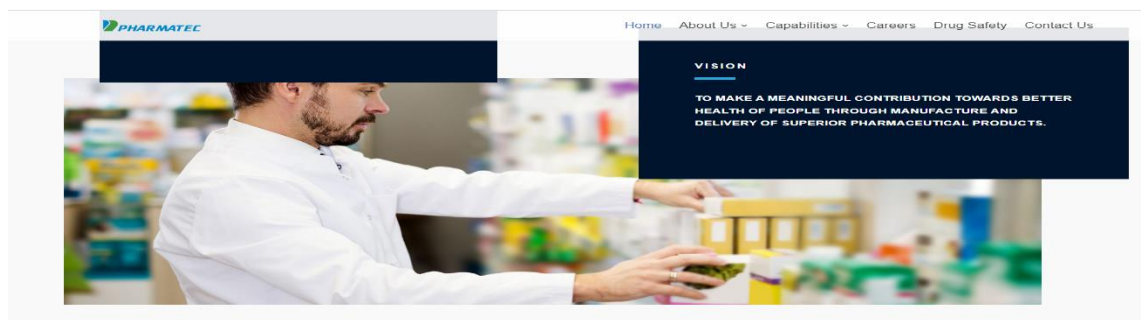
The text 'contract manufacturing' is written in white, large, and bold font size. These design choices make the text visually prominent and attention-grabbing. It indicates the focus of the company on providing manufacturing services to other companies through contractual agreements. The background image depicts tablets being manufactured in a factory. This suggests a pharmaceutical or medical manufacturing setting. The image may convey the production process, efficiency, and technology associated with contract manufacturing in the pharmaceutical industry. However, the background image of the factory is void. There are no plants or other natural elements in the image, which creates a sense of emptiness. The image of the tablets being manufactured is also abstract. It does



not show the full environmental impact of the manufacturing process, such as the pollution that is released into the air and water. The image utilizes visual language to convey precision, efficiency, and scale. The close-up of the capsule emphasizes its immaculate form, while the vast expanse of the production line suggests an almost limitless capacity for production. The bright colors and sharp lines further contribute to a sense of clinical cleanliness and technological prowess. The text, superimposed on the image, introduces a layer of economic complexity. Contract manufacturing suggests a system where pharmaceutical companies outsource production to specialized facilities like the one depicted. This raises questions about power dynamics, transparency, and the global flow of knowledge and resources within the pharmaceutical industry. From an ecolinguistic perspective, the image is not just a visual representation of a pharma factory; it is a multimodal text that combines visual elements, spatial arrangement, and the written word to convey meaning. The sterility of the environment, the precision of the machinery, and the starkness of the text all contribute to a specific ecolinguistic register, shaping our understanding of pharmaceutical production and its place within the broader social and economic landscape.

#### **Figure 4.13.4**

##### *Exploration of Healthcare Practices*



*Note:* A pharmacist, clad in the symbolic white coat, meticulously examines medication packaging. This image encapsulates the ecolinguistic role of the pharmacist, translating complex medical terminology into accessible explanations for patients, while navigating the material ecology of pharmaceutical packaging and its environmental implications.

The text emphasizes the importance of quality as the foundation of the business and highlights the company's vision of becoming an innovative, customer-focused, global healthcare company. Yet, the word 'quality' is a complete erasure of the environment and

animals. The focus is on the quality of the products, with no mention of the environmental impact of these products on wildlife and aquatic species. Such as, damage may emerge from the use of medications in the farming of animals, including antibiotics, hormones, and parasiticides. Through animal waste discharge, these substances may be released into the environment, polluting local water sources and perhaps accelerating the emergence of antibiotic resistance.

The background image depicts a grocery store where a man wearing a white shirt is buying food items. This represents a consumer-oriented setting, possibly emphasizing the availability and accessibility of products. The analysis indicates that the given text and image have a limited impact on generating an ecological discourse. The absence of explicit ecological references and the focus on quality, innovation, and customer-focused healthcare primarily convey business objectives and commitments. The side effects of medicines are completely erased. The text does not mention any information regarding airborne pollution. Pharmaceuticals can also be released into the atmosphere by several other processes, including the burning of medical waste, agricultural spray drift, and vaporization from wastewater treatment facilities. These emitted medications have the potential to settle on land or aquatic surfaces and cause pollution.

**Figure 4.13.5**

### *Environmental Policy*

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## Environmental Policy

Pharmatec Pakistan Pvt Ltd continually strives to improve the environmental quality by ensuring environmental protection and improving environmental performance while carrying its operations including manufacturing, compounding and distribution of pharmaceutical products. To achieve a trend-setting level of environmental performance, Pharmatec Pakistan commits to:

- Comply with all applicable legal and other requirements related environmental laws and regulations by applying sound environmental management practices.
- Ensure our manufacturing, compounding and distribution operations are safe for our employees, consumers and the environment.
- Eliminate or reduce the environmental impact of our pharmaceutical products and packaging in their design, manufacture, distribution, use and disposal whenever possible.
- Support the sustainable use of resources while actively encouraging reuse, recycling and composting.
- Continually assess our environmental technology and programs, and monitor progress toward environmental goals.
- Ensure every employee understands and is responsible and accountable for incorporating environmental considerations in daily business activities.

Pharmatec Pakistan encourage, and recognize individual and team leadership efforts to improve environmental quality

Share experiences and expertise and offer assistance to others who may contribute to progress in achieving environmental goals.

Note: A list of environmental policies by a pharma company, with green bullet points and a bold black heading.

The following text describes the goals and commitments of the pharmaceutical company on its web page. Yet, it creates a sense of the void. The words are abstract and do not refer to any specific environmental problems. The linguistic strategy of salience and



reminder shows that the environmental policy of the company doesn't consist of specific approaches to eliminate environmental pollution being created by pharma companies. The company wants consumers to focus on the text and not on the environmental impact of the company's products and services. The text also reminds consumers of the company's products and services, which can lead to consumers making purchases that are harmful to the environment. The image presents a seemingly straightforward document: a list of environmental policies implemented by a pharmaceutical company. Yet, from an ecolinguistic perspective, this simple list reveals a complex interplay of language, visuals, and corporate strategy.

The green bullet points immediately evoke themes of nature and environmental consciousness. This color choice subconsciously influences the reader's perception of the list, priming them to view the policies as positive and eco-friendly. The left alignment further promotes a sense of order and transparency, suggesting a commitment to clear communication and accountability. The bold black heading, presumably titled 'environmental policy,' asserts the company's focus on ecological responsibility. The silence of the list, and its visual simplicity, can also be seen as a strategic choice. It allows the reader to fill in the gaps with their assumptions and expectations about corporate environmental responsibility. This silence, however, should be critically examined alongside the broader context of the company's environmental record, past controversies, and industry practices.

### Figure 4.13.6

#### *Substantial Benefits*

 focuses on developing products in different pharmaceutical... [Home](#) [About Us](#) [Capabilities](#) [Careers](#) [Drug Safety](#) [Contact Us](#)  
substantial benefits for patients and health systems alike.

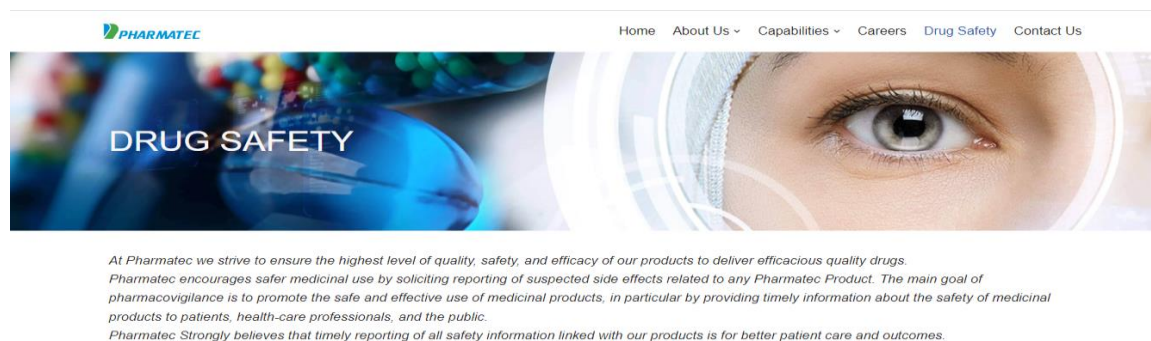


*Note:* Two female scientists, immersed in the technical discourse of laboratory testing, challenge traditional gender roles within the scientific ecosystem. This image prompts an ecolinguistic examination of power dynamics and how language reflects and shapes inclusivity in scientific spaces.

The text ‘substantial benefits for patients and health systems alike’ focuses on the benefits for patients and the health system, indicating a primary concern for healthcare outcomes. The images of lady doctors in a hospital setting are visually salient as they depict professionals in the healthcare domain, drawing attention to medical practices. The words ‘substantial benefits’ are vague terms that can be interpreted in many ways. The health system could be referring to the benefits for patients, the benefits for the health system, or the benefits for the environment. However, the health system does not specify what it means by ‘substantial benefits,’ which makes it difficult to assess the health system's environmental impact. The following text and image suggest that the health system is confident that it is doing its part to protect the environment. Yet, it does not show any of the environmental impacts of the medicines or the health system. For example, the images do not show the pollution that is caused by the manufacturing of medicines or the waste that is generated by the health system. As it reminds us, both text and images could incorporate elements such as sustainable healthcare facilities, renewable energy usage, or eco-conscious practices to visually reinforce ecological considerations.

### Figure 4.13.7

#### *Drug Policy*



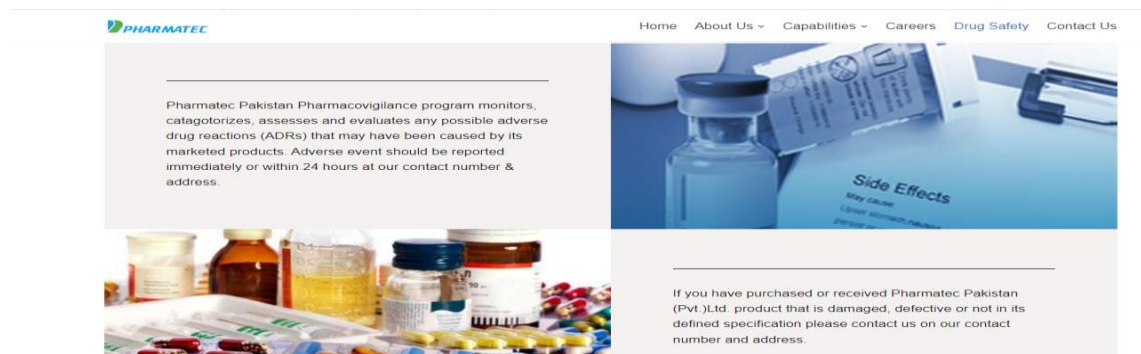
*Note:* A pharmaceutical company's policy note on drug safety, exemplifies the intersection of language and ecological considerations in pharmaceutical discourse.

The text, ‘drug safety’ written in white color and bold large font size, highlights the importance of ensuring safety in pharmaceutical products. Also, it is an imperative phrase where both the words ‘drug’ and ‘safety’ are combined to instruct medication and its safety measures. The company has used various modes such as text, images, color contrast, and

iconic symbols to disseminate its narrative regarding the ‘safety of medicinal products to patients.’ The word ‘safety’ is a vague term that can be interpreted in many ways. The company could be referring to the safety of the drugs for patients, the safety of the drugs for the environment, or the safety of the drugs for the company. However, the text does not mention any specific environmental problems, such as climate change, pollution, or deforestation. This suggests that the company does not see these problems as a major concern. The web page consists of an image bifurcated into two portions. One contains images of medicines, drugs, and capsules against a gradient blue background. This portion represents pharmaceutical products, medications, or the pharmaceutical industry. While the other portion features a large female eye against a white gradient background. The eye might symbolize surveillance, monitoring, or vigilance, potentially associated with drug safety. Yet, the image does not contain explicit ecological or environmental elements, such as natural landscapes, sustainability cues, or eco-friendly practices, suggesting an erasure of explicit ecological discourse. The watchful lens of a human eye peers over pharmaceutical capsules, while a pharma company's policy notes on drug safety attempts to regulate the visual and material ecology of medication. This image invites an ecolinguistic analysis of power dynamics, where corporate language seeks to frame and control the meaning of visual imagery associated with health and risk.

### Figure 4.13.8

#### *Product Monitoring*



*Note:* The image foregrounds the materiality of the drug, its textual counterpart, and the interplay between patient experience, corporate responsibility, and quality control.

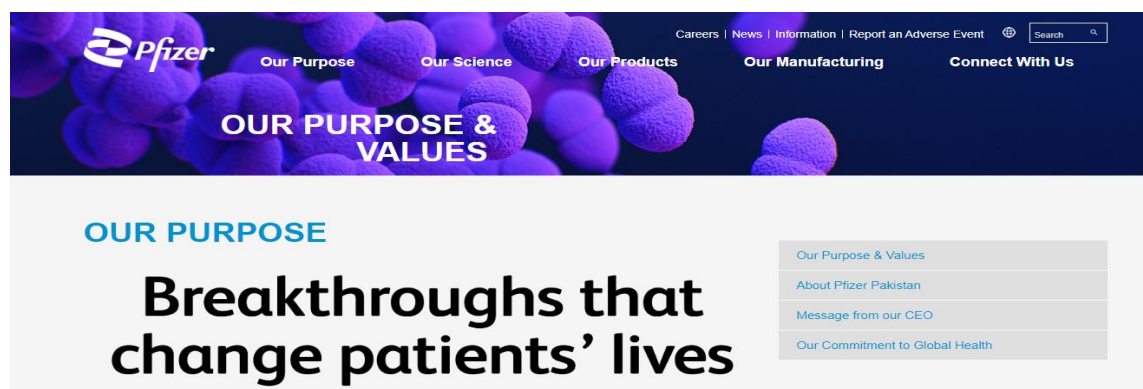
The provided text is about drug safety complaints and the Pharmatec Pakistan pharmacovigilance program. It emphasizes the monitoring, categorization, assessment, and

evaluation of possible adverse drug reactions (ADRs) caused by the company's marketed products. It also urges the reporting of adverse events immediately or within 24 hours at their contact number and address. The contrast between the various medications in image 1 and the 'side effects' label in image 2 makes both images visually salient, drawing attention to pharmaceutical products and potential risks associated with medication use. However, the concept of drug safety does have broader environmental implications, such as the proper disposal of pharmaceutical waste and reducing the environmental impact of medication production and distribution. While not explicitly conveyed, these factors can be considered as potential traces that allude to an ecological discourse.

#### 4.14. Pfizer

**Figure 4.14.1**

*Biomedical Ecology*



*Note:* The image of white blood cells, soldiers of the immune system, metaphorically echoes the text's declaration of breakthroughs. This ecolinguistic analysis invites us to examine how scientific language employs embodied metaphors to depict and manipulate the biological world, shaping both scientific discourse and patient understanding.

The text conveys the company's purpose, which is to make significant advancements in medicine that positively impact 'patients' lives.' The use of bold font emphasizes the status and prominence of the statement, and the large font size makes the text more visible and attention-grabbing, drawing the reader's focus on the concerns related to human health. This has erased or kept other species in an ecosystem in the background. The background image, depicting human body cells floating in veins, signifies the medical context and connects to the idea of breakthroughs that change patients' lives. The image

serves as a visual metaphor for the company's focus on medical advancements and their potential impact on human health. By using biological imagery, it aims to establish a connection between the company's work and the human body, emphasizing the relevance of their research to patients' well-being. The company primarily focuses on the individual patient, meanwhile obscuring the environmental impact of the pharmaceutical industry on the environment at large.

### Figure 4.14.2

#### *Environmental Sustainability*



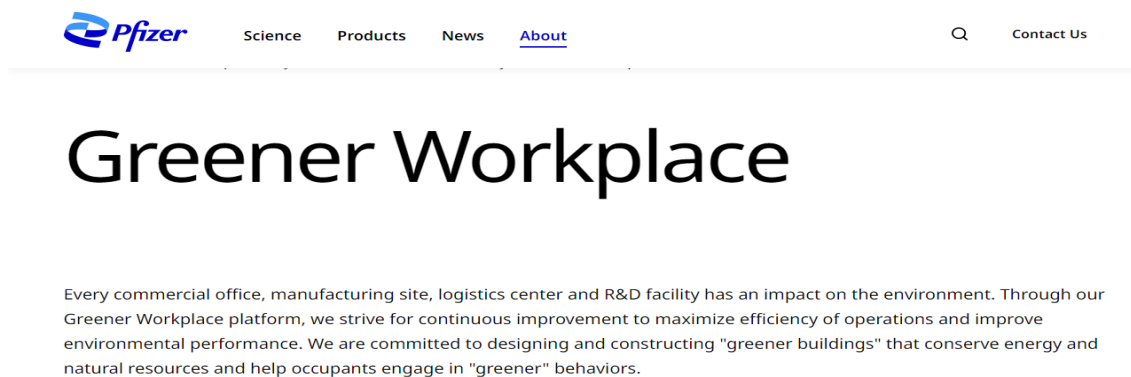
*Note:* In alignment with environmental consciousness, a pharmaceutical company articulates its commitment to sustainability through a prominent mention of its environmental sustainability policy. This visual representation underscores the intertwining of language and ecological values within the pharmaceutical discourse.

The text ‘environmental sustainability’ is written in black bold font on a light-dark blue gradient background. The gradient background may symbolize a connection to nature or the environment, reinforcing the theme of sustainability. However, the company has used the linguistic strategy of void by not mentioning any details regarding the company's use of fossil fuels, its production of hazardous waste, or its contribution to water pollution. To highlight its dedication to broader well-being beyond only profit margins, the corporation purposefully emphasizes phrases like ‘public health’ and ‘societal health.’ These terms function as linguistic markers meant to communicate a feeling of social consciousness and corporate responsibility. But closer inspection reveals the glaring lack of phrases like ‘reduction of waste,’ ‘conservation of resources,’ and ‘climate impact mitigation.’ These terms, crucial in discussions of environmental sustainability, are noticeably marginalized or overlooked in the company's discourse. This selective linguistic framing effectively erases the explicit focus on environmental concerns while elevating the

rhetoric around public and societal health. By foregrounding certain terms while relegating others, the company subtly shapes the narrative to align with its corporate interests, potentially diverting attention from its environmental impact. The salience is created by the large font size and bold text of the phrase ‘environmental sustainability.’ This makes the phrase stand out and draws attention to the company's commitment to sustainability. However, the salience of this phrase also contributes to the erasure of the environment, as it suggests that the company's only environmental concern is climate change.

### Figure 4.14.3

#### *Greener Workplace*



*Note:* Within the confines of corporate discourse, a pharma company proclaims the link between its greener workplace and improved environmental performance. This image invites an ecolinguistic analysis of greenwashing techniques, scrutinizing how language constructs a connection between internal practices and a broader ecological impact, potentially obscuring the complexities of global production chains and resource consumption.

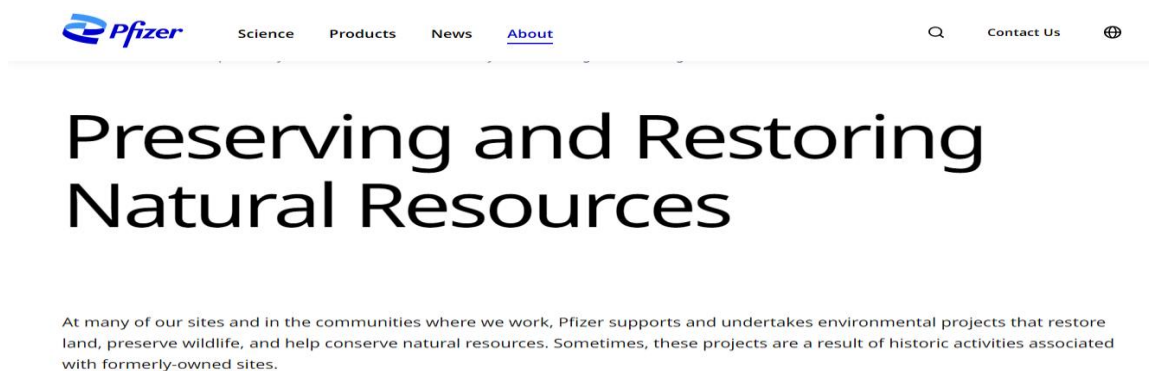
The text mentions the company's commitment to designing and constructing ‘greener buildings’ that conserve energy and natural resources and help occupants engage in "greener" behaviors. The text acknowledges the environmental impact of various types of facilities, such as commercial offices, manufacturing sites, logistics centers, and other facilities. By explicitly recognizing their ecological impact, the text avoids erasure by admitting the existence of environmental significance. However, the mention of a ‘greener workplace platform’ suggests a trace of recognition that improvements are necessary and that the company is striving for continuous improvement in environmental performance. Positive and environmentally conscious terms like ‘greener workplace’ and ‘greener



buildings' make the text salient. These terms serve as a mask that emphasizes the company's commitment to environmental sustainability and presents a positive image of its efforts. The mention of specific actions, such as minimizing environmental impact, applying sustainability innovations, promoting eco-friendly business environments, conserving resources, and reducing energy use, adds salience to the company's sustainability initiatives. These actions are highlighted to draw attention to the positive steps being taken.

#### Figure 4.14.4

##### *Preserving Resources*



*Note:* A visual representation of a pharmaceutical company's commitment to environmental stewardship, highlighting their stance and actions in preserving and restoring natural resources.

The text mentions the company's commitment to preserving and restoring natural resources, but it also mentions that the company is subject to requirements under federal, state, local, or foreign laws to address contamination resulting from historic operations. It recognizes that waste management practices at older facilities were different from current standards and that contamination resulting from historic operations is being addressed. By mentioning that the majority of the remediation liability involves entities acquired by Pfizer, the text implies a separation between the company's current practices and the impacts caused by previous owners or waste disposal contractors. However, it does not explicitly elaborate on the specific historical activities or the extent of their impact, creating a void regarding the nature and magnitude of the environmental consequences. Terms such as 'preserving and restoring natural resources' and 'outreach programs' are used to mask any negative impacts associated with historic activities and emphasize the company's

commitment to environmental preservation and restoration. The mention of notable actions, such as reducing waste footprint, preventing contamination, implementing rigorous waste management practices, and performing due diligence, highlights the salience of the company's current efforts to mitigate environmental risks and improve environmental performance.

### Figure 4.14.5

#### *Clean Environment*



*Note:* A representation of a pharmaceutical company's commitment to environmental cleanliness, as articulated in their policy to prevent pharmaceutical contamination.

The text emphasizes Pfizer's commitment to responsibly managing wastewater discharges and assessing the impacts to ensure the research, development, manufacture, use, and disposal of their medicines do not harm human health or the environment. Terms like 'environmental priority' and 'responsible manufacturing' serve as masks, highlighting Pfizer's dedication to addressing the issue of pharmaceuticals in the environment. Yet, it does not explicitly elaborate on the potential negative environmental impacts of pharmaceuticals in the environment, the mention of wastewater discharges and responsible management suggests that pharmaceuticals in the environment can have adverse effects. The company positions itself as an active agent in environmental protection, potentially overshadowing the roles of communities, regulatory bodies, and other stakeholders. The focus on 'clean' implies reliance on technological solutions for waste management, potentially neglecting ecological restoration and broader systemic changes. Therefore, it serves as a reminder that the presence of pharmaceuticals in the environment, including antimicrobial resistance, is a significant concern that requires attention.



## Figure 4.14.6

### *Greener Process*



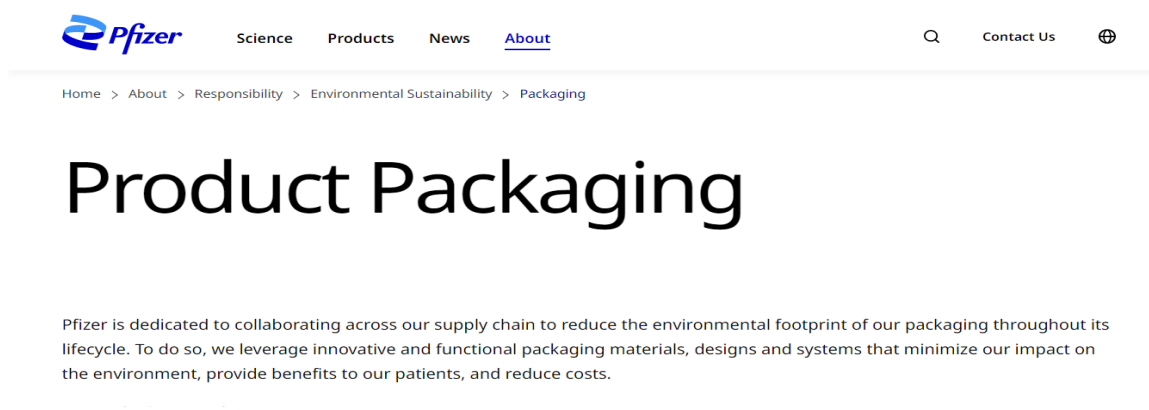
Pfizer is finding innovative ways to minimize our impact on the environment during the manufacturing of pharmaceuticals and is continuously "greening" the process. In particular, we leverage our Green Chemistry and Biotechnology program to advance scientific innovation – our core strength – to help develop processes that are more sustainable, environmentally sound and cost-effective.

*Note:* A depiction of a pharmaceutical company's commitment to environmental sustainability, highlighting their use of advanced biotechnology methods for a greener and more eco-friendly manufacturing process.

The text recognizes the significance of 'green chemistry' and 'biotechnology' in advancing environmentally sustainable programs. The terms 'greener processes,' 'sustainable,' 'environmentally sound,' and 'cost-effective' serve as a mask, highlighting Pfizer's commitment to environmental conservancy and positive progress in greening their operations. The mention of leveraging the green chemistry program and promoting environmentally preferable chemicals suggests a trace of recognition that previous processes may not have been as sustainable or environmentally friendly. The text emphasizes the pharmaceutical company's positive values of innovation and commitment to environmental sustainability through the use of advanced biotechnology methods for a greener process. It strategically highlights these aspects while omitting specific negative terms or potential trade-offs, contributing to a positive and environmentally-conscious narrative. The salience of terms like 'advanced biotechnology' and 'commitment to a greener process' aims to project the company as forward-thinking and environmentally responsible. Therefore, the text acknowledges the importance of minimizing environmental impact and emphasizes Pfizer's commitment to greener processes through the implementation of the green chemistry and biotechnology program. While it does not explicitly address potential negative environmental impacts from previous processes, the text masks them by highlighting the positive progress and commitment to sustainability. Specific actions and achievements add salience to the company's greening initiatives.

## Figure 4.14.7

### *Product Packaging*

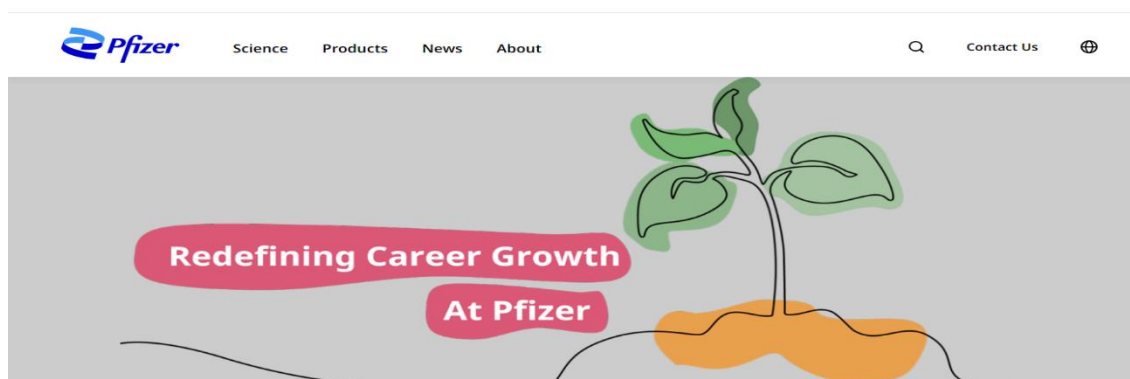


*Note:* Visualization of a pharmaceutical company's commitment to environmental responsibility through their stance on secure and sustainable product packaging. This figure illustrates the intersection of language and ecological values within the pharmaceutical industry.

The heading 'product packaging' delineates the company's concerns regarding environmental pollution. The text acknowledges the importance of reducing the environmental footprint of packaging throughout its lifecycle. It recognizes the need to leverage innovative materials, designs, and systems to minimize environmental impact, benefit patients, and reduce costs. The text highlights Pfizer's dedication to collaborating across the supply chain to reduce the environmental footprint of packaging, emphasizing the company's commitment to environmental sustainability. Specific goals, such as minimizing materials used, maximizing the use of recycled or renewable materials, and avoiding toxic or harmful substances, add salience to Pfizer's efforts to improve packaging sustainability. The text serves as a reminder of the importance of reducing the environmental impact of product packaging. By mentioning the establishment of 'green packaging design guidelines and the formation of a sustainable packaging team', the text emphasizes Pfizer's proactive approach to addressing packaging sustainability. Notable actions, such as supporting recycling initiatives and reducing the size of product packaging, serve as reminders of Pfizer's tangible efforts to achieve its packaging goals and minimize environmental impact.

## Figure 4.14.8

### *Career Growth*



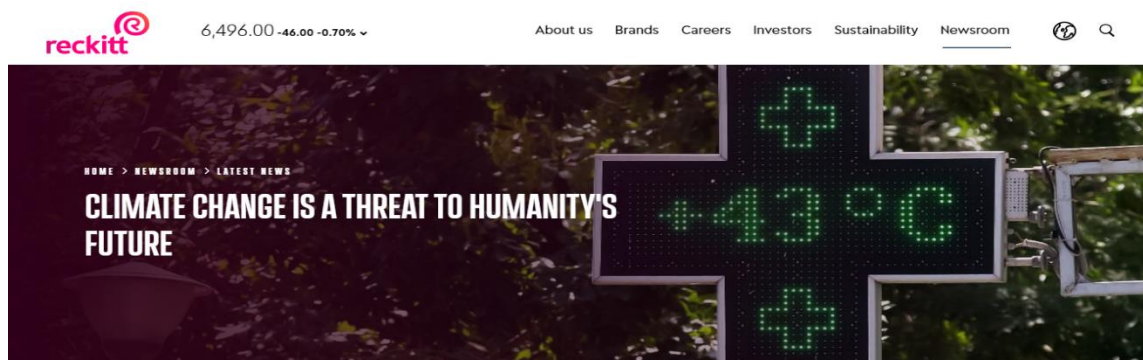
*Note:* A visual representation of a pharmaceutical company's commitment to career growth, symbolically communicated through the text "Redefining career growth," accompanied by an image of a plant.

The text, 'redefining career growth at Pfizer' suggests a focus on redefining and transforming career growth within the company. The use of white color for the text represents neutrality, while the pink strip highlighting the text adds emphasis and draws attention to it. The choice of colors in the image, such as green for the plant leaves and brown for the soil, symbolizes nature and the environment. The lilac background color adds a sense of calmness and tranquility. The image of plant leaves in green color and brown soil represents the connection to nature and environmental sustainability. The green color signifies growth, renewal, and harmony with the environment, and the brown color of the soil symbolizes the foundation and connection to the earth. The text and image combination creates a visual and linguistic representation of the environmental narrative. The use of green, brown, and lilac colors in the image evokes a sense of environmental awareness and sustainability. The pink strip highlighting the text draws attention to the concept of redefining career growth within the context of the environment. The overall impact suggests that Pfizer is committed to integrating environmental sustainability into career development and growth, emphasizing the importance of environmental consciousness within the company.

## 4.15. Reckitt Benckiser

**Figure 4.15.1**

*Climate Change Threatening Humanity*



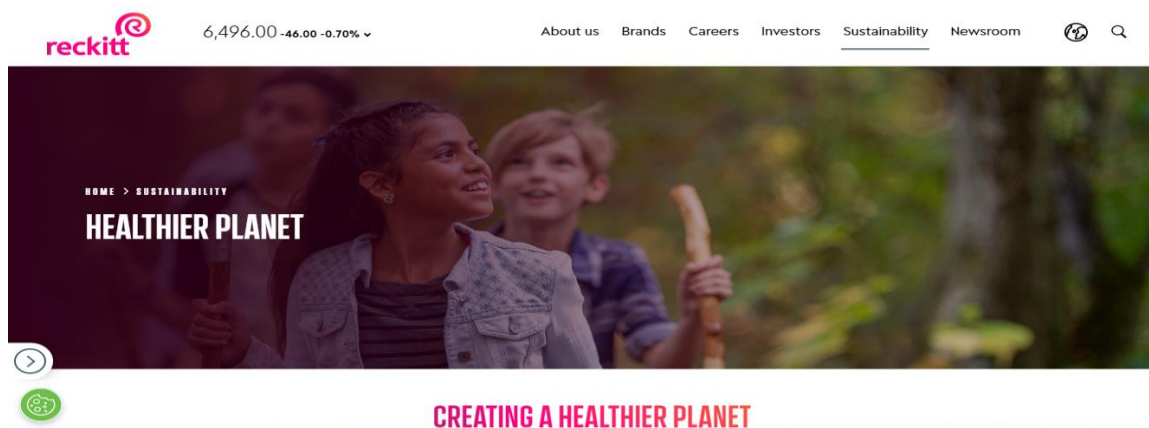
*Note:* A visual representation highlighting the ecological discourse on climate change as a pressing threat to humanity. The ecolinguistic analysis underscores the urgency of addressing rising temperatures for sustainable coexistence.

The statement, 'climate change is a threat to humanity's future' explicitly indicates that climate change is an emerging issue all over the globe and one of the alarming environmental challenges that humanity has to face. On its corporate web page, the company has avoided erasure by recognizing and addressing important issues by stating climate change is a threat. The use of the background image featuring trees and a temperature signal of +43°C adds salience to the impact of climate change. The image's representation of a high-temperature signal conveys the severity of climate change and its potential consequences. The central placement of the bold white text 'climate change is a threat to humanity's future' immediately grabs attention. The green color of the temperature and its location on a traffic signal further reinforces the urgency and direct impact of climate change. 'Threat and future' evoke a sense of danger and consequence, emphasizing the seriousness of climate change. 'Humanity's future' broadens the scope, highlighting the shared threat and responsibility. The text serves as a reminder of the threat climate change poses to humanity's future, emphasizing the need for immediate action. Traditionally associated with nature and environmentalism, the green temperature sign creates a visual tension with the negative message, implying the consequences will be detrimental to the environment. The image of trees and the temperature signal serves as a visual reminder of

the environmental changes and extreme weather events associated with climate change. Together, the text and image serve as a reminder of the ongoing environmental narrative surrounding climate change and its potential implications.

### Figure 4.15.2

#### *Nurturing a Sustainable Future*



*Note:* Children in a forest, symbolize the ecolinguistic discourse on cultivating a healthier planet. This visual underscores the importance of language in fostering environmental awareness and the collective responsibility to ensure a sustainable future.

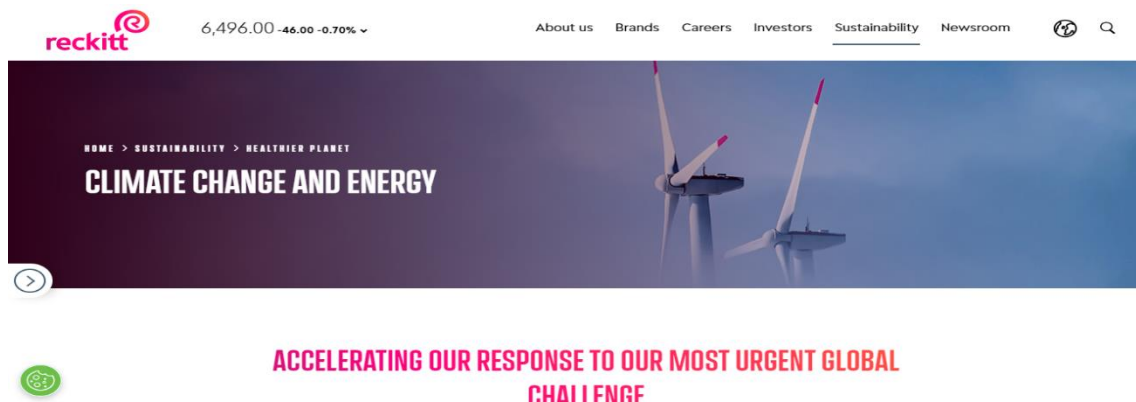
The text's emphasis on a 'healthier planet' highlights the significance of environmental health and sustainability. The phrase stands out and draws attention to the company's commitment to a healthier planet. However, the salience of this phrase also contributes to the erasure of the environment, as it suggests that the only environmental issue is the health of the planet. The image of a teenage girl and boy standing in a green lush forest acts as a reminder. It suggests that the company is committed to protecting the environment for future generations. However, the image does not explicitly show the impact of pollution from pharmaceutical manufacturing.

The following text on the web page acknowledges the connection and interdependence of the health of the planet and human health. The statement about the connection between the planet's health and human health adds salience to the impact of environmental well-being on people's lives. The central alignment and contrasting colors (pink and black) draw attention to the text, making it visually salient and reinforcing the message of creating a healthier planet. By stating that a healthier planet means healthier

lives, the text reinforces the message that environmental well-being is crucial for human well-being. Also, combatting climate change, reducing carbon footprint, and promoting water and energy efficiency act as a reminder of the specific actions being taken to contribute to a healthier planet.

### Figure 4.15.3

#### *Climate Change and Energy*



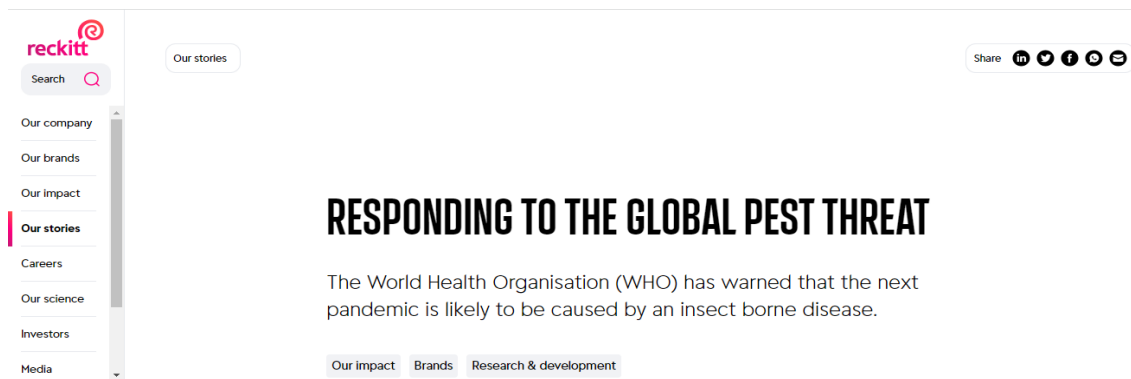
*Note:* Windmills as a visual representation within the ecolinguistic discourse on climate change and renewable energy. This figure underscores the linguistic connections shaping our understanding of the crucial relationship between climate change and sustainable energy solutions.

The overall environmental narrative created by using multiple semiotic modes depicts urgency and hope. The urgency is conveyed by the text ‘accelerating our response to our most urgent global challenge,’ while the hope is conveyed by the image of the windmills. The narrative suggests that climate change is a serious problem, but that it is not too late to take action. The use of white color for the text ‘climate change and energy’ makes it visually prominent against the background of the purple-blue gradient sky, drawing attention to the topic. The shocking pink color, bold font, and central alignment of the phrase ‘accelerating our response to our most urgent global challenge’ make it visually striking and salient, further emphasizing the urgency and importance of the concern related to the environment and global warming. Yet, the company has utilized a linguistic strategy of erasure and salience to disseminate its views regarding climate change. For example, the text does not mention any specific environmental impacts of the pharmaceutical industry. The image of the windmills also creates a sense of greenwashing, as it suggests that the company is committed to renewable energy, without mentioning the

amount of land pollution, loss of habitat, and deforestation generated to construct a single wind farm.

### Figure 4.15.4

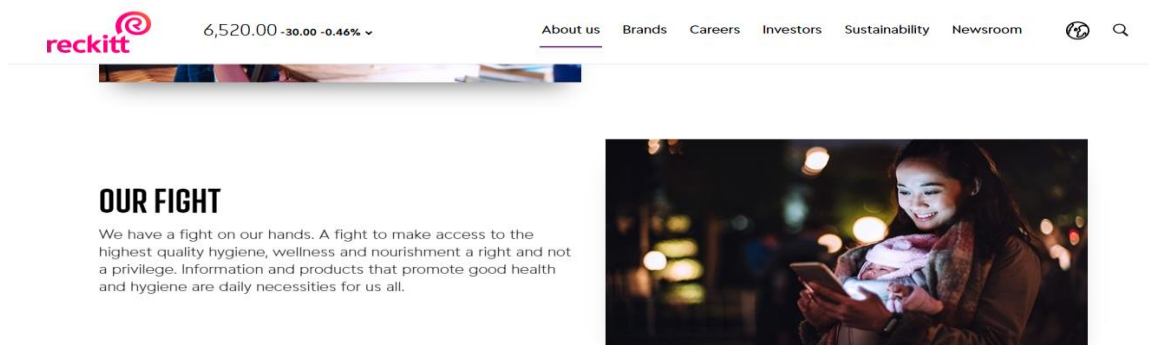
#### *Global Pest Management*



*Note:* Depiction of a company's response to a worldwide pest threat. This figure illustrates the language-based initiatives undertaken to address and communicate solutions for managing the ecological challenges posed by global pests.

The kind of discourse presented on the following web page is ambivalent. The text ‘responding to the global pest threat’ exhibits the ecolinguistic erasure of human health and harm caused by chemical products. The agency has primarily focused on the next pandemic which is likely caused by an insect-borne disease. The text states that the mosquitoes are endangering lives, so the people are supposed to go and buy their product as it is a requirement. Yet, an anti-ecological narrative is being created. The mention of arboviruses, mosquitoes, chemical insect repellents, and infectious diseases like malaria, cholera, and anthrax highlights specific aspects of the pest threat, making them salient in the text. Mosquitoes bite humans and cause various diseases like dengue fever, malaria, etc., and humans in turn intend to kill them using chemical repellent sprays. Chemical components in the insect-killing sprays cause asthma and other respiratory disorders that aren’t mentioned in the text. Additionally, carbon particles that are produced from these sprays damage ozone but they too are not mentioned here. The mention of the COVID-19 pandemic and the importance of hygiene serves as a reminder of the current health crisis and the lessons learned from it. It reinforces the idea that hygiene is vital for health and can help prevent the spread of diseases, including those transmitted by pests.



**Figure 4.15.5***Promoting Holistic Well-Being*

*Note:* A company's ecolinguistic endeavor to enhance access to hygiene, wellness, and nourishment, is portrayed through an image of a mother carrying an infant while engaging with mobile technology. This figure illustrates the linguistic approach employed to communicate the company's dedication to the comprehensive well-being of individuals, intertwining technology, and essential care.

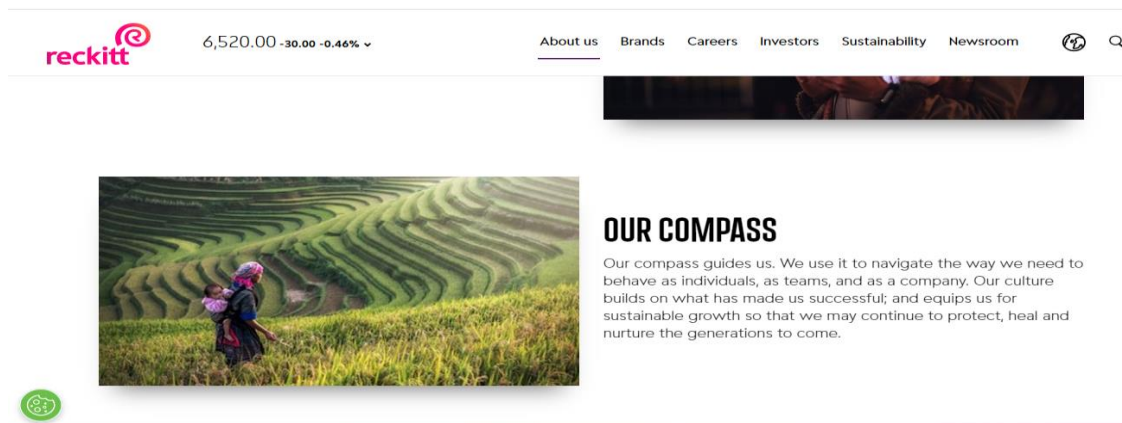
The use of phrases like 'our fight' and 'a right not a privilege' in the text creates salience by highlighting the urgency and importance of ensuring access to quality hygiene, wellness, and nourishment for all. The mention of 'daily necessities for all of us' emphasizes the universal nature of these needs, making them salient in the text. The image of a mother carrying her baby and watching a mobile device serves as a reminder of the importance of access to information and products related to health and hygiene, especially for caregivers and families. The text's mention of 'information and products that promote good health and hygiene' as daily necessities serves as a reminder of the essential nature of these resources in our lives and the need to make them accessible to everyone. A mother holding an infant in her arms, gazing intently at a smartphone. Both figures are in sharp focus and occupy the central space. The close-up on the mother and child, while evoking empathy, downplays the broader societal and ecological issues contributing to hygiene, wellness, and nourishment challenges. Yet, we can scrutinize the complete erasure of animals, plants, trees, and other species related to the ecosystem. The company has addressed providing a better and more secure life to humans and completely excluded other living organisms from their ecological discourse. The blurred background creates a sense of ambiguity and erasure. It obscures the possible environmental context in which the



mother and child exist, potentially masking issues like lack of clean water, sanitation, or natural resources.

### Figure 4.15.6

#### *Cultivating Sustainable Future*



The screenshot shows the Reckitt website's 'OUR COMPASS' section. At the top left is the Reckitt logo and a stock price of 6,520.00, down 30.00 (-0.46%). Navigation links include 'About us', 'Brands', 'Careers', 'Investors', 'Sustainability', and 'Newsroom'. A dark banner image is at the top right. Below it is a large photograph of a woman carrying a child on her back in a lush green field. To the right of the photo is the heading 'OUR COMPASS' and a paragraph of text: 'Our compass guides us. We use it to navigate the way we need to behave as individuals, as teams, and as a company. Our culture builds on what has made us successful; and equips us for sustainable growth so that we may continue to protect, heal and nurture the generations to come.'

*Note:* A depiction of a mother carrying her child while working in green fields, symbolizing a company's approach to equipping for sustainable growth. This figure illustrates the linguistic initiatives employed to communicate the company's dedication to protecting, healing, and nurturing generations, fostering a harmonious relationship with the environment.

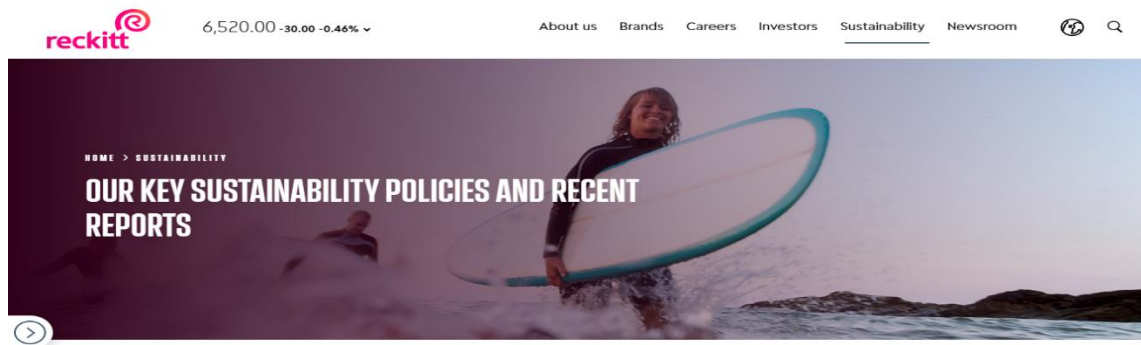
The phrase 'our compass' creates high salience by emphasizing the significance of having a guiding principle that informs the company's behavior. The mention of "sustainable growth" and "protect, heal, and nurture the generations to come" highlights the importance of environmental consciousness and long-term thinking. The image of a Nigerian woman with her child standing in lush green fields serves as a reminder of the connection between nature, culture, and future generations. It reinforces the message of protecting and nurturing the environment for the well-being of future generations. However, the text and image remind us that 'nature' is seen as a source of commodity. The word 'nurture' is an action or process of something when it's growing. Here it is scrutinized that the sentence 'nurture the generations to come' represents human development meanwhile neglecting to address environmental issues.

The presence of symbolic or metaphorical representations of nature and the environment in the image provides a high salience. For instance, crops symbolize fertility and growth, while the act of cultivating represents a human's relationship with nature. Yet,

the modality is low. The words ‘our,’ ‘guides,’ and ‘we may’ delineate the company’s belief. By minimizing or excluding nature from the text, it inadvertently conveys the notion that the environment is insignificant or irrelevant to the themes and actions of the company’s narrative.

### Figure 4.15.7

#### *Riding the Waves of Sustainability*



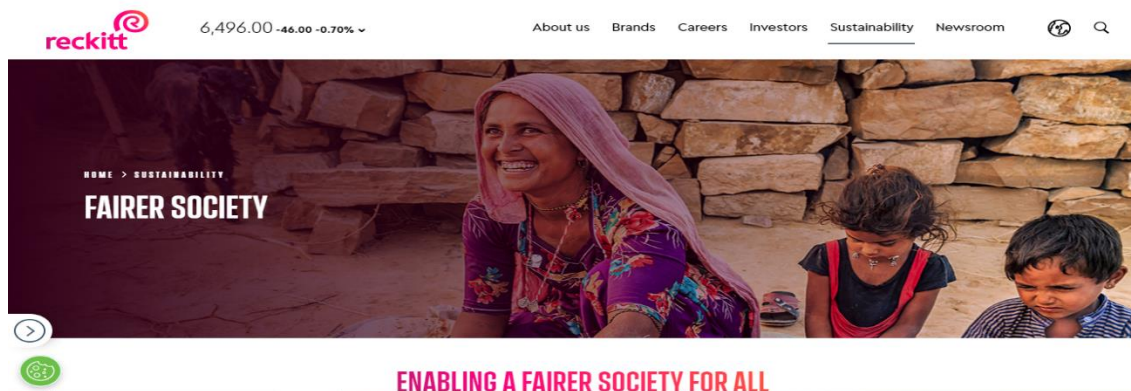
*Note:* A visual representation of a woman going sea surfing, emblematic of a company's ecolinguistic commitment to sustainability in recent policies. This figure encapsulates the language-based strategies employed to communicate the company's dedication to environmental stewardship as a key factor in its path to success.

The text explicitly mentions the database of policies and reports created to communicate the company's position on a comprehensive range of issues, indicating transparency and openness. The mention of ‘responsibility,’ ‘high standards of business conduct,’ and ‘sustainability reporting’ creates salience by highlighting the company's commitment to responsible corporate behavior and adherence to policies and standards. The image of a woman doing sea surfing does not directly relate to the content of the text, but it can be seen as an attempt to evoke a sense of adventure, freedom, and enjoyment of nature, which indirectly aligns with sustainability and responsible behavior. It serves as a reminder of the connection between humans and nature, emphasizing the importance of preserving and protecting the environment. The mention of ‘local communities in which we operate’ serves as a reminder of the social and environmental impact of the company's actions and the need to consider the well-being of the communities affected. Overall, the text and image combination creates an ecological narrative that emphasizes the company's

commitment to responsible corporate behavior, adherence to policies and standards, and sustainability reporting.

### Figure 4.15.8

#### *Fostering Equity*



*Note:* A visual representation of a struggling mother with her two kids, symbolizing a company's commitment to enabling a fairer society for all. This figure reflects the linguistic strategies employed to communicate the company's dedication to addressing socio-economic disparities and promoting inclusivity as part of its mission for a more equitable future.

In above Figure 4.15.8, the image employs high modality and composition to draw attention to the family's hardship. A smiling mother sits closely with her two children, all three positioned centrally and in sharp focus. The children appear tired and unhappy. A smiling mother amidst visible hardship creates a contradictory and potentially problematic tension. While the mother's smile might be interpreted as resilience or hope, it could also be misconstrued as minimizing the evident poverty and environmental degradation. Brown walls with visible cracks and fissures suggest decay and neglect. Dried, burnt leaves, bushes, and plant stems, evoke a sense of environmental degradation and scarcity. The purple filter casts a melancholic mood over the image, further emphasizing the desolation and hardship. However, the ecolinguistic erasures and saliences raise questions about the message's effectiveness and transparency. The erasure of nature and the disconnect between the visual scene and the textual message raise concerns about the potential romanticization of poverty and the oversimplification of complex societal and ecological issues. 'Enabling a fairer society for all' appears aspirational and idealistic, but its connection to the visual elements remains unclear. The lack of depiction of actual efforts

towards a fairer society creates a sense of disconnect between the stated goal and the presented reality. Also, there is a Complete absence of nature, animals, and green environment: This erasure signifies a disconnect from the natural world, potentially suggesting the community's struggle for basic needs and limited access to environmental resources. The image zooms in on the specific family, potentially overshadowing the broader societal and ecological causes behind their situation.

## 4.16. Reko Pharmacal

**Figure 4.16.1**

*Corporate Social Responsibility*



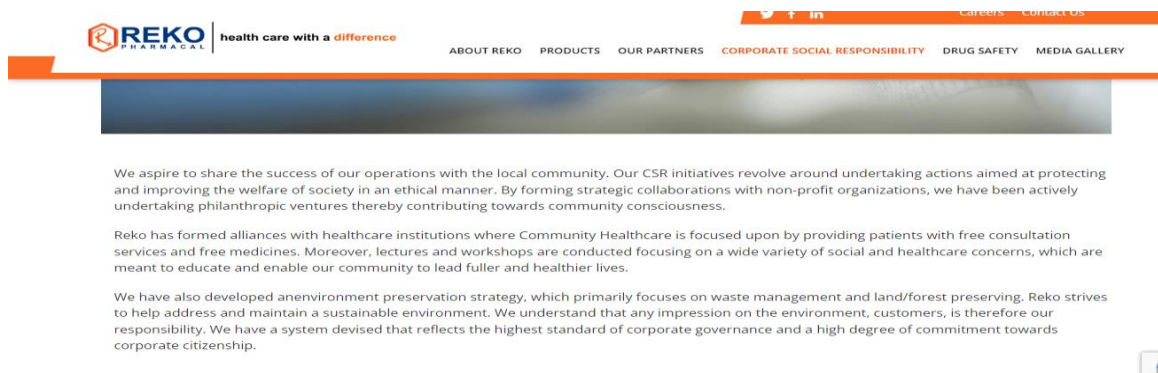
*Note:* A poignant representation featuring a hand of a mother tenderly holding her child's hand against a serene white background. This evocative image symbolizes the interconnectedness between corporate responsibility and the well-being of future generations, underscoring the role of ec linguistics in fostering environmental consciousness and sustainable practices.

The text is primarily on the social aspects of responsibility, acknowledgment, and concerns toward humankind. The image of a daughter and mother holding hands is one of hope and resilience. It evokes emotions of care, support, and intergenerational connection. Yet, the text and image remind us that the environmental narrative is being overshadowed or neglected in favor of other concerns. The use of this image suggests a focus on the human dimension of responsibility while potentially excluding or diminishing the significance of non-human lives and the wider ecological context. The term 'corporate social responsibility' can also be seen as a trace of the environmental impact of corporations. The fact that this term exists at all is a reminder that corporations have a responsibility to the environment.

The angle of interaction is horizontal along with a frontal plane. both hands are aligned on the x-axis thus making them superordinate participants or social actors. Here the transitivity pattern is analyzed by the holding of hands. An action is being performed indicating love, care, and comfort. This represents that the company generates beneficial discourse.

**Figure 4.16. 2**

*Corporate Social Responsibility Initiatives*



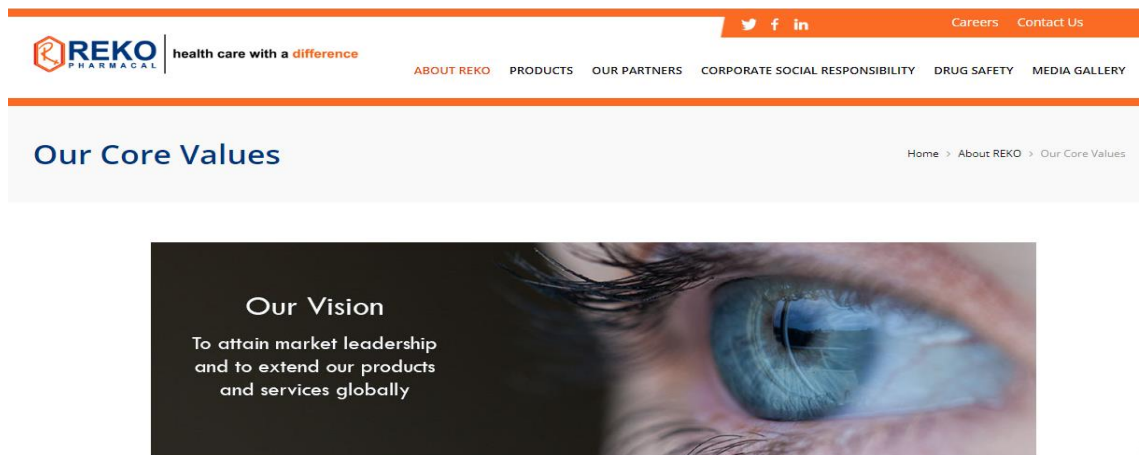
*Note:* A visual representation of the positive impact of a pharmaceutical company's social and environmental endeavors. The image illustrates various works undertaken by the company, highlighting its commitment to societal well-being and environmental sustainability. This figure reflects the integral role of ecolinguistics in conveying the positive contributions of corporations toward a more responsible and sustainable future.

The language foregrounds the social aspect of responsibility and highlights philanthropic ventures and collaborations with non-profit organizations. It suggests a commitment to community consciousness and the betterment of society. However, in terms of ecolinguistic erasure, the ecological dimension appears to be relatively understated. While the text briefly mentions an environment preservation strategy, the emphasis is on waste management and land/forest preservation. Specific details or concrete actions related to environmental conservation are not provided, resulting in a limited representation of ecological concerns. The text refers to ‘undertaking actions’ and ‘improving the welfare of society’ but does not provide any specific details about what these actions are or how they will be implemented. the text uses positive language to describe the company's CSR initiatives. It refers to ‘sharing the success of our operations’ and ‘undertaking actions aimed at protecting and improving the welfare of society.’ Therefore, this positive language can be seen as a mask that the company is using to hide its environmental impact, and it

proposes that the company is more interested in improving its public image than in actually addressing its environmental impact.

### Figure 4.16.3

#### *Ethical Commitment*



*Note:* An illustrative depiction featuring the symbolism of a human eye, encapsulating the essence of a pharmaceutical company's dedication to society and the environment. The image visually communicates the company's vision, mission, values, and ethical commitments, emphasizing the importance of ecolinguistics in conveying corporate aspirations for a sustainable and socially responsible future.

In this text, the primary focus is on the company's vision and mission, which revolve around market leadership and providing healthcare with a difference to optimize the quality of life of people. The language used highlights the company's commitment to ethical and professional standards, value addition, and core values that set them apart from ordinary organizations. The text is also used in marketing materials and other promotional materials. This salience of the text suggests that the company is trying to highlight its commitment to customer care and ethics to improve its public image. The text does not mention any specific environmental initiatives, so it is difficult to say how the company's operations impact the environment. However, the text's focus on customer care and ethics suggests that the company is at least aware of the importance of environmental protection. The company's use of positive language to describe its commitment to customer care and ethics suggests that it may be trying to hide its environmental impact. However, the text's salience suggests that the company is at least trying to improve its public image on environmental issues. The impact on the ecological discourse is that it is largely



marginalized or omitted from the text. While the emphasis is placed on market leadership, healthcare, ethics, and innovation, the ecological dimension is largely overlooked. The close-up shot of the eye isolates it from its body, erasing any information about the person's identity, ethnicity, or gender. This can be interpreted as an attempt to create a universal image of humanity, but it also risks erasing the specific experiences and perspectives of marginalized groups. The use of red and black in the text stands out against the white background, creating a sense of urgency and importance. These colors are often associated with medical contexts, further reinforcing the message of the pharma company's commitment to healthcare.

### Figure 4.16.4

#### *Drug Safety and Customer Complaint*

We at Reko Pharmacal strive to ensure that we provide only the highest quality products to our customers. In sync with our stringent quality assurance policies, only the most efficacious products are delivered to our customers.

We have developed a Pharmacovigilance department at Reko, which assesses patient care and patient safety in relation to the use of our medicines. We aim to monitor any adverse drug reaction, which may be caused by our products.

#### Customer Complaint

If you have received or purchased a Reko Pharmacal product that has been defected, damaged, or not in its original packaging, please [download](#) and complete this form and return to

*Note:* A visually compelling representation incorporating an image of a heart ECG, symbolizing the paramount importance of health and safety. The figure illustrates the pharmaceutical company's commitment to drug safety through its policy, highlighting the intersection of ecolinguistics and public health.

The text primarily focuses on drug safety and the company's commitment to providing high-quality products to customers. It mentions the existence of a Pharmacovigilance department that assesses patient care and safety related to the company's medicines. The language used highlights the company's dedication to monitoring adverse drug reactions caused by its products. However, there is a potential exclusion or marginalization of ecological aspects from the discourse. The salient elements in the text are drug safety, quality assurance, and patient care. These aspects receive the most attention and emphasis. Environmental considerations are not highlighted, suggesting

a lower salience of ecological factors within the discourse. The image also contributes to ecolinguistic erasure since it does not directly address environmental concerns or ecological dimensions such as the health of an animal or environmental pollution generated by the release of harmful drugs in water and air. The combination of visual (ECG image) and linguistic (text) creates a layered message emphasizing the link between the pharma company's safety policy and heart health. The red ECG lines forming a heart shape act as a visual metaphor for heart health and safety. This metaphor directly connects the company's policy to its intended outcome - protecting patients' hearts. Red is often associated with danger or warning, but in this context, it signifies the importance of heart health and the company's commitment to safety. The blue-black gradient background adds depth and sophistication to the image while maintaining a professional feel. The focus on heart health and monitoring has inadvertently excluded or overlooked ecological considerations. On the other hand, the simple phrase 'drug safety policy' provides a clear and concise explanation of the image's purpose. The clear and concise wording of the text ensures its readability and comprehension, making it equally important in conveying the message.

### Figure 4.16.5

#### *COVID-19 Awareness Program*

**Media Gallery** Home > About REKO > Media G

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**COVID-19 Virus Awareness Program**



In current situation of COVID-19 which has spread to Pakistan, Reko considers safety of its employees and customers on top priority. On 18th March, 2020, we launched an awareness program all over Pakistan and conducted a session on the symptoms of COVID -19 and precautionary measures to be taken. We also distributed Dettol soap bars for hygiene protection and TYN0 lozenges to provide relief for sore throats. This CSR activity was highly appreciated by doctors & patients.

*Note:* An impactful representation featuring an image of a 70-year-old man receiving a vaccination, coupled with a message conveying a pharmaceutical company's commitment to COVID-19 awareness. This figure symbolizes the intersection of ecolinguistics and public health, illustrating the company's proactive role in promoting awareness and safeguarding the health of vulnerable populations during the pandemic.

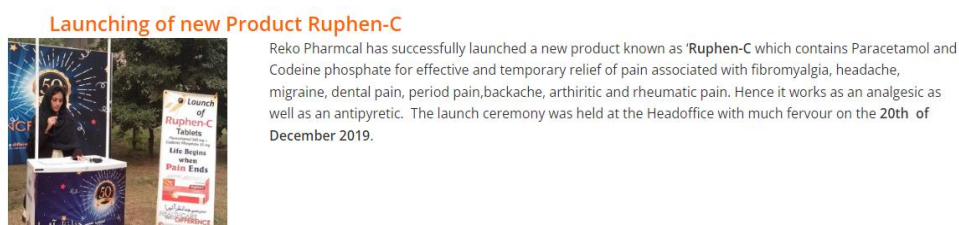
The following text depicts the safety measures taken by Reko for its employees and customers to fight against COVID-19. The salient elements in the text include the COVID-



19 virus, safety measures, awareness programs, symptoms, precautionary measures, hygiene protection, and relief for sore throats. These elements receive attention and emphasis, suggesting their importance within the discourse. However, the text refers to ‘sessions on the symptoms’ and ‘precautionary measures’ but does not provide any specific details about what these sessions entailed or how effective they were. This is a form of the void, as it allows the company to make empty promises without actually committing to anything. The company has mentioned ‘Dettol soap bars’ and ‘tyno lozenges’ on their web page. These are two specific products that the company distributed as part of its awareness program. Yet, it does not provide any details about how many products were distributed or how effective they were in preventing the spread of COVID-19. This is a form of the trace, as it allows the company to acknowledge its environmental impact but does not provide any concrete information about how it is addressing this impact. Likewise, The image of a young boy wearing a mask and ready for vaccination can be seen as a reminder of the importance of taking precautions against COVID-19. This image can be used to generate an environmental narrative that emphasizes the importance of protecting the health of individuals and communities.

### Figure 4.16.6

#### *Company's New Product Launch*



*Note:* A dynamic illustration featuring an image of a lady standing on a promotional stall, symbolizing the launch of a new product. The figure highlights the benefits of the product on health, exemplifying the intersection of ecolinguistics and healthcare promotion. This visual representation captures the company's commitment to introducing innovations that contribute positively to health and well-being.

In the following text, the environmental impact of the newly launched product has been minimized. The text refers to ‘effective and temporary relief of pain’ but does not

mention any specific environmental concerns associated with the production or use of the product. It specifically refers to ‘fibromyalgia, headache, migraine, dental pain, period pain, backache, arthritis, and rheumatic pain,’ but does not provide any precise details about these conditions or how the product works to relieve them. The trace can be seen in the way that the text mentions ‘Paracetamol and Codeine phosphate.’ These are two specific ingredients in the product. However, the text does not provide any details about how these ingredients are derived how they impact the environment, and how harmful they can be for kidneys as well. The image of a girl selling the product can be seen as a reminder of the importance of taking care of one's health. However, the image can also be seen as a way for the company to exploit the girl's vulnerability to sell its product. The overall environmental narrative that is being generated is one of caution and awareness. The text warns people about the dangers of taking pain medication without consulting a doctor, and the image of the girl selling the product reminds us of the importance of being critical of corporate marketing messages.

### Figure 4.16.7

#### *Diabetes Awareness Campaign*



**REKO PHARMACAL** | health care with a difference

ABOUT REKO | PRODUCTS | OUR PARTNERS | CORPORATE SOCIAL RESPONSIBILITY | DRUG SAFETY | MEDIA GALLERY

Diabetes Awareness Camp at Ghaziabad Government hospital

A free blood sugar test camp was organized on 23th Feb, 2019 at Ghaziabad Government Hospital, Lahore. Camp was organized in association with Reko Pharmacal (P.v.t) Ltd and Diabetic center of Ghaziabad government Hospital. Four team members of hospital including Head of the Department and (NSD) S.P Ahmed examined diabetic patients. We provided the facility of free blood sugar test of referred patients.

Approximately 50 patients came for check up. Doctors advised them medicines and our team provided patient awareness for Diabetes Type-2 during the camp. We also provided free medicine "Sitavie" to the patients after advised by the doctors.

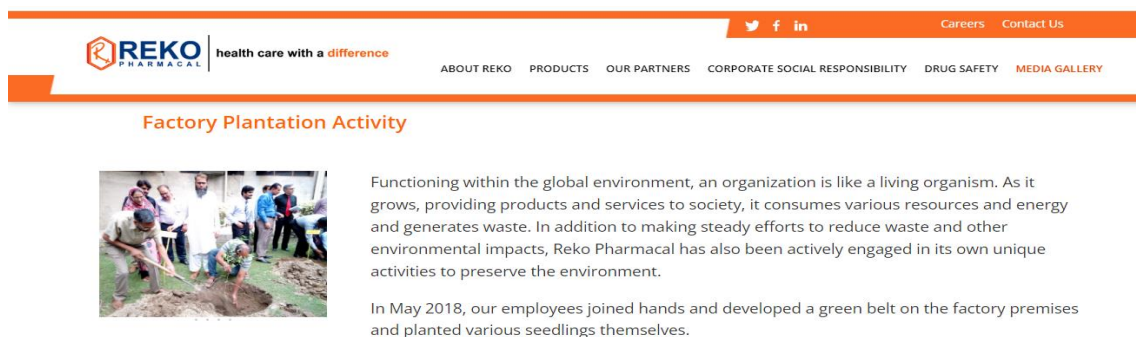
*Note:* A poignant illustration depicting a man conducting diabetes tests for a woman in a rural area as part of a pharmaceutical company's initiative. The figure visually communicates the company's commitment to spreading awareness about diabetes within hospital settings and underserved communities. This powerful image captures the essence of ecolinguistics in promoting healthcare awareness and emphasizing the intersection between corporate responsibility and community health.

The environmental narrative that is being generated is one of caution and awareness. The text warns people about the dangers of diabetes, and the image of the doctor checking his patient reminds us of the importance of seeking medical attention. This

narrative suggests that we need to be careful about how we interact with the environment and that we need to be aware of the potential environmental impacts of the products we use. The text can be seen in the way that it is prominently displayed on the company's website. The text is also used in marketing materials and other promotional materials. This salience of the text suggests that the company is trying to highlight its CSR initiatives to improve its public image. The trace can be seen in the way that the text mentions 'four team members of the hospital including Head of the Department and (NSD) S.P Ahmed.' This is a specific detail about the camp, but it does not provide any information about how the camp is addressing environmental concerns. The agency has talked about 'free blood sugar test' and 'free medicine,' but does not mention any specific environmental concerns associated with the production or use of these products. Additionally, the absence of explicit references to environmental considerations or sustainability aspects suggests a limited emphasis on the ecological dimension within the context of the camp.

### Figure 4.16.8

#### *Tree Plantation Campaign*



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ABOUT REKO | PRODUCTS | OUR PARTNERS | CORPORATE SOCIAL RESPONSIBILITY | DRUG SAFETY | MEDIA GALLERY

**Factory Plantation Activity**

Functioning within the global environment, an organization is like a living organism. As it grows, providing products and services to society, it consumes various resources and energy and generates waste. In addition to making steady efforts to reduce waste and other environmental impacts, Reko Pharmacal has also been actively engaged in its own unique activities to preserve the environment.

In May 2018, our employees joined hands and developed a green belt on the factory premises and planted various seedlings themselves.

*Note:* A compelling representation showcasing individuals actively engaged in digging soil and planting trees as part of a pharmaceutical company's environmental initiative. This image captures the essence of the tree plantation campaign, emphasizing the positive impact of businesses on the environment and the collective effort to address ecological concerns.

The text includes the organization as a living organism, resource consumption, waste generation, efforts to reduce environmental impacts, and the development of a green belt through employee participation. The image of people planting trees can be seen as a reminder of the importance of taking care of the environment. However, the image can also be seen as a way for the company to exploit the positive associations of tree planting to sell

its products. The mask can be seen in the way that the text uses positive language to describe the plantation activity. The text refers to ‘joined hands’ and ‘developed.’ This positive language can be seen as a mask that the company is using to hide the environmental impact of its operations. This suggests that the company is more interested in promoting its image as an environmental steward than in actually addressing environmental concerns. Yet, the text-image relation refers to ambivalent discourse. The mentioning of the organization's unique activities to preserve the environment and the involvement of employees in developing a green belt indicates a proactive approach towards environmental sustainability. This aligns with the broader narrative of ecological responsibility and the importance of organizations taking action to mitigate their environmental impacts.

#### 4.17. Remington Pharmaceutical Industries

**Figure 4.17.1**

*Education Promotion Initiative*



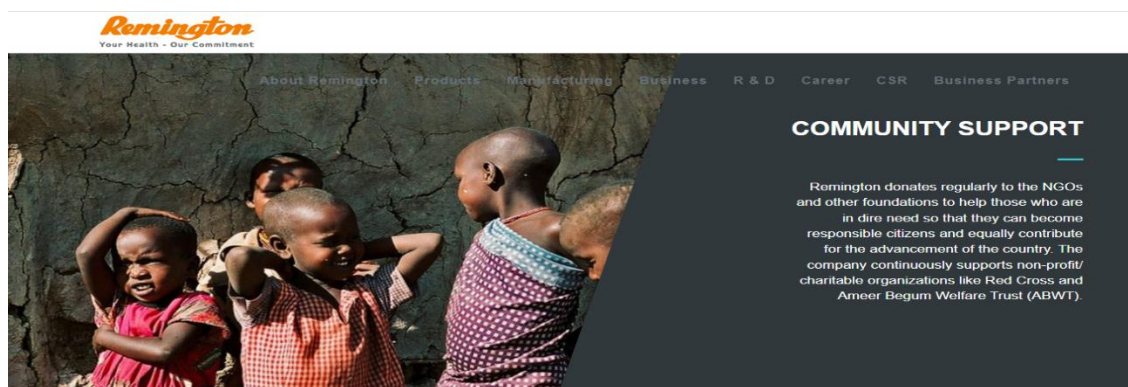
*Note:* A poignant representation featuring an image of school girls in assembly, symbolizing a pharmaceutical company's commitment to promoting education. The image captures the essence of the responsibility assumed by the company in fostering a culture of learning and empowerment within communities.

The company has utilized the ecolinguistic strategy of trace to address their viewpoints. For example, the text mentions that Remington is ‘moving towards becoming a carbon-neutral company’ by offsetting its carbon emissions through the deployment of renewable energies for power generation. However, the text does not mention how much carbon Remington currently emits, or how much it is offsetting. Also, it mentions that the company ‘considers itself a part of the community’ and that it has ‘always strived to make a difference for the betterment of the wider populace.’ However, the text does not mention

any specific environmental initiatives that Remington has taken to benefit the community. The web page features an image of school girls standing in assembly. This image is likely intended to evoke positive feelings of community and togetherness. However, the image does not explicitly mention the environment, and it could be interpreted as a way to distract from the text's ecolinguistic erasure.

### Figure 4.17.2

#### *Support for Developing Countries*



*Note:* An impactful illustration portraying African children in challenging circumstances, symbolizing a pharmaceutical company's commitment to supporting developing countries. The figure visually communicates the company's dedication through monetary donations and the provision of quality products, showcasing the intersection of ecolinguistics and global corporate responsibility.

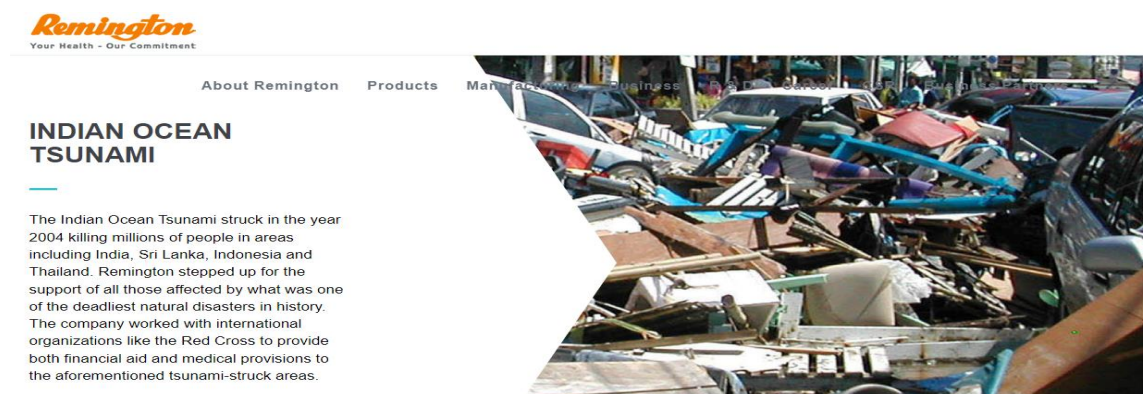
The text emphasizes Remington's support for NGOs and foundations to help those in need, there is no explicit mention of any environmental or ecological initiatives. Additionally, it does not mention any environmental problems that are associated with the pharmaceutical industry, such as pollution or the overuse of antibiotics. This avoids associating the company with negative stereotypes. The organizations mentioned in the written text include the Red Cross and the Ameer Begum Welfare Trust (ABWT). These organizations are known for their work in disaster relief and poverty alleviation. However, the text does not mention any specific environmental initiatives that these organizations are involved in such as climate change, a threat to wildlife species and global warming, etc. The image of black, poor children accompanying the text serves as a reminder of socio-economic disparities and the importance of community support. The absence of environmental discourse could be seen as a form of ecolinguistic erasure and potentially



masks the ecological aspects related to Remington's operations. The image focuses solely on the children's vulnerability, potentially erasing their agency and individual stories. They are portrayed as passive recipients of aid rather than active participants in development. The close-up shot and their solemn expressions make the children the most salient element in the image, invoking emotions of compassion and potentially manipulating viewers' feelings. The broken wall symbolizes poverty, hardship, and the need for development, further emphasizing the company's charitable efforts.

### Figure 4.17.3

#### *Impact of the Indian Ocean*



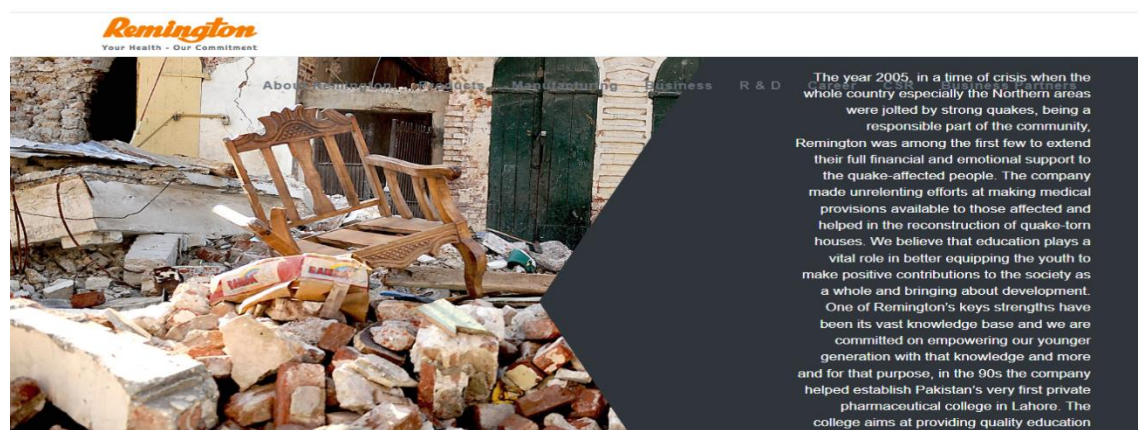
*Note:* A visual representation accompanied by text detailing the aftermath of the Indian Ocean tsunami, featuring an image of debris left in its wake. This figure highlights the intersection of ecolinguistics and environmental events, emphasizing the need for understanding and mitigating the ecological consequences of natural disasters.

The company has used the linguistic strategy of mask in the following way; the text mentions that the Indian Ocean tsunami was 'one of the deadliest natural disasters in history.' This suggests that the event was a major environmental catastrophe. However, the text does not mention any specific environmental impacts of the tsunami, such as pollution or the destruction of marine ecosystems. There is no explicit mention of ecological impacts or environmental considerations related to the Indian Ocean Tsunami. The focus is primarily on the support provided by Remington to those affected. However, the image of debris is intended to evoke feelings of shock and sadness. It explicitly represents with high salience the environmental impacts of the tsunami like loss of habitat, and sanctuaries, and the number of animals being killed in the tsunami.

The above figure is bifurcated into two portions. Where written text has masked the information by excluding the drastic effect of tsunami not just in India but all over the world such as in Japan 2015. On the other hand, the image immediately brings attention to the other areas of life. Such as mangroves, wetlands, coral reefs, and coastal forests are among the coastal ecosystems that can be decimated by tsunamis. These habitats are vital for biodiversity and serve as natural barriers against storm surges and coastal erosion. The power of a tsunami's waves can wash away beaches, resulting in the loss of land and changing the shape of the shoreline naturally. When tsunamis inundate coastal regions, debris and toxins might end up there, causing contamination of the land and water. In the long term, the accumulation of seawater and silt may negatively alter the fertility of the land, rendering it unfit for farming for a considerable amount of time. Natural habitat destruction can result in the loss of ecosystem services including carbon absorption, water purification, and coastal protection. Communities that have been forced to migrate after a tsunami may put more strain on the natural resources that are still available and accelerate unplanned urbanization.

#### Figure 4.17.4

##### *Earthquake in Pakistan*



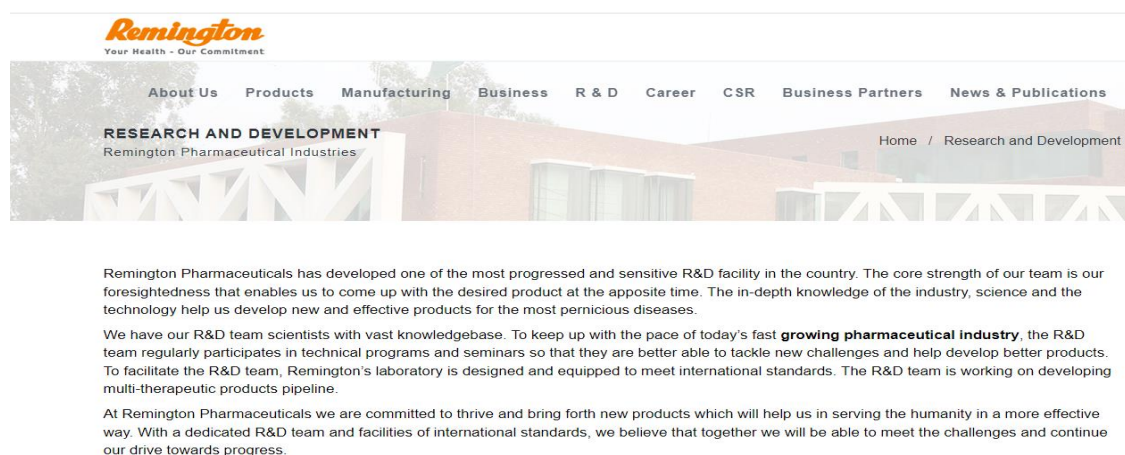
*Note:* A visual representation accompanied by text detailing the consequences of the 2005 earthquake in Pakistan, featuring an image of debris left in its aftermath. The image provides insight into the environmental challenges posed by seismic events and underscores the significance of sustainable practices in the face of such ecological disruptions.

The focus of the following text and image is on Remington's support for the quake-affected people, their commitment to education, and their efforts in establishing a

pharmaceutical college. The prominence is given to their financial and emotional support, provision of medical assistance, and involvement in educational initiatives. Moreover, the text mentions that Remington made ‘unrelenting efforts at making medical provisions available to those affected’ and ‘helped in the reconstruction of quake-torn houses.’ However, it did not mention any specific environmental initiatives that the company took to mitigate the environmental impacts of the earthquake, such as reducing waste or promoting sustainable construction practices.

### Figure 4.17.5

#### *Research and Development*



*Note:* This figure illustrates the intersection of ecolinguistics and corporate strategies, emphasizing the company's dedication to advancing scientific knowledge for the betterment of health and the environment.

The text states that Remington’s research and development team is ‘working on developing multi-therapeutic products pipeline.’ This could be interpreted as a mask of ecolinguistic erasure because it focuses on the potential benefits of new pharmaceutical products while obscuring the potential environmental impacts of these products. In this text, the salience is primarily given to Remington Pharmaceuticals' R&D capabilities, team expertise, and commitment to developing new products for diseases. The significance of environmental sustainability or ecological impact is not given any salience or emphasis in the narrative. By not addressing the environmental impact of pharmaceutical research and development, the text inadvertently reminds readers of the need to be vigilant and critical of narratives that prioritize progress and innovation without considering ecological consequences.



**Figure 4.17.6***Improving Health Care*

*Note:* A visual representation accompanied by text emphasizing the overarching goal of enhancing health outcomes. This figure encapsulates the core theme of ecolinguistics, illustrating the intersection of language, ecology, and the pursuit of better health for individuals and communities.

The text uses the word ‘improving’ to describe healthcare. This word suggests that the pharmaceutical industry is constantly moving forward and making healthcare better. However, it does not mention the environmental impacts of this progress. Both, the text and image are centrally aligned and in large font size. This makes them very salient, which can lead people to focus on the positive benefits of pharmaceutical products while ignoring the potential environmental impacts. In this visual representation, there is a void regarding any discussion or representation of environmental sustainability initiatives, resource conservation, or ecological considerations related to health care. The absence of these elements leaves a void in the narrative, making it incomplete from an environmental perspective.

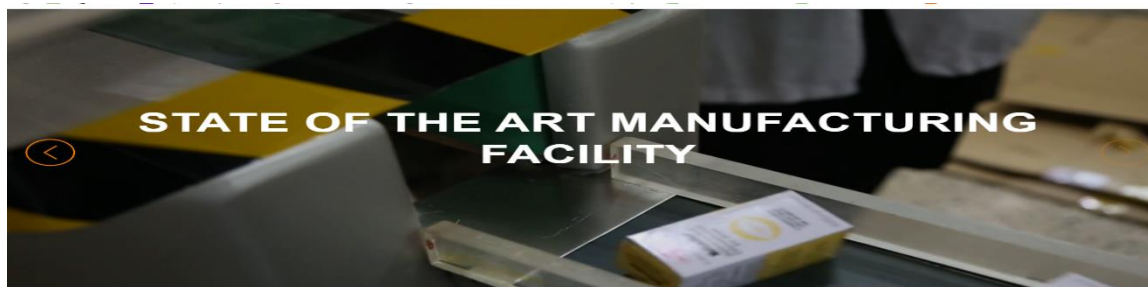
**Figure 4.17.7***Passion to Achieve Excellence*

*Note:* A visual representation featuring a background of medicine bottles, accompanied by text expressing the commitment to excellence. This figure signifies the intersection of ecolinguistics and pharmaceutical endeavors, highlighting the passion and dedication to advancing healthcare and ecological goals.

The text uses the word ‘excellence’ to describe the company's commitment to pharmaceutical production. This word suggests that the company is constantly striving to improve its products and operations. However, it does not mention the environmental impacts of this progress. The image of the medicine bottles being manufactured is a symbol of progress and innovation. However, it does not show the environmental impacts of the company's operations. The text and image are centrally aligned and in large font sizes. This makes them very salient, which can lead people to focus on the positive benefits of pharmaceutical products while ignoring the potential environmental impacts. The ecological discourse generated by the text and image emphasizes the positive benefits of pharmaceutical products while obscuring the potential environmental impacts. This discourse can be harmful because it can lead people to believe that pharmaceutical production is not harmful to the environment. In reality, pharmaceutical production can have a significant impact on the environment, including land pollution water pollution, air pollution, global warming, pharmaceutical pollution, and habitat destruction.

#### **Figure 4.17.8**

##### *Manufacturing Facility*



*Note:* A visual representation featuring an image of a factory manufacturing medicine bottles, accompanied by the text state of the art manufacturing. This figure illustrates the intersection of ecolinguistics and pharmaceutical production, emphasizing the commitment to advanced and environmentally conscious manufacturing processes in the pursuit of healthcare excellence.

The text uses the phrase, ‘state-of-the-art’ to describe the manufacturing facility. This word suggests that the facility is using the latest technology and is therefore very efficient. However, it does not mention the environmental impacts of this technology. The image of the medicine being prepared shows a clean and sterile environment. This image suggests that the company is taking steps to minimize environmental impacts. The overall

ecological discourse being generated by the text and image is one of progress and innovation. The text emphasizes the importance of having a state-of-the-art manufacturing facility, while the image of the medicine being prepared suggests that the company is committed to this goal. However, the text and image do not mention the environmental impacts of pharmaceutical production or use, which contributes to ecolinguistic erasure.

#### 4.18. Sami Pharmaceuticals

**Figure 4.18.1**

*Challenges in a Global Context*



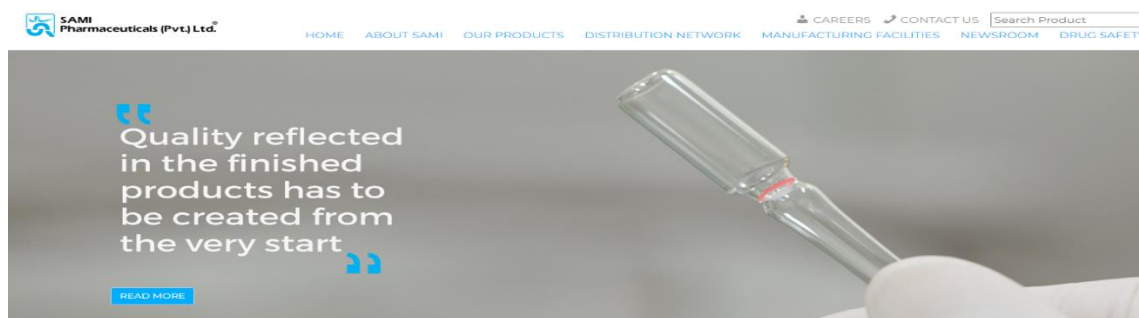
*Note:* Illustration depicting a globe with a bandage, symbolizing the ecological wounds caused by environmental challenges. Surrounding text highlights key issues, and emphasizes the interconnectedness of language and the environment.

The text ‘as Pakistan undergoes major demographic transitions’ with its accompanying image of a globe with a bandage creates a narrative that emphasizes demographic and health-related concerns but potentially overlooks or neglects environmental considerations. Additionally, the text uses the word ‘demographic dividend’ to describe the potential benefits of the demographic transition. This word suggests that the demographic transition will lead to economic growth and prosperity. However, it does not mention the potential environmental impacts of this growth, such as increased pollution and deforestation. The image of a globe with a bandage on it can be interpreted as a representation of the threats posed by disease burden to the well-being and prosperity of Pakistan. The bandage symbolizes the need for healing and indicates the negative impacts of diseases on the environment and human health. However, the image does not show the specific environmental challenges that Pakistan is facing, such as water scarcity and pollution. The image, closely focused on Earth with a bandage, evokes vulnerability and

suffering. The close-up shot intensifies the impact, while the high modality and composition emphasize the message's importance. The bright white background and blue-white color scheme symbolize purity and fragility, contrasting with the Earth's bandaged state, and highlighting the environmental degradation. The text provides crucial context and details about the specific environmental challenges faced by Pakistan. This allows viewers to connect the visual's symbolism to concrete issues.

**Figure 4.18.2**

### *Quality Assurance*



*Note:* Representation of a pharmaceutical company's commitment to quality, with accompanying text highlighting the excellence of their products. The image features an injection bottle, symbolizing the intersection of language and healthcare in the field of ecolinguistics.

The following web page portrays the company's stance on quality products and well-being. The text 'quality reflected in the finished products has to be created from the very start' could be interpreted as a mask of ecolinguistic erasure because it focuses on the importance of quality control in pharmaceutical production while obscuring the actual impact of the pharma products harming the ecosystem. The company has kept void basic information regarding the ingredients used in the production and manufacturing of the medicines. According to Srivastava (2021), the misuse of therapeutic drugs has increased causing chemical discharge in a freshwater environment. The image of the doctor's hand-wearing gloves and holding an injection empty bottle suggests that the pharmaceutical industry is committed to providing safe and effective medical products. The injection bottle, a medical tool associated with intervention and healing, carries connotations of health and progress. Its sterile setting reinforces the idea of controlled, scientific intervention. However, the constraints of this modality lie in its potential to evoke anxiety

or fear in some viewers due to its association with medical procedures. However, the incorrect procedure of dumping chemicals has contaminated water and soil which has caused potential toxicological effects on behavior, histopathological alterations, and reproductive and immunotoxin responses in fish and wildlife. The image and text work together to promote the pharmaceutical company's product. The injection bottle visually represents the product, while the text highlights its supposed quality. However, the lack of specific information about the product's purpose or ingredients creates a disconnect between the two modalities.

**Figure 4.18.3**

*Company Network Across Pakistan*



Note: Map of Pakistan showcasing the linguistic diversity within the country, accompanied by text illustrating the expansive network of a pharmaceutical company across different regions.

The text 'we adhere to current good distribution practices' and 'current good storage practices' in all our distribution operations' could be interpreted as a mask of ecolinguistic erasure because it focuses on the company's commitment to following good distribution practices, without referring to the distribution of such goods on environment. The ecological narrative being created by the text and image is one of progress and innovation. The text emphasizes the company's commitment to following good distribution practices, while the image of Pakistan's map suggests that the company is committed to providing access to pharmaceutical products to all parts of the country. The text uses the word 'distribution' to describe the company's operations. This word suggests that the company is simply delivering products from one place to another. However, it does not mention the potential environmental impacts of this distribution, such as emissions from vehicles or waste from packaging

**Figure 4.18.4**

*Main Facility*



*Note:* Image featuring a pharmaceutical company's drug manufacturing factory, accompanied by text detailing the facility's services and environmental considerations.

The text about pharmaceutical manufacturing, along with the image of a factory and machines, primarily focuses on compliance, quality, technical competence, and innovation. In the following web page, the salience is given to compliance, quality, technical competence, and innovation, and the text serves as a reminder of the need to consider environmental sustainability in pharmaceutical manufacturing. Additionally, the image of a factory and machines suggests that the company is using state-of-the-art technology. Nonetheless, it does not show the environmental impacts of this technology, such as emissions from the production process or waste from the disposal of machinery. The corporation has suppressed details about energy inputs for pharmaceutical production procedures are often high. Pharmaceutical product manufacture, purification, and packaging all utilize energy, which increases greenhouse gas emissions and the carbon footprint of the sector.

**Figure 4.18.5**

*Diversity in Pharma Services*



*Note:* Icons representing pharmaceutical services, including an injection, capsule, map of Pakistan, and a calendar. Each icon symbolizes linguistic and cultural considerations within the ecolinguistic framework adopted by the pharmaceutical company.



The text elements in the description include phrases like ‘Pakistan's second largest pharmaceutical company,’ ‘40 years of excellence,’ ‘over hundred distributors,’ and ‘Pakistan's top manufacturer drug.’ These textual representations provide explicit information about the company's size, reputation, distribution network, and product quality, contributing to the overall narrative being generated. The icon of an injection and the symbol of a capsule represent pharmaceutical products and medication, highlighting the company's involvement in the pharmaceutical industry. By incorporating these icons, the visual aspect enhances the understanding and recognition of the company's domain. The symbol of Pakistan's map with the text "over hundreds of distributors" could be seen as a mask for the environmental impact of the company's products or operations. The map suggests that the company has a wide reach, but it does not mention the environmental impact of its products or operations in different parts of the country. Image of a bottle in blue and black color: This image signifies pharmaceutical packaging, suggesting the company's involvement in manufacturing and distributing pharmaceutical products. The color scheme may evoke associations with professionalism, reliability, or even corporate branding. Overall, the semiotic modes can be seen as a form of ecolinguistic erasure. They do not explicitly mention the environmental impact of the company's products or operations, and they could be seen as obscuring or disguising this impact.

### Figure 4.18.6

#### *Enhancing Drug Safety*

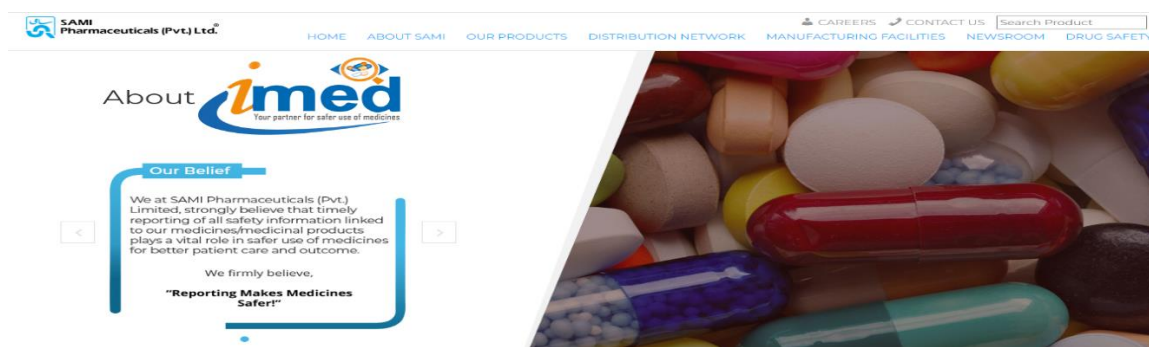


*Note:* Assortment of medicine bottles accompanied by text emphasizing the role of drug safety reporting in improving the safety of medicines. This ecolinguistic perspective underscores the intersection of language and healthcare in promoting a safer pharmaceutical landscape.

In the text, ‘drugs safety reporting makes medicines safer,’ the use of the word ‘safer’ could be seen as a mask for the environmental impact of medicines. It suggests that medicines are already safe and that there is no need to consider the environmental impact of their production, distribution, or disposal. The image of medicine, bottles, and capsules could be seen as a reminder of the environmental impact of medicines. The image suggests that medicines are made from natural resources and that these resources are used up when medicines are manufactured or disposed of in water or landfill areas making them polluted.

**Figure 4.18.7**

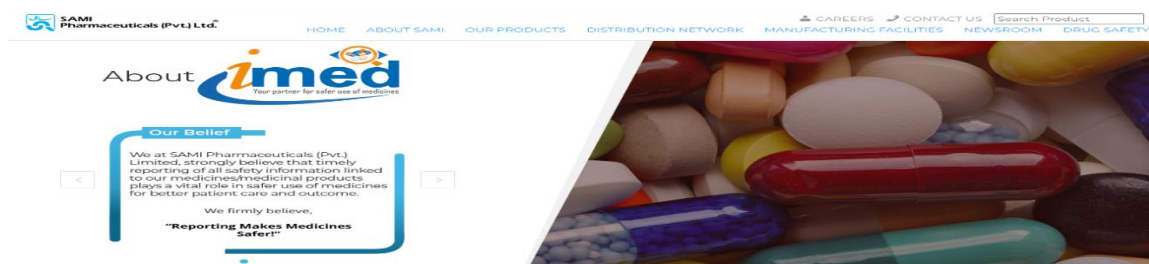
*Reporting Makes Medicines Safer*



*Note:* Image featuring multiple capsules symbolizing pharmaceutical products, accompanied by text highlighting the pharma company's commitment to ensuring the safety of drugs and medicines.

In the text, ‘it's our moral and professional duty responsibility to endeavor for patients’ safety and use new products: Sami cares for humanity,’ the use of the word ‘new’ could be seen as a mask for the environmental impact of these products. The word ‘new’ also suggests that these products are better for the environment than older products. The production, distribution, and disposal of these products can have a significant impact on the environment. For example, the production of these products can pollute air and water, and the disposal of these products can create hazardous waste. It is important to be aware of the environmental impact of these products when making decisions about their use. The image of multi-color capsules, tablets, and medicines reinforces the message and serves as a visual reminder of the pharmaceutical context and the importance of patient well-being, as well as the amount of waste being generated, natural resources being exploited, and harm being done to fish and wildlife species.



**Figure 4.18.8***Patient's Safety*

*Note:* Image featuring capsules symbolizing pharmaceutical products, accompanied by text emphasizing the pharma company's dedication to ensuring the safety and care of their patients.

The mention of 'improve patient care and safety' and 'safer use of medicine' reflect a focus on enhancing patient well-being and ensuring the appropriate use of pharmaceutical products. These traces suggest an intention to prioritize patient safety and emphasize responsible practices. The text's objective to improve patient care and safety, along with the mention of encouraging and facilitating product adoption through effective communication, aims to make these ideas salient and memorable. The text seeks to promote a sense of responsibility among doctors and healthcare workers to prioritize patient well-being and engage in effective communication practices. These aspects serve as reminders of the importance of patient safety and communication efficacy. However, the impact of medicines not only on the human body but also on the entire environment has been omitted from the discourse.

**4.19. Sanofi Aventis****Figure 4.19.1***Planet Care*

*Note:* the figure is intended to convey the ecolinguistic theme of caring for the planet, with a visual representation that includes the specific textual element "Planet Care" and a background image featuring sea waves.

The white-colored text 'planet care' is visually prominent due to its contrast with the background image. The central alignment of the text also emphasizes its importance. The choice of a sea shore and water waves as the background image aligns with environmental themes, highlighting a connection to nature and sustainability. The kind of environmental discourse being generated by the pharma company is somewhat ambivalent. It does not provide any specific information about what the pharma company is doing to care for the planet. The choice of a sea shore and water waves as the background image creates a visual reminder of the environment, particularly the oceans and water ecosystems. It suggests a connection between the company's responsibility and the need to protect these natural resources. Yet, the company's language does not explicitly mention any environmental issues or provide any specific information about what they are doing to achieve these goals.

#### **Figure 4.19.2**

##### *Carpooling for Sustainable Commuting*



*Note:* The accompanying text within the figure emphasizes the importance of shared transportation, while the visual representation includes an illustrative image of a bicycle, symbolizing sustainable and eco-friendly modes of travel. This ecolinguistic perspective integrates linguistic and visual elements to promote awareness and action towards sustainable commuting practices.

The text, 'climate change: develop alternative transportation and carpooling options for the sustainable community' can be seen as an example of an ecolinguistic trace. The text explicitly mentions 'climate change' and emphasizes the need to develop alternative transportation and carpooling options. This suggests that the environmental discourse is focused on addressing the impact of transportation on climate change. The mention of 'develop alternative transportation and carpooling options' indicates an effort to reduce carbon emissions and promote sustainable mobility. The inclusion of such language

suggests a trace of environmental consciousness. The image of a bicycle also contributes to the ecolinguistic landscape of this text. The bicycle is a symbol of sustainable transportation, and its presence suggests that the author is advocating for a more environmentally friendly way of life.

However, the causes and reasons of climate change are completely omitted. Thus, the words ‘climate change,’ ‘transportation,’ ‘carpooling,’ and ‘sustainable’ triggers human activities that release greenhouse gases into the atmosphere. Figure 4.19.2 reminds us of the major causes of climate change such as burning fossil fuel, and clearing forests mostly for agricultural, urban, and logging purposes. Additionally, carbon dioxide and other industrial gases including nitrous oxide (N<sub>2</sub>O) and fluorinated gas are released during industrial processes such as the manufacture of steel, cement, and chemicals. When certain chemicals, fertilizers, and refrigerants are produced and used, these gases are frequently emitted causing climate change.

### Figure 4.19.3

#### *Bio-diversity*



*Note:* This figure presents an ecolinguistic perspective by incorporating textual elements related to biodiversity, accompanied by a visual representation featuring vibrant flowers.

The use of the word ‘foster’ suggests that the pharmaceutical company is taking a passive approach to promoting biodiversity. They are not actively working to protect biodiversity, but they are simply allowing it to happen. The text, along with the image of tulip purple leaves, serves as a reminder of the importance of biodiversity and nature in ecological conservation. The image visually reinforces the connection to nature and highlights the significance of green spaces. Together, they contribute to the ecological discourse being generated.

The term ‘biodiversity’ reminds the importance of protecting and conserving life on earth. The agency has used the linguist strategy of trace to disseminate its ecological narrative. Details regarding biodiversity are partially removed, yet still present. Partially removed information reminds us that the range of species found in various habitats is included in biodiversity. Since many species play unique ecological functions and interact in unique ways, species variety is crucial for the stability of an ecosystem. Increased ecosystem production, resistance to perturbations, and general ecosystem health are all benefits of a diverse and abundant species population. Biodiversity also encompasses the diversity of ecosystems and habitats. However, certain threats to biodiversity need to be addressed. The extinction of species is currently taking place at an alarming rate, contributing to a crisis in biodiversity throughout the planet. Many species are on the verge of extinction as a result of human actions, notably habitat destruction and degradation. The functioning of the environment, the availability of food, and human well-being are all severely affected by the loss of species. Some of the main causes of biodiversity loss include invasive species, habitat degradation, deforestation, land use changes, pollution, climate change, overexploitation of natural resources, and illicit wildlife trading.

**Figure 4.19.4**

*Waste Management*



*Note:* This figure provides an ecolinguistic exploration of waste management through textual representation, set against a background of soil. The combination of linguistic and visual elements seeks to convey the importance of responsible waste disposal practices in the context of environmental sustainability, emphasizing the connection between human actions, waste management, and the health of the soil ecosystem.

The text is written in black bold large font size, which makes it stand out from the white and brown background. The text also uses the words ‘waste management’ and ‘paperless,’ which suggest that the pharmaceutical company is concerned about the

environmental impact of paper usage. The background of the text is white and brown, which suggests that the pharmaceutical company is committed to sustainability. The brown color could also be a reference to the earth, which further emphasizes the company's commitment to environmental protection. Moreover, the words like 'waste,' 'management,' 'reduce,' 'usage,' and 'paperless' could be seen as a reminder to people about the environmental impact of paper usage. The text could also be seen as a call to action, urging people to reduce their paper usage.

However, methods of waste management are not mentioned on the corporate web page. Therefore, the distorted and partial information regarding waste management brings into mind ways to manage pharmaceuticals ways. Some pharmaceutical waste, especially hazardous waste, may need specialized treatment techniques like burning. Using waste-to-energy procedures, incineration may aid in the destruction of hazardous materials and the recovery of energy from the trash. When using incineration techniques, it is essential to make sure that all applicable laws and environmental requirements are followed.

### Figure 4.19.5

#### *Water Stewardship*



*Note:* This figure presents an ecolinguistic perspective by incorporating a textual focus on water stewardship, complemented by a visual representation featuring a leaf with a water drop.

The text uses the words 'water stewardship' and 'rainwater,' suggesting that the pharmaceutical company is concerned about the environmental impact of water usage. The image of a leaf with a dew droplet on it is a symbol of nature, and its presence suggests that the pharmaceutical company is committed to protecting water resources. The image also helps to visualize the concept of water stewardship. The text suggests that the pharmaceutical company is making some efforts to conserve water, but its commitment to

environmental protection is somewhat limited. It does not provide any specific information about what the company is doing to conserve water, and it could be seen as a mask for the company's true intentions.

The text could be seen as a reminder to people about the importance of water conservation. Terminologies like ‘water,’ ‘harvest,’ and ‘recycle’ remind the waste of water pharma companies. There is an erasure of water management, yet in a partial form. The agency has not mentioned how excessive water use during cleaning processes or inefficient equipment and practices lead to water waste. Moreover, water is often used in the pharmaceutical production process for washing, rinsing, and equipment cooling, among other functions. Water waste during industrial activities can be caused by inefficient water consumption, poor recycling or reuse procedures, and a lack of water-saving devices.

### Figure 4.19.6

#### *Protect the Planet*



*Note:* This figure employs an ecolinguistic approach by incorporating a directive text urging employees to take proactive measures to protect the planet. The visual element features a background of leaves, symbolizing the interconnectedness between human actions and the natural environment.

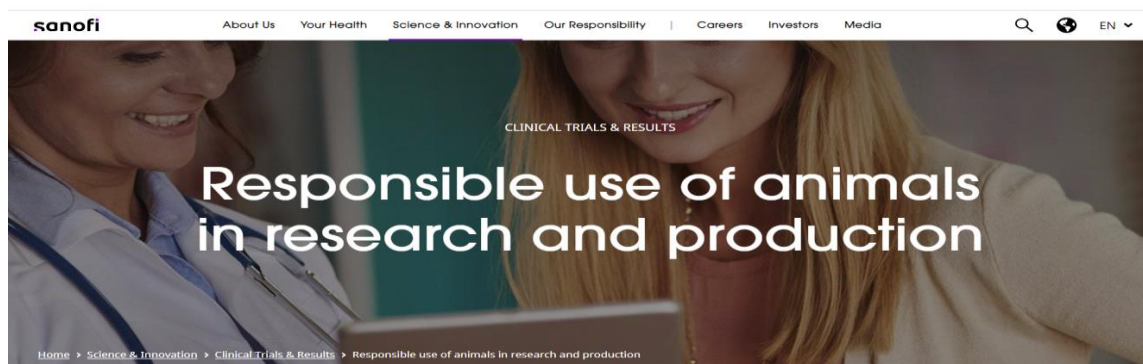
The white bold large font size used for the text ‘employees do more to protect the planet’ enhances its salience, drawing attention to the water and planet stewardship message. The centrally aligned positioning further emphasizes its significance. The green background provides a clean and neutral backdrop, allowing the text to stand out. The image of a leaf with a dew droplet on it aligns with the water-related theme, reinforcing the salience of the ecological discourse. Moreover, the image of a plant with a dew droplet on it is a symbol of nature, and its presence suggests that the pharmaceutical company is committed to protecting the natural world. The image also helps to visualize the concept



of environmental protection. The text suggests that the pharmaceutical company is making some efforts to protect the environment, but their commitment to environmental protection is somewhat limited. The text does not provide any specific information about what the company is doing to protect the environment, and it could be seen as a mask for the company's true intentions.

### Figure 4.19.7

#### *Promoting Responsible Use of Animals*



*Note:* This figure engages an ecolinguistic perspective by featuring text promoting the responsible treatment of animals in research and development. The visual component includes two lady scientists in the background, symbolizing the commitment of researchers, particularly women, to ethical practices in scientific endeavors.

The words 'responsible' and 'animals' suggest that the pharmaceutical company is concerned about the ethical treatment of animals in research. The image of two lady scientists working in a laboratory is a symbol of science and research. The absence of any animals in the image suggests that the pharmaceutical company is committed to using animals in research only when necessary. The text could also be seen as a call to action, urging people to support companies that are committed to using animals in research only when necessary. Overall, the multimodal ecolinguistic analysis of this text suggests that the pharmaceutical company is making some efforts to use animals in research in a responsible way. However, the text does not provide any specific information about how the company is doing this, and it could be seen as a mask for the company's true intentions.

Additionally, there is a complete erasure of animal suffering during medicine testing. Any new vaccine is first tested on animals and then introduced in markets. In the

course of scientific trials, animals undergo surgical procedures. These operations range from routine surgery to quite invasive ones. Animals such as rabbits, guinea pigs, mice, and rats are utilized for cosmetic testing. These animals suffer from pain, anguish, and long-term injuries.

**Figure 4.19.8**

*Ethics and Transparency*



*Note:* This figure employs an ecolinguistic perspective, emphasizing the text on the ethical conduct and transparency of a pharmaceutical company. The inclusion of symbolic icons, representing the Earth, heart, and handshake, visually reinforces the values of environmental responsibility, compassion, and trustworthiness within the pharmaceutical industry.

To disseminate ideology and environmental narrative, the company has utilized multiple semiotic modes such as symbols, text, image, participants' alignment, and color contrast. The image is a circular shape divided into four quadrants. Each quadrant contains a symbol representing one of the four key areas of the CSR agenda: ethics and transparency (research papers), access to healthcare for the underserved (heart), healthy planet (earth), and effective communication (shaking hands). Each category is represented by a symbol that visually reinforces its theme, such as the Earth symbol for a healthy planet, the heart symbol for access to healthcare, the research papers symbol for ethics and transparency, and the shaking hands symbol for effective communication. The use of these symbols and the visually appealing circular design draw attention to the company's focus areas. The mention of the 'healthy planet' category along with a green background, indicates a trace of environmental consciousness. It suggests a recognition of the importance of



environmental sustainability and implies that the company is taking steps to contribute to a healthier planet. Moreover, the entire information highlights CSR, strategic objectives, and the company's commitment to addressing global challenges and creating sustainable shared value.

## 4.20. The Searle

**Figure 4.20.1**

*Keeping Pakistan Healthy*



*Note:* This figure adopts an ecolinguistic approach, conveying the message of health and well-being for Pakistan through the text. The visual element, featuring a hand holding a trophy, symbolizes achievement and success in maintaining a healthy nation.

The text, 'keeping Pakistan healthy' is written in bold green letters, which are the colors of nature. This suggests that the company is committed to environmental sustainability. The image of a hand holding a trophy is also used to mask the environmental impact of the pharmaceutical industry. The trophy suggests that the company is successful, but it does not mention the environmental costs of that success. The green background of the image is a reminder of the natural world, but it also serves to salience the company's commitment to environmental sustainability. The green background makes the text 'keeping Pakistan healthy' stand out, and it also suggests that the company is concerned about the environment. The large font size of the phrase 'keeping Pakistan healthy' is an example of salience. This phrase is made to stand out from the rest of the text, drawing attention to the company's commitment to healthcare. Overall, the pharma web page creates an ecolinguistic discourse that is both eco-friendly and eco-destructive. The web page creates an ambivalent ecolinguistic discourse that highlights the tension between the need

for healthcare and the need to protect the environment. The web page erases the environmental impact of the pharmaceutical industry, but it also reminds viewers of the importance of healthcare. The web page leaves viewers with several questions about the company's commitment to the environment, and the tension between healthcare and environmental protection.

**Figure 4.20.2**

*Science of Patient Safety*



*Note:* This figure embraces an ecolinguistic perspective, highlighting the text focused on the scientific approach to ensuring patient safety by a pharmaceutical company. The inclusion of icons representing syrup, injection, and a capsule visually emphasizes the commitment to patient well-being through varied medicinal forms.

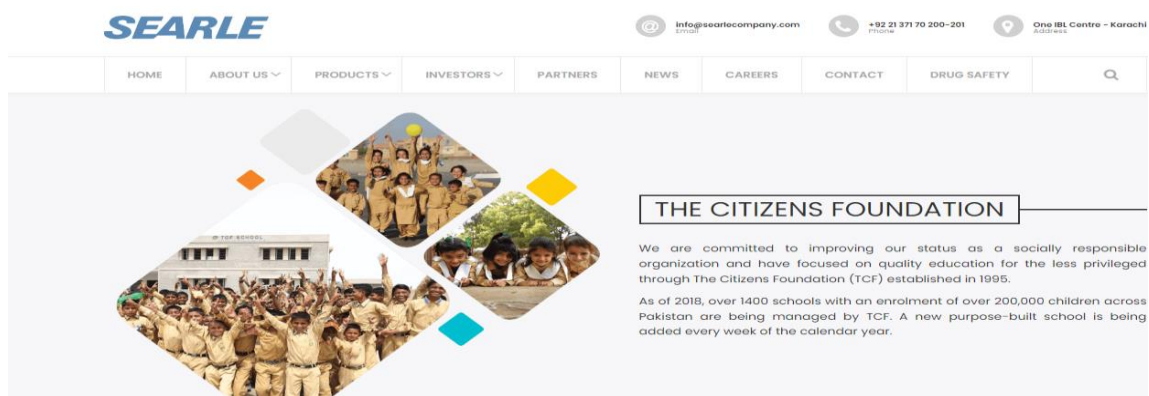
The agency has utilized a linguistic strategy of erasure marginalizing certain aspects related to environmental protection and sustainability. This is achieved through the use of language that focuses on the positive benefits of the industry, such as ‘improving patient care’ and ‘ensuring public health.’ The environmental impact of the industry is not mentioned, thus creating an ecolinguistic erasure. The phrase ‘science of patient safety’ is an example of a void. It is a phrase that sounds positive, but it does not mean anything. It does not specify what the company is doing to improve patient safety, or how their products are helping the environment. The text masks the ecological impact by primarily emphasizing patient safety, public health, and regulatory obligations. These aspects are given salience, diverting attention from potential environmental concerns or sustainability practices. The images in the brochure also contribute to the ecolinguistic discourse. The images of a medicine bottle, an injection, and a capsule are all symbolic of the pharmaceutical industry. The dark blue background of the images suggests a sense of

seriousness or importance. The shield around the capsule suggests that the company is committed to protecting its products.

However, pharmaceutical waste products and their harmful impact on the environment have been obliterated from the text. The image of a capsule and bottle draws attention to information worthy of consideration. For example, healthcare facilities produce a variety of dangerous chemicals and materials, such as cleaning products, reagents for laboratories, and pharmaceuticals. Accidental spills or improper disposal can cause environmental pollution, hazardous exposure, or negative health consequences on people and ecosystems. Hazardous materials must be handled, stored, and disposed of by applicable laws and industry standards.

### Figure 4.20.3

#### *The Citizens Foundation*



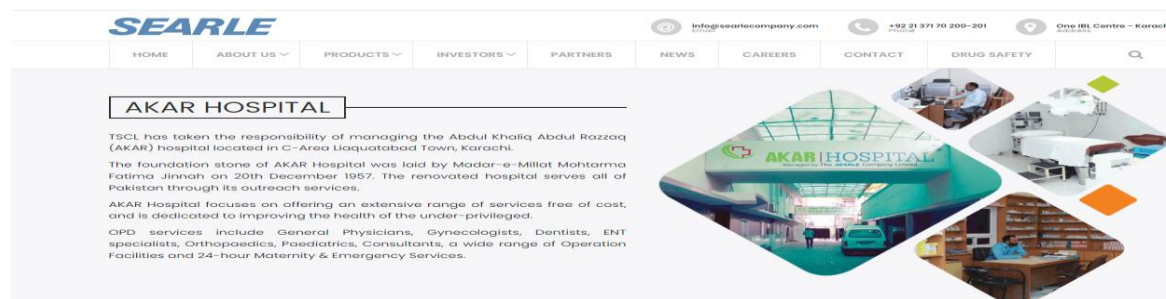
*Note:* The text highlights the citizen's foundation and its role in empowering the next generation. The visual component, featuring an image of school boys, symbolizes the foundation's commitment to education and fostering the growth of future leaders

The text emphasizes the organization's commitment to social responsibility and providing quality education to the less privileged. However, it does not explicitly mention any environmental or ecological aspects related to education or the organization's practices. This could be seen as an instance of ecolinguistic erasure, where the ecological dimension is neglected. The focus is primarily on social responsibility and education quality, masking the ecological impact by emphasizing these aspects. The organization diverts attention from potential environmental concerns or sustainability practices by giving salience to social responsibility and education quality. Moreover, there is a void in the ecological

discourse, as the image does not provide a direct trace of environmental responsibility or sustainability practices in the education sector or the organization's operations. The agency has used the terms 'quality education' and 'suitability' to generate positive discourse, yet nothing has been said about preserving the environment or methods to teach children about ecological conservation. Young students are represented as the main social actors in the discourse. Text along with images reminds and promotes the salience of environmental education concerning pharmaceutical companies in Pakistan. Certain initiatives can be taken at the school level to address environmental issues and solutions to prevent ecological degradation. For example, the government may include environmental education as a foundational concept in the study of science, the social sciences, language arts, and health education. The curriculum could discuss how businesses, particularly pharmaceutical firms, affect the environment to promote critical thinking and a deeper comprehension of the relationships between environmental issues and human health. Using a variety of teaching approaches, including texts, images, videos, and interactive exercises as multimodal modes of communication, can promote a thorough grasp of the subject by enabling students to investigate and evaluate various information sources, particularly those about the environmental effects of pharmaceutical corporations.

#### Figure 4.20.4

##### *Betterment of People*



*Note:* This figure encapsulates an ecolinguistic perspective by emphasizing the text regarding hospitals actively working towards the betterment of people. The visual component showcases an image of a hospital, symbolizing a healing space where medical professionals strive for the well-being and improvement of individuals.

The text primarily focuses on the management and services provided by the AKAR Hospital, but it does not explicitly mention any environmental or ecological aspects related

to the pharmaceutical industry or the hospital's practices. It emphasizes the management responsibility, the historical significance of the hospital, and the range of services offered, which are given salience. These aspects draw attention to the healthcare services provided rather than ecological concerns. The image draws attention to the hospital setting and the presence of healthcare professionals, which are given salience. The focus is on the medical services provided rather than ecological considerations.

Nonetheless, information on pharma and hospital waste is omitted or kept void. The exclusion of this vital material both from text and image reminds us that pharmaceutical waste includes a sizable amount of unusable or expired drugs. If these medications are not properly disposed of or if they get into the environment, hazards may result. Contamination of the environment, toxicity, and unintentional consumption are examples of potential adverse effects. Some medications may linger in the environment, influencing aquatic life and perhaps causing antibiotic resistance or ecological disturbance. Likewise, gloves, gauze, bandages, and other disposable items used in healthcare environments might be contaminated with biological fluids or dangerous chemicals. The risk of exposure to viruses, bloodborne illnesses, or dangerous chemicals might rise as a result of improper handling and disposal of these items. If the right safeguards are not followed, the general public, waste handlers, and healthcare staff may be in danger of infection or chemical exposure.

### Figure 4.20.5

#### *Challenges and Dedication During COVID-19*

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## SEARLE STOOD TALL IN COVID-19

The year 2020 was rough but with passion, perseverance, & conscientiousness, Searle stood tall amongst all!

As the country braced with Covid-19 and related after-effects, Searle decided to act quickly and started producing and providing PPEs, face masks, glass shields, sanitizers, disinfectants, UV tools, and other protective gears to help our valiant medical fraternity fight the war against the menace of the pandemic.

In addition to this, Searle Team created a rigorous drive to create awareness among the masses on social distancing, wearing face masks, and frequent hand washing, through thousands of printable and digital media tools. Our team has risked their lives and ensured the availability of life-saving drugs particularly Decadron that has proven to be effective in lowering the cytokine storm in Covid-19 patients.

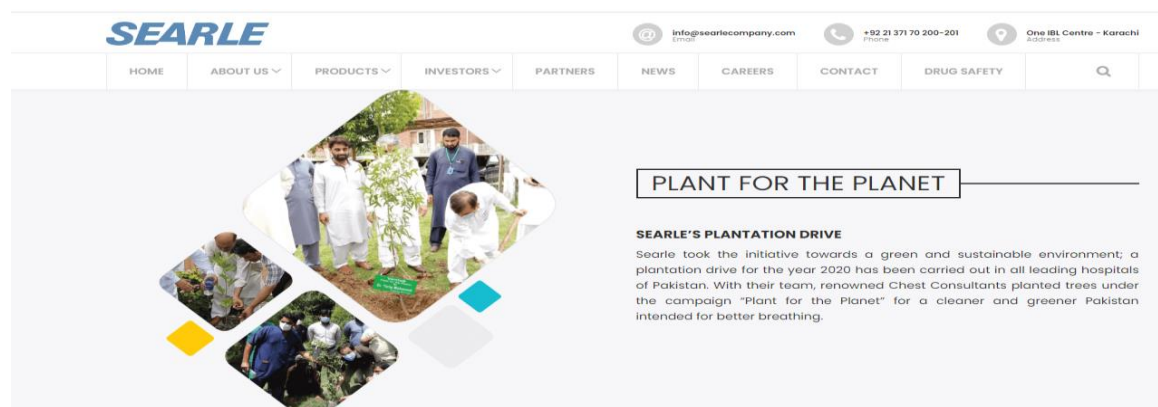
Searle has the honor of importing the first FDA approved low price generic Remdesivir and provided for the critical patients at cost. The initiative helped save hundreds of lives and thousands of patients recovered.

*Note:* The integration of language and imagery aims to convey the pharmaceutical company's commitment to overcoming challenges and recognizing the efforts of its dedicated staff in the context of the global health crisis.

The text focuses on the positive benefits of the pharmaceutical industry and the medical industry while distracting from the environmental impact of these industries. The text and images used in the context of Searle's response to the COVID-19 pandemic have a limited impact on the ecological discourse. While the text highlights Searle's actions and contributions, it does not explicitly address environmental or ecological aspects related to the pharmaceutical industry. The images of healthcare workers emphasize the human response to the pandemic rather than ecological considerations. It reminds us that the creation of COVID-19 vaccines has benefited greatly from the contributions of pharmaceutical corporations. To produce safe and efficient vaccines to fight the virus, they have committed a lot of money and skill to research and development. Many vaccinations have been created and approved for use in emergencies all around the world. To ensure that vaccines are accessible to everyone, certain pharmaceutical firms have worked with governments and international organizations. Moreover, to develop COVID-19 research in Pakistan, the pharmaceutical sector has partnered and collaborated with academic institutions, research organizations, and other stakeholders. These partnerships have made it easier to share information, exchange data, and work together to hasten the development of vaccines and medications.

### Figure 4.20.6

#### *Plant for the Planet*



*Note:* The integration of language and imagery aims to inspire and promote environmental stewardship, illustrating the active involvement of individuals in contributing to a greener and healthier planet through tree-planting initiatives.



The text focuses on Searle's initiative towards a green and sustainable environment through a plantation drive, highlighting the action of planting trees and the campaign 'Plant for the planet.' However, there is no explicit mention of specific environmental or ecological considerations beyond the general notion of a cleaner and greener Pakistan. This could be seen as a form of ecolinguistic erasure, where the ecological dimension is not elaborated upon. There is a void in the ecological discourse as the text does not provide specific traceable information about the type of trees planted, the locations where the plantation drive took place, or the long-term ecological impact and sustainability measures associated with the initiative. The text serves as a reminder of the importance of planting trees for a cleaner and greener environment, as well as the role of renowned Chest Consultants and Searle in driving this initiative. It indirectly reminds the audience of the need to take action for environmental conservation. Meanwhile, the image serves as a reminder of the importance of tree planting for environmental conservation and sustainability. It visually reinforces the message of the text and encourages the audience to take part in similar initiatives.

**Figure 4.20.7**

*Preserving Heritage*

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### PRESERVING HERITAGE

Searle strongly believes in our identity, and we take pride in our contribution towards preserving the rich heritage, arts, and culture for future generations. It has made conscious efforts to ensure its continuity and enhance avenues for the livelihoods of traditional artisans and craftsmen.

We worked towards protecting and promoting our rich heritage through various developmental projects. In this regard, Searle was honored to place a monument at one of the busiest roundabouts near Governor House Karachi.

Intending to promote art & literature, Searle has sponsored the 12th Aalmi Urdu Conference organized by the Arts Council of Pakistan Karachi that commemorated Pakistan's 73rd year of independence. The proceedings of the conference were designed while keeping in mind the 7th decade of independence with sessions on poetry, fiction, film, TV, music, dance, and painting. The key events included the aalmi mushaira, dance, music performances, and photography exhibition. Many prominent and decorated personalities were part of the conference including Zia Mohyeddin, Anwar Maqsood, Anwar Masood, and Mustansar Hussain Tarrar to name a few.

*Note:* The integration of language and imagery seeks to convey a holistic approach to heritage preservation that includes both cultural richness and environmental responsibility.

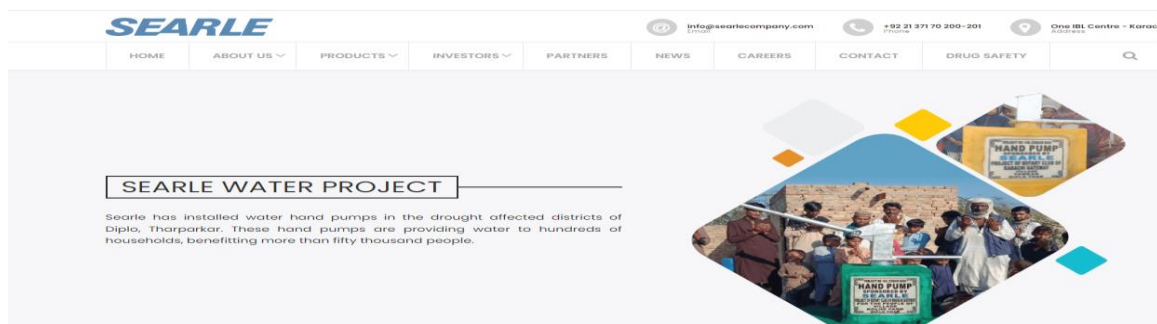
The text primarily focuses on Searle's efforts to preserve heritage, arts, and culture. There is a void in the ecological discourse as the text does not provide specific traceable information about the environmental impact of preserving heritage or the monument placement near Governor House Karachi. It lacks details regarding sustainability measures

or considerations related to the preservation projects. The focus is on cultural and artistic contributions rather than explicit ecological considerations. The image of an old monument does not directly convey any specific ecological information. This could be seen as an instance of ecolinguistic erasure, where the ecological dimension is marginalized or overlooked. The text only mentions the preservation of heritage without considering the ecosystem. The images of nature, trees, plants, and animals are absent from the web page. Ecosystem preservation is a shared obligation that necessitates a long-term commitment, sustainable methods, and an all-encompassing strategy. The importance of preserving the ecosystem has been omitted.

For example, aquatic biodiversity must be preserved by ensuring sustainable fishing methods and safeguarding marine environments. To preserve ecosystems in marine and coastal habitats, it is imperative to put into practice appropriate fishing practices, create marine protected zones, and reduce pollution and overfishing. Likewise, ecosystem preservation depends on the adoption of sustainable land and water management techniques. This comprises practices for responsible forestry, sustainable agriculture, and watershed management that reduce habitat loss, soil erosion, pollution, and water depletion. However, the overall impact on the ecological discourse is minimal, as the focus remains on cultural and artistic contributions rather than environmental considerations.

### Figure 4.20.8

#### *Water Project*



*Note:* This figure showcases an ecolinguistic perspective by communicating the pharmaceutical company's commitment to a water storage project. The textual component highlights the significance of the project, and the visual representation captures a moment of inauguration where village people are actively participating in the event. The image specifically features the inauguration of a hand pump, symbolizing sustainable efforts by the pharmaceutical company to provide the local community with access to clean water.



The text primarily focuses on Searle's installation of water hand pumps in drought-affected districts and the resulting benefits to households and people. However, it does not explicitly address any specific ecological aspects related to water conservation, sustainability, or the environmental impact of water projects. This could be seen as a form of ecolinguistic erasure, where the ecological dimension is not elaborated upon. It lacks details regarding water management practices, water scarcity solutions, or ecological considerations in addressing drought-affected areas.

The text masks the ecological dimension by emphasizing Searle's initiative to install water hand pumps in drought-affected districts and the resulting benefits to households and people. These aspects are given salience, highlighting Searle's contribution to addressing water scarcity and improving access to clean water.

The image of representative participants shows the dire need for freshwater supply in rural areas. The picture is presented in a two-dimensional shape with a white background. However, the text serves as a reminder of the importance of providing access to clean water in drought-affected areas and the positive impact it has on households and communities. While the ecological dimension is not directly addressed, the text indirectly reminds the audience of the need to address water scarcity and ensure water accessibility for sustainable living.

Moreover, the agency has eliminated information regarding contaminated water. Pharmaceuticals may infiltrate the water system as a result of improper prescription disposal by pharmaceutical firms, healthcare institutions, or people. When medications are flushed down the toilet or thrown away with other household debris, they may wind up in landfills or wastewater treatment facilities and endanger water supplies. Therefore, to lessen the industry's influence on water pollution, regulatory measures, improved production techniques, and the development of more environmentally friendly medications are crucial.

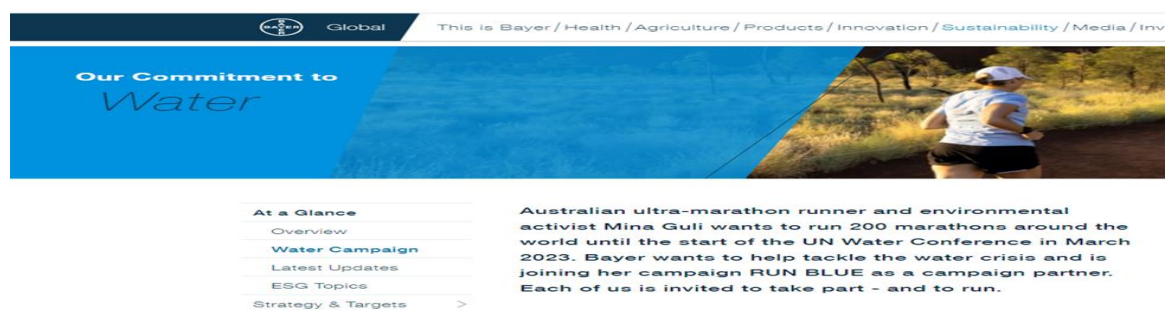
## CHAPTER 5

# FINDINGS, DISCUSSION, CONCLUSION AND RECOMMENDATIONS

### 5.1. Findings

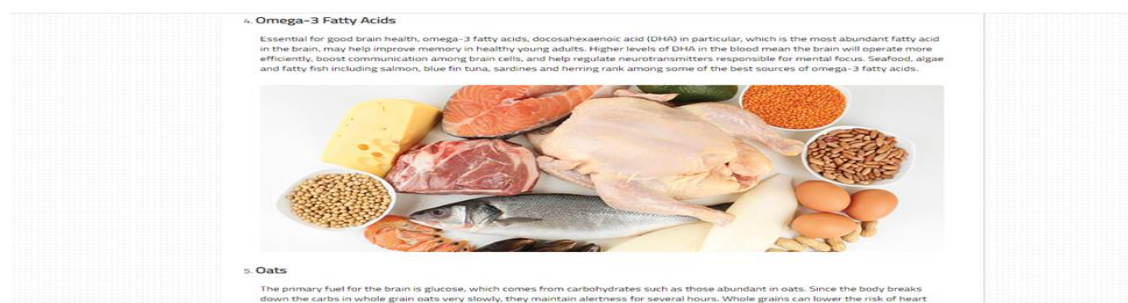
The following are the findings of the study:

**Figure 5.1. 1**



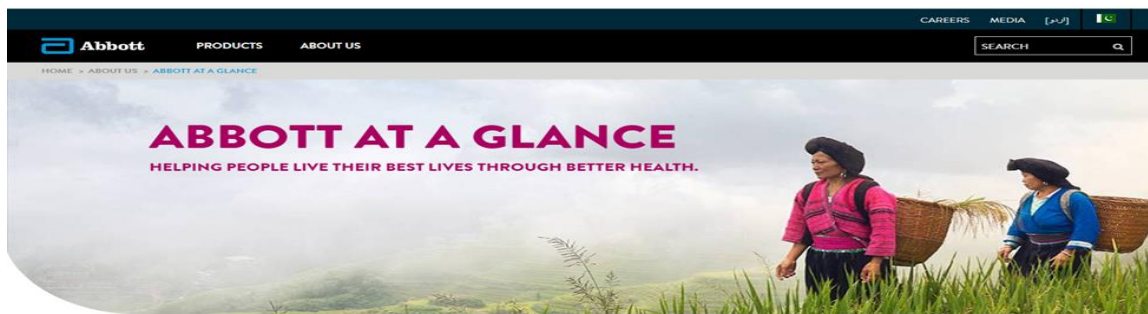
In Figure 5.1.1, 'help to tackle the water crisis,' the company has generated an ambivalent discourse without mentioning the actual exploiters of water shortage. Other than the human species, animals, plants, and birds are also facing water problems. The social actor in the image is a lady. The background is presented in blue color.

**Figure 5.1. 2**



In Figure 5.1.2, animals have been perceived as basic commodities of life. This is illustrated by the placement of meat, fish, chicken, and eggs in the center with a white background. It serves as a reminder that many businesses profit from the usage of animal products. The company generates beneficial discourse.

**Figure 5.1. 3**



In the captivating scene depicted above, two empowered women emerge as the central figures, standing against a majestic backdrop of mountains and grass. This close-up shot on a vertical plane masterfully captures the essence of their presence, offering a partial glimpse of the awe-inspiring natural surroundings. The deliberate modulation of modality imbues this image with a sense of intrigue and wonder, inviting viewers to delve into the hidden narratives within the frame.

**Figure 5.1. 4**



Two mighty trucks take center stage as the driving force in this visual narrative, mirroring the powerful synergy found in phrases like 'the farmers are cultivating the land' or 'the farmers are using trucks to cultivate the land.' This ambivalent discourse unfolds with purpose, yet it prompts reflection on the complete absence of mention for the vital contributors—animals, plants, and the very essence of our precious natural resources. Let's envision a discourse that not only celebrates human endeavors but also embraces the harmonious coexistence of all elements that sustain our planet.

## 5.2. Discussion

This study aimed to explore and visually analyze the ecological discourse generated by Pakistani pharmaceutical industries on their corporate web pages. Utilizing the multimodal analytical tool proposed by Kress and van Leeuwen (2008), this research highlighted various semiotic modes, such as different colors (mostly green, white, and blue), diverse font sizes, and images employed by Pakistani pharmaceutical companies in designing their web pages. The overall impact and types of environmental narratives disseminated by these agencies were examined. The ecolinguistic strategies of erasure and salience utilized by pharma companies contributed to the generation of both beneficial and ambivalent discourses. The discourses were genuinely ecocentric, encouraging care for human health and life sustainability. However, it was scrutinized that the discourses generated by the companies portrayed animals, plants, forests, and water mainly as commodities for humans.

By evaluating the results of the text and image analysis, the degree of ecolinguistic erasure and salience of ecological aspects in pharmaceutical companies' web pages has been assessed. Consistent emphasis on ecological considerations, such as environmental sustainability, responsible tourism, or conservation efforts in both text and images, indicated a conscious effort to prioritize ecological concerns. On the other hand, where some texts and images have omitted or marginalized ecological aspects, they suggested a potential erasure of ecolinguistic concerns in favor of other business-related narratives. Additionally, agencies have primarily utilized linguistic strategies of erasure and salience to develop beneficial and ambivalent discourses, concealing themselves and avoiding blame for ecological destruction. For example, Bayer has used the technique of trace to address the water crisis in Pakistan and expresses optimism about tackling it, yet erases the cause of water scarcity from both image and text.

The multimodal ecolinguistic analysis of the pharmaceutical industry's CSR pages on education revealed a combination of text and images that has underscored the company's commitment to education and its transformative impact. The text emphasized accessible education, scholarships, and support for science, technology, engineering and mathematics fields. The image portrayed a young graduate boy holding a degree against a sunset

background, symbolizing achievement and hope. Against the backdrop of Pakistan's educational and health challenges, these companies strategically navigated their CSR initiatives to address pressing societal needs while concurrently bolstering their brand image. Education stands as a cornerstone of societal development in Pakistan, yet access to quality education remains a formidable challenge, particularly in rural and underserved areas. Pharmaceutical companies recognized this disparity and leveraged their CSR platforms to champion educational initiatives aimed at bridging the gap. Textual assertions within CSR pages often highlighted commitments to scholarships, vocational training, and support for different fields, signaling a concerted effort to nurture talent and empower future generations.

Moreover, the visual representations accompanying these textual affirmations paint a vivid picture of educational attainment as a beacon of hope and empowerment. Images depicting students engaged in learning activities amidst vibrant classrooms or laboratories not only evoked a sense of optimism but also underscored the transformative power of education in uplifting communities. By aligning corporate objectives with educational advancement, pharmaceutical companies endeavored to cultivate a skilled workforce and contribute to the socio-economic development of the nation. Collectively, the web pages aimed to communicate the pharmaceutical company's dedication to education, empowering individuals, and contributing to a better future through educational initiatives. This research combined relatively new and under-researched areas: multimodal discourse analysis and ecolinguistics. This unique combination allowed for a comprehensive understanding of how ecological discourses were constructed on corporate websites through various semiotic modes, including text, images, color, layout, and typography. This approach offered a deeper and more nuanced understanding of the meaning-making process in corporate communication, particularly concerning environmental issues.

Simultaneously, the healthcare landscape in Pakistan presents its own set of challenges, characterized by disparities in access to quality healthcare services, prevalent disease burden, and inadequate infrastructure. Against this backdrop, pharmaceutical companies pivoted their CSR efforts towards initiatives that promote health and well-being, thereby fulfilling a dual mandate of societal responsibility and brand enhancement. Within the realm of healthcare, emphasis was placed on preventive measures, health

education, and community outreach programs designed to raise awareness and foster behavior change. Textual narratives often underscored commitments to public health initiatives, such as vaccination drives, maternal and child health programs, and disease prevention campaigns. These assertions were reinforced by visual representations portraying healthcare professionals administering vaccinations, conducting health screenings, and engaging with community members in health education sessions.

Furthermore, the integration of culturally relevant imagery and narratives resonated deeply with local communities, fostering a sense of trust and credibility in the pharmaceutical companies' endeavors. By positioning themselves as champions of public health, these companies not only addressed critical healthcare needs but also enhanced their brand reputation as socially responsible entities committed to the well-being of the populace. In essence, the strategic deployment of ecolinguistic discourse within CSR pages reflected a nuanced understanding of the educational and health challenges facing Pakistan. By aligning corporate objectives with societal welfare imperatives, pharmaceutical companies not only fostered positive brand associations but also contributed meaningfully to the advancement of education and healthcare in the country. As stewards of corporate social responsibility, these companies played a pivotal role in shaping a brighter and healthier future for Pakistan.

While previous research in ecolinguistics and multimodality has primarily focused on Western contexts, this study has delved into the specific case of Pakistani pharmaceutical companies. This provided valuable insights into how ecological discourses have been shaped by cultural and socio-political factors in a non-Western context. Expanding on the discussion within the socio-cultural, political, and economic context of Pakistan, the ecolinguistic strategies of erasure and salience played a significant role in shaping corporate communication strategies. Within this framework, cultural values such as community welfare and familial bonds intersected with environmental narratives to construct a discourse that resonates deeply with the Pakistani general public.

Our knowledge of Pakistani pharmaceutical businesses' environmental narratives and marketing tactics could be greatly enhanced by incorporating insights into the cultural milieu around them. In Pakistani society, community and group welfare are frequently

valued more highly than personal benefit. This translates into environmental narratives that emphasize how sustainable practices boost public health or safeguard shared resources, among other larger social advantages. Companies presented their environmental initiatives as ways to uplift the community and the country. In Pakistan, pollution and water shortage are major issues. Industries majorly demonstrated their water-saving initiatives and ethical waste management techniques to alleviate these worries. This indicates their dedication to resolving regional environmental challenges in line with national priorities.

In Pakistani society, where familial and communal ties are paramount, environmental initiatives are often framed within the context of collective well-being. Ecolinguistic strategies of salience highlighted the positive impacts of sustainable practices on public health and national prosperity, thereby aligning environmental discourse with cultural values of social cohesion and mutual support. By emphasizing the interconnectedness between environmental stewardship and societal welfare, pharmaceutical companies strategically positioned themselves as agents of positive change, garnering support and goodwill from the community. Businesses also crafted stories that appeal to families by highlighting how their environmental initiatives guarantee future generations will live in a healthy environment. This meant highlighting the influence on children's health and education by utilizing family-oriented pictures or testimonies. Thus, the research also contributed to a more diverse and inclusive understanding of how language and other semiotic modes are used to represent culture. This research went beyond simply identifying ecological discourses by specifically examining how pharmaceutical companies utilize linguistic strategies of erasure and salience to manipulate these discourses.

The phenomena of linguistic variety inside the digital environment of Pakistani pharmaceutical websites was one of the most startling findings. Similar to how many ecosystems support a multitude of animals, each with a distinct function and contribution, these web pages demonstrated linguistic variety by combining several languages and dialects. The seamless blending of Urdu, English, and regional tongues created a rich linguistic tapestry that reflected the diversity of Pakistani culture. In addition to serving a broad market, this language variety illustrated the firms' dedication to linguistic inclusion and echoed the ideas of ecolinguistic sustainability



Erasure refers to the deliberate omission or marginalization of negative ecological information, while salience highlights positive information and greenwashing initiatives. According to Stibbe (2015), by looking at a range of linguistic characteristics, including significance, dynamism, degrees of abstraction, transitivity, and metaphor, it is possible to find prominent patterns that vividly and concretely describe some aspects of life. If these tendencies are widespread, they might elevate a certain area's significance in the eyes of a select few people or, more widely, in the minds of a large number of people within a society. Salience patterns are important in forming public opinion and, depending on their application, might lead to the deletion or greenwashing of environmental facts. The research examined how readily longer-term and more complicated environmental challenges were obscured by emotionally charged subjects like improving public health. Second, problems that undercut environmental concerns purposefully made more salient by powerful political and economic interests. For instance, minimizing the severity of climate change or encouraging short-term economic advantages removed environmental concerns from the public eye. Similarly, businesses purposefully diverted attention from their detrimental effects on the environment by highlighting unrelated good parts of their operations.

However, amidst the strategic deployment of salience lied the potential for erasure, whereby certain environmental concerns were marginalized or omitted to prioritize corporate interests. In the context of Pakistan's socio-economic disparities, ecolinguistic strategies of erasure obscured the underlying environmental injustices disproportionately affecting marginalized communities. By selectively highlighting positive aspects of corporate environmental initiatives, pharmaceutical companies inadvertently perpetuated narratives that obscured the root causes of environmental degradation, thereby hindering efforts towards meaningful systemic change. Furthermore, the economic landscape of Pakistan influenced the discourse surrounding environmental issues, with corporate interests often taking precedence over ecological considerations. Ecolinguistic strategies of erasure served to downplay the environmental costs of industrial activities, thereby protecting corporate interests and maintaining profitability. Additionally, the influence of powerful economic actors exacerbated environmental injustices, as marginalized

communities bear the brunt of environmental degradation while pharmaceutical companies prioritized profit maximization.

### **5.2.1. Reflection on RQ.1**

The study observed various semiotic modes, including visual elements like images, descriptive text, color contrast, alignment, and page layout in web page design. Commonly used in web design to convey information, promote pharmaceutical products, and engage users, these modes heavily relied on visual aspects such as pictures, graphics, and colors. They aimed to disseminate knowledge, showcase products, and visually appeal to users. From an ecological standpoint, website designers selected eco-friendly images depicting sustainable practices, natural settings, and environmentally friendly packaging to enhance environmental awareness. Pharmaceutical companies have addressed ecological concerns at representational, interactional, and compositional levels using textual modes, generating both positive and ambivalent ecological discourses. The results indicated that the primary focus of Pakistani pharmaceutical companies included health and a better lifestyle. Spatial, symbolic, and linguistic modes have been employed in web page design, including the use of white space, grids, alignment, and overall spatial relationships between various elements. Symbols often communicated the pharmaceutical company's commitment to ecological responsibility, while the linguistic mode highlighted environmental initiatives, eco-friendly packaging, or sustainable manufacturing practices.

### **5.2.2. Reflection on RQ.2**

Companies have distorted information using linguistic strategies like void, trace, and mask to depict their environmental policies. They have omitted dire changes or problems caused by humans, neglecting the impact on other species like animals, plants, trees, and birds. While the texts emphasized the company's efforts, they did not explicitly address broader ecological implications of pharmaceutical manufacturing, such as waste disposal, resource consumption, or potential impacts on ecosystems and biodiversity. The salience pattern analysis revealed discrepancies between text and image, indicating a form of erasure or greenwashing. For instance, in Figure 5.1, a disconnection between the pharmaceutical industry and environmental issues like waste management and chemical pollution. Although renewable energy has been emphasized, broader ecological concerns

related to the pharmaceutical industry have not been directly addressed. Similarly, in Figure 4.5.2, a child watering plants reflected water conservation, but the text omitted specifics like water source preservation or addressing structural problems contributing to water shortage. Furthermore, Pakistan's top twenty pharmacies aimed to strengthen their efficacy in well-being, healthcare, education, technology, and services. However, some important life aspects have been either excluded or presented in distorted form using ecolinguistic strategies like trace and mask. For instance, in Figure 4.1.6, the text associated well-being with advanced technology, omitting its negative impacts on human life and the environment. Technology, while seen as an easier mode of communication, has negative social impacts, including isolation, cyberbullying, and decreased life satisfaction. Moreover, it contributes to pollution, depletion of natural resources, and harm to agriculture and crops through toxic chemicals.

### **5.3. Conclusion**

In conclusion, the study's findings shed light on how pharmaceutical companies employ various semiotic modes to construct environmental narratives. The narratives on Pakistani pharmaceutical companies' web pages present a complex blend of ambivalence and beneficiary discourses, revolving around themes of healthy lifestyles, environmental depletion, deforestation, reliance on natural resources, and contributions to developing nations. The web pages strategically employ ecolinguistic erasure, removing the contextual backdrop of medicine consumption and thus fostering a disconnect between individuals and the environmental impact of pharmaceutical practices. This risks fostering increased medicine consumption without due consideration for environmental repercussions, leading to heightened environmental degradation. Lastly, corporations have strategically manipulated salience patterns to inflate the perceived prominence of their environmental initiatives, often resorting to tactics such as highlighting minor actions and employing greenwashing buzzwords. For instance, despite the detrimental environmental impact of their products, firms have opted to showcase green, blue, and white logos, espouse rhetoric surrounding sustainability and enhanced health, and showcase imagery of trees, plants, and fertile soil. In doing so, they divert attention away from larger environmental issues they

contribute to, such as chemical pollution of rivers, instead focusing on minor improvements achieved, such as reducing plastic usage or introducing eco-friendly packaging.

To address the issues, a more comprehensive ecolinguistic approach is recommended—one that incorporates a broader discussion of the pharmaceutical industry's environmental impact. This could encompass details on sustainable manufacturing practices, waste reduction initiatives, responsible pharmaceutical disposal, and ongoing efforts to minimize environmental harm across the entire product life cycle. Additionally, incorporating visuals that explicitly depict or symbolize the ecological dimensions associated with the pharmaceutical industry would ensure a more holistic understanding of the company's environmental initiatives in Pakistan. By embracing such an approach, pharmaceutical companies can contribute to fostering a collective awareness of the intricate relationship between health, medicine, and the environment, encouraging responsible choices that safeguard both individual well-being and the planet we inhabit.

#### **5.4. Limitation of the Study**

The study was confined to the top twenty Pakistani pharmaceutical companies. Some constraints were encountered during data collection, with a few companies providing a limited amount of information on their web pages, while others had an abundance of information. However, not all the images and texts were relevant to the present study.

#### **5.5. Recommendations**

To improve data collection for future studies, it is recommended to establish standardized protocols to ensure consistency across sampled pharmaceutical companies. This involves creating checklists for data collection, fostering closer engagement with pharmaceutical companies to facilitate access to relevant information, and adopting a selective sampling approach based on transparency and accessibility. Additionally, supplementing web-based data with alternative sources such as annual reports and sustainability publications can enhance comprehensiveness. Employing thematic analysis techniques, validating qualitative data through interviews or surveys, and implementing continuous monitoring of website content for updates are essential for maintaining data relevance and reliability over time.

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## ANNEXURE A

### LIST OF VALID DRUG MANUFACTURING UNITS OPERATING IN PAKISTAN

Sr. No	Drug Manufacturing License Number	Type of License	Name of units	Address
1.	000001	Formulation	M/s Abbott Laboratories (Pakistan) Ltd.	Opposite Radio Pakistan Transmission Centre Hyderabad Road Landhi Karachi.
2.	000003	Formulation	M/s Bayer Pakistan (Pvt) Ltd.	C-21, S.I.T.E, Karachi.
3.	000004	Formulation	M/s Abbott Labs (Pak) Ltd.	Plot No. 13 Sector 20 Korangi Industrial Area Karachi.
4.	000006	Formulation	M/s ICI Pakistan Ltd.	S-33 Hawkesbay Road SITE Karachi.
5.	000007	Formulation	M/s Sanofi-Aventis Pakistan Ltd.	Plot No. 23 Sector 22 Korangi Industrial Area Karachi
6.	000010	Formulation)	M/s GSK Consumer Healthcare	Petaro Road Jamshoro.
7.	000012	Formulation	M/s OBS Pakistan (Pvt) Ltd.	C-14 Mangopir Road SITE Karachi.
8.	000016	Formulation	M/s The Searle Company Limited	F-319 SITE Karachi.
9.	000017	Formulation	M/s Glaxo Smith Kline Pakistan Ltd.	35-Dockyard Road West Wharf Karachi.
10.	000019	Formulation	M/s The Schazoo Pharmaceutical Laboratories (Pvt) Ltd.	Kalalwala Stop, 20-Km Lahore Jaranwala Road District Sheikhpura.
11.	000022	Formulation	M/s Reckitt Benckiser Pakistan Ltd.	F-18 S.I.T.E Karachi.
12.	000024	Formulation	M/s Pharmatec Pakistan (Pvt) Ltd.	D-86/A SITE Karachi.
13.	000025	Formulation	M/s Pfizer Pakistan Ltd.	B-2-SITE Karachi.
14.	000028	Formulation	M/s Martin Dow Marker Ltd.	7-Jail Road Quetta.
15.	000030	Formulation	M/s Helix Pharma (Pvt) Ltd.	A/56 SITE Mangopir Karachi.
16.	000033	Formulation	M/s Delux Chemical Industries	Plot No. 26-A1 Landhi Karachi.
17.	000034	Formulation	M/s Medicare Laboratories	Plot No. F./109 Behind Karachi Polytechnic Hub River Road SITE Karachi.
18.	000035	Formulation	M/s Swat Pharmaceuticals	Saidu Sharif Road Amankot Mingora Swat.
19.	000037	Formulation	M/s Reko Pharmacal (Pvt) Ltd.	13-Km Multan Road Lahore.
20.	000038	Formulation	M/s Ferozsons Laboratories Ltd.	Amangarh Newshehra
21.	000039	Formulation	M/s P.D.H Laboratories (Pvt) Ltd.	9.5-Km Sheikhpura Road (Khaki) Lahore.
22.	000040	Formulation	Zafa Pharmaceutical	L-4/1 A & B, Block 21, Federal

**LIST OF VALID DRUG MANUFACTURING UNITS OPERATING IN  
PAKISTAN**

Sr. No	Drug Manufacturing License Number	Type of License	Name of units	Address
			Laboratories (Pvt) Ltd.	B Industria Area, Karachi
23.	000042	Formulation	M/s W.Woodward Pakistan Ltd.	F-275 SITE Karachi.
24.	000043	Formulation	M/s Martin Dow Marker Ltd.	F-126 SITE Karachi.
25.	000044	Formulation	AGP Ltd.	D109, S.I.T.E, Karachi
26.	000045	Formulation	M/s Aspin Pharma (Pvt) Ltd.	Plot No.10 & 25 Sector 20 Korangi Industrial Area Karachi.
27.	000046	Formulation	M/s Opal Laboratories (Pvt) Ltd.	LC/41 SITE Landhi Karachi.
28.	000048	Formulation	M/s Karachi Chemical Industries (Pvt) Ltd.	F-25 Estate Avenue, SITE, Karachi.
29.	000051	Formulation	M/s Standpharm Pakistan (Pvt) Ltd.	20 Km Ferozepur Road Lahore.
30.	000052	Formulation	M/s CCL Pharmaceuticals (Pvt) Ltd.	62 Industrial Estate Kot Lakhpat Lahore.
31.	000053	Formulation	M/s Risma Laboratories	A-2B S.I.T.E Karachi
32.	000054	Basic Manufacture	M/s Aspin Pharma (Pvt) Ltd.	Plot No.10 & 25 Sector 20 Korangi Industrial Area Karachi.
33.	000061	Formulation	M/s Remington Pharmaceutical Industries (Pvt.) Ltd.	18 Km Multan Road Lahore
34.	000064	Formulation	M/s Lahore Chemical & Pharmaceutical Works (Pvt) Ltd.	137-Shahrah-e-Moulana Jalal Ud din Roomi Lahore.
35.	000065	Formulation	M/s Unexo Labs (Pvt) Ltd.	9.5-Km Sheikhpura Road Lahore
36.	000071	Formulation	M/s Epla Laboratories (Pvt) Ltd.	D-12 Estate Avenue S.I.T.E Karachi
37.	000072	Formulation	M/s Sami Pharmaceuticals (Pvt) Ltd.	F-95 Off Hub River Road, SITE Karachi.
38.	000074	Formulation	M/s Karachi Pharmaceutical Labs	S-54 SITE Karachi.
39.	000075	Formulation	M/s Orta Laboratories (Pvt) Ltd.	24-Km Multan Road Off. Defence Road Mohalanwal (Near Bahria Town Bridge) Lahore.
40.	000076	Formulation	M/s Popular Chemical Works (Pvt) Ltd.	9-Km Lahore Sheikhpura Road Lahore.
41.	000077	Formulation	M/s Xenon Pharmaceuticals (Pvt) Ltd.	9.5-Km Sheikhpura Road Lahore.
42.	000079	Formulation	M/s Sharex Laboratories (Pvt)	KLP Road Sharex Colony